



KEEN EFFECT

2024 IMPACT REPORT



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A LETTER FROM OUR FOUNDER

DOING THE RIGHT THING, TOGETHER

As a family-owned and values-led brand, we are united in our purpose of leading a fearless movement to create the future of footwear. We light our path with four core values: to be original in everything, to do the right thing together, to create consciously, and to use profits to do good. These values are the foundation of our movement and drive our impact approach.

Since our founding in 2003, we've believed in doing the right thing, together. That first year, we diverted \$1M of our advertising budget, a lot for a 1-year-old company, to respond to the 2004 Indian Ocean tsunami and earthquake. This fearless approach to supporting communities in need continues today. In January of 2025, we delivered \$2.8M in product to neighbors in California and \$30,000 to Mutual Aid Organizations after the LA fires. 2 months later, following the Myanmar earthquake, we sent \$50,000 of direct relief to employees and their families from our factory in Thailand and the UNHCR. KEEN will continue to lead with values, and 2024 was no different.

This year, we reimagined our iconic Targhee hiker by solving for delamination through KEEN.FUSION technology. Our innovation uses heat and pressure instead of toxic glues and solvents to mechanically bond the sole to the upper. Not only does this help KEEN shoes last longer, it also uses 3.5x less energy than traditional manufacturing processes.

While we're motivated by creating the future of footwear, we were honored to have the Targhee IV voted a best invention of 2024 by Time Magazine.

Thanks to the fearlessness of our early sustainability and supply chain experts to do what others weren't, KEEN shoes were free of intentionally added PFAS (per- and polyfluoroalkyl substances) by 2018. This year, we doubled down on our commitment to promote a PFAS Free future for all by investing in remediation efforts and advocacy work, creating a suite of informational videos, and I personally invited retailers to join us in this critical work through an open letter. We remain committed to using our voice to advocate for more consciously created footwear.

Lastly, I'm proud of our employees, our KEENers, past and present, for working together around the world to build our movement. Our people are our superpower, and we're inspired by how they embed the KEEN Effect ethos into their daily lives.

On behalf of KEEN, we are pleased to present our 2024 Impact Report.



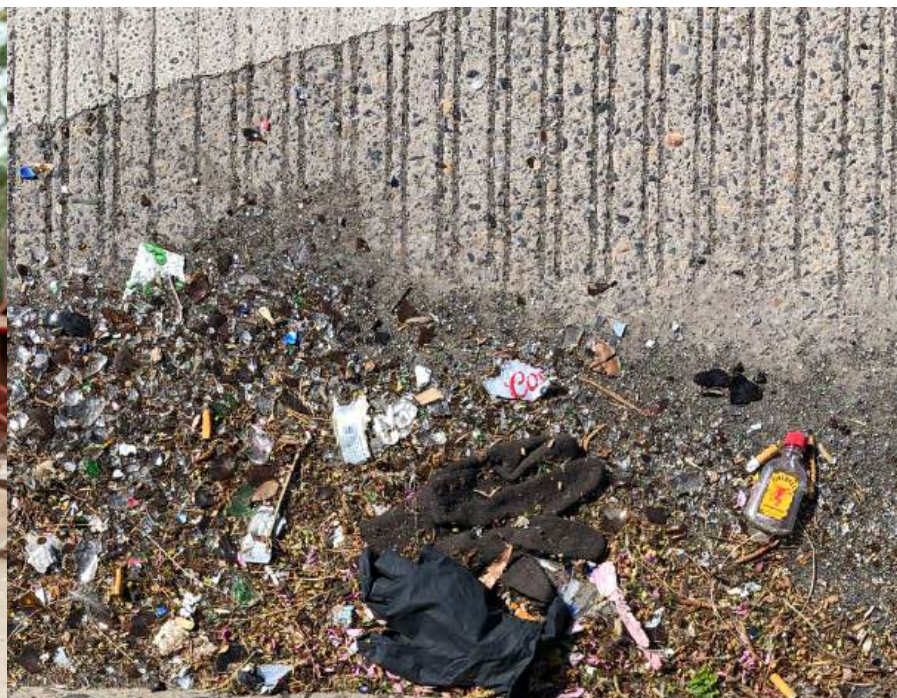
Rory Fuerst, Founder

KEEN HQ in Portland, OR



2024 ACHIEVEMENTS

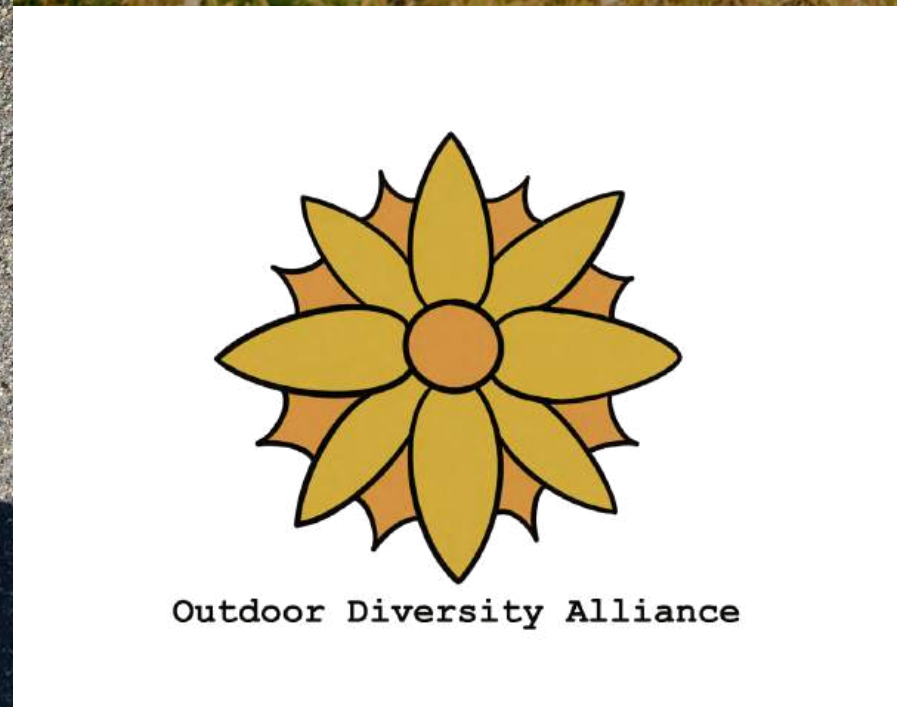
HIGHLIGHTS



3,914

Volunteer Hours Recorded
by KEEN Employees.

That's 6 per KEENer!



5,390

Pairs of KEEN Shoes
& Boots Donated



100%

Of the electricity in
KEEN owned and operated
facilities is sourced
from renewable energy



1st Catalyst Member

of the Outdoor
Diversity Alliance



\$976,060

Invested in 63
Community Impact Partners
Around the World



2024 ACHIEVEMENTS

AWARDS



FASTCOMPANY

2024 Brands
That Matter

ISPO 

ISPO Award 2024

Hyperport H2 Sandal
for design & sustainability

POW 

PROTECT OUR WINTERS

Belay Award Recipient



TIME

Best Inventions of 2024

Most Durable Hiking Boots –
Targhee IV



OUR PURPOSE



OUR PURPOSE

**LEADING A FEARLESS
MOVEMENT TO CREATE
THE FUTURE OF
FOOTWEAR**

OUR VISION

**THE WORLD’S
MOST INNOVATIVE,
REGENERATIVE, AND
TRUSTED FOOTWEAR
COMPANY**

OUR VALUES

Be Original in Everything

We are “Never Not Original.” What makes us UNEEK is what makes us special.

Do the Right Thing Together

We act with truth, trust, and transparency in everything we do.

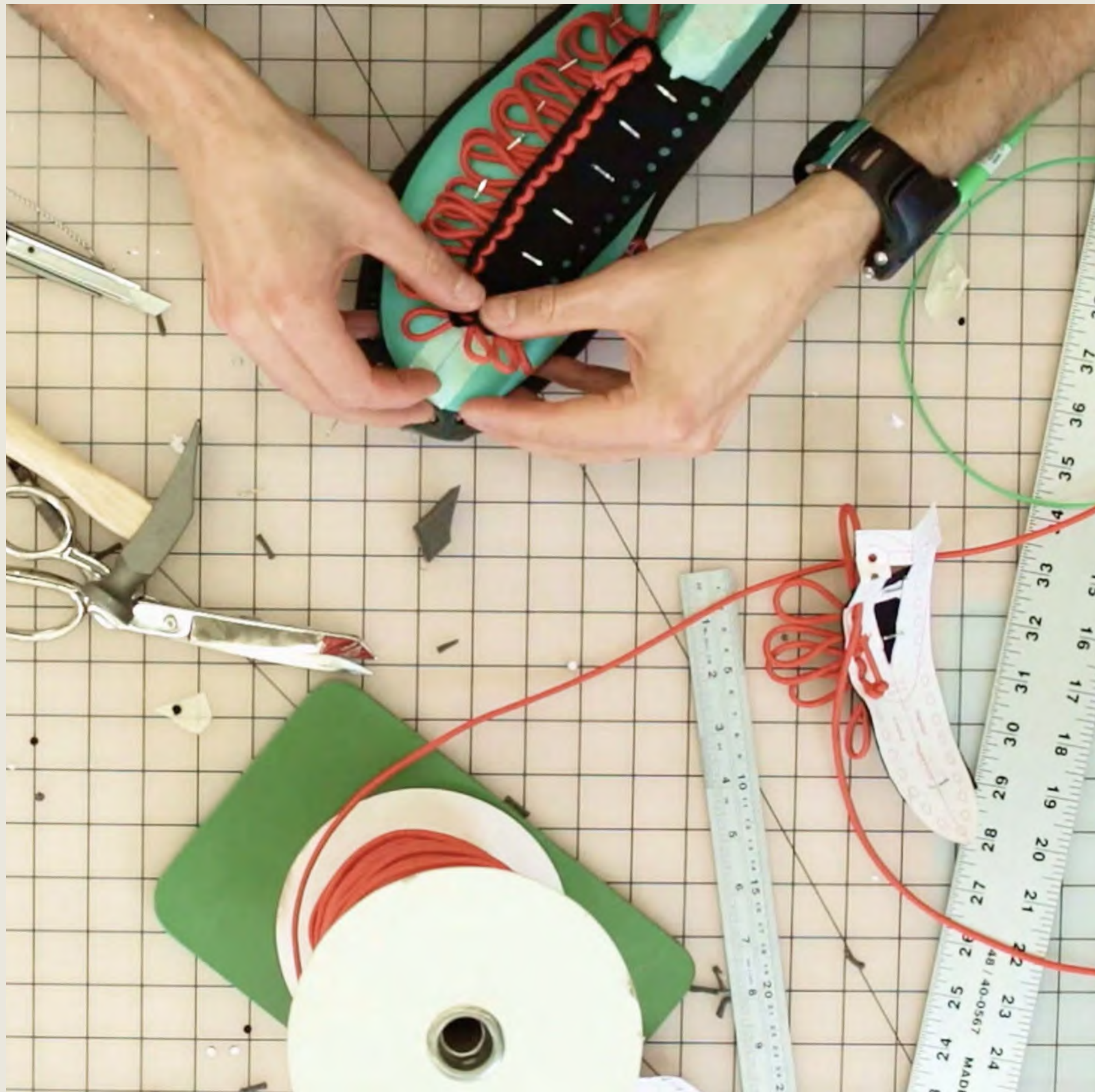
Create with Conscience

Everything we do is built to have a positive lasting impact: durable, sustainable, and ethical.

Use Profits to Do Good

We strive to create a KEEN Effect and leave the world better than we found it.

OUR AREAS OF IMPACT



OUR AREAS OF IMPACT

KEEN’s Impact Strategy is guided by three core pillars – Promoting Togetherness, Protecting the Planet, and Consciously Creating. This strategy allows us to remain focused and address impact in alignment with our purpose and values. This impact report builds on years of hard work by renewing the focus on our core pillars and understanding that there is more work to be done. Movement is possible, and we’re committed to the fearless pursuit of a better future.

Promoting Togetherness

Cultivating inclusive communities inside and outside of KEEN.

Protecting the Planet

Working together to reduce our climate impact and protect earth’s resources.

Consciously Creating

Finding innovative ways to Consciously Create our shoes for a better planet.

KEEN BY THE NUMBERS

651

**CORPORATE &
RETAIL EMPLOYEES**
(OR KEENERS AS WE CALL THEM)

2269+

KEEN SHOEMAKERS

36

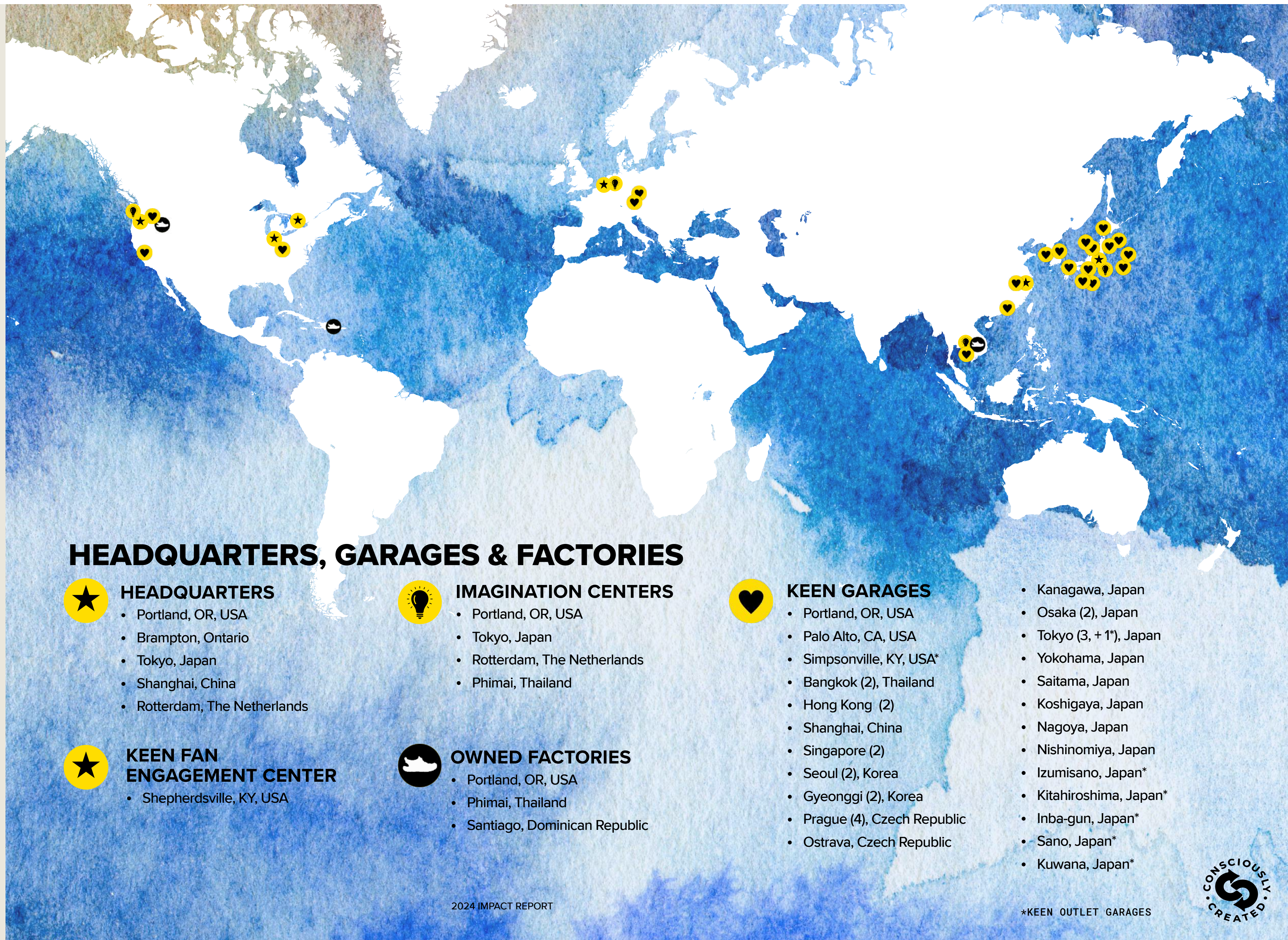
GARAGES* WORLDWIDE
*GARAGE = OUR TAKE ON RETAIL STORES

3

OWNED FACTORIES

32%

OF KEEN SHOES
WERE MADE IN OWNED FACTORIES



HEADQUARTERS, GARAGES & FACTORIES



HEADQUARTERS

- Portland, OR, USA
- Brampton, Ontario
- Tokyo, Japan
- Shanghai, China
- Rotterdam, The Netherlands



KEEN FAN ENGAGEMENT CENTER

- Shepherdsville, KY, USA



IMAGINATION CENTERS

- Portland, OR, USA
- Tokyo, Japan
- Rotterdam, The Netherlands
- Phimai, Thailand



OWNED FACTORIES

- Portland, OR, USA
- Phimai, Thailand
- Santiago, Dominican Republic



KEEN GARAGES

- Portland, OR, USA
- Palo Alto, CA, USA
- Simpsonville, KY, USA*
- Bangkok (2), Thailand
- Hong Kong (2)
- Shanghai, China
- Singapore (2)
- Seoul (2), Korea
- Gyeonggi (2), Korea
- Prague (4), Czech Republic
- Ostrava, Czech Republic

- Kanagawa, Japan
- Osaka (2), Japan
- Tokyo (3, + 1*), Japan
- Yokohama, Japan
- Saitama, Japan
- Koshigaya, Japan
- Nagoya, Japan
- Nishinomiya, Japan
- Izumisano, Japan*
- Kitahiroshima, Japan*
- Inba-gun, Japan*
- Sano, Japan*
- Kuwana, Japan*

It's always been about more than making shoes for us. KEEN isn't a brand, it's a movement. From day one, it's been important to us to bring people together, take care of each other in times of need, and always look for ways to welcome more folks to join us.

KEENers consistently and unanimously say that it's the people that make KEEN so special. We foster our culture of community every day – from enjoying nutritious food together in the KEEN Kanteen to connecting around shared interests in employee clubs and affinity groups. Then we take all that togetherness to connect with those around us through volunteering and working with community partners, such as the Outdoor Diversity Alliance and Intersectional Environmentalist.

That's when the KEEN movement feels most alive – when we step forward, together.

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CULTIVATING INCLUSIVE COMMUNITIES INSIDE AND OUTSIDE OF KEEN PROMOTING TOGETHERNESS

KEEN CULTURE

Our employees, or KEENers as we call them, are the heart of all we do. We work hard to maintain a uniquely KEEN culture and cultivate community inside and outside of KEEN. The following perks and programs make KEEN special and celebrate the most important piece of our movement: our people.

KEEN KANTEEN: FUELING CONNECTION AND WELL-BEING

Born in 2014, the KEEN Kanteen is a cornerstone of our Portland headquarters, offering locally sourced, handcrafted meals and drinks to KEENers and guests. With a menu that features fresh cold-pressed juices, daily specials, and a variety of vegan and vegetarian options, the Kanteen embodies our commitment to excellence and innovation in workplace dining.

Fresh pizza thanks to the KEEN Kanteen



Bringing KEENers together outside KEEN House, Portland

The vision of the KEEN Kanteen is to be the best workplace destination in the food and beverage industry, and we uphold this vision through our focus on three key principles:

QUALITY: We provide real food made from local, high-quality ingredients. Every dish is crafted with care, highlighting the unique qualities and value each element contributes to the dining experience

SUSTAINABILITY: We actively seek innovative ways to reduce waste, make environmentally conscious choices, and share our passion for sustainability through education and advocacy.

HEALTH: Recognizing the connection between nutrition and overall well-being, we are committed to offering healthy options that support the mind, body, and spirit while empowering our KEENmates to make informed choices about their health.

The KEEN Kanteen reflects our values and creates a welcoming space where shared meals foster connection and fuel inspiration.

CAMPFIRE: KEEN'S GLOBAL INTRANET FOR CONNECTION AND COLLABORATION

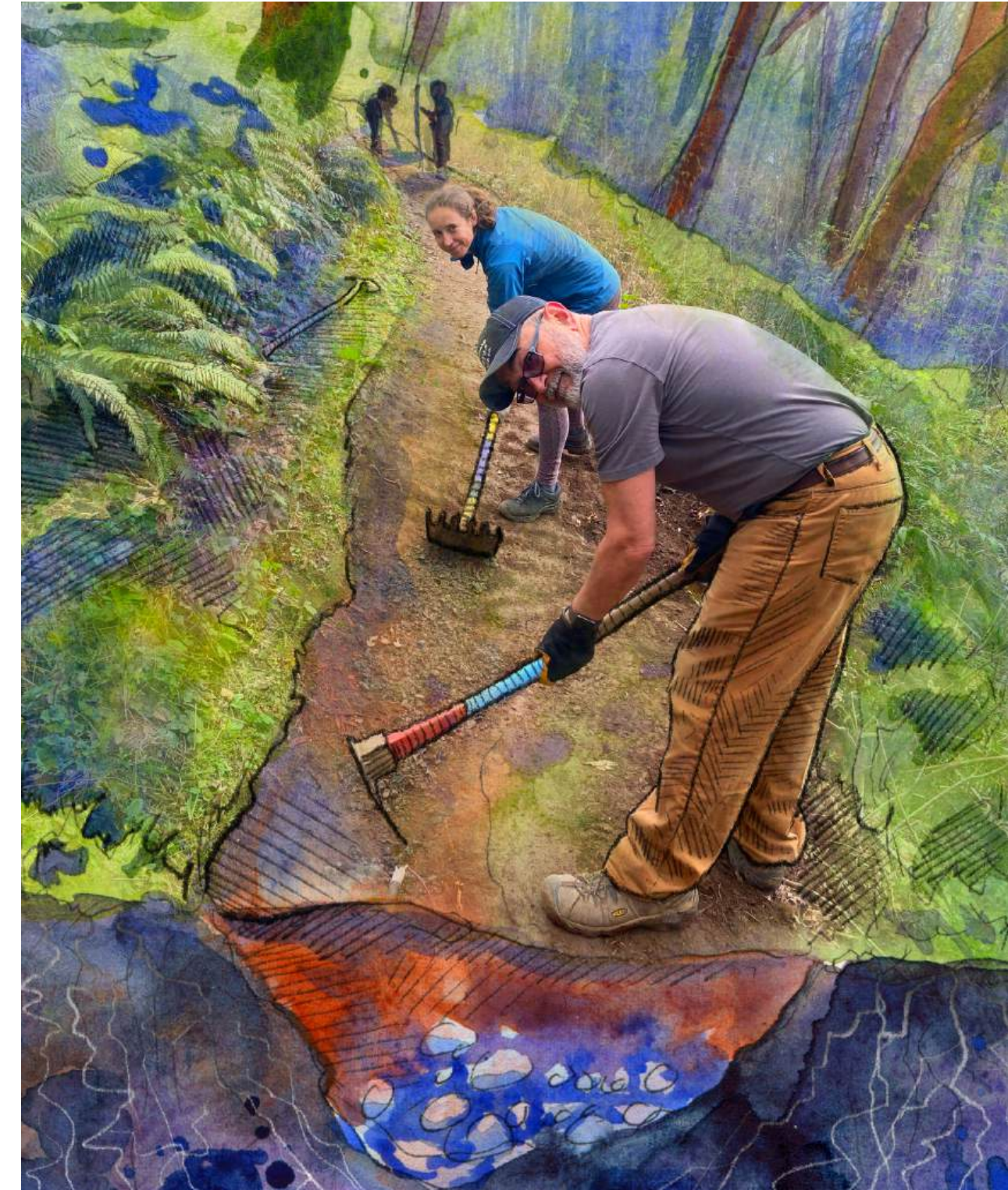
Campfire is KEEN's global intranet, serving as the central hub for all things KEEN. From health and benefit resources to brand books and personnel information, Campfire equips employees with the tools and information they need to stay informed, engaged, and productive. With interactive features such as liking, commenting, and sharing photos, Campfire fosters a sense of connection and community, which is especially valuable for remote workers who don't have the traditional in-office experience.

BUSINESS & BAGELS: CONNECTING NORTH AMERICA THROUGH COMMUNICATION AND CELEBRATION

Business & Bagels is a monthly meeting designed to bring together our North American teams across the U.S. and Canada. These gatherings serve as a platform for sharing important updates, celebrating milestones, and fostering connection and alignment across our organization. Business & Bagels goes beyond typical company meetings by bringing meaningful and actionable insights to employees – helping them feel informed, engaged, and better equipped to excel in their roles.

KEEN AWARDS: CELEBRATING EXCELLENCE ACROSS OUR GLOBAL TEAM

The KEEN Awards are an annual global event celebrating the successes of the past year and honoring the individuals who made them possible. These awards recognize employee-nominated and employee-selected individuals who exemplify KEEN's values and achieve excellence in their roles. A cross-departmental committee reviews and evaluates the nominations, and winners are celebrated in front of their peers.



KEENers using their volunteer hours for trail restoration.

KEEN UNPLUGGED: PRIORITIZING EMPLOYEE WELLNESS

In summer 2021, we introduced initiatives to support the mental and physical health of our employees, addressing challenges with work-life integration and the fatigue caused by COVID and a global “always-on” culture. These programs proved so successful that they have become a core part of how we do business, demonstrating our ongoing commitment to helping employees recharge and prioritize their well-being.

TOGETHER TIME OFF (TTO) is a key feature of this approach, offering employees designated, paid breaks throughout the year. This includes a “winter break” around the Christmas holiday and a “summer break” with extra time off around the 4th of July.

KEEN CULTURE

KEENtern PROGRAM: SHAPING THE FUTURE OF TALENT

Since 2009, the KEENtern Program has provided college students with a unique 10-week paid summer internship, immersing them in the brand movement and offering hands-on experience in the outdoor and footwear industry. Many of our current employees began their journeys as KEENterns, making the program an essential talent pipeline for KEEN.

In 2024, the KEENtern Program featured 11 interns working from June to August, supported by a robust leadership team, dedicated mentors, and engaging program components. Interns participated in meaningful projects, cross-departmental collaborations, and career-building workshops led by industry experts, culminating in presentations to senior staff.

2024 KEENterns connecting with colleagues.



A group of our 2024 KEENterns

2024 KEENterns enjoying the rooftop at Portland HQ

“The KEENtern program was truly a life changing career experience, and I can’t even begin to count how much it has taught me!

The program felt like a missing piece of my education, piecing together all my course work to real life applications. Working at KEEN has showed me the importance of genuine corporate responsibility and I love working at a place I am proud of!”

– NAOMI LANG, KEENTERN



KEEN CULTURE

EMPLOYEE AFFINITY GROUPS

EMPOWERING CONNECTIONS & INCLUSION

Our Employee Affinity Groups (EAGs) celebrate and support the diverse identities that enrich our workplace. These groups are led by employees who share common experiences within a protected class – such as gender, ethnicity, veteran status, and more. EAGs serve as a safe and welcoming space for camaraderie, where employees can share experiences and insights, build meaningful connections, and foster a sense of belonging and empowerment. They also contribute to our organizational culture by promoting inclusion, enhancing employee engagement, and driving innovation through diverse perspectives. Through our democratized approach to impact investing, each EAG has access to grant dollars and are encouraged to allocate funds to nonprofit organizations working directly to support, protect, and celebrate diverse identities

KEEN currently has five EAGs and a system in place for employees to easily start new ones.

- **AAPI OF KEEN:** Connecting, invigorating, and serving Asian American and Pacific Islander employees to increase diversity, inclusion, and equity to create a better workplace for all.
- **ALLIANCE FOR MENTAL HEALTH:** Building community, advocating for inclusive practices, and promoting education to reduce stigma around mental health challenges.
- **MI GENTE:** Creating a supportive community for Latino/a/x and Hispanic employees to connect and celebrate their rich cultures.
- **MILITARY VETERANS:** Embracing a proud community of veterans to support shared experiences, professional growth, and veteran recruitment.
- **SPECTRUM:** Creating a safe space to celebrate diverse identities, foster community, and discuss social and political issues.

EMPLOYEE CLUBS: SHARING PASSIONS AND BUILDING CONNECTIONS

Our clubs were started by individuals who are eager to share their passions, interests, and hobbies with their fellow KEENers, creating opportunities for connection, fun, and collaboration outside of daily work. We currently have clubs focused on cycling, reading, running and hiking, wine appreciation, and sustainability efforts.



“Being a part of the Spectrum EAG makes me feel more connected at KEEN. Getting to know other teammates across departments has been a pleasure, and I enjoy the sense of community. I also really appreciate how KEEN supports their EAGs with designated donation funds to the organizations we choose. KEEN not only gives us the space to gather but backs it up with support, and I really appreciate that!”

– ZEKE PALLESON



DIVERSITY, EQUITY & INCLUSION

JEDI Working Group: Advancing Justice, Equity, Diversity, and Inclusion.

The JEDI Working Group is a grassroots, cross-departmental team of KEEN employees dedicated to fostering Justice, Equity, Diversity, and Inclusion (JEDI) throughout the organization. Its mission is to cultivate an empowered, inclusive, and diverse community by elevating the importance of diversity in leadership, creating career development opportunities for underrepresented populations, fostering meaningful change through education, and addressing societal inequities.

Serving as an advisory body, the JEDI Working Group has successfully implemented numerous changes to enhance the experiences of employees and Fans alike. Examples include designing all-gender restroom signage at our Portland headquarters, revising our Time Off Policy to support activities like voting, and expanding our Bereavement Policy to recognize diverse family structures.

The group also leads efforts to celebrate heritage and history months through creative and engaging events such as Drag Bingo, Taiko drumming performances, and cooking demos. Other accomplishments include establishing the EAG/ERG policy, creating a process for product color name reviews, and facilitating partnerships with impactful programs like Amazon’s Climate Pledge Friendly initiative and Zappos’ Adaptive category of shoes.

The JEDI Working Group reflects our employee’s commitment to creating a workplace where everyone feels valued and empowered, ensuring our culture and operations align with the principles of justice, equity, diversity, and inclusion

Through DEI training and education requirements, hiring and retention goals, and memberships with external organizations that promote DEI, we are constantly learning and unlearning to make a more inclusive workplace.

Key Areas of Focus:

Enrichment:

Celebrating diversity through engaging events, activities, and cultural education.

Internal Advisement:

Driving policy updates, inclusive practices, and facilities improvements.

Partnership:

Collaborating with organizations like Outdoor Diversity Alliance, People of Color Outdoors, and Partners in Diversity to amplify our impact.

KEEN’S JEDI STATEMENT

At KEEN, we believe in bringing people together. We have a responsibility as a family-owned, values-led company to work together to positively impact our employees, partners, Fans, and community. While KEEN has always worked to be an inclusive brand for everyone, we acknowledge that we are in a traditionally monocultural industry and understand that to truly bring people together and create a diverse organization, we must advance Diversity, Equity, and Inclusion (DEI).

We are committed to:

Providing

a safe and welcoming environment that embraces differences and the respectful open expression of ideas that are free from hateful, discriminatory, violent, or harassing behaviors or comments. .

Ensuring

that our policies, practices, and programs consider and seek to address societal inequities that disproportionately impact specific groups

Utilizing

our platform and resources to positively impact people throughout our community who have been underserved

Cultivating

a staff that reflects the communities we serve and an inclusive culture where multiple perspectives are valued and acted on

DIVERSITY, EQUITY & INCLUSION

DIVERSITY GOALS

We are committed to increasing diversity at our global headquarters to 20% BIPOC and 50% women by 2025, and we are committed to increasing diversity of our leadership, too – to 20% BIPOC directors and 50% women directors and above by 2030.



Women of KEEN event in Portland



Drag bingo to celebrate Pride Month

HERE'S HOW WE WERE TRACKING IN 2024:

DIVERSITY	KEEN GLOBAL HQ						
	2020 RESULTS	2021 RESULTS	2022 RESULTS	2023 RESULTS	2024 RESULTS	TARGET	
BIPOC	15%	15%	14%	13%	11%	20%	2025
BIPOC DIRECTOR & ABOVE	8%	13%	18%	15%	15%	20%	2030
WOMEN	40%	43%	45%	51%	51%	50%	2025
WOMEN DIRECTOR & ABOVE	26%	35%	31%	41%	34%	50%	2030



KEENers enjoying the rooftop at KEEN HQ.



We hosted the Outdoor Diversity Alliance's first member meeting at the KEEN House in 2024

DIVERSITY, EQUITY & INCLUSION

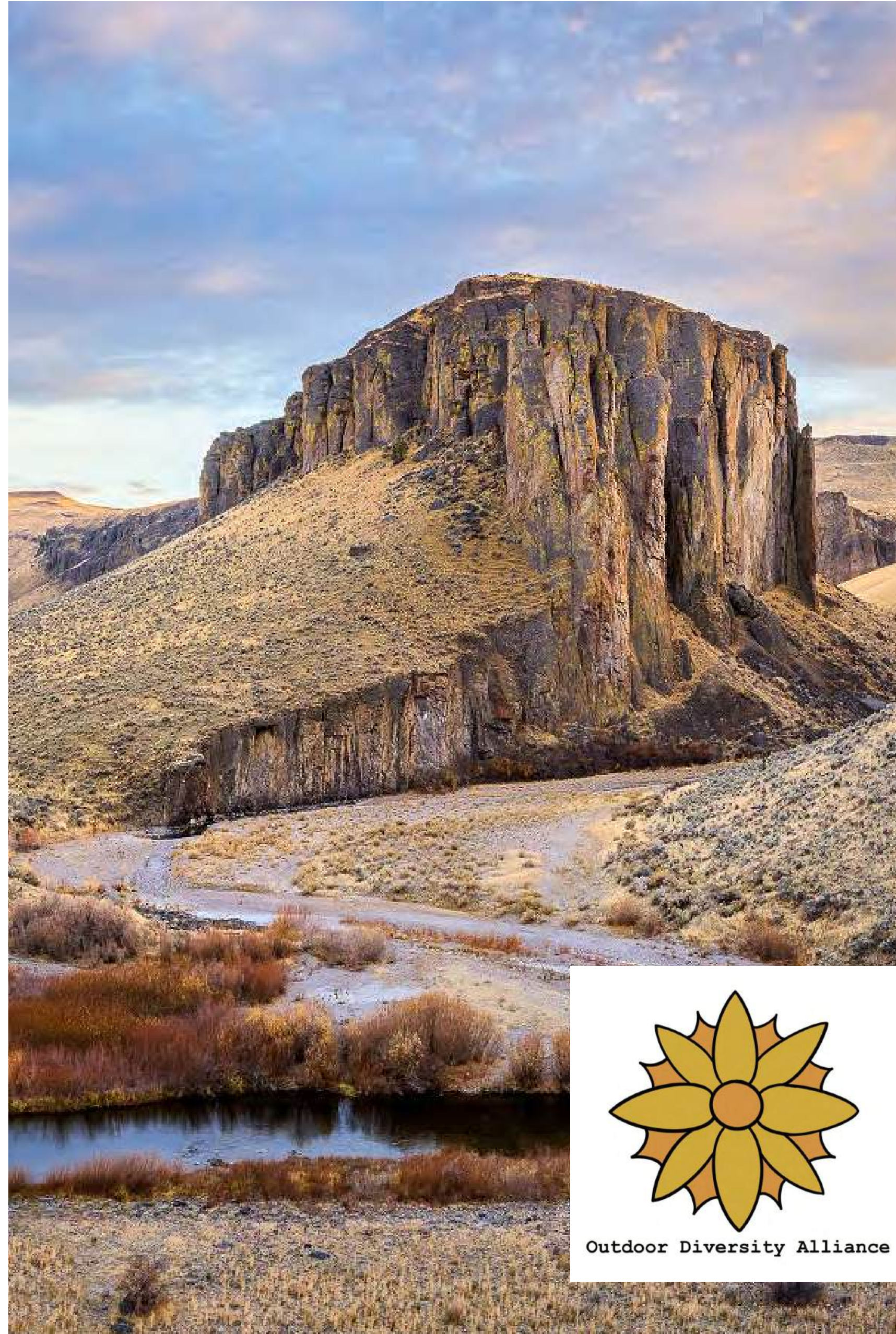
OUTDOOR DIVERSITY ALLIANCE

ODA is a group of outdoor industry businesses and organizations working together to build the outdoor industry of the future - one that is long-lasting, prosperous, and relevant to the society in which it lives.

KEEN has been an ODA member since 2023. In May 2024, we hosted ODA's inaugural member meeting at KEEN House in Portland, Oregon, and further invested in ODA's mission by becoming the organization's first Catalyst Member – a \$25,000 annual commitment.

ODA'S MISSION:

Catalyze the outdoor industry in addressing systemic issues related to Diversity, Equity, and Inclusion through collective action and centering historically underrepresented communities across gender, race & ethnicity, physical ability, and sexual orientation.



ODA'S MANIFESTO

We didn't make nature.

We didn't make blades of grass dancing in the wind. Sunlight glistening on slow-moving rivers. We didn't make fresh powder or wild mushrooms on the forest floor.

What we made is enterprise and infrastructure. Gear lists and lift tickets. Hard-to-reach trailheads. We told stories of a privileged few instead of all the people the outdoors are for. What we made, unintentionally, is an industry that maintains barriers and upholds historic exclusions. An industry that keeps the outdoors out of reach for too many.

And now, we're making plans. Big plans.

Because anything we've made, we can remake better: more collaborative, more inclusive, more resilient.

Today, we're breaking camp on business as usual and departing on a new adventure. We're dipping our oars in the water and putting our feet on the trails. Casting our lines and clipping into our pedals. And on this trip, everyone is invited.

We're taking inspiration from the diversity of nature to make an outdoor industry that's open to all. One where outdoor brands are as diverse as the world we live in, so that campgrounds, trails and ski slopes can be too. One where all doors lead outside, to the natural lands we know, love and need.

We're following the voices of those who face the most barriers to being in the outdoors. And with their stories as our guide, we're leading the expedition forward, confident in a future where everyone has the chance to sleep under the stars, dangle their legs in a cool river, and belly laugh into fresh mountain air.

Outdoor Diversity Alliance. An industry open to all.



Forest Park trail restoration during a volunteer day

KEENers provide relief after the Noto Earthquake



DOING GOOD, TOGETHER

ACTIVISM & VOLUNTEERING

Volunteering is a long-held value, tradition, and benefit at KEEN. Doing good, giving back, inspiring others to get outside, and helping to protect our beautiful planet are all key components of volunteering and are core to who we are. That is why, since 2005, we’ve given every KEENer up to 40 hours of paid volunteer time a year, plus eight hours of paid company service leave time. We started recording these hours in 2016 and expanded our policy in 2024 to allow for up to 25% of an employee’s paid volunteer time to be “flexed” outside of normal working hours to allow for additional community engagement.

KEENERS AROUND THE WORLD HAVE SPENT MORE THAN 26,621 HOURS VOLUNTEERING IN THEIR COMMUNITIES

REGION	VOLUNTEER HOURS RECORDED
KEEN CANADA	208
KEEN EMEA	135
KEEN JAPAN	1625
KEEN US	1947



A KEENer using their volunteer hours to clear invasive species

WORLDWIDE,
KEENERS TALLIED

3,915

VOLUNTEER HOURS
IN 2024. THAT’S 6
PER KEENER!

IMPACT INVESTING

Behind our purpose-driven, family-owned business are KEENers who want to do good together. In 2024, we continued to democratize a portion of our investment dollars to be managed directly by KEENers across our organization, allowing them the agency to decide how to support their unique communities. Our Garages, Sales Teams, and Employee Affinity Groups spread the KEEN love last year.

Democratized Impact Investment Spotlights: During the holiday season, we shared gratitude for our Portland Community Impact Partners through a social media Give Guide featuring Max Romey watercolor images and a call to support these great community-led organizations.

2024 COMMUNITY PARTNERS

KEEN GARAGE – PORTLAND OREGON

FOREST PARK CONSERVANCY (FPC) is a community-supported organization whose mission is to protect and restore the ecological health of Forest Park and Marquam Nature Park, maintain and enhance the parks’ extensive trails network, promote equitable access, and inspire diverse community appreciation and stewardship of these iconic urban forests for generations to come.

THE MAZAMAS’ mission is to inspire everyone to love and protect the mountains. The KEEN Garage in PDX was the Mazamas’ meet-up location for weekly hikes in nearby Forest Park.

NATIVE AMERICAN YOUTH AND FAMILY CENTER (NAYA) – Since 1974, NAYA has been at the forefront of transforming lives and strengthening communities across the Portland region. From innovative programs to impactful advocacy, we’ve stood tall in our mission to uplift Native American youth and families.

P:EAR builds positive relationships with homeless youth through education, art, recreation, and job training to affirm personal worth and create more meaningful and healthier lives.

STREET ROOTS creates income opportunities for people experiencing homelessness and poverty by producing a newspaper and other media that are catalysts for individual and social change.

TAKING OWNERSHIP PDX is a community and reparations-based organization founded with the intention to activate and utilize community members and their resources for equitable change. They renovate and revive black-owned homes and small businesses that have requested help, with an emphasis on enabling Black homeowners to age in place, generate wealth, and simultaneously deter predatory investors and real estate professionals to deflect the gentrification process.



IMPACT INVESTING

KEEN GARAGE – PALO ALTO, CALIFORNIA

HIDDEN VILLA PALO ALTO is an educational nonprofit stretching over 1,600 acres of open space in the foothills of the Santa Cruz Mountains fostering educational experiences that build connections and inspire a deeper appreciation and respect for nature, food, and one another.

KEEN OUTLET GARAGE – SIMPSONVILLE, KENTUCKY

BERNHEIM FOREST & ARBORETUM connects people with nature through outdoor experiences, conservation, and research.

SALES TEAM

Reef Relief in Key West, Florida, strives to raise awareness about issues such as coral bleaching pollution, and overfishing. For years, KEEN volunteers have coordinated with local partners to host beach clean-ups in partnership with Reef Relief.

Team FEC volunteering at Bernheim Forest and Arboretum



EMPLOYEE AFFINITY GROUPS (EAG)

ASIAN AMERICAN PACIFIC ISLANDER (AAPI) EAG:

‘AINA MOMONA is a Native Hawaiian organization founded for the purpose of achieving environmental health and sustainability through restoring social justice and Hawaiian sovereignty.

ASIAN PACIFIC ENVIRONMENTAL NETWORK (APEN) – All people have a right to a clean and healthy environment in which their communities can live, work, learn, play, and thrive. Towards this vision, APEN brings together a collective voice to develop an alternative agenda for environmental. Social, and economic justice.

SPECTRUM EAG:

BRAVE TRAILS is a national nonprofit dedicated to LGBTQ+ youth leadership. They’re building the next generation of LGBTQ+ leaders through summer camps, backpacking trips, family camps, mental health services, meet-up groups, and year-round programming.

TRANS LIFELINE connects trans people to the community support and resources needed to survive and thrive. Trans Lifeline is a grassroots hotline and microgrants nonprofit offering direct emotional and financial support to trans people in crisis – for the trans community, by the trans community.

JEDI WORKING GROUP

PEOPLE OF COLOR OUTDOORS (POCO) helps Black, Indigenous, All People of Color, and White parents of BIPOC children build their natural connection with nature while in a caring community.

BROWN GIRLS RISE is a radical sisterhood of girls and non-binary youth of the global majority reclaiming their connection to body, community, land, health, and creativity to cultivate a just future where we rise together.

Brave Trails summer camp



2024 IMPACT REPORT



Backside Learning Center Summer Camp at Bernheim Arboretum and Forest

KEENers volunteering on Earth Day



“KEEN’s generous support has been instrumental in launching our all-women’s solar training cohort, empowering 12 women trainees with essential skills and experiences to thrive in the solar industry, as well as providing boots for 71 GRID trainees!”

– GRID ALTERNATIVES

KEEN UTILITY

SHE BUILDS PROGRAM

From pouring foundations to fastening roof trusses and every skilled job in between, women and girls are exploring the trades. Now in its fourth year, our She Builds grant program supports them from the ground up – investing cash and boots in three organizations working to provide a solid foundation for a new generation of women workers in North America.

OREGON TRADESWOMEN

Oregon Tradeswomen helps transform lives by building community and economic independence through empowerment, training, career education, advocacy, and leadership development in skilled trades.

WOMEN IN SOLAR

Grid Alternatives’ mission is to hasten the transition to renewable energy. KEEN Utility invested in their Women in Solar Program, which provides women with installation experience, technical training, development of leadership skills, and access to solar industry jobs throughout the country.



Grid Alternatives’ all women solar cohort

WOMEN BUILDING THE BAY

Rising Sun Center for Opportunity is building career pathways for economic equity and climate resilience in the California Bay Area and San Joaquin County. Rising Sun offers an Opportunity Build program focused on learning and preparing for success in the construction trades. She Builds supported their Women Building The Bay program – a free, all-women construction training. This pre-apprenticeship program offers training for entry-level jobs in construction and preparation for entry into union apprenticeships.

COMMUNITY IMPACT HIGHLIGHTS

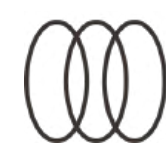
A MOVEMENT FOR PEOPLE & PLANET

We've been partnering with Intersectional Environmentalist (IE) since 2023, and we increased our investment in 2024, becoming their first multi-year corporate partner. IE calls themselves “movement connectors,” bringing an inclusive approach to environmentalism that supports grassroots environmental justice efforts. It's a place for everyone to come together, make their voices heard, and feel empowered to take action in their own way.

In April, we hosted an Earth Sessions event at our global headquarters in Portland, Oregon – featuring inspiring conversation from IE co-founders Leah Thomas, Kiana Kazemi, and Diandra Marizet. The trio dove into the importance of climate optimism and radical imagination. Over 100 guests were invited to participate in a radical imagination vision board, take home intersectional books from the “book bar,” vibe to music from Malia, and connect with local impact partners like Wild Diversity and Taking Ownership PDX.

The Earth Sessions event served as a launch party for the second season of IE's The Joy Report Podcast, sponsored by KEEN. Hosted by Arielle King, The Joy Report shares stories about climate solutions and environmental justice grounded in intersectionality, optimism, and joy.



 intersectional
environmentalist

Intersectional Environmentalist Co-Founder Leah Thomas at the KEEN House in Portland

Apple Podcasts



APRIL 24, 2024 · 25 MIN

Building a PFAS-free future

The Joy Report - Intersectional Environmentalist

▶ Play

See More ↗



A conversation with Intersectional Environmentalist at the KEEN House in Portland



PROTECTING THE PLANET

WORKING TOGETHER TO
REDUCE OUR CLIMATE IMPACT
AND PROTECT EARTH’S
RESOURCES

We see people taking action every day to live, work, and play with no ceiling – connecting with nature, their community, and themselves – while struggling with the effects of a warming climate. As makers, we play a role in this. And while we certainly aren’t perfect, we’re taking steps to do our part. Every step matters.

Steps like increasing renewable energy use in our facilities, annually measuring our greenhouse gas footprint so we can hit our reduction targets, reducing the impact of logistics by consolidating freight shipments and using lower-impact fuels, and funding organizations that are dedicated to addressing climate change, like POW.

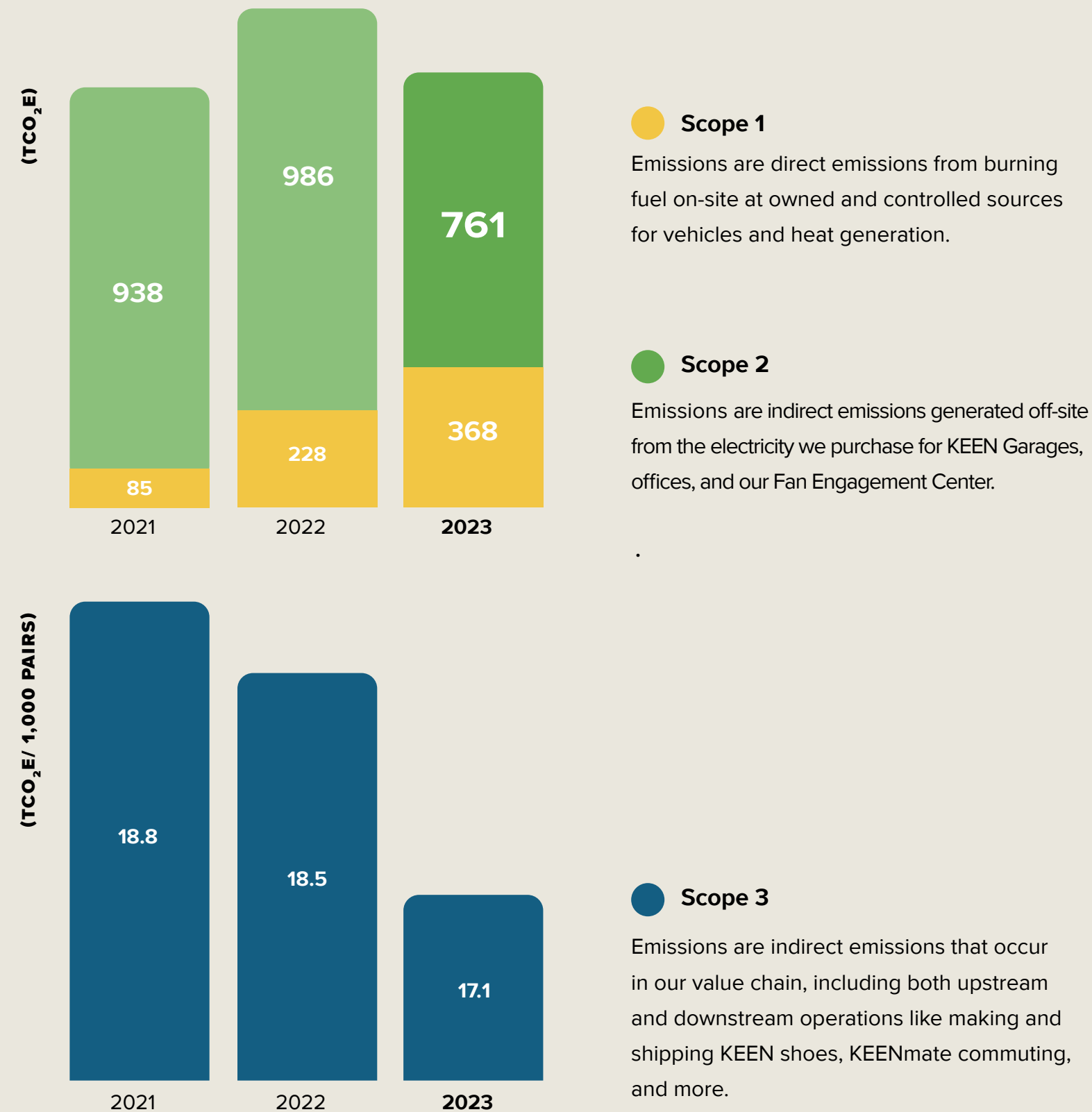
Our planet and its people won’t survive the status quo. We need to do more good than harm. We need to leave more than we take. That’s why we’re committed to taking everything we know as conscious shoemakers and putting it in service of people and planet. To grow a new kind of business, one that uses its profit to improve the world.

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CLIMATE ACTION

We believe that climate change is one of the most pressing issues of our time, and businesses have a responsibility to address their impact. The future of footwear will be one with less impact on the planet. For KEEN in 2024, this meant publicly sharing our science-based-aligned reduction target, reducing our Scope 3 intensity by 1.5 tCO₂e/1000 pairs, and beginning our reduction roadmap.

KEEN'S ANNUAL GREENHOUSE GAS IMPACT:



OUR REDUCTION TARGET

In 2033, KEEN will be turning 30. By this new decade, we aspire to cut our scope 3 emissions intensity by more than half, doing our part to reduce the footwear industry's impact on the planet. Most of our scope 3 emissions are associated with raw materials, manufacturing, and logistics. Across our owned and operated facilities, we've set an absolute target to reduce emissions by 55%.

REDUCE ABSOLUTE SCOPE 1 AND 2 GHG EMISSIONS BY 55% FROM FY21 BASELINE BY 2033.

REDUCE SCOPE 3 GHG EMISSIONS BY 62% PER THOUSAND PAIRS FROM FY21 BASELINE BY 2033.



A partner factory utilizing solar energy.

Utility boot meets utility worker



CLIMATE ACTION

OUR COMMITMENT TO RENEWABLE ENERGY

KEEN’s Scope 1 and Scope 2 emissions account for a small percent of our overall footprint, typically less than 1% annually, but those emissions are from the facilities in our direct operational control. This includes KEEN offices and garages around the world and our Fan Engagement Center in Kentucky, USA.

2024 MARKS THE SECOND YEAR WE’VE PURCHASED RENEWABLE ENERGY CERTIFICATES (RECS) TO COVER 100% OF OUR GLOBAL OWNED AND OPERATED ELECTRICITY.

Our REC program covers 4 geographic regions, so we purchased high-quality, available RECs within each market. Reputable RECs should be purchased from within the country where the original energy was used, so we divided our purchase based on usage in each region. The certifications we use by region are:

- United States - [Green-e Certified](#)
- Canada - [Green-e Certified](#)
- The Netherlands - [AIB GO](#)
- Japan - [J-Credits](#)

We prioritized RECs from projects sourced from wind and solar sources within each of our geographic regions. In Canada and the United States, we sourced RECs from wind projects in Quebec and Kansas. In the Netherlands and Japan, our RECs came from solar sources.

THIS YEAR, WE ALSO EXPANDED OUR RECS PURCHASE BY INCLUDING CATEGORIES FROM SCOPE 3.

SCOPE 3.1 – Purchased Goods & Services. We accounted for the electricity used in our Portland-Based manufacturing facility.

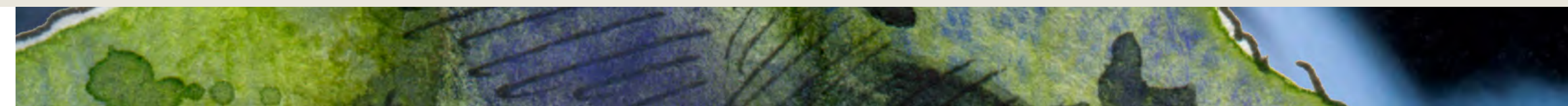
SCOPE 3.3 - Fuel-and Energy-Related Activities Not Included in Scope 1 or Scope 2.

SCOPE 3.7 – Employee Commuting. We included the estimated electricity used by remote KEEN employees at their homes.



WHAT ARE RECS?

A Renewable Energy Certificate (REC, pronounced “wreck”), also known as an Energy Attribute Certification (EAC), is a tool to ensure you are purchasing renewable electricity along with your electricity use. Once electricity enters the grid, renewable and non-renewable sources are indistinguishable. One REC or EAC certifies that one megawatt-hour (MWh) of electricity was produced by a renewable source and delivered to the grid. Once a REC is purchased and retired, that MWh of renewable electricity is retired and can only be accounted for by the purchaser.



CLIMATE ACTION

REDUCTION ROADMAP

Building a plan to achieve our 2033 goal is an iterative process that involves KEENmates from across the business. Our KEEN Climate Task Force helps develop our plan by bringing expertise from their work areas to brainstorm and define what’s possible. This group, along with our leadership team, is critical to the long-term success of our roadmap.

IN 2024, WE COMPLETED THE 3RD YEAR OF MEASURING OUR FOOTPRINT (2021-2023)

This consistent data has allowed us to focus in on the high-impact areas with the greatest need for reductions.

Three critical areas include:

PRODUCTS & MATERIALS – Reduce emissions associated with products, focused on lower impact raw materials and early-stage material processing.

TIER 1 & TIER 2 FACILITIES – Support finished goods and material suppliers in decarbonizing their facilities through energy efficiency upgrades, renewable energy procurement, and coal phaseout.

LOGISTICS – Reduce our impact from logistics with freight consolidation, lower impact fuels, and other levers.

2024 REDUCTION ROADMAP SUCCESSES:

UPDATED EMPLOYEE TRAVEL POLICY

In 2024, KEEN added lower impact travel requirements to our employee travel policy. When booking a rideshare, we request that employees book hybrid or electric vehicles if available. For air travel, we recommend employees book direct flights whenever available to reduce their total time and distance traveled. Although employee transportation is a small part of our overall footprint, these simple changes to our policy encourage KEENmates to make better choices when traveling on behalf of the company.

A KEEN partner factory.



LAUNCHED UPS ACCESS POINT

This year, KEEN’s Global Logistics team, in partnership with our web team, launched UPS Access Point on keenfootwear.com. This program offers KEEN Fans the option of having their orders shipped to an alternate business address instead of their home, increasing security while reducing emissions from last-mile shipping. Access Points reduce the possibility of failed deliveries, which lead to multiple delivery attempts and additional time trucks are on the road, and they allow drivers to consolidate deliveries so they are delivering multiple packages with one stop. On average, six packages are dropped off per pickup location



THIS SOLUTION COULD REDUCE KEEN’S TOTAL EMISSIONS BY 48 TO 139 TONS CO₂E PER YEAR DEPENDING ON THE NUMBER OF KEEN FANS THAT CHOOSE ACCESS POINT AT CHECKOUT.

CONSCIOUSLY CREATED FAN ENGAGEMENT CENTER MEZZANINE

Everything we do at KEEN is Consciously Created. From the design and construction of our original products to how we operate our offices, warehouses, and garages, we are always conscientious about making things better.

Case in point: the mezzanine that was thoughtfully constructed in 2024 to grow our Fan Engagement Center by 36,000 feet without building up or out, allowing us to more efficiently serve our Fans. We used 100% repurposed pallet racking, beams, and other materials recovered from a warehouse in Rhode Island. (A project of this size would normally require 200,000 pounds of new material.) And every light that makes this space shine uses LED light fixtures to reduce our energy consumption and impact on the planet.

KEEN Garage PDX



COMMUNITY IMPACT HIGHLIGHTS

FOOTPRINTS ON KATMAI

Inspired by the sketches in his late grandmother’s sketchbooks, artist, filmmaker, and KEEN impact maker, Max Romey retraced her travels to the remote beaches of Katmai, Alaska. There he joined a group of marine debris experts and discovered there’s a lot of people making footprints on Katmai without ever visiting.

This summer, KEEN hosted the world premiere of Max’s film, **Footprints on Katmai**. This inspiring film, co-sponsored by KEEN and our impact partner, POW, gives audiences a firsthand look at harmful ocean plastics washing up on remote beaches in Alaska, and uncovers that shoes are a major contributor to that problem. After the screening, Max was joined by the founder of Wild Diversity, Mercy M’Fon, climate activist and climber Graham Zimmerman, PFAS expert Jamie DeWitt, and wildlife biologist Shannon Finnegan. This panel of experts spoke to 150 attendees on a range of topics related to the film.

Footprints on Katmai was featured in film festivals throughout the year, including Mountainfilm Festival and Banff Mountain Film Festival.

As part of Footprints on Katmai’s launch, KEEN and Max also published a series of **watercolor tutorials**. These tutorials take you through individual paintings to teach you key watercolor techniques while learning from experts across a range of critical environmental topics.



Mercy M’Fon - founder of Wild Diversity - shares their wisdom at KEEN House, Portland



[Click to watch Footprints on Katmai](#)



Max Romey - KEEN impact maker - introduces Footprints on Katmai to a packed KEEN House

COMMUNITY IMPACT HIGHLIGHTS

PROTECT OUR WINTERS

2024 marks KEEN’s second year of a multi-year partnership with Protect Our Winters (POW).

POW is passionate about helping outdoor people protect the places they live and experiences they love from climate change. POW leverages their community of influential athletes, prominent scientists, inspiring creatives, and powerful business leaders to help advance non-partisan policies that will protect our world today and for future generations. KEEN continues to support POW’s education and civic engagement efforts, especially POW’s Science Alliance.



KEEN and Max Romey were presented with awards at POW's annual leadership summit

POW LEADERSHIP SUMMIT

POW’s annual Leadership Summit brings together the Brand, Science, and Artist Alliance for an epic few days of thinking big about how the Outdoor State can intentionally contribute to climate advocacy in the year ahead. This year, KEEN won the Belay Award – celebrating our outstanding example of brand partnership, and our own Max Romey won the Creative Alliance award. Both Max and KEEN returned home with an ice axe customized by storied mountaineer and POW Board Member Conrad Anker.

Enjoying the winter by dog skjoring





CONSCIOUSLY CREATING

FINDING INNOVATIVE WAYS TO
CONSCIOUSLY CREATE OUR
SHOES FOR A BETTER PLANET

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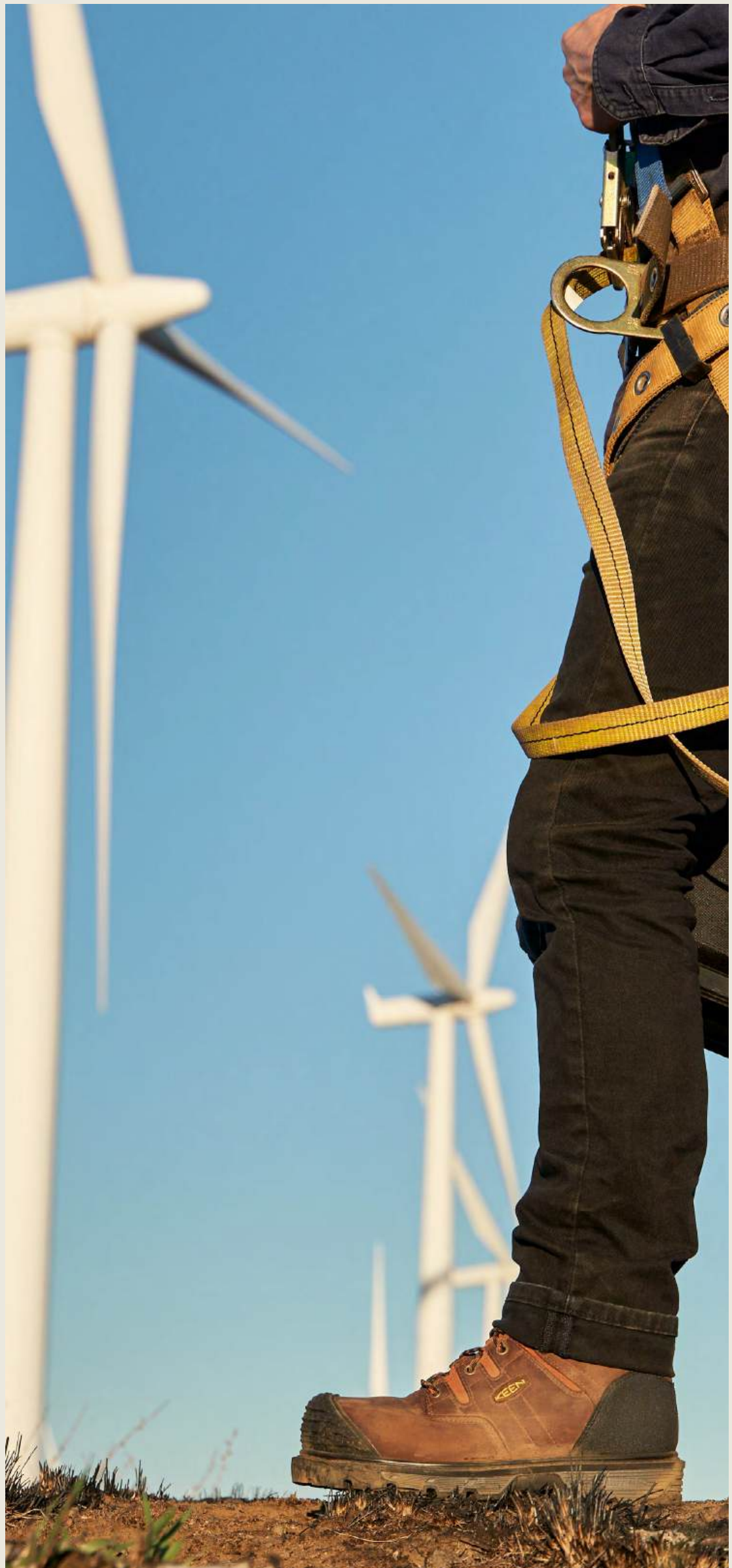
Every year on this planet, 24 billion pairs of shoes are manufactured. That’s three pairs for every living person. And while KEEN makes up only a fraction of global shoe production, we’re on a mission to make the world’s cleanest shoes. We’ve been on this journey since we started. We call it Consciously Created.

A lot goes into KEEN shoes. Ingenuity, hard work, love, attention to detail. And our shoes can have up to 100 parts. Each part a decision. Each decision an opportunity to reduce our impact. Decisions like removing forever chemicals from every shoe we make, only sourcing leather from tanneries certified by the Leather Working Group, removing toxic glues from our bestselling hiking boot by fusing the sole to the upper, and harvesting waste and upcycling it into comfortable KEEN shoes. And on top of every specific decision is an overarching dedication to making shoes that last, because we know that durability is sustainability.

Consciously Created is at the heart of everything we do.



The Chugach mountains above Anchorage, Alaska – Max Romey



DETOX INITIATIVE

KEEN is committed to removing harmful chemicals from our entire range of footwear. We follow the guidance set by The Green Science Policy Institute for the Six Classes of Harmful Chemicals and annually track and report our progress for each chemical group.

2024 MARKS 10 YEARS OF KEEN'S PFAS FREE MOVEMENT.

In 2024, KEEN avoided the use of 8,400 kgs of antimicrobials thanks to the use of our innovative, probiotic-based alternative. Since launching the program in 2015, we estimate to have avoided over 75,000 kgs of these harmful chemicals. Learn more about our program in the Green Paper.

CHEMICAL GROUP	STATUS
PFAS	FREE SINCE 2018**
ANTIMICROBIALS	FREE SINCE 2018
FLAME RETARDANTS	FREE SINCE 2003
BISPHENOLS & PHTHALATES	98%+ FREE SINCE 2018*
CERTAIN METALS	FREE SINCE 2015
SOLVENTS	13% FREE IN 2024, INTENTION TO BE 20% FREE BY 2025 & 30% FREE BY 2030

* While we strive to be 100% free of bisphenols & phthalates, bisphenol A can be found in the source content of recycled polyester.

** Free of intentionally added PFAS

GREEN PAPER SERIES

The Road to PFAS Free

We share our journey of phasing out PFAS in **“The Road to PFAS Free Footwear.”** Originally published in 2020, version 2.0 was updated in 2023 to include a forward by Arlene Blum, founder of the Green Science Policy Institute, and examines how the PFAS landscape changed over those 3 years.

Antimicrobial-Free Insoles

The second of our open-source initiatives, **“How We’re Fighting Foot Funk with Antimicrobial-Free Insoles”** shares our approach to eliminating harmful antimicrobials from our products. Antimicrobials are frequently used in footwear to manage that “foot funk” smell that comes from wearing shoes, especially while sweating. Although they manage odor, they are also one of the 6 classes of harmful chemicals that cause outsized harm for their limited benefits.

DETOX INITIATIVE



2024 marks 10 years of KEEN’s PFAS Free Movement.

We learned about the detrimental impacts of PFAS in 2014, spent 4 years analyzing our products and working to remove PFAS from everything we make.

By 2018, we were officially PFAS Free and have maintained that high standard for our 7th year in 2024.

This year, we expanded how we engage with our Fans, retailers, and communities on the topics of PFAS through education, funding, and a renewed commitment to PFAS Free leadership

WHAT ARE PFAS?

PFAS stands for per- and polyfluoroalkyl substances, a class of more than 5,000 man-made, fluorinated compounds. They are also known as “forever chemicals” because they don’t break down naturally in the environment due to the strong carbon-fluorine bonds. Since the 1950s, PFAS have been used across many consumer goods for waterproofing and grease resistance.

WHY ARE PFAS SO HARMFUL?

PFAS have been found in most of our natural environment. They’ve made their way into water systems, snowpacks, the animals we eat, and human bloodstreams. They are pervasive and persistent, so once they are in our systems, they stay there and cause harm. Studies have shown that PFAS exposure in humans can cause hormone disruption, increased risk of cancer, infertility issues, and more.

PFAS FREE

SINCE 2018

**KEEN HAS MAINTAINED
OUR STATUS OF PFAS FREE
SINCE 2018.**

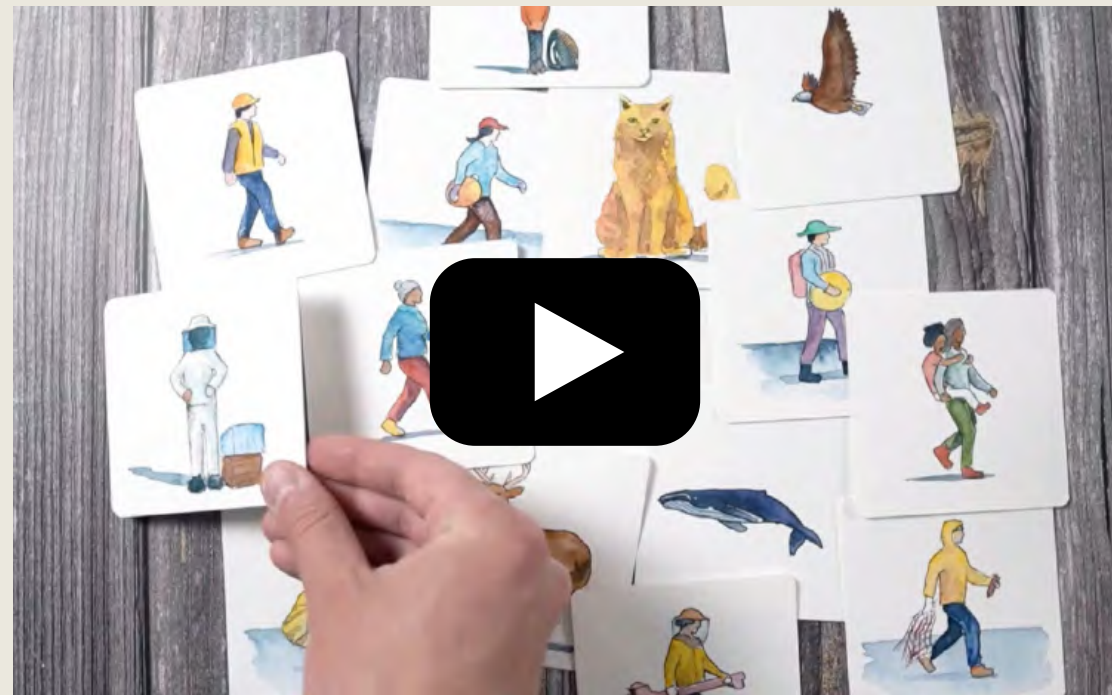
**IN 2024, WE ESTIMATE TO
HAVE AVOIDED THE USE
OF OVER 11,000 KGS OF
PFAS CHEMICALS THAT
WOULD HAVE BEEN USED
DURING TYPICAL FOOTWEAR
MANUFACTURING.**

**SINCE 2015, WE’VE KEPT
NEARLY 102,000 KGS OF
THIS HARMFUL CHEMICAL
FROM BEING APPLIED TO
PRODUCT.**

DETOX INITIATIVE

PFAS FREE IN 2024

This year, KEEN prioritized educating Fans and retailers about PFAS and supported organizations on the frontlines of cleaning up the damage caused by PFAS. We've successfully removed intentionally added PFAS from KEEN products, but there is more we can do to support communities affected by PFAS contamination.



“Both hearing real experiences from impact community members and the science behind these chemicals was lifechanging. The experience reinvigorated KEEN’s commitment to doing our part to rid these harmful forever chemicals from our shared supply chain.”

– **KIRSTEN BLACKBURN**



KEENers at the National PFAS Conference in Ann Arbor, MI

PFAS FREE PORTAL

KEEN launched the **PFAS Free Portal** to create a hub for all our PFAS Free content and information. The portal includes short films by Max Romey, KEEN’s resident artist and impact maker, that explain the complex topics surrounding PFAS. We also link to additional resources so you can continue learning from KEEN partners working to address PFAS around the country.

NATIONAL PFAS CONTAMINATION COALITION

Founded in 2017, the **National PFAS Contamination Coalition (NPCC)** (NPCC) was formed by community leaders concerned about PFAS drinking water contamination in their local communities. This year, KEEN invested \$30,000 to support their continued mission of campaigning together for solutions and building a collaborative effort to take on big polluters.

NATIONAL PFAS CONFERENCE

Bi-annually, the NPCC hosts a global conference to bring scientists, impacted community members, advocates, activists, and elected officials together to address the many issues raised by PFAS. KEEN supported the event with a \$7,000 donation and sent two KEENers to attend.

DEFEND OUR HEALTH

We were introduced to Adam Nordell at the National PFAS Conference when he shared his personal story about how PFAS had affected his life and his livelihood. Adam turned his experience into advocacy and works for **Defend Our Health** to build grassroots movements across the country to fight for a toxic-free future. KEEN supported Defend Our Health with a \$7,500 unrestricted donation.

A LETTER TO OUR RETAILERS

This summer, spurred by our attendance at the National PFAS conference, our founder wrote a **letter** to retailers urging them to educate consumers, support impacted communities, and help put a stop to these forever chemicals.



July 17, 2024

Dear Friends and Partners,

We must take action on Forever Chemicals, together.

Thanks to you, KEEN is a growing, 21-year-old, family-owned, Consciously Created business. As partners, we have a shared commitment to creating and selling high-quality products that support and enhance our customers' lives. Your partnership and this shared responsibility are two things we take seriously.

Back in 2018, KEEN took a bold step in our journey to create the world's cleanest shoes by eliminating Forever Chemicals (aka PFAS) from all KEEN products. While we're proud of this milestone, the work is far from over. We recently attended the National PFAS Conference where leading scientists, regulators, UN liaisons, and affected community members agreed that PFAS may be the most persistent and dangerous class of chemicals ever produced. Consumer awareness, laws, and regulations are increasing but not fast enough. Together we must do something about this.

Perhaps you're just learning about PFAS (Per- and Polyfluoroalkyl Substances) and their effects on human health, or maybe you're feeling the effects of new PFAS regulations. We're here to help wherever you may be on your journey. On keenfootwear.com/impact, you'll find our "Road to PFAS Free" Green Paper, an open-sourced roadmap other brands have already utilized to eliminate PFAS from supply chains in a safe, effective, and affordable way. Also linked on our website is our RSE and Chemical Policy, and our PFAS Free Policy. Later this summer, we'll launch an educational content series and a Forever Chemical info hub to continue to educate our partners, families, and friends.

Our businesses are grounded in shared values, and we can do more together. Let's unite to educate consumers, support impacted communities, and help put a stop to Forever Chemicals.

Join our Consciously Created movement by contacting PFASfree@keenfootwear.com.

With Kind Personal Regards,

Rory Puareit
President / Founder

KEEN, Inc. | 515 NW 13th Ave. Portland, Oregon, 97209
P: 800.300.KEEN (5346) | F: 503.402.7849 |
[KEENFOOTWEAR.COM](https://keenfootwear.com)



MAINE FARMLAND TRUST

For the second year in a row, **we supported the Maine Farmland Trust** and their work to protect farmland, support farmers, and advance the future of farming. Through specific programming and investment, Maine – and the Maine Farmland Trust – is on the leading edge in the United States in learning about PFAS and their impacts on agriculture and human health, and how to address PFAS contamination in soil.



DURABILITY = SUSTAINABILITY

At KEEN, we believe durability is sustainability, and we want to innovate products that let our Fans continue to wear and love the shoes they already own. This year, we activated around durability in a lot of big ways.

KEEN.FUSION

KEEN.FUSION is an innovative construction that fuses the upper and sole together without the use of glues and solvents. This technology supports our goal of reducing the use of solvents, one of the six classes of harmful chemicals, in our products. Our KEEN-owned factory, KTH, is outfitted with the specialized equipment required to use this construction on the Targhee IV and many other styles,

KEEN CARE

Another way we worked to keep KEEN shoes in use longer was by creating new and updated shoe care content. This includes **blog** posts and **videos** with cleaning and repair advice, plus refreshed **FAQs** so Fans can find out how to keep their KEEN shoes looking better, longer

TARGHEE IV

The Targhee IV, awarded Time's Best Inventions of 2024, could be the last hiking boot you ever buy. That's because unlike most hiking boots, or shoes in general, it won't delaminate. That means the sole won't separate from the upper, ever, thanks to KEEN.FUSION.



RE.KEEN

2024 brought the launch of **RE.KEEN**, our platform for selling pre-loved KEEN footwear. We wanted to create a way to keep our product in circulation longer, because we know a pair of KEEN shoes can hold up beyond the first purchase, and the most sustainable pair of shoes is the one that's still in use.



DURABILITY = SUSTAINABILITY



KEEN Utility's funding the renewable energy future, one of the fastest growing opportunity in the trades globally. Through the She Builds program KEEN Utility has supported training for hundreds of women in the renewable energy sector.



A CRITICAL PART OF OUR PRODUCT ASSORTMENT IS THE KEEN UTILITY BUSINESS. SINCE 2009, KEEN HAS TAKEN THE FUNDAMENTALS OF OUR BUSINESS, MAKING DURABLE, COMFORTABLE, CONSCIOUSLY CREATED FOOTWEAR, TO THE WORK BOOT CATEGORY.

KEEN UTILITY HAS TECHNOLOGY DESIGNED SPECIFICALLY FOR THE HARDEST OF JOBS WITHOUT SACRIFICING COMFORT.

SOME OF THOSE TECHNOLOGIES INCLUDE:

FIT & COMFORT

KEEN Re.GEN is a lightweight, compression-resisting midsole providing 50% more energy return than standard EVA foam.

INNOVATION & DURABILITY

KEEN.BELLOWS FLEX is a revolutionary technology that allows a boot to bend and flex where it's needed most, at the point where the toe flexes. Up to 3x easier as compared to a regular boot, this technology reduces the failure rate of the upper, keeping KEEN Utility boots in use longer.

SAFETY

Safety always comes first when building a KEEN Utility boot or shoe. Toe protection, metatarsal guards, barnyard resistant leather, superior grip, and extensive testing are just a few ways KEEN Utility keeps workers safe.

CONSCIOUSLY CREATED

LuftCell technology is a solvent-free, air-injected innovation underfoot that reduces the use of polyurethane and provides a durable, comfortable fit.



DURABILITY = SUSTAINABILITY

BETTER LEATHER

As the manufacturer of durable, long-lasting footwear, we've chosen leather as a critical part of our overall material mix. Unfortunately, certain parts of the leather supply chain can be opaque and challenging to control. Cattle raised for leather and beef in Brazil have been shown to contribute to the deforestation of the Amazon Biome.

Beginning with our Spring 2023 procurement, we prohibited all suppliers from purchasing any leather hides from the country of Brazil.

KEEN is also a member of the [Leather Working Group \(LWG\)](#) and only works with LWG-certified suppliers at the silver or gold level.



Our LWG commitment ensures that any tannery processing leather for KEEN has gone through an environmental and social audit, focused on the below areas:

- General Facility Details
- Subcontracted Operations
- Social Audit
- Operating Permits
- Production Data
- Incoming Material Traceability
- Outgoing Material Traceability
- Environment Management Systems (EMS)
- Restricted Substances, Compliance, and Chromium VI (CrVI) Management
- Energy Consumption
- Water Usage
- Air & Noise Emissions
- Waste Management
- Effluent Treatment
- Health, Safety & Emergency Preparedness
- Chemical Management
- Operations Management



OUR SUPPLY CHAIN

KEEN works with a global supply chain and is dedicated to using partners who share our commitment to producing durable, Consciously Created footwear.

The map shows countries where we source finished goods from and includes the number of suppliers in each region during 2024. We’ve also noted our long-term finished goods partners, those that we’ve been working with for 5 or more years. [See Graphic]

KEEN FACILITIES AROUND THE WORLD:

KTH – Located in Phimai, Thailand, KTH is a best-in-class factory and imagination center. Some of our most well know styles, including the Newport, UNEEK, and Targhee come from this facility. They employ around 1,220 shoemakers.

KDR – Opened in 2021 in the Dominican Republic, KDR makes many of our sandal styles, like the Bali, Whisper, and Rose. KDR employs around 160 shoemakers.

PPM – KEEN’s US-based facility has been making American Built product for our KEEN Utility line since 2010. This facility employs around 21 shoemakers.

KTH EMPLOYEE TESTIMONIALS:

“I truly enjoy leather cutting and love my job here. The salary and income are good, and I have strong motivation and ideals in my work. The work system is well-organized, the team is great, and the company values its employees. When problems arise at work, the manager helps resolve issues and clears up matters that we can’t handle on our own.”

Nisarath, KEEN Leather Cutter - 8 Years at KTH

“The company treats everyone equally, regardless of nationality, and provides equal welfare benefits to all employees. The company’s management team is kind and empathetic toward all employees. They listen and are always ready to help when employees need assistance. For example, senior management provided financial aid to Myanmar employees after a major earthquake in Myanmar, which clearly showed their compassion and humanitarian values.”

Yin May, KEEN HR - 4 Years at KTH

● KEEN OWNED FACTORIES : USA -1, Dominican Republic - 1, Thailand 1

● OUR PARTNERS : Cambodia - 3, Vietnam - 6, India - 5, Bangladesh - 1



KEENers at our owned factory in Thailand



KEEN Krops Farm at our owned factory in Thailand

POLICIES

CHEMICAL MANAGEMENT POLICY & RESTRICTED SUBSTANCES LIST

KEEN’s [Chemical Policy & Restricted Substances List \(RSL\)](#) is the guiding document that makes our Detox the Planet initiatives possible. Updated annually based on AFIRM guidelines and to address other chemical management goals as needed, it provides a detailed description of our chemical testing procedure, what we test for, and how we remedy any issues that arise during testing.

CODE OF CONDUCT

KEEN’s supply chain is what allows us to bring Consciously Created product to life for our Fans. In 2024, we worked with suppliers across nine countries utilizing the skills of 20 finished goods manufacturers (also called Tier 1 Suppliers) across eight countries. In addition to working with contract factories, KEEN owns* three Tier 1 factories, which contributed to 32% of our 2024 production. These factories are in Thailand, the Dominican Republic, and Portland, Oregon.

A critical part of managing our supply chain is [KEEN’s Code of Conduct](#). This document is distributed to our manufacturing partners and states the principles, standards, and ethical expectations we have for anyone doing business with KEEN. Our Code is reviewed annually, or more often if needed, to ensure relevant issues are addressed in our official policy. In alignment with our Code of Conduct, we are signatories of the industry [Commitment to Responsible Recruitment](#).

*owned by our parent company

ANIMAL WELFARE POLICY

KEEN is committed to the humane treatment of animals. Our main use of animal products is from cow leather. We only source leather from LWG-certified tanneries and those tanneries are only permitted to buy hides for KEEN from the United States. We encourage all suppliers to make ethical treatment of animals a priority.

We have adopted the following commitments:

- KEEN does not knowingly source ingredients that have been tested on animals.
- KEEN prohibits the use of fur in our products with the exception of hair-on-leather from bovine.
- KEEN only uses leather that is derived exclusively from animals that are byproducts of food production.
- KEEN only uses wool derived exclusively from sheep or lamb.
- Any wool sourced for KEEN must not be sourced from sheep that have undergone mulesing.
- KEEN prohibits the use of any exotic skin leathers in our products.

REGIONAL HIGHLIGHTS

MAKING A KEEN EFFECT AROUND THE WORLD

KEEN US PARTNERS

KEEN CANADA

KEEN EMEA

KEEN JAPAN

KEEN CHINA

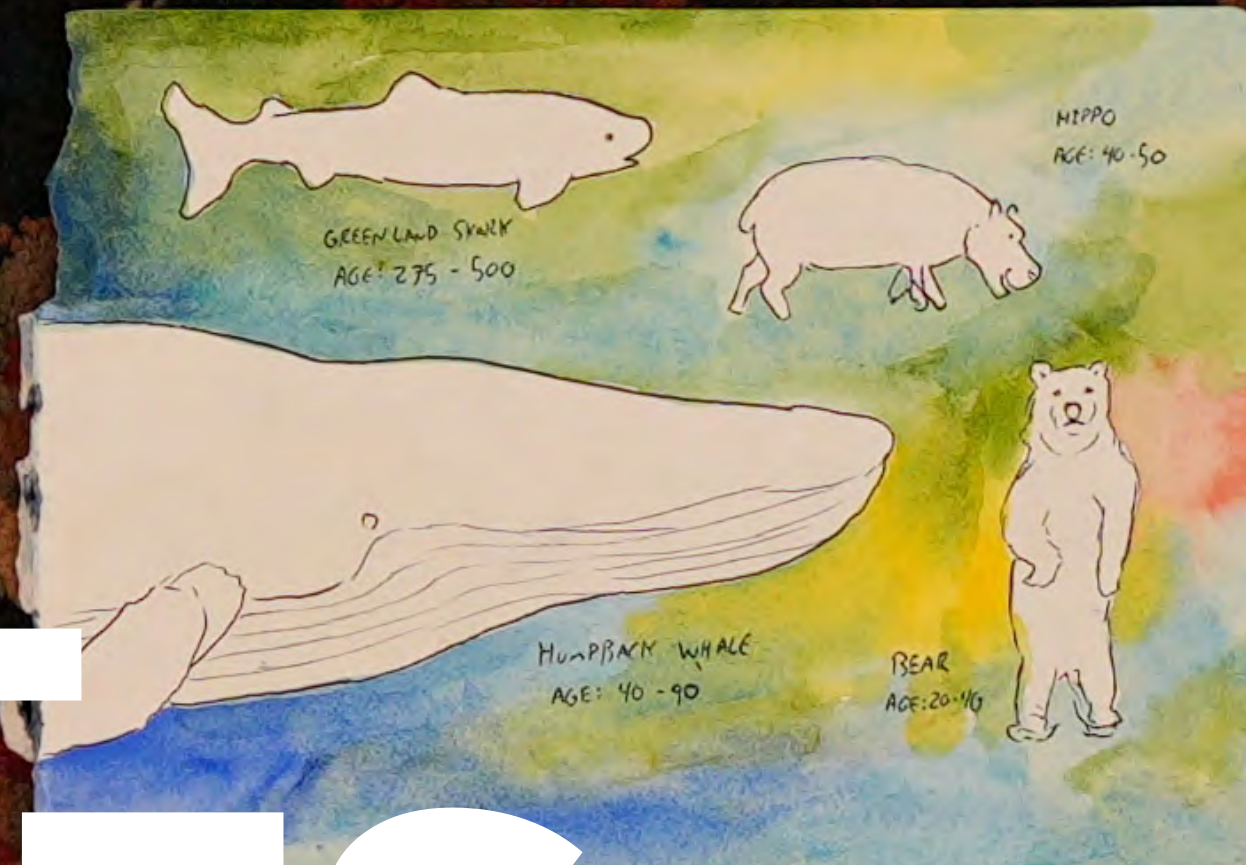
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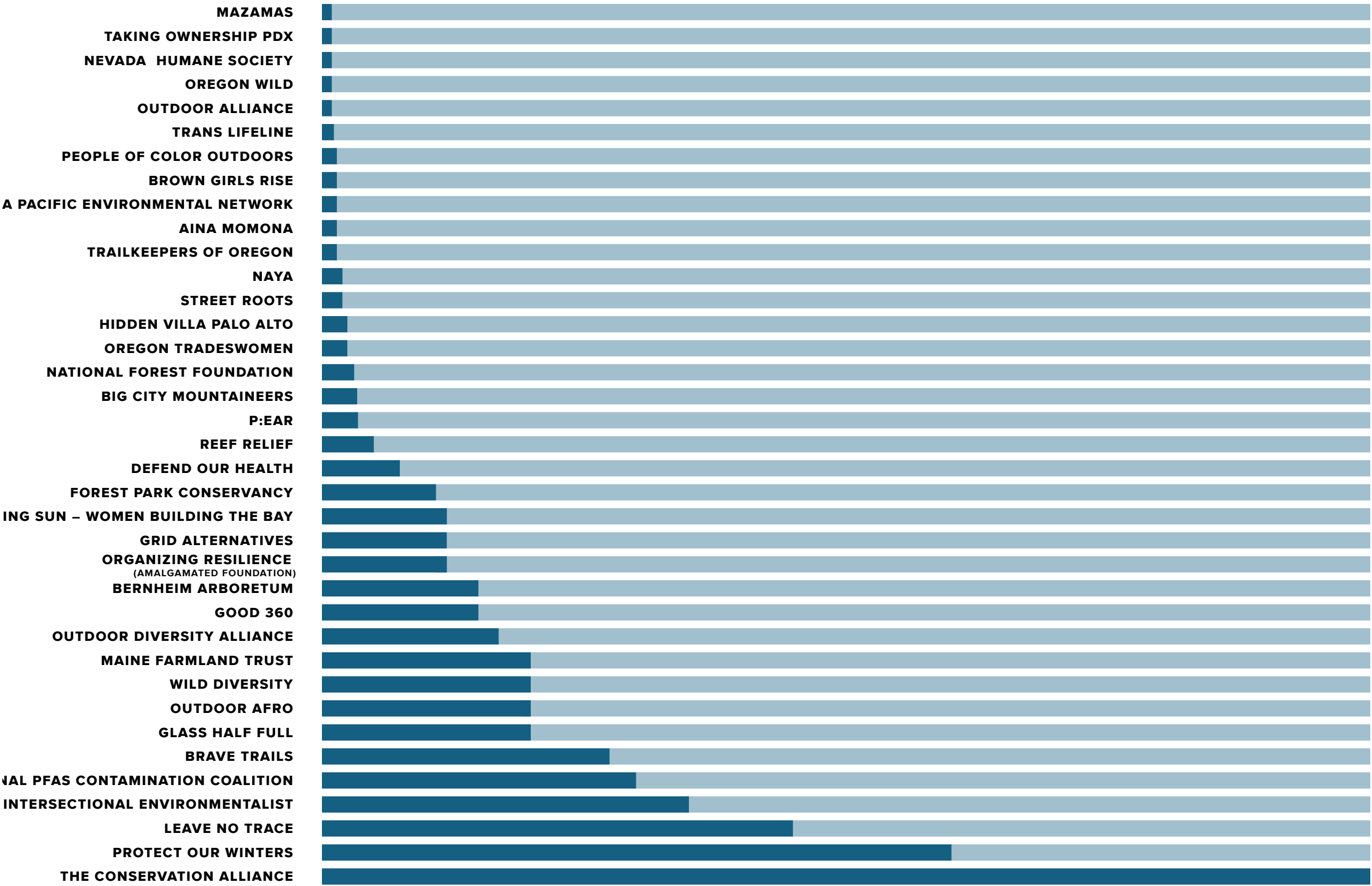
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ALL US COMMUNITY INVESTMENT PARTNERS

All Community Impact investment partners listed below received in-kind (shoe) donations, cash, or both. Investments ranged from a minimum of 15 pairs of KEEN shoes to a maximum of \$100,000 in cash.

INVESTMENT BY DOLLARS CONTRIBUTED



KEEN CANADA

LEAVE NO TRACE CANADA

Leave No Trace Canada is a nonprofit organization dedicated to promoting outdoor ethics and the seven Leave No Trace principles with the goal of encouraging Canadians to enjoy the benefits of the outdoors while protecting Canada’s natural and cultural heritage. In 2024, KEEN Canada donated \$10,050 of the proceeds from the Leave No Trace Pyrenees collaboration to Leave No Trace Canada, continuing our long history of supporting their mission to protect Canada’s wilderness and natural areas.

KEEN Canada using their volunteer hours



“For Leave No Trace Canada, our supporting partnerships are so important for us, and our relationship with KEEN is easily one of the best. The KEEN contributions have meant that we have been able to engage with our members and supporters in new ways while getting both brands out there across all of our provinces and territories. So, thank you from all of the team at Leave No Trace Canada – we are looking forward to a continued and productive relationship with the KEEN organization.”

– RICHARD VINSON, PAST CHAIR, PARTNERSHIP DIRECTOR,
LEAVE NO TRACE CANADA

KEEN Canada packing hygiene kits for Global Medic



UNIVERSITY OF WATERLOO

In 2024, KEEN Canada continued to support the Global Citizen Scholarship Program at the University of Waterloo. Our \$13,400 donation supported passionate students as they worked on real world environmental programs at nonprofits across the country.

KEEN at MEC in Toronto, Canada



“Over the past seven years, the partnership between Waterloo Environment and KEEN has been nothing short of transformative. By nurturing the next generation of leaders and problem-solvers, we are not only advancing talent but also building solutions for our planet and our communities. KEEN’s unwavering support reflects a commitment to our common goal: creating a more sustainable, equitable future for all.”

– BRUCE FRAYNE, DEAN, FACULTY OF ENVIRONMENT,
UNIVERSITY OF WATERLOO

ALL KEEN CANADA COMMUNITY IMPACT INVESTMENT PARTNERS:

- British Columbia Institute of Technology
- Bruce Trail Conservancy
- Global Medic
- Leave No Trace
- Soles 4 Souls
- University of Waterloo

KEEN EMEA

CELEBRATING 10 YEARS OF SUSTAINING MEMBERSHIP WITH EOCA

Since 2015, a select group of forward-thinking companies have helped finance the core costs of EOCA, on behalf of the European outdoor leisure sector, benefitting conservation. The European Outdoor Conservation Association (EOCA) brings together companies, organizations and individuals to enable the conservation, protection, and restoration of nature, wildlife, and wild spaces.

In 2015, the Sustaining Membership program was launched, and KEEN immediately signed up, agreeing to donate €10,000 annually, in addition to their membership fee.

Over 10 years of Sustaining Membership, KEEN EMEA have contributed a substantial amount, an additional €100,000 in total. This has enabled EOCA, and all its members within the outdoor and leisure sector, to work together funding conservation that has a positive impact on nature. With our commitment, we led the way within the outdoor leisure sector, demonstrating a commitment to conservation and ensuring the continuation of EOCA's work to address the loss of biodiversity and climate crisis.

Sustaining Membership helps to fund the core costs of EOCA, ensuring future growth and the continued support needed for two project funding rounds each year. It allows the association to fund hands-on conservation around the world.



Borneo Nature Foundation community members

ALL KEEN EMEA COMMUNITY IMPACT INVESTMENT PARTNERS:

- Bas van de Goor Foundation
- EOCA
- It's Great Out There
- Kledingbank Rotterdam

IT'S GREAT OUT THERE

KEEN EMEA supports It's Great Out There, a not-for-profit collaboration launched by the outdoor industry in 2017 to increase public awareness of the benefits and positive impact of outdoor activities for individuals and for society.

THE NATIONAL WALKING CHALLENGE

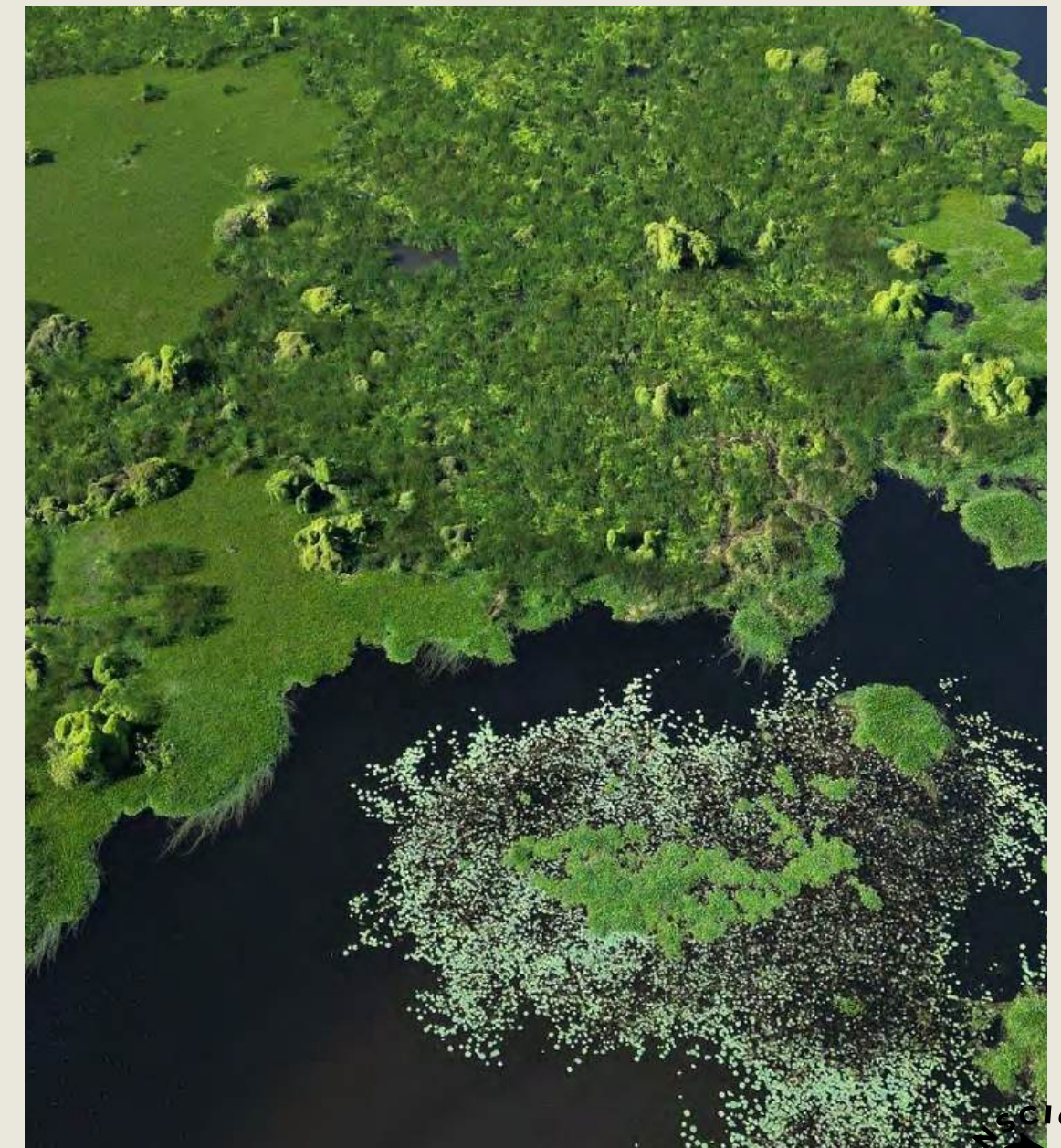
In 2024, KEEN EMEA began supporting The National Walking Challenge with a donation of 880 pairs. The National Walking Challenge is an exercise program of the Bas van de Goor Foundation. As a participant, you walk once a week for about 20 weeks with a healthcare provider and/or an exercise coach. In addition, each participant receives online guidance in the form of tips about diabetes and walking. In a safe and pleasant way, people can experience what exercise does to your health and diabetes.

KLEDINGBANK ROTTERDAM

In 2024, KEEN EMEA donated 2,200 pairs of shoes to Kledingbank Rotterdam. This organization distributes clothing and shoes to people in need in and around Rotterdam who may not have the financial resources to clothe themselves and their families.



RSPB Scotland volunteers



Landscape in Sri Lanka supported through work with EOCA

KEEN JAPAN

MORE TREES

More Trees is a forest conservation organization founded by musician Ryuichi Sakamoto and chaired by architect Kengo Kuma. Established in 2007 with the support of over 100 advocates, the organization was created to address the urgent challenges of deforestation and global warming.

With a mission to “connect cities and forests,” More Trees manages 21 “more trees forests” across Japan and internationally, working hand-in-hand with local communities to protect and sustain forests. The organization also develops products and services utilizing domestic timber and promotes the beauty and importance of forests through seminars and events. By fostering these connections, More Trees aims to build a society where forests and people can thrive together for generations to come.

2024 NOTO EARTHQUAKE RELIEF

On January 1, 2024, a magnitude 7.5 earthquake struck the Noto Peninsula in Ishikawa Prefecture, leaving widespread devastation, including coastal uplift and severe infrastructure damage. In collaboration with our disaster relief partner, Open Japan, we took swift action to support the affected communities. We were able to distribute 628 products including shoes, socks, and apparel to children, volunteers, and others in the impacted areas. We upheld our commitment by deploying 43 staff volunteers over nine months, contributing a total of 994.5 volunteer hours. Additionally, we donated nearly 5 million JPY (about \$32,700) to assist Open Japan’s on-the-ground relief efforts.



KEENers provide relief after the Noto Earthquake



LNT L1 instructor training on Mt. Tsukuba

LEAVE NO TRACE JAPAN L1 INSTRUCTOR TRAINING

This year, 13 KEEN staff members participated in a two-day Level 1 Instructor training course provided by our partner, Leave No Trace Japan. This program reflects our ongoing commitment to supporting communities and preserving outdoor spaces. By equipping our team with the knowledge and skills to uphold and share Leave No Trace principles, we ensure that every KEEN Japan member can inspire responsible practices when engaging with KEEN Fans and contributing to their communities, both on and off the job.

GIVING MONTH

This Giving Month, we placed donation boxes in five KEEN Garage locations across Japan to collect gently worn KEEN shoes to pass onto those in need. Thanks to the generous donations from our KEEN Fans, we were able to give over 400 pairs of shoes to KEEN Effect partners across Japan.

KEEN HQ in Aoyama, Tokyo, Japan



ALL KEEN JAPAN COMMUNITY IMPACT INVESTMENT PARTNERS:

- Art Para Fukagawa
- Association for Aid and Relief, Japan(AAR)
- Conservation Alliance Japan
- DRT
- ipledge
- LNTJ
- Mirai no Mori
- More Trees
- OPEN JAPAN
- Protect Our Winters JP
- ReBit
- TENOHASHI
- Umi sakura
- Us 4 IRIOMOTE

KEEN CHINA

DISASTER RELIEF

On December 18, 2023, a 6.2 magnitude earthquake struck Jishi County in Gansu Province. Following the earthquake, authorities released several seismic maps to assess the impact. The Ministry of Emergency Management revealed an intensity map showing the maximum intensity reached VIII (8). The affected area covered 8,364 square kilometers, with significant impacts in both Gansu and Qinghai provinces. Additionally, satellite images were published to show changes in the disaster area. These resources help in understanding the earthquake's impact and predicting aftershock activity.

In January, KEEN China, through the Shanghai Charity Foundation, donated KEEN shoes as disaster relief supplies to Jishi County in Gansu Province.



KEEN China telling the Consciously Created story



A KEEN shoe donation to support earthquake relief efforts

CONSCIOUSLY CREATED

On November 1, 2024, KEEN launched the “CONSCIOUSLY CREATED” Story Event in Shanghai for outdoor and eco-conscious enthusiasts. The event showcased KEEN’s innovations like PFAS-free materials, KEEN.DRY waterproofing, KEEN.FUSION glue-free bonding, and the use of recycled PET fibers. With interactive displays on Source Ethically, Harvest Material, Detox the Planet, and Make to Keep, KEEN highlighted its efforts to reduce its environmental impact.



A consciously created display



Sharing KEEN's Consciously Created story

In addition to the “Consciously Created” concept displays, the event featured works by local content creators who used leftover materials from shoe production and second-hand shoes. Their creations showcased how discarded materials can be reimagined into sustainable art, aligning with the event’s theme.

Also, workshops were hosted for KEEN Fans to transform waste into creative products, such as an AirPods holder and phone holder, gaining insight into KEEN’s production process.

THANK YOU

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