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With the pandemic far from over, 2021 could be characterized as the year of remaining flexible, shifting perspectives and welcoming growth.

Perhaps the most important question we asked this past year was, what is Impact at MiiR, and how do we continue to nurture its evolution? Typically, companies reserve the word “impact” for some aspect of its supply chain responsibility; rarely is it used to capture the entire effect a business has on all stakeholders. In this report, we break down our definition of Impact to include our people, planet, and generosity.

Our team is intrinsically motivated to expand the MiiR brand because we know that the more we grow, the more we give. Despite the challenges, company growth over the past year allowed us to cross over \$2.5 million in giving since inception. And on a personal note, our family grew too, as we welcomed our third child in October!

We never promise to be perfect, but we do promise to make progress and be transparent. That’s what this impact report is all about. We hope you enjoy.

Warmly,

Bryan & Rebecca Papé
Co-founders



People



Planet



Generosity

2021 — The year we broadened our definition of impact and integrated teams in the pursuit of positive impact.

Historically, “MiiR’s Impact” has consisted of our longstanding grantmaking program. Through our 1% for the Planet membership and additional annual giving, we have issued \$2.6 million dollars in grants, in-kind donations, and event sponsorships to our nonprofit network. While we’re

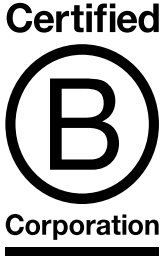
proud of all of our giving initiatives, we felt the historic definition of “impact” was too narrow in scope and did not capture the full breadth of what MiiR seeks to do in the world.

In 2021, we expanded the definition of Impact at MiiR to include: Our People, Planet, and Generosity.

While continuing to fund nonprofit organizations in our region and beyond, we will be doubling-down on our investment in our people, directing even more energy towards curbing the worst effects of the climate crisis, and creating products in the most ethical and responsible way possible.



In commitment to transparency, we recognize that MiiR would not be successful without help from our certifying partners, industry alliance groups, and the various member organizations to which we hold ourselves accountable.



Certified B Corporation

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. In 2021 MiiR was awarded a score of 103.3/200, scoring highest in the “Community” section.

In 2021, MiiR joined 1,100+ B Corps in making a Net Zero by 2030 commitment with the goal of achieving a state in which the activities within our value chain result in no net impact on the climate from greenhouse gas emissions.



Climate Neutral Certified

MiiR is a Climate Neutral Certified brand, which means that annually, we’ve committed to measuring and offsetting 100% of our carbon footprint while working to reduce emissions across the supply chain. From manufacturing to distribution, our products are climate neutral.

To become certified, we follow a guided, 3-step process for measuring, offsetting, and reducing our carbon footprint, developed around peer-reviewed standards. To learn more about MiiR’s footprint and reduction goals, [click here](#).



1% for the Planet

1% for the Planet is a global network of businesses, nonprofits, and individuals working together for a healthy planet. While we give more than 1% of revenue to community-led environmental organizations, by joining this dedicated and passionate network we are able to build community and demonstrate our giving.

By interweaving business with philanthropy, MiiR has effectively created a virtuous cycle of good, both internally and externally.

We recognize that the primary driver to success and innovation is our people — or, in more affectionate terms — MiiRkats. We take pride in a culture-centered business model that focuses on generosity, service, and engagement. MiiR is committed to providing all MiiRkats with a positive, purpose-driven, and productive work environment filled with opportunities for both personal and professional growth.

We believe that it is this collective, relentless pursuit of our Mission, Vision, Practices, and Standards of Performance (MVPS) that inspires a workplace that is fun, fascinating, fair, and growth-fostering.



Sunriver, OR
2021 Camp MiiR



Sunriver, OR
2021 Camp MiiR

Mission

We exist to empower people for a better future.

Vision

To create more beauty and generosity in the world.

Core Practices

We ground ourselves in four core practices: be open and curious, start with yes, find a way together, and enjoy the ride.

Standards of Performance

We hold all MiiRkats to five standards: Act with purpose and sincerity, foster creativity and innovation, treat people with kindness and respect, encourage collaboration and teamwork, expect excellence and generosity.

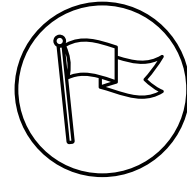
Our Team

MiiR is dedicated to the health and wellbeing of our global team, from each of our employees to our network of manufacturing and distribution partners.



MiiR HQ

While our operations are primarily remote, the majority of our MiiRkats are based in Washington and Idaho.



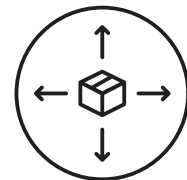
Flagship

Our retail store & cafe is located in the Fremont neighborhood of Seattle, and serves as a hub for in-person meetings.



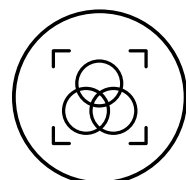
China Office

MiiR has a dedicated team in China that works closely with our Operations team and manufacturing partners.



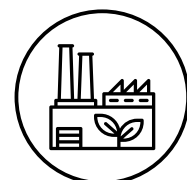
Distribution Center

The DC is the primary home to our domestic inventory, and also holds our in-house laser etching studio.



Print Network

Our CustoMiiR program works with best-in-class decoration vendors who apply unique artwork to our products.



Manufacturing Partners

Our manufacturers are committed to social, environmental, material, and quality compliance measures.

China Office

Our team in China leads with experience and expertise in fair and ethical manufacturing practices. Located in Jinhua, Zhejiang, our team is less than thirty minutes from most factory locations and provides MiiR with the opportunity to collaborate closely on factory selection, new product development, and supplier ethical & environmental performance. With this team's support and our rigorous MiiR Supplier Code of Conduct, we are able to effectively and thoughtfully partner with each of our manufacturers.



Ethical Sourcing

All MiiR manufacturers are in compliance with the Business Social Compliance Initiative (BSCI) to promote a commitment to transparency and continuous improvement. This is granted through an annual third-party audit, which includes a written report that highlights factory opportunities and corrective actions if necessary. Processes and progress are monitored by our MiiR China team, ensuring a comprehensive and detailed approach to operational excellence.

Diversity, Equity, Inclusion, & Belonging

We believe in cultivating a culture where all differences are accepted and welcomed. Diversity, equity, inclusion, and belonging are necessary to fostering a culture of that celebrates the needs of our customers and employees while also driving innovation.

In 2021, we demonstrated our commitment to DEIB by staying curious, deeply reflecting, and continuing to learn and improve. We aimed to infuse DEIB into multiple avenues of our business through new policies and key initiatives:

- MiiR built upon our consultation work with Change Cadet, completing company-wide focus group interviews, and making improvements to our internal systems to be more equitable and inclusive.
- We completed a pay equity analysis, developed role-specific pay bands, and awarded a 6% cost-of-living increase to all salaried positions regardless of hire date.
- We continued to follow our rigorous interview process (including blind resume reviews and unconscious bias training) with the goal of hiring for culture contribution as opposed to culture fit.
- We hosted our 5th annual Camp MiiR in Sunriver, Oregon to provide MiiRkats an opportunity to safely connect with one another, engage with nonprofit partners leaders, and continue to foster a growing culture of belonging.
- We prioritized partnerships with nonprofit organizations who demonstrate diversity, equity, and inclusion practices throughout their work and in their communities.
- We continued to drive innovation and accessibility by incorporating inclusive design practices in our product development process at all stages from ideation to marketing.



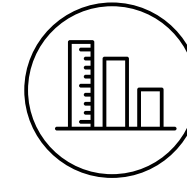


MiiR's commitment to a better future for our people and planet has guided us since the beginning. Every business decision is made with care — including how we talk about our product sustainability and process. This year, we disclosed our guiding principles to bring our customers on this journey with us, transparently and authentically.

Being a consumer goods company, we have an inherent impact on the planet. As we seek to better understand our impact and identify ways we can improve, we will maintain an emphasis on continuous learning and evolution of process, so we can be as responsible as possible. Progress over perfection.

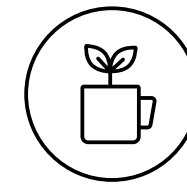


MiiR is committed to giving more and taking less. This means prioritizing business practices and strategies that preserve the long-term viability of people and planet.



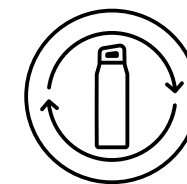
Measure & Reduce

We commit to measuring and reducing our emissions, to achieve Net Zero by 2030.



Minimize Impact

We commit to minimizing the impact of materials, manufacturing, and distribution.



Maximize Product Lifespan

We commit to maximizing product lifespans, reusability, and circularity.



Product

This year, we articulated our *Designed for Sustainability Standard*, and put it into practice on all new product launches. This benchmark grades our products in 4 key areas: Durability, Replaceability, Recyclability, and Circularity.

Durability

We engineer our products to meet the demands of your everyday.

Replaceability

If a component breaks down, replacements are available to extend the product life.

Recyclability

We design our products with materials that can be placed in blue bins or commercially recycled.

Circularity

Where possible we take back misprinted, damaged, or well-loved products and use them as raw material feedstock for alternative manufacturing.

Packaging

Our packaging uses Forest Stewardship Council (FSC) certified materials, and all of our inner and outer boxes are made of 90% post-consumer recycled paper. The trims that accompany our product (hangtags, care, and use insert) are either FSC certified or made from 90% post consumer recycled paper.

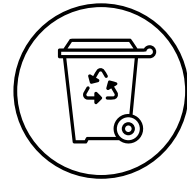
In 2020, we changed how we protect our products without using virgin plastic. Then in 2021, we made the switch to polylactic acid (PLA) which has a corn starch base in lieu of petroleum. Since January of 2021, our products have been shipped with a biodegradable and compostable PLA bag which has eliminated the use of millions of plastic bags from our supply chain.

In 2021, we joined prAna's Responsible Packaging Movement and are committed to eliminating single-use plastic and virgin forest fiber from our packaging, as well as excess packaging waste in our supply chain. We've invited fellow brands and our community to adopt these same goals and join us in our journey to #ReshapePackaging.



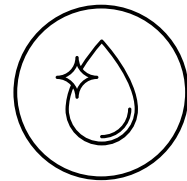
Supplier Environmental Performance

We prioritize partnerships with suppliers who invest in environmentally responsible practices. Our factories excel at waste reduction, water purification, and energy efficiency, and we work in tandem with them to reduce our footprint.



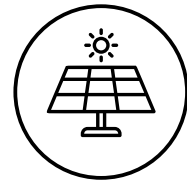
Waste Reduction

In 2021, all of our factories were able to find new, and innovative ways to upcycle, recycle, or reuse materials that were historically discarded as waste.



Water Purification

Additionally, on-site water purification systems allow for water used in manufacturing to be reused multiple times, and cleaned before reentering the gray water stream.

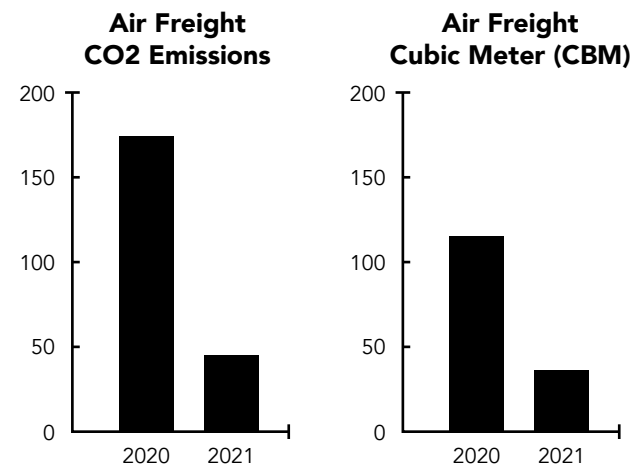


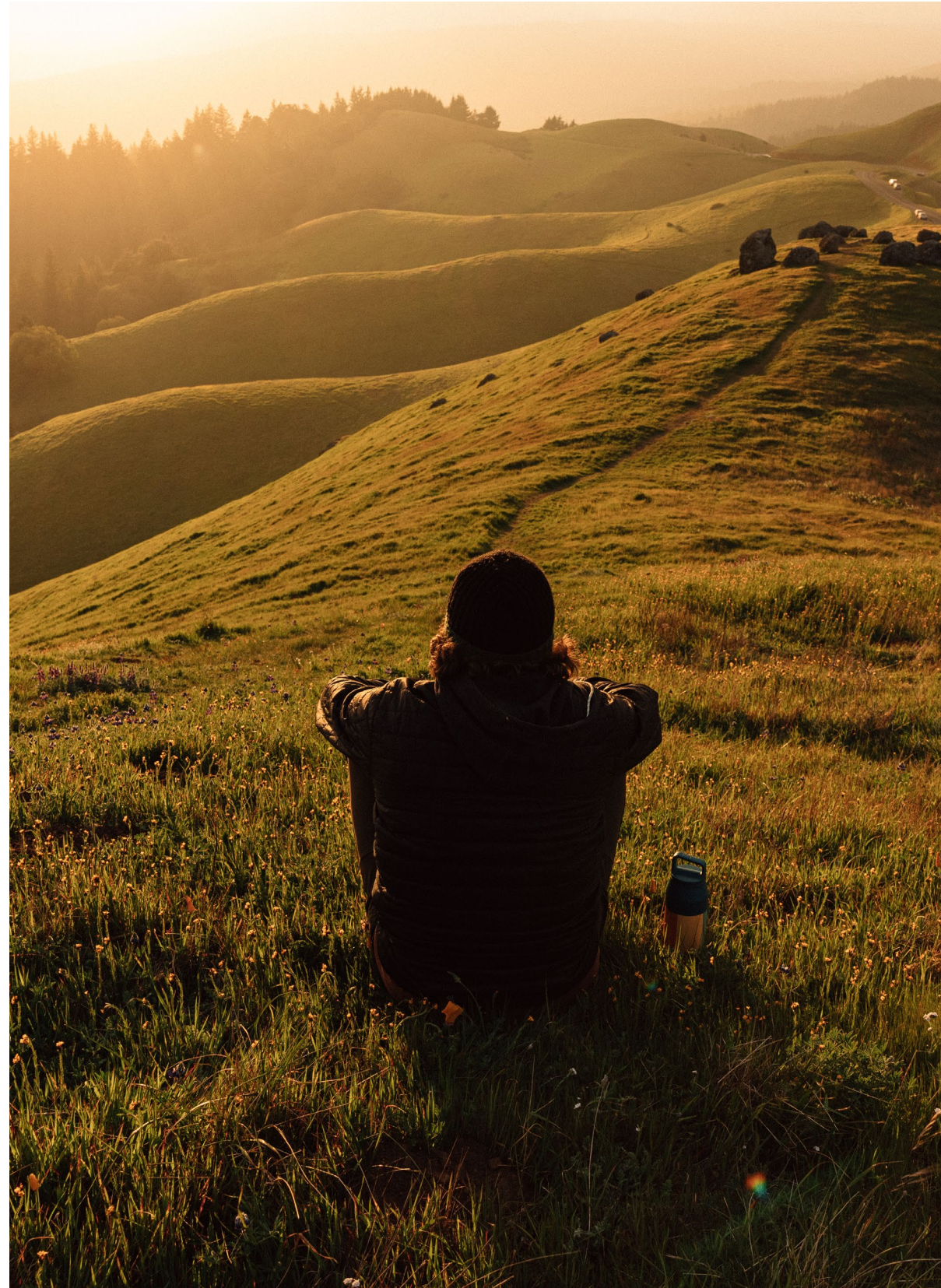
Clean Energy Advancements

As we work to adopt more renewable energy sources, we are proud to share that 75% of our factories use solar power for production, on-site parking, or lighting.

Distribution

In 2021, we set out to reduce air freight — our highest emitting mode of transportation. In 2021, we reduced our CO2 emissions from air freighting by 74% and volume of product air freighted in Cubic Meters (CBM) by 68%. In total, we reduced our volume of air freight to .75% of all overseas shipments.





Metrics & Measurements

We can't manage what we can't measure — which is why in 2021 we developed a company-specific action plan to help us drive down emissions across our entire supply chain. We also measure our carbon footprint each year through [Climate Neutral's 3 step process](#), in order to assess our "hot spots" and set targets accordingly. With the help of Climate Neutral, the Outdoor Industry Alliance, and the Science-Based Targets initiative, we have calculated our footprint, and for the first time, set targets in line with the Paris Agreements [1.5d celsius threshold target](#).

Measure

In 2021, we offset 14,036 tCO₂e of carbon.

Offset

In an effort to drive real, authentic change, we worked closely with our offsetting partner, Bonneville Environmental Foundation, to hone in on where our dollars would have the greatest impact. We invested \$131,000 in carbon credits and focused our purchase on nature-based solutions with some investments in renewables where our products are manufactured.

Reduce

"Reduction" will continue to be an ongoing effort at MiiR as we continuously refine our processes and reduce our impact on the planet.



With design, generosity, and sustainability at our core, MiiR is committed to giving more and taking less. Each year, we invest a portion of top-line revenue in nonprofit organizations whose work empowers communities while benefiting the health of our natural environments.

MiiR supports a diverse and global portfolio of projects and prioritize organizations that:

- 1) Center both people and planet in their work
- 2) Take stakeholder-led approaches and build equitable and inclusive programs

Our giving programs are centered around MiiR's culture of generosity. We are dedicated to being generous with our time, people, and platform so that our partnerships and grants can be transformational, not simply transactional.

We are in a unique position to drive positive change among our peers and recognize the importance of sustainable funding. That is why we strive to be leaders in trust-based philanthropy through exercising transparency, humility, and a growth mindset.

Grant Programs

Your investment generates impact. We set aside a portion of revenue from every sale and earmark it for our grant programs. Those earmarked dollars accumulate over time and are then invested back into non-profit organizations via unrestricted, trust-based grants.

Co-Granting

We collaborate with mission-aligned brands to double down on our collective impact. In 2021, we collaborated with:

Equator Coffee

We worked with Equator Coffee on Barista Magazine’s B’Cause Artist Series, which supports a rotation of causes through ongoing coffee sales

Workshop Coffee

Workshop Coffee is MiiR’s United Kingdom distributor. Together, we donated \$8 of every Workshop Coffee-product sold to World Coffee Research, which drive agricultural innovation for coffee. We sold these products into Starbucks, Peet’s, Blue Bottle, Intelligentsia, Counter Culture, Camber, and more.



Employee Giving

Our people are integral to our giving. We engage employees around two major giving initiatives:

\$1,000 MiiRkat Give

Every year our employees receive \$1,000 to donate to an organization of their choice.

Employee Grant Cycle

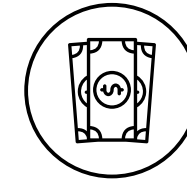
MiiR empowers employees to actively give input around new and existing grant partners. Together, we issued over \$131,000 in grants across 14 unique organizations.

In-Kind Donations & Event Sponsorships

We sponsored both virtual and small in-person events in 2021, and donated even more product.

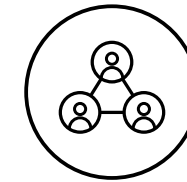


Since the Beginning



\$2.6 Million

We have given over \$2.6 million since our inception.



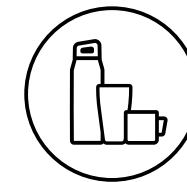
90 Organizations

We have supported 90 unique organizations through grants, gifts, event sponsorships, and product donations.



\$180,000

We have donated \$180,000 through our Employee Grantmaking Program.



16,142 Units

We have given 16,142 units of product donations.

Coming out of COVID, MiiR focused on restructuring our grant program to better support our long-term partners, while centering new funding on non-profit organizations who operate at the true intersection of people and planet.

Bike Works

Bike Works' mission is to promote the bicycle as a vehicle for change to empower youth and build resilient communities. They work to make the emotional and physical benefits of cycling accessible and affordable, with a focus on those most impacted by systemic racism and inequality. Bike Works is dedicated to the vision of a just world where young people are empowered to live active, healthy lifestyles, while keeping thousands of bikes out of the landfill - getting them back on the street as clean, healthy transportation alternatives.



25 Years Serving Southeast Seattle

2021 marked 25 years of providing educational, recreational, environmental, and transportation services to the community. At [Bikecitement](#) they rolled out their [5-year Strategic Plan](#), which centers racial equity, focuses on youth leadership, and deeply engages the community.

Ecotrust

For over 30 years, Ecotrust has operated at the intersection of economic opportunity, social equity, and environmental wellbeing. Ecotrust develops climate-smart, community driven solutions to problems across its home region and is achieving impact through projects implementing coastal stewardship practices that are ecologically and culturally restorative, and racially and economically just.



Driving Radical, Practical Change...Together

MiiR & Ecotrust have been in partnership since 2019 — when MiiR issued the first of two grants totalling \$85,000. We knew instantly this was a partnership destined for great things. Ecotrust is committed to 3 central tenants - Equity, Economy, & Environment - all central to MiiR's mission and values. In seeking partnership, MiiR looks for organizations that will push us to grow - and Ecotrust stood out as a partner we could count on to be challenged by, and constantly learning from.



Trust for Public Land

Trust for Public Land (TPL) is a national nonprofit that works to connect everyone to the benefits and joys of the outdoors. As a leader in equitable access to the outdoors, TPL works with communities to create parks and protect public land where it is needed most. Since 1972, TPL has protected more than 3 million acres of public land, created more than 5,000 parks, trails, schoolyards, and iconic outdoor places, raised \$84 billion in public funding for parks and public lands, and connected more than 9 million people to the outdoors.

People x Planet

With deliberate focus in communities where parks and public lands are most needed, Trust for Public Land recognizes that schoolyards are game-changing: They transform our nation’s asphalt schoolyards into vibrant, green spaces that improve the daily lives of students, educators, and the surrounding community. Opening schoolyards to the public during non-school hours would put a park within a 10-minute walk of nearly 80 million people, including 20 million nationwide who currently lack access to public green spaces. This is what drew MiiR to their schoolyards program - working alongside communities and school districts, TPL turns these underused outdoor spaces into vibrant public parks. They’ve completed 300 of these transformations to date, including several in Tacoma WA.



Tacoma, WA
Photo by Russ Carmack

charity: water

785 million people lack basic access to clean and safe drinking water. charity: water is on a mission to change that. We believe that sustainable work is locally-led. Along with implementing community-owned water projects, our local partners help facilitate comprehensive water, sanitation, and hygiene (WASH) programming to protect everyone’s long-term health.



Generosity Knows No Bounds

Black Friday is one of our favorite days of the year because we turn up the dial on our year-round generosity by donating 100% of product sales to a worthy cause for 24 hours. Instead of slashing prices and buying into the Black Friday shopping frenzy, we invite our community to shop for the holidays as they normally would, with greater purpose attached. 100% of all MiiR product sales on this day allowed us to fund water projects with charity: water at three schools in Northern Rwanda, East Africa, serving an estimated 3,000 people.





The more we grow, the more we give.
2021 proved to be a year of monumental growth!

We reimagined one of the MiiR classics — our Food Canister — and launched a number of new products, including our Dog Bowl. No matter the product we design, or when we introduce it to the world, certain fundamentals remain the same: World-class stainless steel vacuum insulation, patented design & innovation, and an inherent commitment to generosity.

Our customers are at the core of all we do. We haven't for a moment underestimated the importance of providing tools that fit into daily lives & special moments. We create products that support more sustainable choices, and one aspect of this is our commitment to partner with those who uplift and empower their communities.

Food Canister

We call it the MiiR Food Canister, but this capsule can hold just about anything. Made of durable stainless steel and clothed in a Hardshell™ Powder Coat, these new-and-improved products keep soup hot and ice-cream cold with double-wall vacuum insulation. A buttery smooth lid twists open for hands of all sizes and won't lock under pressure.

In March, we sent our new Food Canisters off with Chef Rashad of Camp Yoshi to be put to the test.

[Click here](#) to learn more about the importance of quality gear when cooking in the outdoors.

[Click here](#) to learn more about Camp Yoshi.



Dog Bowl

At long last, our furry friends can help make a paw-sitive impact on the world! Made of durable stainless steel and finished in a Hardshell™ Powder Coat, the MiiR Dog Bowl holds over 6 cups of food or water and stays in place with a non-slip footpad, even for the most voracious appetite. Approved by Canine Companions® Veterinarians.

In celebration of the MiiR Dog Bowl launch, MiiR donated \$10,000 to Canine Companions® — a national non-profit and leader in the service dog industry that enhances independence for children, adults, and veterans through expertly trained service dogs that are provided completely free of charge.



Bloom & Plume

MiiR x Bloom & Plume is the coming together of white and Black-owned businesses to create more beauty in the world. Donning fluid, floral artwork by Maurice Harris that touches on fancy and fantasy, this artist collaboration celebrates a modern day history that calls on all of us to participate for a better, more equitable, future.

[bloomandplume](#) | [@bloomandplume](#)

About the Partnership

MiiR first met Bloom & Plume through our 2020 Small Business Support campaign, where local small businesses were nominated on our social channels to receive \$5,000 of custom product as a way to support one another. Bloom & Plume is a bespoke floral studio located in Echo Park, Los Angeles. Founded in 2010 by Maurice Harris, B&P aims to bring natural opulence with the highest quality product, a sense of style and always a dash of good humor. Bloom & Plume is a proud Black, queer-owned business.



My Hand in Yours

We love partnering with mission-aligned brands which is why we were so excited to partner with Jamie Lee Curtis and her brand My Hand in Yours to bring people together and become a powerful source for change. 100% of the proceeds from every product sold is donated to Children's Hospital Los Angeles.

[myhandinyours](#) | [@my_hand_in_yours](#)



MiiR[®]

**Design forward.
Generosity driven.[™]**

