



2022 IMPACT REPORT



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THE TRAIL AHEAD

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What started in the garage of our founder 28 years ago now reaches dogs and humans across the globe. This community – one of dogs and humans, retailers and distributors, factory partners and coworkers – and the planet itself are in some way impacted by the choices we make as makers of outdoor dog gear.

It's both humbling and motivating, and it sparked a year of regrounding ourselves in our purpose, mission, and values in 2022.

Our journey of accountability is inextricable from our purpose. Holding ourselves and each other accountable to our work for the brand and, by extension, for the planet is rooted in our 'why' of unleashing possibility for dogs and their humans.

Embedding this in our culture helps us move forward and show up for new and challenging conditions. It's how we can continue to exist, grow, and address our impact.

And as we grow, we're keenly aware of the tensions between expansion and environmental responsibility. It challenges us daily and is woven into our decision making. While it's not always an easy balance to navigate, our values keep us committed to minimizing our negative impacts and maximizing the good we can bring to humans, their dogs, and the world they play in.

It's what pushes us to innovate, rethink how we do things, and challenge industry norms. In this report, we'll cover some of the ways we're doing just that.

In 2022, we looked at the pathway to our science-based reduction targets for the years to come, our aim to be carbon neutral by 2027 and climate positive by 2030.

We're proud to still be working with the Climate Action Corps, working together with other brands in the outdoor industry towards a common goal: becoming the world's first climate positive industry by 2030.

New tools are in place to track continuous improvement, so every time we re-design an in-line product, we're reducing its environmental impact. We're on track to eliminate the use of all PFAS across our product line by 2024, and making progress on our commitment to be carbon neutral by 2027.

There's work to do, and our purpose will help guide us. With a community of dogs and humans getting out there and unleashing possibility like this, it's work we believe in and the journey we're committed to.

We hope you (and your dogs) will join us for it.

Brandan Hill
President



CLIMATE ACTION PLAN

2022 IMPACT REPORT

We've made some bold goals, and we're working hard to reach them.
Here's a look at some of what we've done so far and where we're headed.



Carbon Neutral by 2027

Balancing our cradle-to-customer greenhouse gas (GHG) emissions with an equivalent reduction of emissions avoided or removed.



Achieve Science-Based Targets (SBTs) by 2029

63% reduction of absolute scope 1 and 2 GHG emissions and 52% reduction of scope 3 GHG emissions per dollar of gross profit by 2029 from a 2019 base year.



Climate Positive by 2030

Removing more greenhouse gas emissions than we emit, and working toward systemic change that preserves natural climate solutions, builds climate-resilient communities, and accelerates the transition to renewable energy.





CLIMATE ACTION PLAN

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In 2022, we focused on collecting as much primary and secondary data for our scope 3 emissions as possible for a more refined profile of those emissions from our baseline year (2019) to now.

This highlighted the dramatic difference between 2021 and 2022.

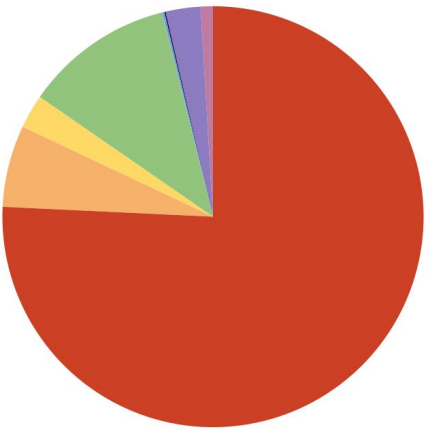
2021: Scope 3 was dominated by emissions resulting from purchased goods & services (3.5M units of product).

2022: Scope 3 saw considerably fewer PG&S emissions (1.7M units of product), but an increase in emissions from capital goods and business travel (indicating a return to more normal business operations post-covid).

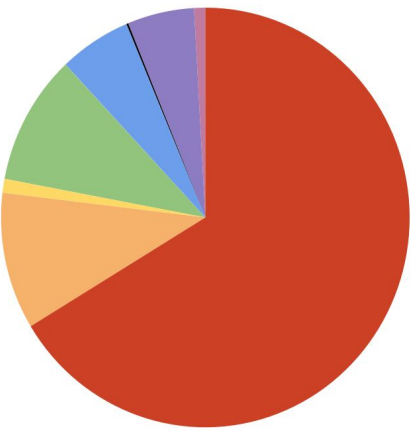
The breakdown of our scope 3 emissions means greater insight into how our most critical business decisions affect the global climate.

Extreme weather events combined with other factors that we are still assessing raised our scope 1 emissions considerably from 2021 to 2022.

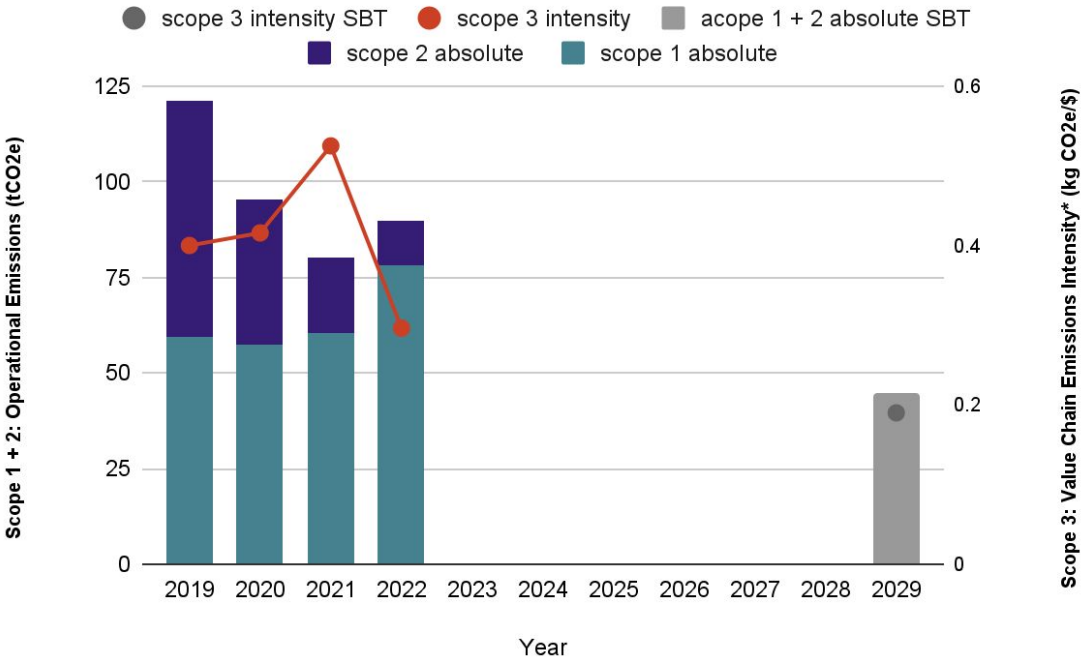
2021 Scope 3 Emissions



2022 Scope 3 Emissions



- Category 1: Purchased Goods & Services
- Category 2: Capital Goods
- Category 3: Fuel and Energy Related Activities (FERA)
- Category 4: Upstream Transportation and Distribution
- Category 5: Waste Generated In Operations
- Category 6: Business Travel
- Category 7: Employee Commuting
- Category 9: Downstream Transportation & Distribution
- Category 12: End-of-Life Treatment of





CLIMATE ACTION PLAN

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92%

of our headquarters electricity comes from renewable sources: a combination of solar supply from our rooftop PV system (~40%) and Green-e certified RECs purchased locally.

We fell short of our 100% commitment in 2022 due to an admin error. It's been fixed and we're making up for our 2022 deficit in 2023.

82,000 kWh

Total amount of surplus solar electricity sent to our local grid.

81%

Reduction from 2019 to 2022 in greenhouse gas emissions from purchased electricity (scope 2); from 63 to 12 metric tons of CO2 equivalents.

PRODUCT RESPONSIBILITY

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Ruffwear's approach to product responsibility includes strong chemicals management practices, assessment of the environmental impact of our materials and products using the Higg Product Tools, and adjustments to our sourcing and design processes to maintain the quality you rely on while reducing our impact.



PFAS-Free by 2024

In 2022, we began our efforts to eliminate the use of all PFAS (per- and polyfluoroalkyl substances) across our product line by 2024. All products requiring a water repellent finish manufactured on or after January 1, 2024 will use bluesign® approved PFAS-free DWR/WR.



Better With Each Design

As part of our process of continuous improvement, every time we re-design an in-line product, we're committed to reducing its environmental impact.





PRODUCT RESPONSIBILITY

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CHEMICALS MANAGEMENT PRACTICES

Before doing business with Ruffwear, we ask each of our suppliers to sign our Chemicals Management Agreement to declare their willingness and ability to comply with our Restricted Substance List (RSL) - the [AFIRM RSL](#), the EU REACH [Substances of Very High Concern](#), California's [Proposition 65 List](#), and the [EU RoHS Directive](#). And, arguably, our most effective means of ensuring responsible chemistry? Our continued journey with the bluesign® system and certified chemistries and materials.



RESTRICTED SUBSTANCES TESTING

On a semi-annual basis, we send a subset of our finished materials to a third-party laboratory for chemical analyses to assess whether or not any of our products or their input materials include substances in quantities beyond the allowable limits outlined in our adopted Restricted Substance List, the [AFIRM RSL](#).

We have eliminated the use of polyvinyl chloride (PVC) and bisphenol A (BPA) in all Ruffwear gear due to concerns regarding the potential negative human health and environmental impacts. And by 2024, we are adding PFAS to the list of banned substances in our products.



PFAS-FREE BY 2024

In 2022, we began our efforts to transition away from the use of all PFAS (per- and polyfluoroalkyl substances) across our product line by 2024. All products manufactured on or after January 1, 2024 that require a water repellent finish will use bluesign® approved PFAS-free chemistry to achieve that repellency.

As of the publishing date of this report, our progress on this initiative is 60%.

PRODUCT RESPONSIBILITY

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BLUESIGN® SYSTEM

In 2022, one of our longest fabric sourcing partnerships was strengthened by achieving bluesign® certification. It was a big accomplishment given the small size of their mill and the challenges we overcame together.

With their certification granted, 8 out of 10 of our key fabric suppliers (supplying 89% of our fabric) are now bluesign certified.

Through the bluesign® system, our suppliers are evaluated and coached by bluesign team members on the environmental and human health impacts of the chemicals they bring into their facilities. The bluesign® system makes it easy for our suppliers to source safer choices for traditional chemistries.

We choose the bluesign® system because it gives us confidence that the processes behind our materials and products are safe for the environment, the workers, and our customers.

- 85%** of styles in 2022 had at least one bluesign® approved component
- 23%** of dollars spent in 2022 on materials were used to purchase bluesign® approved materials
- 91%** of our 2022 plastic hardware consumption (in # of pieces) were bluesign® approved components
- 66%** of our 2022 fabric consumption (in yards) were bluesign® approved fabrics



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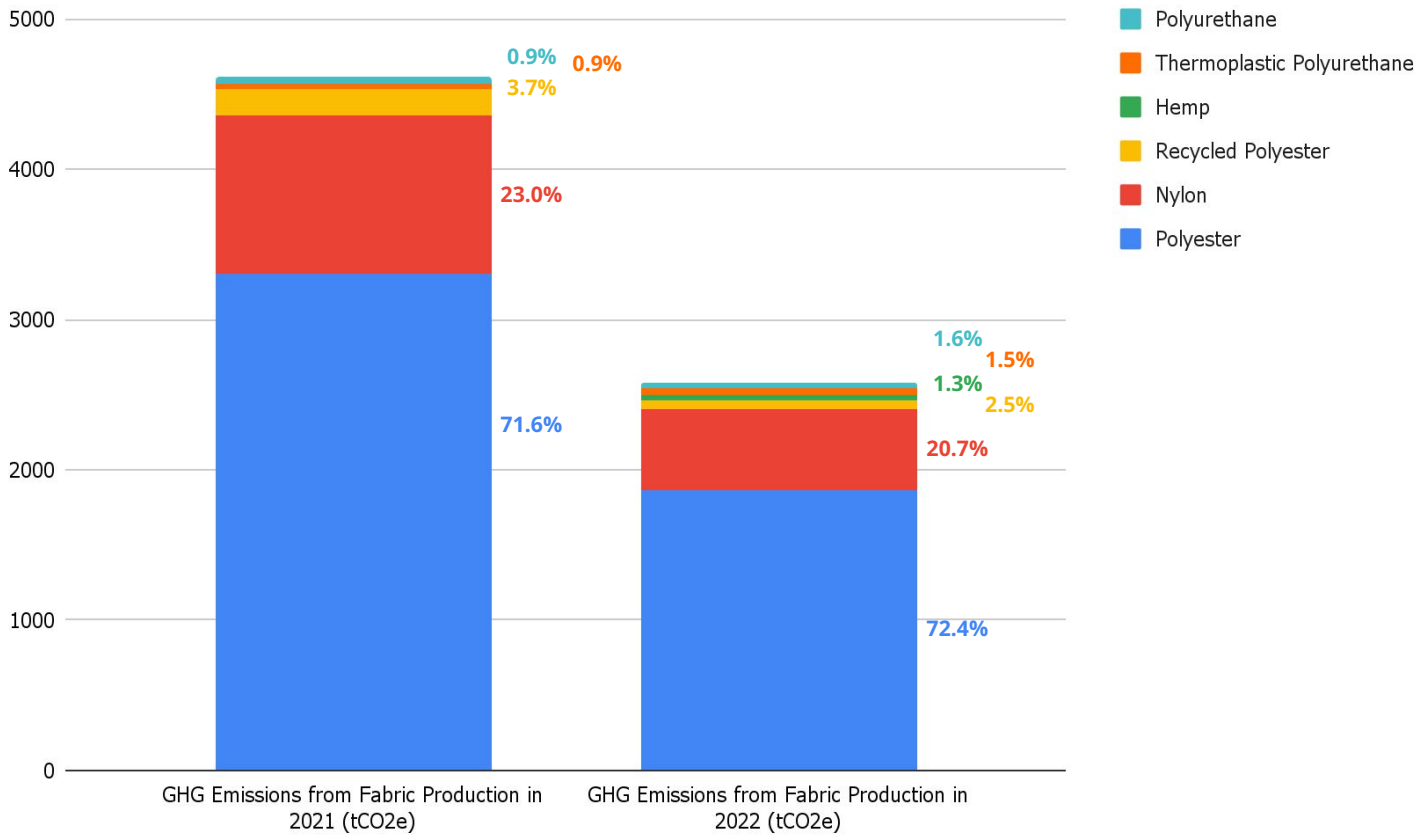
ENVIRONMENTAL IMPACT MAPPING

Most of the impacts from our business stem from the materials we select. To minimize those impacts and continuously improve, we rely on data to quantify the environmental impacts of our material selections and guide decision making. We use the Higg Product Tools (Material Sustainability Index and Product Module) to assess our materials and products across the following impact categories:

- GLOBAL WARMING POTENTIAL
- EUTROPHICATION
- FOSSIL FUEL RESOURCE DEPLETION
- WATER SCARCITY
- CHEMISTRY

Primary Material of Fabrics	2021 Fabric Consumption (yards %)	2022 Fabric Consumption (yards %)
Polyester	964,375 74.9%	517,326 74.2%
Nylon	254,483 19.8%	133,565 19.2%
Recycled Polyester	58,066 4.5%	22,122 3.2%
Hemp	0 0.0%	13,555 1.9%
Polyurethane	6,053 0.5%	5,730 0.8%
Thermoplastic Polyurethane	4,604 0.4%	4,570 0.7%

Global Warming Impact of Custom Fabrics



These results were calculated using data from the Higg MSI 3.6. They were calculated by Ruffwear and are not 3rd party verified.

Reduced purchase order volume to our factories in 2022 compared to 2021 means the consumption of fabric (in yards) and the total global warming impact of their production was down.

The % breakdown of impact by primary material type (above chart) gives insight into the effects of responsible material sourcing. Our hemp and recycled polyester fabrics, for example, account for 1.9% and 3.2% (respectively) of our total fabric consumption for 2022, but only 1.3% and 2.5% (respectively) of the total GHG emissions from fabric production.

PRODUCT RESPONSIBILITY

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BETTER WITH EACH DESIGN

Each time we make changes to an existing product, we strive for improvement in the environmental performance compared to its previous version.

In Fall 2022, we introduced a new design of our Web Master™ Harness – a design that hasn’t changed since Fall 2017.

The new design led to an average of 17% reduction (across all 5 Higg categories) in environmental impact of the materials production, and the greatest reduction was seen in the global warming potential (or “carbon footprint”) of the product. A big part of that was the change in shell fabric from an uncertified Nylon fabric to a bluesign® approved Polyester fabric.

While we pay special attention to the global warming potential of our material and design choices in order to make progress towards our scope 3 SBT, it is critical that we do not trade carbon for another type of environmental impact. The Higg Product Tools make it easy for us to keep everything in sight, and in mind.

	Impact of Materials Production				
	Global Warming Potential (kg CO2e)	Eutrophication (kg PO4 eq)	Water Scarcity (m3)	Abiotic Depletion Potential - Fossil Fuels (MJ)	Chemistry Impact (units)
SS17 Web Master Harness	4.50	1.48E-03	0.77	74.49	5.09
FW22 Web Master Harness	3.31	1.18E-03	0.80	57.50	3.81
Impact Change from old to new*	-26%	-21%	4%	-23%	-25%

*These results were calculated using data from Higg MSI 3.6 and Higg PM 1.0. They were calculated by Ruffwear and are not 3rd party verified.



SUPPLY CHAIN RESPONSIBILITY

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Safe and healthy conditions for the workers and the communities we operate in are critical. We require our suppliers to adhere to our [Code of Conduct](#). It includes the social and environmental standards we expect to be upheld by our suppliers. It covers:

- Compliance with Laws and Workplace Regulations
- Prohibition of Forced Labor
- Prohibition of Child Labor
- Prohibition of Harassment and Abuse
- Prohibition of Discrimination
- Prohibition of Excessive Working Hours
- Prohibition of Unfair or Untimely Compensation and Benefits
- Assurance of Worker Health and Safety
- Freedom of Association and Collective Bargaining
- Assurance of Sustainable Practices
- Disclosed and Approved Subcontracting



SUPPLY CHAIN RESPONSIBILITY

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Our localized strategy for materials and finished products manufacturing allows us to reduce the GHG emissions associated with transportation between production facilities, and the importation and exportation logistics within the majority of our supply chain.

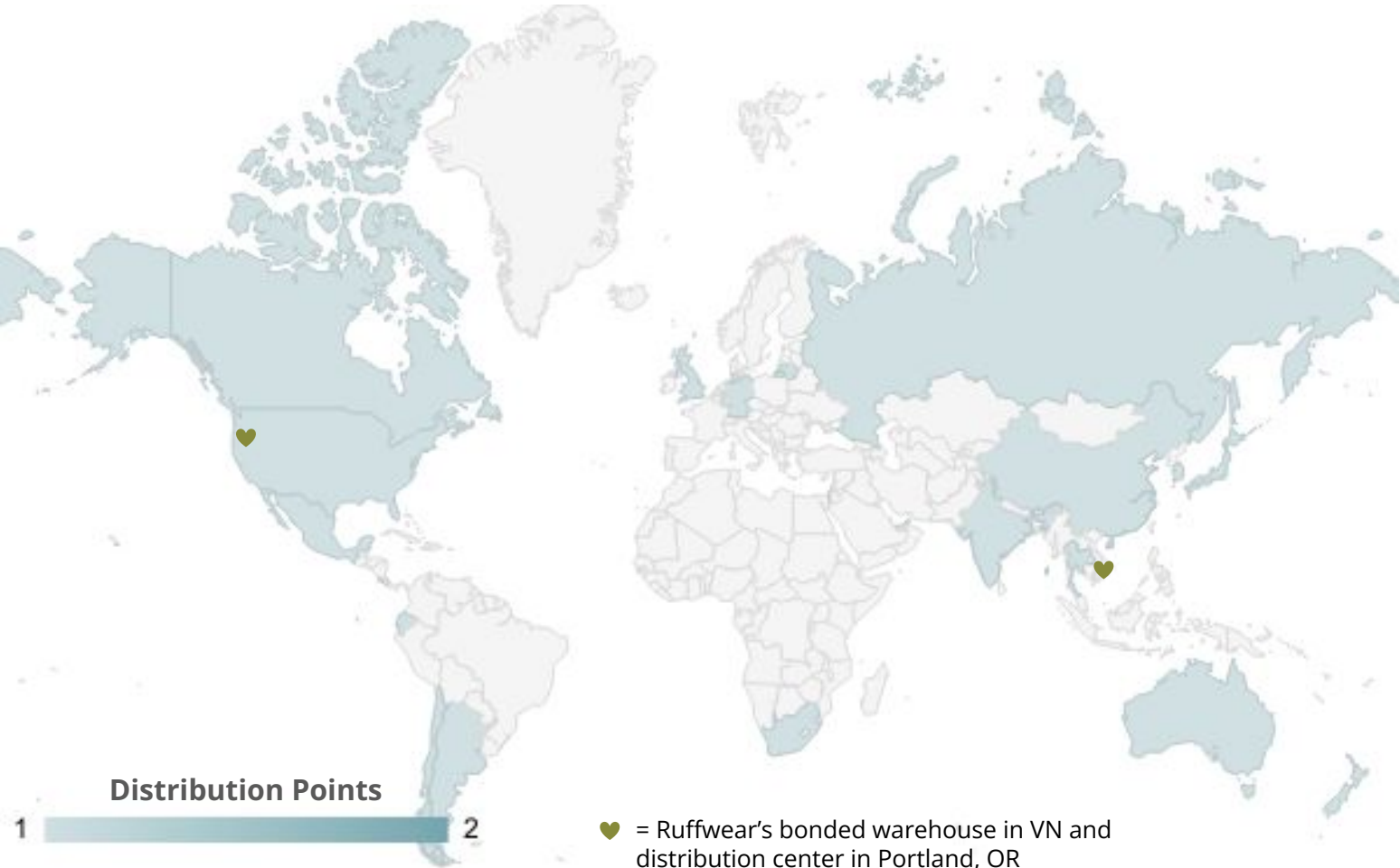
Our centralized approach to manufacturing also means our suppliers get regular in-person visits from our Vietnam team members. The relationships fostered by this team are critical for implementing Ruffwear’s high standards for design, quality, sustainability, and service level.

♥ = Ruffwear VN office in Ho Chi Minh City

> 95% of Ruffwear products are manufactured in Vietnam, and over half of our materials are also produced in Vietnam. Other countries of origin for our materials in descending order are China, Taiwan, and South Korea.

Number of Suppliers

1 57



When we say that every dog is an explorer, the emphasis is on **every**. Our distributors around the world make our goal of supporting each and every explorer a reality.

Our bonded warehouse in Vietnam allows us to service many of our distributors directly from VN (shortened transportation legs!), rather than first having to import the product to our distribution center in Portland, OR.

PARTNER HIGHLIGHT

2022 IMPACT REPORT

Shilla Bags International has been Ruffwear's primary factory partner for several years. Between two Vietnam factory sites, Shilla produces a wide range of our products from collars, leashes and harnesses to bowls and accessories. Together, we have achieved:

- As low as 30-day lead time on popular styles
- Dedicated sewing lines for Ruffwear
- A kanban system for raw material management
- Mutual trust strengthened over time

Shilla is a leader in sustainability for the outdoor gear and bag manufacturing industry. They proactively established initiatives such as the BetterWork program and Worldwide Responsible Accredited Production (WRAP) certification.

They were early adopters of Higg Facility Modules. Ask them what they are working on for environmental and social/labor improvements, and they have a page long list of internal goals and benefits to share. They inspire us!

LEFT: Aerial view of Shilla Glovis factory in Gò Công, Vietnam | **RIGHT:** Shilla team dedicated to Ruffwear account



“They're literally delightful people who create a wonderful world where dogs live human”

*“Ruffwear is so special to me. **They're literally delightful people who create a wonderful world where dogs live human.** I can feel that they desire to co-exist with partners. It's not one-sided communication. They always open their mind and listen to our voices. I strongly believe that the attitude of studying and challenging without fear of failure has led us so far.*

Let's move together for better world.”

- Charlie, Ruffwear Account Manager, Shilla Bags International

“One of Ruffwear's core beliefs is to minimize overproduction. Shilla worked with us to carefully manage production schedules and inventory levels, until ultimately, we were able to implement a short lead time system that allows us to service our customers while carrying far less overall inventory.

We are grateful for their belief in our partnership and willingness to try something new.”

- Young, Director of Supply, Ruffwear

RIGHT: Factory floor view of the dedicated sewing line for Ruffwear collars and leashes at Shilla Bags International factory in Long An, Vietnam



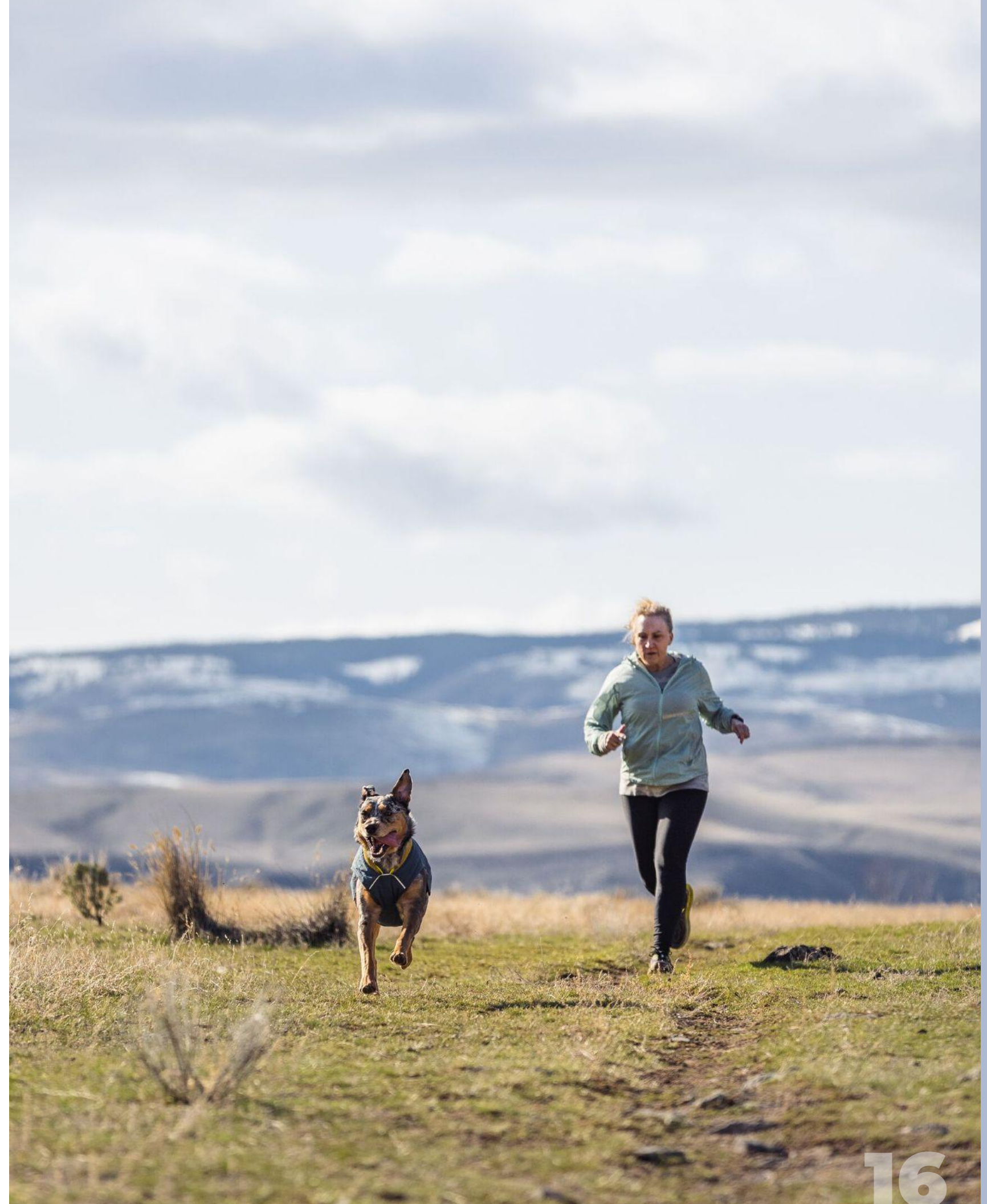
PAW IT FORWARD

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We believe in using our business for good, in cultivating a world where all dogs and their human companions thrive in the outdoors.

Our Paw It Forward program is designed to give back a portion of revenue to organizations doing meaningful work in land conservation, Diversity Equity & Inclusion, dog adoption, and working dogs.

Organizations are nominated by and voted on by Ruffwear employees and ambassadors, and in 2022, Ruffwear donated a total of \$200,000 across these four impact areas.





2022 CONSERVATION

At Ruffwear, we believe deeply in the need to fund organizations that are working to protect the ecological and recreational value provided by wild and open outdoor spaces.

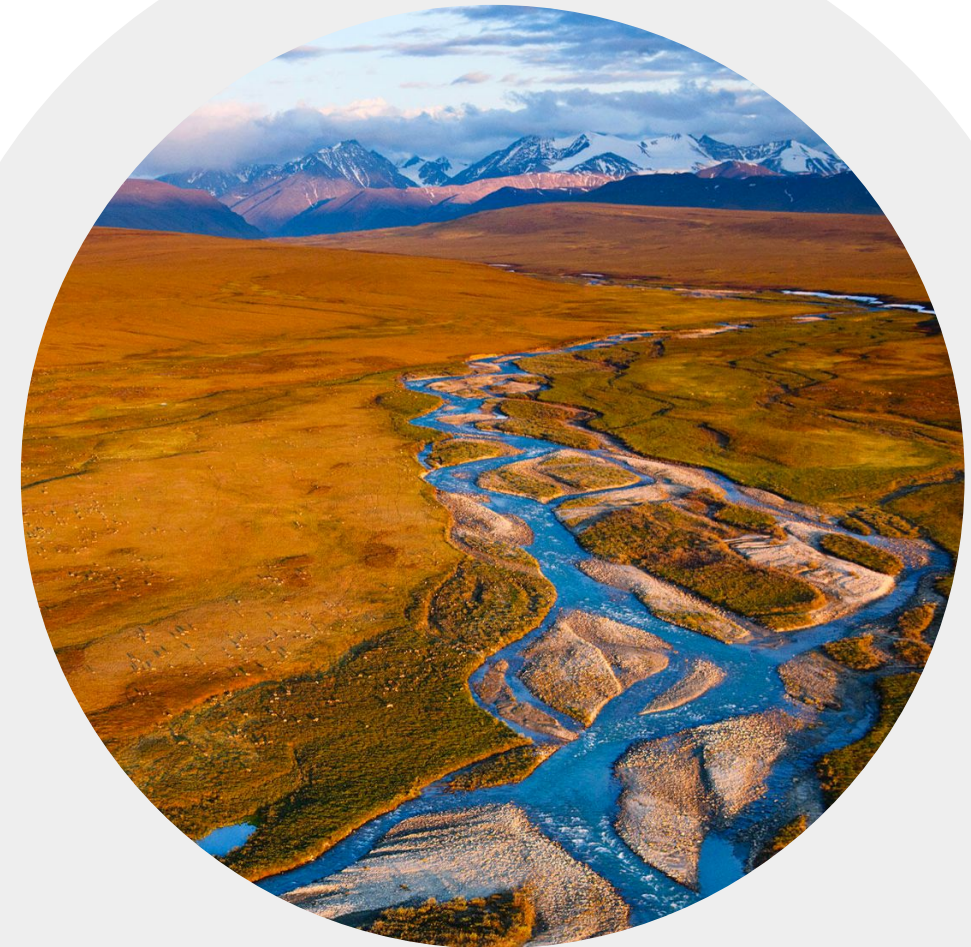
We look for non-profit organizations that support the protection of public lands and access to recreational outdoor spaces where people and dogs go to play.

\$50K

Dollars we've donated directly to land conservation organizations in 2022

In 2022, Ruffwear donated to the following organizations in the category of Land Conservation:

- **Central Oregon LandWatch:** LandWatch is at the forefront of defending our region's waterways, wildlife, farms, and forests and promoting vibrant and sustainable cities and towns. As an environmental watchdog and land use advocate, LandWatch defends what matters most to Central Oregonians.
- **Protect Our Winters (POW)** - POW helps passionate outdoor people protect the places we live and lifestyles we love from climate change. We are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations.



Ruffwear has been a proud member of **The Conservation Alliance** for the last decade. The Conservation Alliance is a group of outdoor businesses that works together to protect wild places throughout North America, where wildlife thrives and where we recreate. Each member company pays annual dues into a central fund, and the Alliance donates 100 percent of those dues to organizations working to protect and restore our public lands.

PAW IT FORWARD

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2022 WORKING DOGS

Working dogs and their human partners have been part of Ruffwear's heart and soul since we launched the first collapsible dog bowl in 1994.

We believe in and support the critical role of working dogs in our society through non-profit organizations that support/train/raise dogs to perform specific duties in service of people, science, or the natural environment.

\$50K

Dollars we've donated directly to working dog organizations in 2022

In 2022, we provided donations to the following organizations in the category of Working Dogs:

- **Little Angels Service Dogs:** We believe dogs have an innate ability to alter an individual's take on life – both physically and mentally. Our mission is to grab ahold of that innate ability and teach dogs to use it in a way to empower and provide independence to our disabled recipients, who otherwise would be completely dependent on others.
- **The Seeing Eye:** The Seeing Eye's mission is to enhance the independence, dignity and self-confidence of people who are blind, through the use of specially trained Seeing Eye®





PAW IT FORWARD

2022 IMPACT REPORT



2022 DOG ADOPTION

As an adventure-loving, outdoor-oriented organization, we believe dogs make the best running, paddling, hiking, biking, camping, and outdoors-exploring partners.

With countless adoptable dogs currently living in shelters, and seeking an adventure partner for life. We believe in and support non-profit organizations connecting these dogs with human companions through the rescue and successful adoption of dogs needing a forever home.

\$50K

Dollars we've donated directly to dog adoption organizations in 2022

In 2022, we provided donations to the following organizations in the category of Dog Adoption:

- **RezDawg Rescue:** RezDawg Rescue strives to address the needs of stray companion animals in the Four Corners region of the US by providing rescue, relocation, spaying/neutering, fostering, and adoption.
- **Humane Society of Central Oregon:** Strengthening the human-animal bond by advocating & compassionately caring for animals & their people.





2022 DIVERSITY, EQUITY & INCLUSION

We believe the outdoors is for everyone and celebrate what makes each of us unique.

We support the work of non-profit organizations on a mission to diversify the outdoor community, create equitable access to outdoor spaces, and promote inclusion of all outdoor recreationalists.

\$50K

Dollars we've donated directly
to DEI organizations in 2022

In 2022, we provided donations to the following organizations in the category of Diversity, Equity & Inclusion:

- **Trail Folx:** Trail Folx is a nonprofit organization creating opportunities for L.A.'s underprivileged youth and underserved youth to participate in mountain sports. The goal is to increase representation in outdoor sports so that more and more kids can learn about, and participate in, outdoor activities.
- **The Venture Out Project:** The Venture Out Project envisions a world where queer, trans, and LGBTQ+ youth and adults create community, develop leadership skills, and gain confidence through the shared experience of outdoor adventure and physical activity.



"From the very beginning with our Quencher™ Bowl, it's been about building quality product. Product that meets a need, resonates for humans and their dogs, and does so in an elegant way.

This is the foundation that we're built on. Gear that's built to last and stay out on the trails rather than in our landfills.

There are always opportunities to improve, look at how and why we do things, drive out waste, and make decisions to reduce our impact.

This challenge excites me. And it's taking on these challenges that will help change the industry."

- Patrick Kruse, Founder

