



2022 KEEN EFFECT

IMPACT REPORT



INTRODUCTION

When we started KEEN, we told ourselves that when we were in charge we'd care for people and the planet, and use our power to effect change. In 2005, we diverted \$1M from an advertising campaign (a lot for a 1-year-old company trying to introduce itself to the world) to help people devastated by the southeast Asian tsunami of 2004. An action that set in motion what would become our fourth brand marker: Do the Right Thing.

So, when the humanitarian crisis in Ukraine started in March of 2022, we knew we needed to be there for our global community. KEEN regions around the world joined together to donate hundreds of pairs of shoes and produce a limited-edition Ukraine Shanti (in Ukrainian colors) with 100% of the proceeds directed to our partners. Our fans joined us with direct donations to Global Giving and Everyday Refugees through our website and social media. By year end, KEEN had donated more than \$250,000 in cash and product to support Ukrainian refugees.

The crisis in Ukraine inspired us to look inward, to understand what levers we could pull within our own sphere of influence to make the change we want to see in the world. The reality is, we make original hybrid footwear, and the way shoes are made isn't always good for people and the planet. We recommitted to our fifth brand marker, Create with Conscience, and we built out a framework to more consistently bring this to life. As part of our commitment to source ethically, KEEN only works with LWG-certified tanneries, and in 2022 we took our commitment to better leather a step further by updating our Code of Conduct to stop sourcing leather from Brazil. It was becoming increasingly hard to prove with confidence leather coming out of Brazil wasn't contributing to deforestation of the Amazon Biome. Additionally, we expanded our PFAS Free commitment to our packaging, not just our shoes. Our journey to eliminate [forever chemicals](#) is a forever job.

We continued our commitment to protecting the planet with a renewed \$100,000 Pinnacle Membership of The Conservation Alliance and, as a result, helped protect 178,815 acres of wild places, including the designation of Camp Hale Continental Divide National Monument in Colorado. We launched Making Waves, a Collab For Effect with Outdoor Afro, aimed at raising dollars to fund swimmerships, or swimming lesson scholarships for Black children and their caregivers. In total, we supported Outdoor Afro's mission to inspire Black joy and leadership with product and monetary donations totaling \$34,000. By year end, we funded 55 organizations around the globe, with a total of \$1,257,000. And through The KEEN Corps, our loyalty program rewarding good deeds, KEEN fans directed \$40,000 and 17,000 volunteer hours to 1,200 nonprofit programs. Together we can do more.

2023 marks our 20th anniversary. We'll use this year to understand the impact we've had in our first two decades and chart the course for where we're going. We like to say we're 20 years young, because we're still just getting started.

MISSION: OUR PROMISE

WE INSPIRE EVERYONE TO LIVE WITH NO CEILING

We love making the most original, purposeful, comfortable, and durable footwear on the planet, but we really just want to make a difference. As a family-run business, we've always felt we have a shared responsibility to do things the right way. The kind of products we make and how we treat our environment and each other are part of a mission we've taken to heart since KEEN was conceived in 2003.

This is our "Why." Our promise to our Fans. It's what gets us up every morning, and through the two o'clock lull. The common cause that holds us together and the foundation of our movement.

LIVING OUR VALUES

We're guided every day by our values, or what we call our KEEN Markers. Like trail markers, KEEN Markers help us stay on our journey. They help us drive our business, with the goal of constant improvement, and the simple notion of leaving things better than we found them.

MARKER

NO. 1

LIVE TOGETHER

We believe we can go further and have more fun, together. That mountains don't get bagged by themselves and buildings don't get built by themselves. That regardless of our differences we are still one human race and that winning that race means working together.

MARKER

NO. 2

BE ORIGINAL IN EVERYTHING

We weren't born to follow, and we don't ask for permission. From the products we create to the events we host, we believe in making things that have never existed before. We thrive on being original when the odds are against us.

MARKER

NO. 3

MAKE ORIGINAL GOODS THAT LAST

We identify unmet needs and envision solutions that the world has not yet seen. Our products help keep people safe and comfortable when they go outside. We protect their toes, keep them warm and dry, and prevent them from slipping. Our fans trust us to protect them, and we won't let them down.

MARKER

NO. 4

DO THE RIGHT THING

We believe the world would be a better place if more people stood up and did the right thing. We believe in being there for others in their time of need. That tough times require tough actions. That talk is cheap. We like to take action.

MARKER

NO. 5

CREATE WITH CONSCIENCE

We believe in making our planet healthier and building strong communities. From the materials we use to how we develop and make our products to how we treat the folks who craft our trusted shoes, we are conscientious about what we make and how we make things.



OUR ORGANIZATION BY THE NUMBERS

KEENmates



GLOBALLY:

641
GLOBAL EMPLOYEES

Based in:
Portland, Oregon at our Global Headquarters,
across all corners of the United States, and in
Canada, Europe, Japan, and China.

KEEN HAS
15
GARAGES*
+ 6 OUTLETS

US:
2
GARAGES

JAPAN:
6
GARAGES
+ 5 KEEN OUTLETS

NETHERLANDS:
1
GARAGE
(DISTRIBUTOR OWNED
AND MANAGED)

CZECH REPUBLIC:
5
GARAGES
(4 DISTRIBUTOR OWNED
AND MANAGED,
1 OUTLET)

HONG KONG:
1
GARAGE
(DISTRIBUTOR OWNED
AND MANAGED)

*OUR TAKE ON RETAIL STORES

KEEN Retail



KEEN Manufacturing



32
CONTRACT
FACTORIES

32%
OF KEEN PRODUCTS
IN 2022 WERE
MADE IN OWNED*
FACTORIES

*FACTORIES ARE OWNED BY OUR PARENT COMPANY

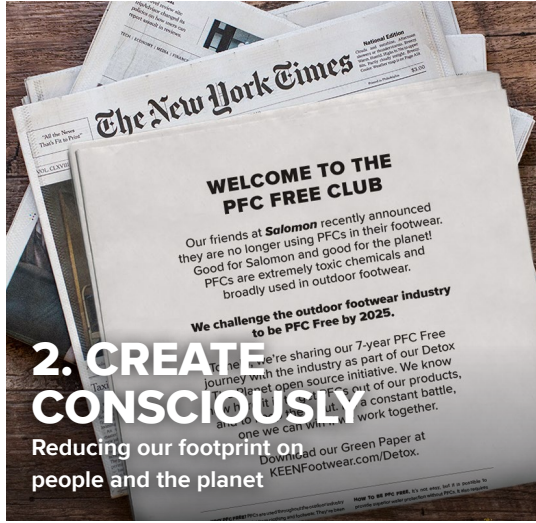
4 OWNED
FACTORIES

PORTLAND, OR, USA
CHON BURI, THAILAND
PHIMAI, THAILAND
SANTIAGO, DOMINICAN REPUBLIC



KEEN EFFECT IMPACT 2022 HIGHLIGHTS

We measure the impact of our KEEN Effect around 3 key pillars:



14,000+
SHOES DONATED

357
CHILDREN & CAREGIVERS
TAUGHT HOW TO SWIM

55
NONPROFIT ORGANIZATIONS
SUPPORTED

A-
NRDC PFAS
SCORECARD

\$250K+ IN CASH AND PRODUCTS
DONATED TO SUPPORT UKRAINIAN REFUGEES



PFAS FREE
IN SHOES AND PACKAGING





1

ACCESS AND INCLUSION

1,760
KIDS IMPACTED

\$1.257M
IN CASH AND PRODUCTS
DONATED

178,815
ACRES PROTECTED

1,834
HOURS VOLUNTEERED
BY KEEN EMPLOYEES
AROUND THE WORLD

50% WOMEN

20% BIPOC

LEADERSHIP DIVERSITY TARGETS

While KEEN has always worked to be an inclusive brand for everyone, we acknowledge that we're a business in a predominantly white industry with predominantly white employees. We acknowledge that our previous efforts, though earnest, have fallen short. As a result, in 2020 we established a cross-functional task force called the KEEN Together Team to drive our pledge to make ourselves, our company, and the outside more just, equitable, diverse, and inclusive.

Our Together Plan is focused around three areas: People, Culture, and Community.

PRIORITIZING DIVERSITY & INCLUSION IN OUR WORKFORCE

Building a pipeline for diverse talent acquisition

In 2022, we partnered with organizations such as Outdoor LGBTQ, PDX Women in Tech, Partners in Diversity and Urban League, and Outdoor Afro to help source talent and bring opportunities to more people. We work with Circa/Diversity Jobs to promote our jobs in over 600 diverse websites throughout the US and Canada.



Lastly, we partner with Camber, alongside other outdoor corporations, nonprofits, and small businesses, with a shared commitment to accelerating workplace change by creating inclusive cultures, implementing equitable systems and attracting a diversity of talent to our workplaces. We are committed to increasing diversity at our global headquarters to 20% BIPOC and 50% women by 2025. We are committed to increasing diversity of our leadership too, to 20% BIPOC directors and 50% women directors and above by 2030.

DIVERSITY	KEEN GLOBAL HQ				
	2020 Results	2021 Results	2022 Results	TARGET	
BIPOC	15%	15%	14%	20%	2025
BIPOC DIR+	8%	13%	18%	20%	2030
WOMEN	40%	43%	45%	50%	2025
WOMEN DIR+	26%	35%	31%	50%	2030

CREATING A DIVERSE CULTURE WITHIN KEEN

We understand that to become a diverse organization, we must create a diverse culture. The Together Plan includes multiple initiatives to create a work environment that is inclusive of people of all color, orientation, gender, and ability through education, enrichment, and employee support. In 2022, all new KEEN employees participated in foundational training, assimilating them to KEEN’s commitments in building a culture of justice, equity, diversity, and inclusion.

In addition, 96% of global KEEN employees participated in Unconscious Bias training. KEEN continues to create opportunities for employees to participate in Justice Equity Diversity Inclusion (JEDI) webinars, heritage month events, and employee resource groups.

CONTINUING TO SUPPORT ORGANIZATIONS WORKING TO ADDRESS SYSTEMIC RACISM IN THE OUTDOOR INDUSTRY AND TRADES

The Together Plan includes briefings on bias and JEDI to our internal creative teams, increased funding in the U.S. region for grants supporting inclusion and access, and increased funding of BIPOC-led grantees.

COMMUNITY	KEEN, INC.				
	2020	2021	2022	U.S. TARGET	
SOCIAL MEDIA DIVERSITY	> 50%	> 50%	> 50%	50%	2021
GRANTS \$ TO BIPOC ORGANIZATIONS	< 20%	< 20%	21%	35%	2025



KEEN EFFECT GLOBAL GIVING

In 2022, we contributed \$1,257,000 in cash and product to 55 organizations and causes around the globe that are committed to protecting public lands, improving access for all outside and in the trades, and supporting those in need.

2022 KEEN Effect Global Partners:

- All Hands and Hearts
- Amami Wildlife Conservation Center
- Association for Aid and Relief, Japan
- BIGISSUE
- Black Women Build Baltimore
- British Columbia Institute of Technology
- Canadian Parks and Wilderness Society
- Canadian Tire Foundation
- Conservation Alliance Japan
- Conservation Halton Foundation
- Elevate Youth Outdoors
- EOCA
- Everyday Refugees
- Florida Trail Association
- Forest Park Conservancy
- Georgia River Network
- Girls Garage
- GlobalGiving
- Good360
- HOMEDOOR
- ipledge
- It's Great Out There
- Japan Association for Refugees
- Leave No Trace
- Leave No Trace Japan
- Love is King
- Marathon
- Mirai no Mori
- Muslim Hikers
- nohara_nouken
- Northeastern Minnesotans for Wilderness
- NPO KOKO
- OPEN JAPAN
- Oregon Tradeswomen
- Outdoor Afro
- Outdoor Concept
- Para Art Fukagawa
- Protect Our Winters Japan
- ReBit
- Roaring Forks Outdoor Volunteers
- Rogue River Watershed Council
- Soles 4 Souls
- Steppers UK
- Strider Foundation
- TENOHASHI
- The Conservation Alliance
- The Red Cross
- The Wilderness Society
- Umi sakura
- Univa
- University of Waterloo
- Us 4 IRIOMOTE
- Vermont Works for Women
- Wild Diversity
- Wild Rock



PARTNER HIGHLIGHTS

KEEN U.S.: THE CONSERVATION ALLIANCE

Since 1989, The Conservation Alliance has contributed more than \$29 million to conservation organizations whose collective efforts have helped protect 73 million acres of land, 3,582 miles of rivers, stop or remove 37 dams, acquire 21 climbing areas and designate five marine reserves. In 2022 the organization matched an all-time high in giving with \$2.2 million awarded to 56 grassroots conservation projects across North America. Fourteen projects were completed, resulting in the permanent protection of 178,815 acres, including the designation of the Camp Hale Continental Divide National Monument. In its second year, The Alliance's Confluence Program awarded \$400,000 in multi-year grants to eight historically excluded groups working to conserve the outdoors.

KEEN CANADA: UNIVERSITY OF WATERLOO SCHOLARSHIP PROGRAM

In 2019, KEEN Canada pledged \$100,000CDN to the University of Waterloo to establish the KEEN Graduate Entrance Scholarships and the KEEN Global Citizen Internships in an effort to mobilize the next generation of sustainability leaders by supporting innovative research and experiential learning opportunities. Through the KEEN internship and scholarship programs, 10 students have spurred coordinated action to drive change in their communities. In 2022, KEEN entered into its fourth year with the University of Waterloo with a \$20,000CDN donation.

KEEN JAPAN: PROTECT OUR WINTERS

In 2022, KEEN Japan became an official partner of Protect Our Winters (POW) Japan. POW helps passionate people protect the places we live and the lifestyles we love from climate change. POW is a community of athletes, scientists, creatives, and business leaders that spans 13 countries and works to protect our world today and for future generations.

KEEN EMEA: STEPPERS UK AND MUSLIM HIKERS

In autumn of 2022, KEEN EMEA partnered with Steppers UK and Muslim Hikers to fund hiking and walking events and promote access and inclusion outside. Steppers UK is a community interest group supporting Black, Asian, and other ethnic minorities to connect with the outdoors and countryside through fun, adventurous, and creative activities. Muslim Hikers is a grassroots initiative of the Active Inclusion Network that was established to empower Muslim communities to get outside.

PROGRAM HIGHLIGHTS

KEEN KIDS GRANTS

KEEN launched the Kids Grant program in 2014, and has provided 113 grants supporting grassroots organizations, affecting over 134,734 kids, and 2,188,207 hours of outside programming through 2022.

In 2022, we donated \$30,000 to the Strider Education Foundation's *All Kids Bike* movement to provide Strider bikes, helmets, pedal conversion kits, and kindergarten Learn to Ride programs to six underserved elementary schools in Oregon, Michigan, and Kentucky. Additionally, 34 KEENmates used employee volunteer hours to assemble the bikes and present them to excited kids at participating schools. In total, 1,790 kindergarteners learned to ride bikes as part of the program.



KEEN UTILITY SHE BUILDS

In 2021, we launched a five-year, \$1M investment to provide hundreds of thousands of hours in tradeskills education to the next generation of tradeswomen. Due to discrimination, weak family benefits, and low capacity for training programs, tradeswork has long been dominated by men, with roughly 3% of jobs held by women since the 1980s. As a leader in women’s-specific work footwear, KEEN Utility is uniquely positioned to champion the cause of welcoming more women into the trades. In 2022, the She Builds program funded five women-centered tradeswork schools and organizations, directly affecting hundreds of women and girls.

She Builds Grantee Highlight: Black Women Build Baltimore

Black Women Build Baltimore is a home ownership and wealth building initiative that provides affordable homes to Black women by restoring vacant and deteriorated houses in West Baltimore.

2022 She Builds Grantees:

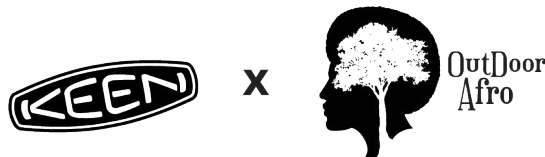
- Black Women Build Baltimore - West Baltimore, Maryland
- Girls Garage - Berkeley, California
- Oregon Tradeswomen - Portland, Oregon
- Vermont Works for Women - Winooski, Vermont
- British Columbia Institute of Technology’s Trades Discovery for Women - Burnaby, British Columbia

THE KEEN CORPS, OUR LOYALTY PROGRAM REWARDING GOOD DEEDS

We believe in the power of volunteering and the idea that together we can achieve great things. In June of 2021, we created a program to encourage and reward more people to take action. The KEEN Corps is the world’s first loyalty program to reward good deeds and was designed to encourage community engagement through volunteering, donating to nonprofit organizations, and shopping. Fans earn points for actions within these three buckets, and they can track their impact on a personal dashboard. Since inception, KEEN Corps members have donated \$40,000 to 1,200 nonprofit programs and logged 17,000 volunteer hours.

FEATURED KEEN COLLAB FOR EFFECT

KEEN x Outdoor Afro Making Waves



KEEN has been a proud partner of Outdoor Afro for more than 10 years, supporting the organization with cash and product donations to propel their mission to inspire Black connections and leadership in nature.

The Making Waves Collection launched in the spring of 2022, dedicating a portion of net revenue to support Outdoor Afro's national program to provide Black children and their caregivers with swimmerships (scholarships for swim lessons). Outdoor Afro's Making Waves program formed in response to the alarming number of Black children who drown today tied to the historic prohibition of Black access to public swimming pools and beaches. In 2022, the program helped 357 children and caregivers complete multi-lesson swimmerships. KEEN supported Outdoor Afro with grants totaling \$34,000 in 2022.

EMPLOYEE PROGRAM HIGHLIGHTS

ACTIVISM AND VOLUNTEER PROGRAMS

Activism and volunteering is at the core of KEEN. Since 2005, we've provided every employee with up to 40 paid volunteer hours per year. Since we started recording these hours in earnest in 2016, full-time KEEN employees around the world have spent more than 19,500 hours volunteering in their communities. In 2022, KEENers around the globe tallied 1,834 hours or 2.86 hours per KEENer.

KEEN UNPLUGGED

In the summer of 2021, we launched international initiatives supporting the mental and physical health of our employees. The programs sought to combat work-life integration challenges and the fatigue many people around the world are feeling due to the stressors of COVID, and a global "always-on" culture. We continued these programs in 2022 to demonstrate our commitment to helping employees get away from screens, go outside, and recharge. These programs are now part of how we do business:

- Unplugged Fridays: a way for our employees to be able to shut down early and start the weekend early. No internal regularly scheduled meetings on Fridays, and no emails past 1pm PST.
- Together Time Off (TTO): a designated "winter break" where KEEN employees have a paid week off between Christmas and New Years
- KEEN Summer: encourages all KEEN employees to take a full week of PTO at some point during the summer

To foster a positive corporate culture during remote work, we started monthly Business and Bagels meetings to bring all KEEN employees together for music, updates, and camaraderie. Additionally, we added a \$500 yearly wellness stipend per employee for use on whatever they deem important to their health and well-being, from cooking classes, to workout devices or memberships, to office equipment.

We look forward to expanding these programs in 2023.



2

CREATE CONSCIOUSLY

10,000 KG

ANTIMICROBIALS NOT USED IN 2022

13,800 KG

PFAS 'FOREVER CHEMICALS' AVOIDED IN 2022

PFAS FREE

IN SHOES AND PACKAGING

5/6

OF '6 CLASSES' OF HARMFUL CHEMICALS REMOVED

SIX CLASSES OF HARMFUL CHEMICALS	STATUS
1. ANTIMICROBIALS	FREE SINCE 2018
2. PFAS	FREE SINCE 2018
3. FLAME RETARDANTS	FREE SINCE 2003
4. PHTHALATES & BISPHENOLS	FREE SINCE 2018
5. CERTAIN METALS	FREE SINCE 2015
6. SOLVENTS	6% FREE IN 2022, INTENTIONS TO BE 20% FREE BY 2025, 33% FREE BY 2030

Our Chemical Management Policy and Restricted Substances List (RSL Policy) restricts the use of these substances. Occasionally we find violations of our RSL Policy through third-party testing and take corrective actions as necessary.



REMOVING FOREVER CHEMICALS

Our goal is simple, to create footwear that is free of the most toxic chemicals. We started this journey in 2014, investing more than 11,000 hours and over \$1.2 million on this initiative alone. We've made strong progress and remain committed to the path.

Among the hundreds of thousands of chemicals that exist in our daily lives, [Six Classes](#) of Toxic Chemicals are of particular concern with regard to the health of the environment and humanity. Many of these chemicals are found in supply chains around the world.

Eliminating these chemicals from our supply chain has been a focused mission for us over the last nine years. We've made tremendous progress and can envision a future when none of these chemicals are found in a KEEN product or factory.

An important tool for removing forever chemicals from our supply chain is our Chemical Management Policy and Restricted Substances List (RSL Policy), which adheres to AFIRM chemical management best practices, global regulations, and substances that we voluntarily restrict in our products based on the six classes approach. Our RSL Policy also includes procedures for third-party testing of every component and random finished-product testing. Occasionally we find violations of our RSL Policy and take corrective actions, as necessary.

We've avoided or removed five of the [Six Classes](#) of Toxic Chemicals found in consumer products. The last class for us to tackle is solvents. We're committed to attacking this with equal energy.

1. ANTIMICROBIALS = 100% FREE SINCE 2018

10,000 kilograms of antimicrobials not used in 2022 (more than 61,000 kilograms since the program went into effect in 2015).

Many antimicrobials, biocides, and pesticides are known carcinogens, yet are widely used in footwear to help prevent foot odor. So we worked with cutting-edge partners to land on safe, effective, and affordable alternatives. Eco Anti-Odor is an environmentally preferred approach that uses a lactobacillus probiotic-based microbial solution.

2. *PFAS FREE SINCE 2018

Due to the pervasive nature of per-and polyfluoralkyl substances (PFAS), 98% is determined to be the current standard for "PFAS Free."

PFAS is a broad class of fluorinated chemistries that are used as surface stain and water repellents on apparel and many consumer products. We've kept over 82,000 kilograms of these toxic chemicals from being released into the environment since 2015. Fluorinated chemistries are known carcinogenic, mutagenic, bioaccumulative toxins that persist in our global water cycle and in human and animal bodies. A quadfecta of bad news for you and the planet.

In 2022, KEEN added packaging to our chemical management program, ensuring our strict standards are maintained across our packaging, including the ban on PFAS. Additionally, we published the full list of PFAS chemicals included in our Restricted Substances List (RSL), making it easier for KEEN Fans and other brands to understand our PFAS-Free program.

3. FLAME RETARDANTS = FREE SINCE 2003

Flame retardants are principally brominated and benzoic chemistries that are known toxic endocrine disruptors contributing to various human health issues such as neurological disruptions, skin irritations, nausea, vomiting, coma, and paralysis.



4. PHTHALATES & BISPHENOLS = 100% FREE SINCE 2003

Phthalates are plastic-softening agents used in production of plastic materials and components. They are linked to asthma, attention deficit disorders, breast cancer, type 2 diabetes, autism-spectrum disorders, and reproductive organ dysfunction. While we strive to be 100% free of Bisphenols, we experience some unasked for BPA in our recycled polyester and our recycled boxes. We still consider ourselves “free” of the compound as it is not added intentionally and is within the recommended AFIRM limits.

5. SOLVENTS = 6% FREE, TARGET: 20% OF KEEN FOOTWEAR WILL BE SOLVENT FREE BY 2025 AND 33% BY 2030

Some solvents are widely used to adhere footwear components together that negatively impact respiratory and neurological functions; and several are carcinogenic. By switching to water-based adhesives and direct-injection construction, we reduce the health risks to supply chain workers, as well as the associated greenhouse gasses.

6. CERTAIN METALS = 100% FREE SINCE 2015

Cadmium, arsenic, mercury, and lead are all known to cause toxic and neurological damage to the central nervous system. These are impurities that contaminate textiles and materials that we screen for and eliminate using our Chemical Management Policy and Restricted Substances List (RSL).

PFAS FREE BY 2025 CHALLENGE

In 2014, one of the first targets in our Detox the Planet Initiative was a proactive, voluntary approach to entirely phase out the family of toxic “forever chemicals” commonly known as PFAS. Over the course of four years, we invested over \$1.2M and 11,000 project hours to successfully phase out PFAS from our footwear manufacturing process by 2018. Since then, we’ve saved 180 tons of fluorinated chemicals from being introduced into the environment.

KEEN had been the only major outdoor footwear brand to have phased out PFAS from their supply chain, until one of our competitors, Salomon, announced in January 2021 that they were PFAS Free. With this news in hand, we took the unusual approach of running a full page ad in *The New York Times* to congratulate our competitor, and to challenge all outdoor footwear brands to go PFAS Free by 2025. To support this challenge, in March 2021 we published a [“Green Paper”](#) outlining our PFAS Free journey. We effectively provided a roadmap, including partner resources, budgets, core documents, and learnings, to help other footwear manufacturers make this journey more efficiently and achieve similar or greater results in a considerably shorter period of time.

In 2022, we saw a wave of states implementing bans on the sale of products containing PFAS. These bans cover a range of product categories with various enforcement dates, but many include textile-based products like apparel and footwear. In order to support other brands as they begin transitioning away from PFAS, KEEN representatives have participated in webinars, workshops, and individual conversations. We believe in sharing our journey and helping others replicate our success. If you are working to go PFAS Free and need support, please reach out to detox.initiative@keenfootwear.com.



ENVIRONMENTALLY PREFERRED LEATHER

Leather Working Group-Certified Tanneries Only

Tanning leather is a dirty, resource-intensive process. KEEN only works with environmentally preferred, Leather Working Group (LWG) certified tanneries. And we do our best to only work with GOLD certified tanneries, the best in class for people and planet. Our LWG-certified tanneries are reducing chemicals and energy use, and most are working to eliminate water pollution through closed-loop water treatment facilities.

To become LWG-Certified, tanneries must report and audit against the following 17 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

Some LWG Gold-Certified tanneries, like the one we work with in Ranipet, India, have implemented circular water treatments to eliminate wastewater.

CIRCULARITY OF WATER AT SELECT LWG GOLD-CERTIFIED TANNERIES



NO LEATHER FROM BRAZIL

The Amazon Biome – the lungs of the planet – is being cut down at an alarming rate to make space for things like palm oil, sugar cane, and cattle. Leather is a byproduct of cattle, and it was becoming difficult to be 100% certain our leather sourced from Brazil wasn't contributing to deforestation of the Amazon. So we edited our [2022 Code of Conduct](#) to halt leather sourcing from the country. Beginning in our Fall/Winter 2023 season, no leather found on KEEN shoes will knowingly be from Brazil.



HARVESTING INDUSTRIAL WASTE

Being conscientious shoemakers isn't just about what we put in our shoes, it's also about what we keep out of landfills. KEEN Harvest is a simple concept: harvest pre-and post-consumer waste that was bound for landfills and upcycle it into comfortable KEEN footwear. We started creating KEEN Harvest products 15 years ago using industrial waste from the rice industry, and since then we've taken leftover automobile airbags and turned them into backpacks, totes, messenger bags, and wallets. We've repurposed denim waste into shoes, made twice-upcycled bags from sacks that held coffee beans, and created our most recycled flip-flop ever.

In 2022, we continued to offer styles like the Elsa and Eldon, which have plant-based soles that replace 51% of the petrochemicals in the outsole and 35% in the midsole with industrial agricultural waste. Additionally, we've been using waste from the manufacturing of car seats by upcycling their leather scraps. These scraps are too small to use in a seat, but work well for products like footwear, which have much smaller pattern pieces and don't require large swaths of pristine leather. With the scraps from those scraps, we also launched patchwork styles, which use extremely small pieces of leather to create unique patterns and colorways.



3

DISASTER RELIEF

In early 2022, millions of Ukrainians fled their country with the few belongings they could carry on their backs. They escaped Russia’s invasion by taking refuge in neighboring countries, like Romania, which helped 1.5 million refugees (mostly women and children) with shelter and resources.

LOVE TO UKRAINE

Today, 86,000 refugees remain, trying to cope with an unimaginable and uncertain situation. “They are stuck,” says Rosanna Wijngaards, co-founder of Everyday Refugees Foundation, a nonprofit partner that helps people displaced by war, poverty, discrimination, and natural disasters. “At the same time, the humanitarian crisis has left the news cycle and aid is running low.”

It’s under these conditions when [Everyday Refugees Foundation](#) tends to jump in and make an impact. It’s an effort we want to make together — and make bigger. Which is why we’ve created a hand-painted version of our [Shanti slip-on clog](#) with the colors of the Ukraine flag. 100% of profits from sales of this shoe will go to Everyday Refugees so they can help Ukrainian refugees in Romania.



EVERYDAYREFUGEES.ORG

100%
OF PROFITS GO TO
EVERYDAY REFUGEES

KEEN





TRANSPARENCY & ACCOUNTABILITY

TO ENSURE OUR CONTINUED PROGRESS WE HAVE PUT THE FOLLOWING IN PLACE.

Reporting and Compliance

Annually, we will be reporting progress on the following:

ACCESS AND INCLUSION	CREATE CONSCIOUSLY	DISASTER RELIEF
<ul style="list-style-type: none"> • GRANTS PROVIDED • LAND AND WATER CONSERVATION • VOLUNTEER HOURS • INTERNAL DIVERSITY GOALS 	<ul style="list-style-type: none"> • ENERGY KWH • CARBON/GREENHOUSE GAS EMISSIONS • RESTRICTED SUBSTANCES (RSL) COMPLIANCE • ELIMINATING THE USE OF SIX CLASSES OF CHEMICALS • PROGRESS VS. OTHER INITIATIVES 	<ul style="list-style-type: none"> • CASH FOR RELIEF SERVICES • PAIRS OF FOOTWEAR FOR FIRST RESPONDERS AND THOSE AFFECTED • VOLUNTEER HOURS

We use the following tools and standards to hold us accountable:

HIGG Index

KEEN is in its eighth year of using this growing industry standard that provides greater transparency for our partners and peers around specific areas of sustainability; it's another tool to help maintain accountability and track progress. In 2021, we began these assessments with our five largest factories.

Learn more about HIGG [here](#).



Code of Conduct

Our Code of Conduct states the principles, standards, and the moral and ethical expectations that employees and third parties doing business with or on behalf of KEEN are held to when they interact with KEEN. Our 100% compliance to code and process ensures principles and standards are clearly communicated and broadly held by employees, contractors, partners, and vendors.

[Read KEEN's Code of Conduct here](#)

Restricted Substance List Compliance Report

100% compliance in materials and components

99% compliance from factories and vendors

Third party testing/validation through [Intertek Testing Services](#), [Bureau Veritas](#), [SGS Testing Services](#)

[Read KEEN's RSL here](#)

'See Something Say Something' Training

KEEN is made up of a collection of action takers. When we see something that's not right, we encourage everyone and anyone to speak out. From ideas that can benefit products or processes, to concerns around our social or environment integrity, everyone is encouraged and enabled to say something when they see something. While this philosophy is embedded within our Code of Conduct, it comes to life directly through our culture, through posters prominently on display, and through the confidential email and phone lines established to make it easy (and anonymous if preferred) to be heard.

