





GOALZERO

## 2021 IMPACT REPORT

A year ago, we published our first annual Impact Report highlighting the social and environmental efforts we supported throughout 2020. More importantly, we released this report to reaffirm our commitment to make a positive impact on the world - to both hold ourselves accountable for doing good and inspire ourselves and others to do more. I am excited to publish our second annual impact report.

Each time I tell the story of Goal Zero's origins, I am reminded that our first products were created to serve a humanitarian need. Only later did it become clear that there was a commercial interest in our products and technology. We strive to hold onto those roots by donating both products and our time to community empowerment and disaster relief each year. As we reflected on our impact projects, we were struck by the diversity of needs for clean portable power ranging from families in our own country that lack power in their homes, to medical needs in rural Nigeria where portable solar power is quite literally lifesaving, to heroes fighting to end animal poaching with stealthy electric dirt bikes in South Africa. We are humbled and proud to be able to help with just a few of these worldwide needs, and we are striving to do more each year by setting aside a portion of our profits for such projects. As Goal Zero grows, our efforts to give back grow.

Thank you to the partners that have made the 2021 impact efforts possible. We simply could not do it without the support of the employees that power Goal Zero every day, as well as those partners that connect us with communities in need.

Cheers,  
Bill Harmon GM,  
Goal Zero

OUR COMMITMENT

We believe that businesses do not operate in a vacuum. Rather, we are inextricably connected to the communities, environment, and society to which we belong. We are a dynamic organization; one that can and must evolve in sync with people and the planet. It's not always easy. Choosing to progress with a sense of ownership over our impact requires facing challenges that might otherwise be avoided. It means operating with a willingness to question our assumptions, to lead by example, and to contribute beyond what is asked of us.

**We are driven forward by a shared vision for success that is defined not solely by profit, but by the impact we create on the world and its people.**

OUR 2021 SOCIAL IMPACT

# EMPOWER HUMAN POTENTIAL





Goal Zero was born from a belief that lack of resources should never limit human potential. Each year we commit to putting a portion of our profits towards funding projects around the world; be it bringing power and light to remote villages high up in the Himalayas, on Navajo Nation right in our own backyard, or people impacted by natural disasters across the country.

Our goal is to work with communities to learn about their most critical needs and understand the role that access to a sustainable source of power can have on their success.

GOAL ZERO 2021 IMPACT REPORT



## 2021 SOCIAL IMPACT BY THE NUMBERS



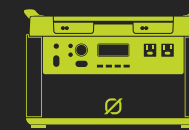
**20,076**

PEOPLE IMPACTED



**13**

COMMUNITY PARTNERS



**4,835**

PRODUCTS DONATED

PROJECT STORIES

# SOUTH AFRICAN WILDLIFE COLLEGE

Modern problems require modern solutions. CAKE, the Swedish electric motorcycle manufacturer, is determined to tackle the problem of poaching endangered species in the African bush with a creative solution. CAKE launched their Electric Bush Bike Anti-Poaching Act in 2021 in partnership with the Southern African Wildlife College (SAWC), an institution that trains and deploys rangers throughout the 25 national parks in southern Africa to enforce anti-poaching laws.

Together, the two entities designed an exceptional motorbike that fits the specific needs of anti-poaching rangers. Motorbikes have long been a critical component in efforts to fight poaching, allowing rangers to access remote regions; however, the traditional gas-powered motorcycles used by the fleet are unsustainable and expensive. They require constant maintenance and a costly fuel supply to keep them up and running. Enter the Kalk AP, the solar-charging electric motorcycle deployed to a fleet in Kruger National Park, one of the largest game reserves in Africa, to test their viability in real world practices.

The Kalk AP aimed to eliminate the need for expensive, gas-powered dirt bikes. Rangers who patrol the remote, harsh region no longer fly in fuel by helicopter, which alerts poachers of their presence and provides ample time to escape; instead, the stealthy electric motorbikes allow rangers to track poachers quietly and efficiently. They are designed to be low-maintenance and powerful, with an electric motor and integrated battery pack that allow the bikes to reach top speeds of 90 kilometers per hour for up to three hours. Increased efficiency means rangers can cover more ground in their patrols, making them more effective in enforcing widespread anti-poaching measures.





## GOAL ZERO 2021 IMPACT REPORT

### SOCIAL IMPACT

#### SOUTH AFRICA WILDLIFE COLLEGE CONTINUED

Goal Zero had the opportunity to help CAKE in their mission by providing a solar generator for each motorbike. The portability of the kits allows the fleet to maximize sun exposure and recharge quickly throughout the day. With the unlimited power source from the sun, the rangers' issue of limited scope and noise from traditional gas engines was virtually eliminated. They can operate completely independently from the electric grid and costly fuel sources, all while leaving endangered animals and the environment undisturbed by noise or fumes.

As CAKE founder and CEO Stefan Ytterborn stated, "Solar power, new technology, and a new category of vehicles that help save endangered species in Africa. This is a perfect example of purpose meeting sustainability." We couldn't agree more. Goal Zero measures success not only on profit, but also by the impact we create on the planet, so we are honored to help both CAKE and the SAWC in their mission to fight poaching and protect the world to which we are inextricably connected.



PROJECT STORIES

# HEART OF AMERICA

Our continued partnership with Heart of America provided us with the opportunity to directly impact the lives of Navajo Nation children throughout the pandemic. To help bridge the gap between home and school, we provided distance-learning kits equipped with drawing utensils, notebooks, books, STEM materials, and Goal Zero lanterns to enable learning after dark. We also installed solar panels in homes across Navajo Nation to supply the power necessary to charge school laptops and keep the lights on, so students were able to engage in art, reading, and homework throughout the evenings.



PROJECT STORIES

# LEANMED



We partnered with LeanMed, an organization providing medical oxygen to communities in need with an O<sub>2</sub> production machine, on their rapid response program in Nigeria. Their production machines were powered by our Yeti 3000X solar generator, helping rural health centers combat the dual burden of pediatric pneumonia and COVID-19. This program is the first step in LeanMed's goal to bring lifesaving medical oxygen to the 40,000 rural health centers around the world that lack access to grid power, and we are proud to power their mission with our solar generators.

# BIG CITY MOUNTAINEERS



This past Giving Tuesday, we chose to give back to our friends at Big City Mountaineers, a nonprofit that provides underrepresented youths in communities without access to nature the opportunity to participate in wilderness experiences. We were able to provide multiple power stations, solar panels, and hundreds of Crush Lights to this organization for their trips, from illuminating canoes floating on the Boundary Waters to powering basecamp in the backcountry. These youths gain a unique opportunity to develop positive values, self-esteem, and necessary life skills – all pillars of Goal Zero champions.

A wide-angle photograph of a snowy mountain landscape. In the lower-left foreground, a skier in a red jacket and dark pants is standing on a snow-covered slope, holding ski poles and a pair of skis. The skier is looking towards the right. The background shows a vast, snow-covered mountain range with deep shadows and bright highlights, suggesting a high-altitude environment. The sky is a pale, overcast blue. The overall scene is serene and emphasizes the beauty of the natural environment.

**OUR 2021 ENVIRONMENTAL IMPACT**

# TREAD LIGHTER, PLAY LONGER



OUR 2021 ENVIRONMENTAL IMPACT

## TREAD LIGHTER, PLAY LONGER

Goal Zero isn't just a company, it's a business created by people who live life to the fullest. Inspired by a passion for adventure, respect for the planet, and a humanitarian heart. We believe we are inextricably connected to the communities, environment, and society to which we belong. Goal Zero is driven forward by a shared vision that success is defined not solely by profit, but by the impact, we create on the world and its people.

Two of our core values are passion and ownership. For many in our community—both customers and team members—that passion is fueled by outdoor recreation. We recognize that to continue engaging our passion for the outdoors, we must cultivate a sense of ownership over the impact our business has on the environment.

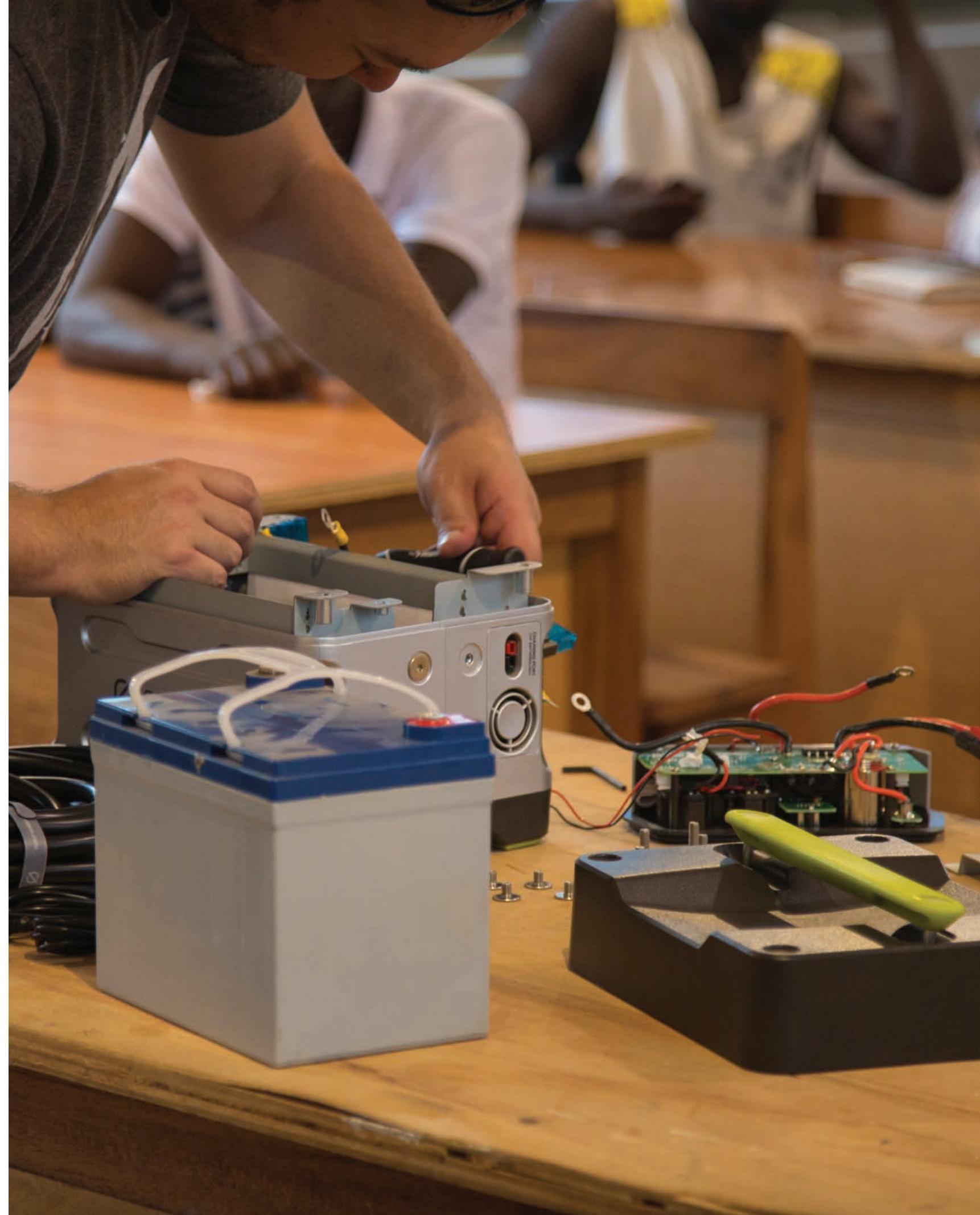
We acknowledge the journey toward a more sustainable future is ever-evolving and refuse to let perfection stand in the way of progress. We are committed to working on reducing our environmental impact throughout our supply chain, product life cycle, corporate headquarters, and more.

2021 ENVIRONMENTAL IMPACT

## SUSTAINABILITY METRICS

For years we've worked to refurbish and recycle as much product that returns to our warehouse as possible. This means re-purposing lightly used products for resale whenever we can and recycling key components when we can't. We continue with the commitment to expand our sustainability efforts beyond these best practices.

We offset **100% of carbon emissions** generated through our shipping operations, purchase 100% renewable electricity for use at our corporate headquarters, and are reducing the amount of virgin material used in our packaging



## 2021 SUSTAINABILITY METRICS BY THE NUMBERS



**273,600**

KWH OF 100% RENEWABLE  
ENERGY FOR CORPORATE HQ



**50%**

PRODUCTS SHIPPED IN PACKAGING  
SOURCED FROM AT LEAST 30% POST-  
CONSUMER MATERIALS



**768**

METRIC TONS OF CARBON  
OFFSETTING INBOUND AND  
OUTBOUND SHIPPING



**120**

TONS OF MATERIAL RECYCLED  
(ALUMINUM, CARDBOARD,  
LITHIUM BATTERIES, LEAD ACID  
BATTERIES, IRON EXTRUSION)



PROJECT STORIES

# CARBON OFFSETS\*

At Goal Zero we strive to be forward-thinking and environmentally responsible. We continue working with partners across all inbound and outbound shipping operations to mitigate the environmental effect and measure the carbon emissions generated by transporting Goal Zero products from manufacturers to our warehouse and from our warehouse to our customers.

By funding the Envira Amazonia Project located near Feijó in the State of Acre, Brazil, the forest conservation project aims to reduce carbon dioxide emissions by protecting nearly 500,000 acres of tropical rain forest.

Additional environmental and community benefits from the project include: conserving habitat for endemic bird species and threatened tree species, retaining top soil and control erosion, establishing alternative sources of income and employment opportunities, providing agricultural extension training, and more.

The Envira Amazonia Project meets the following standards: Climate, Community and Biodiversity Standard (CCBS) with Triple Gold Distinction and Verified Carbon Standard (VCS).

\*In 2020 we offset more carbon than we consumed. We have applied an excess to the 2021 total amount.

To learn more about Goal Zero Impact, head to **[goalzero.com/impact](https://goalzero.com/impact)**  
and follow us on social media @goalzero





**POWER. ANYTHING. ANYWHERE.**

