



2023

Impact  
Report

Outside

# Table of Contents

About This Report	3	<b>Section 2: Planet</b>	
Letter from Our CEO	4	Sustainability Values, Commitments, and Progress	30
About Outside	5	Our Carbon Footprint	35
Our Brands	6	Gear Up Glve Back	39
2023 Highlights	7		
Inspiring Our Audience	8	<b>Section 3: People</b>	
Tracking Our Diversification Efforts	15	Our Team	41
The Outside Creator Network	16	DEIB Committee	43
		Employee Resource Groups	45
<b>Section 1: Community</b>			
Find Your Good	18		
Meet Our Partners	19		
Advocacy and Community Actions	21		
Giving Back Through Events	22		

# Outside





## About This Report

We are proud to present our second annual Outside Impact Report.

In the following pages, we will share our journey to improve the health of our planet and make outdoor spaces more welcoming.

We're proud of the steps we've taken so far to operationalize our values, and we recognize that there is much more discovery and work to be done. We strive for transparency and a deep sense of responsibility in all we do, and we present this second annual report in the spirit of humility, hoping you will be inspired to help us learn, act, and evolve.

*\*This report covers data from Jan. 1 to Dec. 31, 2023.  
Read our 2022 report [here](#).*

# Letter from our CEO

Almost 20 years ago, a few of our field editors started trading first-hand observations about a controversial new ecological phenomenon that was just entering the public lexicon. They'd been seeing alarming changes on their wilderness trips, from retreating glaciers in Alaska to shrinking snowpack across the Rockies, and the emerging science of "global warming" rang true.

Unfortunately, **the reality of climate change was easy for many to dismiss** because the initial impacts were happening far away—at the poles and atop mountain ranges that few people visited. Readers cancelled their subscriptions when *Backpacker* and *Outside* wrote about it, and some advertisers questioned our direction.

**But the tide changed when climate impacts started hitting closer to home.** Whether it's wildlife, drought, or wildfire, scientists are seeing patterns in every region where *Outside* readers live and recreate. We're feeling it, too: Dozens of employees in our Colorado and California offices have been forced to evacuate their homes in recent years due to wildfires.

**That's why *Outside* is working on multiple fronts to minimize our impact and promote greener habits.** This report opens the curtain on our efforts to reduce

energy consumption, improve our production efficiencies, and use our content platform to enlist readers in the fight to preserve our wild spaces.

We have a long way to go, but I'm proud to say that we've met the climate commitments we made three years ago, despite the pandemic and its economic disruptions. **By the end of this year (2024), we will have neutralized 60 percent of our carbon footprint as part of our five-year journey to transform *Outside* into a carbon-neutral business.**

Of course, climate is not the only area where we're working to improve our impact. Over the last year, our team has dedicated thousands of hours, words, and dollars to community and diversity efforts. I'll cite two examples that I'm personally passionate about.

Find Your Good is a two-year-old program that raises awareness and donations for outdoor nonprofits that are working to increase access for historically marginalized groups. **In 2023, our efforts raised more than \$300,000 for nonprofit organizations.**

A newer project is our land acknowledgment initiative. We recently partnered with the city of Boulder to honor and learn about the displacement

of Indigenous peoples who have lived here since time immemorial, and placed a plaque in our office. But this acknowledgment is also just a small step. I was born in Colorado, but I'm just now learning the full history of this region.

**There's a lot more to learn—and to do.**

Thank you for taking the time to read this report. I hope you'll join us in trying to get everyone outside, for the good of our communities, our planet, and our children.

*Robin Murray*

Founder & CEO, *Outside Interactive*, Inc.







**Outside is the premier destination for active lifestyle enthusiasts and home to leading brands in the endurance sports, outdoor, and healthy living spaces.**

We reach 80 million of the most active consumers in the world across our 25 media, digital, and technology platforms, creating an experience for both longtime adventurers and those just getting started.

Outside is a small company with just over 350 employees. But we believe that small companies can have an outsized impact on people, planet, and community. And that is what we aim to do everyday at Outside.



# All Brands Have a Unique Role In Accomplishing Our Mission

We're a network of outdoor brands, utilities, and events all working together to help get everyone outside.

## Media

**Outside**  
MAGAZINE

**VELO**

**pinxbike**

 National Park Trips

**BACK  
PACK**

**CLIMBING**

**SKI** trailrunner triathlete **run**

Bicycle Retailer  
THE INDUSTRY NEWS

women's  
**running**

yoga journal

## Entertainment

**Outside**  
LEARN **Outside**  
WATCH

**WARREN MILLER**

**NASTAR**  
ALPINE RACING

 **GET  
Outside**  
TOUR

**Outside**  
Festival

## Mapping

 **TRAILFORKS**

 **GAIA GPS**

**FKT**

## Event Services

**athleteReg**

**FIND YOUR GOOD**

 **FinisherPix**

**Outside**  
NETWORK



# 2023 Highlights

**6,428**

pieces of gear diverted  
from landfill (p. 39)

**FIND YOUR GOOD**

Raised more than

**\$300K**

for nonprofit partners  
(p. 18–27, 39)

**8,214**

Tons of carbon purchased and  
removed from the market

Equal to:

**19,058,099**  
miles driven

**491,930,922**  
phones charged

**\$38,200**

Donated to The Outdoorist Oath  
through our Gear up Give Back  
program (p. 39)

**30 +**

Articles in support of our  
Find Your Good  
nonprofit partner

Worked with the city of Boulder and  
Indigenous tribes on a land  
acknowledgment for our HQ. (p. 43)

**6.1%**

Reduction in carbon  
intensity of our footprint  
(p. 35–36)

Conducted company wide  
DEI training through The  
Outdoorist Oath (p. 44)

**40%**

of carbon footprint  
neutralized

**18.5%**

Reduction in carbon  
footprint (p. 35)

# Inspiring Our Audience

Our audience reach is one of our greatest assets, and we strive to use our platform to inspire inclusivity, better access to the outdoors, and climate awareness and action.

The following six pages highlight just some of these efforts across our **magazines, films and videos, podcasts, events services, and mapping apps.**





# On Outside Read

**Just Two Years Out of High School, Owen Cravens is Hunting Paralympic Gold**

With Project Outdoor as his training guru and the athletes on his guide, the young triathlete is on a quest to become the first American to win a Paralympic medal in triathlon.

November 16, 2023 • **MARK WEAVER KILIAN**



**Your Tri Gear Needs an Eco Makeover**

Only green to go gear with a mean edge for you. We found down-cycled eco-friendly gear to inspire.

November 16, 2023 • **MARK WEAVER KILIAN**



**Celebrating Black Outdoor Leaders**

In honor of Black History Month, we celebrate the trail, mountain, and river leaders of color working to make the outdoors more inclusive for all.

October 26, 2023 • **MARK WEAVER KILIAN**



**Why You Should Stop Using Plastic Cutting Boards Right Now**

With each chop, you're releasing microplastics into your food.


November 16, 2023 • **MARK WEAVER KILIAN**



**Latria Graham: Standing Her Ground**

We talked to one of America's best young writers about race and culture. The subject was an essay that helped fundamentally change our understanding of the challenges that historically marginalized people face in the outdoors.

November 16, 2023 • **MARK WEAVER KILIAN**



**The Little-Known Story of the US Army's All-Black Bicycle Corps**

These Iron Riders paddled across the country as pioneers in a new form of combat.

Published Feb 6, 2023 • **JOSH WOODRUM**



**What Athletes Should Know About Impossible Burger, Quorn, and Other Plant-Based Meats**

While plant-based meats may sound like a no-brainer for your health, athletes need to read the fine print.


Published Sep 19, 2023 • **MATTHEW WADY**



**I Finally Found the Perfect Bottle for Plastic-Free Travel**

You may prefer a single-use container to your lips again.

November 16, 2023 • **MARK WEAVER KILIAN**



**Kai Lightner Thinks We Can Do Better**

November 16, 2023 • **MARK WEAVER KILIAN**



**How to Recycle Your Old Electronics**

Your defunct electronics — from headphones, digital cameras, external hard drives and GPS devices to fitness watches, laptops, cell phones and headphones — all contain valuable, yet hazardous resources. Here's how to make sure you get properly recycled.

November 16, 2023 • **MARK WEAVER KILIAN**



**The Plan to Save Utah's Great Salt Lake Involves a Big Pipe**

November 16, 2023 • **MARK WEAVER KILIAN**



**This Instagram Account Uses the Outdoors to Fight the Gay Loneliness Epidemic**

Dr. Håkan Tolani created Gay of National Parks to create community, but it's become so much more than that.

November 16, 2023 • **MARK WEAVER KILIAN**



**If We Want Skiing to Be More Diverse, Let's Stop Celebrating the "Ski Bum"**

We're not saying that skiing is the only fun recreational activity. However, popularity among Black people and other financially and socially out-of-luck.

Published on 10, 2023 • **MARK WEAVER KILIAN**



**The Best Rain Jackets in the World Will Soon Be Illegal — with Good Reason**

Clothing companies have long relied on PFAS, or forever chemicals, to provide stellar water, stain, and oil repellency. But at what cost? New regulations are forcing your favorite apparel brands across the globe to rethink their chemistry.


November 16, 2023 • **MARK WEAVER KILIAN**



**Three Perspectives on Ironman's Controversial New Open Category and Transgender Policy**

In an open discussion, we asked three athletes to share their thoughts on the new Ironman Open Category and Transgender Policy. We also asked them to share their thoughts on the new Ironman Open Category and Transgender Policy.

November 16, 2023 • **MARK WEAVER KILIAN**



**Are You an Ethical Traveler?**

From unethical travel to ethical travel, we've got you covered. Here are 10 ways to be a better traveler.

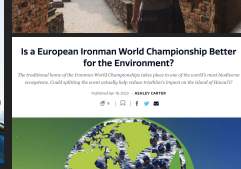
November 16, 2023 • **MARK WEAVER KILIAN**



**Is a European Ironman World Championship Better for the Environment?**

The traditional Ironman triathlon is a long, grueling race. But the new European Ironman World Championship is a shorter, more scenic race. Here's how the two compare.

November 16, 2023 • **MARK WEAVER KILIAN**



**#MyTri: How a Spinal Cord Injury Started My Journey to Ironman (and Beyond)**

Long there have been a lot of people who have started their Ironman journey with a spinal cord injury. Here's how one person did it.

November 16, 2023 • **MARK WEAVER KILIAN**



**5 Cycling Products Looking Toward Sustainability: Taipei Cycle Show 2024**

They represent the latest in plastic, e-bikes, and a recycled plastic bicycle.

Published Nov 16, 2023 • **MARK WEAVER KILIAN**



**Neilson Powless on Connecting with His Native North American Heritage: "It Gives Me My Identity, My Foundation"**

The 27-year-old is the only Indigenous athlete to have ridden the Tour de France.


Published Nov 16, 2023 • **MARK WEAVER KILIAN**



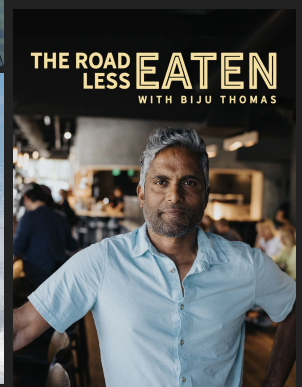
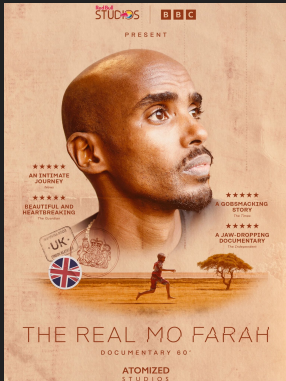
**Why Queer Yoga Spaces Are Vital**

Some queer yoga studios are offering a safe space for the LGBTQ+ community.

November 16, 2023 • **MARK WEAVER KILIAN**



# On Outside Watch





# In Our Podcasts



**Outside**  **PODCAST**

Quannah Chasinghorse's Long Walk from Rural Alaska to the Runways of Paris



**THE DAILY RALLY**

Mikah Meyer Chooses to Be Visible



**pinkbike**  
**PODCAST**

Eliot Jackson on the Early Days of Grow Cycling



**THE DAILY RALLY**

James Edward Mills Is The Hero of His Own Story



**Outside**  **PODCAST**

The Love Story That Saved 15 Million Acres in Patagonia



**Outside**  **PODCAST**

Ivy Le "So a Comedian Walks Into the Woods..."

# Through Events

- Free advertising for minority-run and inclusive events on all athleteReg platforms
- PledgeReg peer-to-peer fundraising raises millions every year, furthering causes from access to preservation to inclusion
- Welcoming and inclusive gender options for event registration on athleteReg sites



2024 Tour de las Chingonas  
5th Annual A Women's Only Bike Ride  
(LGBTQA+)



Stonyfield Earth Day 5k



\$105,490  
of \$250,000



\$29,466  
of \$50,000





# On Our Mapping Apps

## Adaptive Mountain Biking Trails

Adaptive equipment such as trike bikes, hand bikes, and wheelchair bikes require a certain type of trail in order to be ridden.

Trailforks is helping make it easier to find trails for adaptive mountain bikers with our aMTB trail filter. Riders can classify trails as adaptive bike friendly by editing a trail and selecting "adaptive mountain bike" as one of the recommended bike types for that trail.



### aMTB 1

No obstacles exist. Wide enough. Can be ridden confidently solo.



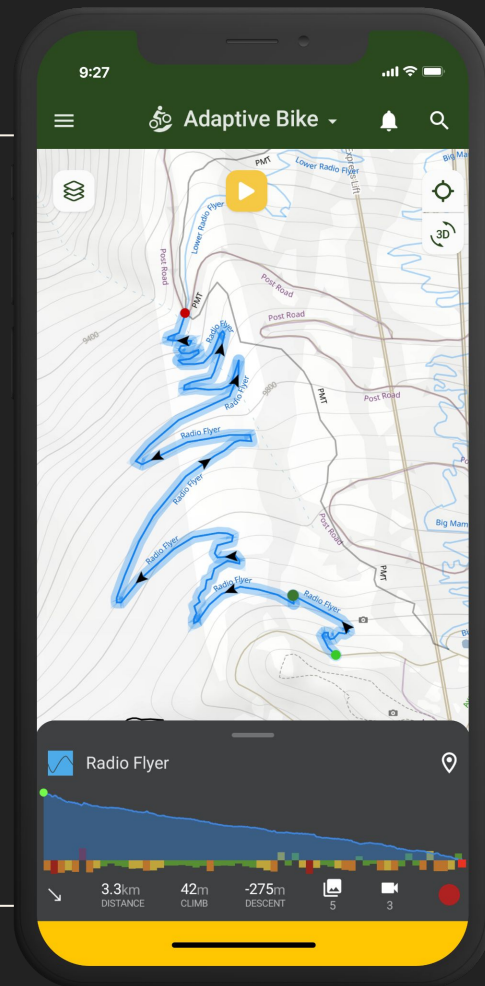
### aMTB 2

Obstacles exist. You may or may not be able to ride this solo. Support rider recommended.



### aMTB 3

Major obstacles exist. You will not be able to ride this solo. Support rider needed.

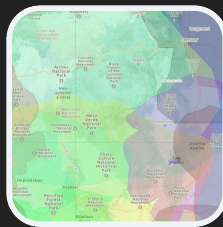


# More On Our Mapping Apps

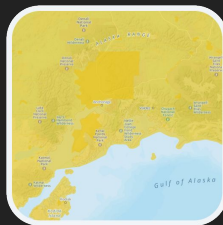
## Native Lands Territory Maps

Many outdoor recreation areas exist on lands where Indigenous tribes were forcefully removed. Outside has partnered with Canadian nonprofit Native Land Digital to create a Native Land Territories map.

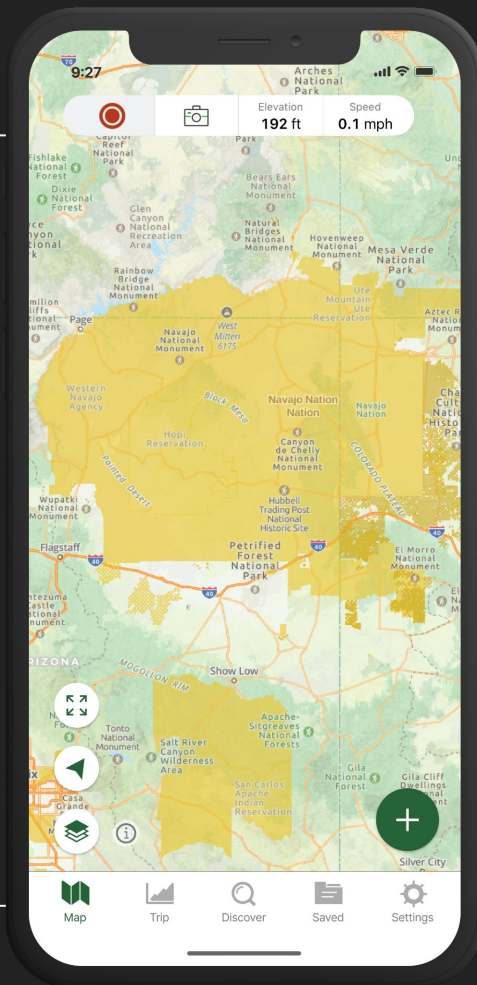
This provides a starting point for deepening our understanding of those Indigenous nations' people, history, and culture. The map layer is available in the Gaia GPS and Trailforks apps.



Native Land Territories



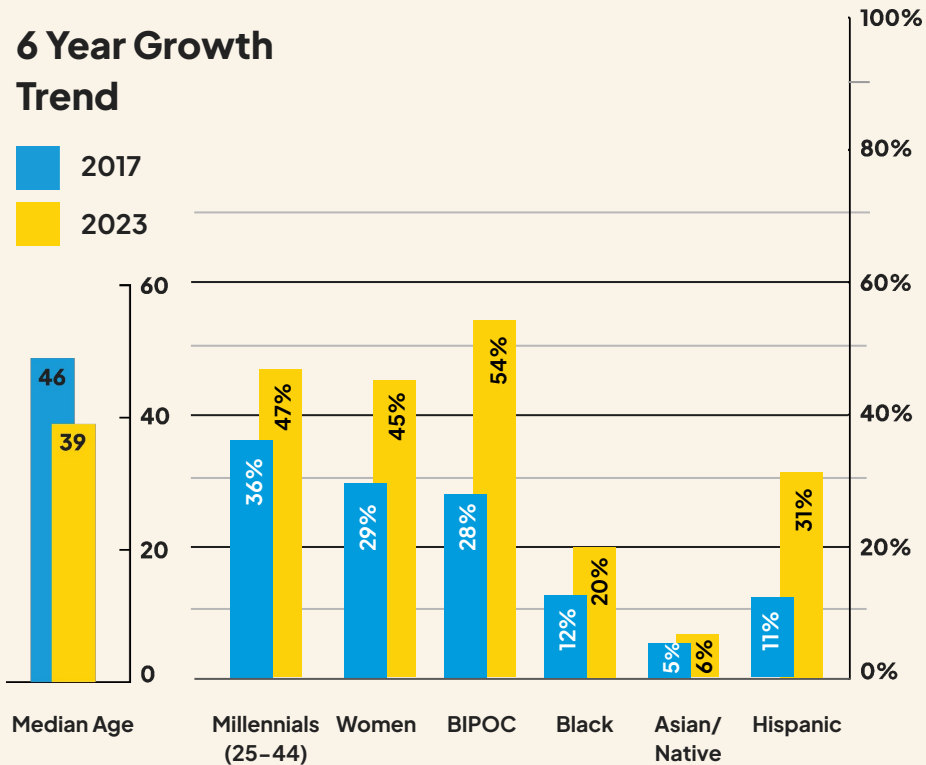
Native American & Alaska Native Lands





# Tracking Our Audience Diversification Efforts

We strive to make our content reflective of the society we live in and the audience we seek to grow. Part of this process includes tracking our audience demographic shifts as a reflection of our efforts. A six-year study of the Outside Magazine and Outside Online audience, our largest brand, shows that we are making steady progress.



Source: Outside Magazine print and digital audience, MRI-Simmons Spring 2017 vs. Summer 2023

# Our Creator Network

The Outside Creator Network is a community of over 600 engaged creators that come from every walk of life and every corner of the globe. The network is comprised of athletes, artists, filmmakers, writers, community leaders, and photographers who collectively align behind our mission of getting everyone outside. From internal campaigns to external partners, creators in the network are driving culture and starting conversations. One main goal of the network is to reflect the Outside audience as well as the world around us.



## 600+

Creators

## 20M

Fans and Followers

## 49%

Women & Gender Diverse

## 31%

BIPOC

## 7%

LGBTQ+

## 6%

People w/ Disabilities



## Section 1

# Community





# FIND YOUR GOOD

In April 2022, we launched **Find Your Good**, a platform that supports mission-aligned nonprofit partners. Our goal with Find Your Good is to use our voice to raise awareness and donations for these organizations.

## The Good We Found in 2023:

- \$93,611.85 raised for nonprofits [p. 19–20], an 88% increase YOY
- Supported and funded three in-person local partner events (Bahati Foundation, Wings of America, Big City Mountaineers)
- 125+ social posts about our partners, with 1.64+ million impressions
- More than 30 articles about our partners
- Hosted three partners for staff Lunch & Learns (261 Fearless, Share Winter Foundation, Wings of America)
- Helped Big City Mountaineers bring 32 youth on dayhikes
- Covered travel expenses for five Native Wings of America students to visit colleges while spectating the Boston Marathon
- Provided climbing experiences for 163 adaptive athletes with Paradox Sports



# Find Your Good Partners



## **261 Fearless**

Is a global running organization that inspires, motivates and educates women to become leaders that support other women of all backgrounds to run and lead healthy, fearless and empowered lives.



## **Access Fund**

is a national advocacy organization that leads and inspires the climbing community toward sustainable access and conservation of the climbing environment. Their program gives climbers a seat at the table to decide how public lands are protected and used.



## **Bahati Foundation**

believes that every young individual deserves access to sports and play, regardless of their background, zip code, gender, or socioeconomic status. Bahati provides inner city youth access to cycling and sports to foster a successful future both on and off the bike.



## **Big City Mountaineers**

brings the power of time spent outdoors to a generation of young people who face increased barriers to outdoor access, as well as other systemic challenges in their lives through free and professionally led backcountry trips.



## **Earth Guardians**

is an environmental nonprofit that provides youth with the resources and training needed to create anti-racist, anti-colonialist environmental and climate-oriented projects and campaigns that make a real difference locally, nationally, and internationally.



## **Grow Cycling**

promotes education, access, and opportunities that increase diversity, inclusion, and belonging in cycling. Grow Cycling invests in areas that create sustainable paths for cycling as a lifelong passion by providing solutions to entry points at each step of a cyclist's journey.



## **Intersectional Environmentalist**

focuses on a more equitable and diverse future of environmentalism through training, resources and activations to deepen awareness about environmental justice.

# Find Your Good Partners, Cont.



**JONES VALLEY**  
teaching farm

## Jones Valley Teaching Farm

uses food as a foundation so that the youth can lead, create, and grow a healthy future for themselves and their community. Through school programs and camps, students are connected to food, farming, and the culinary arts.



## Paradox Sports

is dedicated to transforming lives and communities through adaptive climbing programs that defy convention. Aimed at making climbing accessible for all, they provide outdoor rock and ice climbing trips, training and other national and local programs.



## Prison Yoga Project

supports incarcerated people with trauma-informed yoga and mindfulness practices to promote rehabilitation, reduce recidivism, and improve public safety



## Protect Our Winters

helps passionate outdoor people protect the places they live and love from climate change. By forming relationships with key decision-makers across the country, POW's campaign work focuses on finding the political will to put these opportunities into action.



## Share Winter Foundation

fuels the next generation of winter sports participants through programs and partners that create pathways to lifelong passions and access to snow sports.



## The Venture Out Project

advocates for a more inclusive outdoors by leading backpacking and wilderness trips for the queer and transgender communities. TVOP conducts inclusion workshops for educators, adventure professionals, summer camps and more.



## Wings of America

builds healthy Native communities using youth running initiatives through training, education, and mentorship. Wings athletes use the opportunities they earn to show that they are the leaders, thinkers, and teachers of tomorrow.



# Advocacy & Community Actions

We believe in joining our communities to create positive change in our industry and the world. We have engaged in the following collective efforts, campaigns, and organizations.



## EXPLORE Act (H.R. 6492) Support Letter

Supports hikers, trails, public lands, and the outdoors by expanding outdoor recreation access and bringing much needed improvements to public access of these spaces



Outside achieved the highest level of certification (Platinum) for our Boulder, Colorado, headquarters. GBB provides a sustainability framework, assessment, and the tools to create greener businesses.

## CEOS FOR GUN SAFETY

Letter to the U.S. Senate, urging Congress to take action on gun safety measures

## Time To Vote

A nonpartisan movement, led by the business community, to contribute to the culture shift needed to increase voter participation in our country's elections



Standing alongside leading American businesses in solidarity with the LGBTQ+ community



Funds and advocates for the protection of North America's wild places



Aligns insurance benefits with climate stewardship



Connects leading outdoor brands with inclusion advocates to advance representation for people of color across the industry

# Giving Back to Our Local Communities Through Outside Events

Outside hosts events around the country each year as part of our Get Outside Tour, the Warren Miller Film Tour, and media partnerships with our content brands.

No matter what town we visit, we always take the opportunity to show our appreciation for the local communities that host us by raising money for a nonprofit partner in that region.

In 2023, the Outside events team worked with 13 local nonprofits, raising more than \$24,000.



# Quannah Chasinghorse | Outside Magazine Cover + Alaska Community Celebration

The cover of Outside Magazine's September/October issue featured Alaska Native model and activist, [Quannah Chasinghorse](#). She was named one of [USA TODAY's](#) Women of the Year honorees in 2023 for her advocacy of "issues of environmentalism, sustainability, women's rights, and Native American rights." Chasinghorse is a fourth-generation land protector of the [Arctic National Wildlife Refuge](#). At age 17, she sat on the International Gwich'in Youth Council, and lobbied against oil leasing that would damage the refuge and for a bill that would permanently protect the land.

In honor of her Outside cover we hosted a free event, celebrating Indigenous wisdom and heritage in Anchorage, Alaska, in partnership with The North Face and the Alaska Native Heritage Center (ANHC). The day featured five Alaska Native traditional dance groups and singers and a viewing of her Chasinghorse's film, *Walking Two Worlds*, followed by a Q&A.

- 800 attendees
- 300 Outside Magazines signed
- \$6,000 donated to ANHC to further their goal of preserving and strengthening the traditions, languages, and art of Alaska's Native People.



**"I want my community to be heard and seen in the right way,"** Quannah says. "Not a stereotype, not a fake version of what this industry wants Natives to look like or be like or sound like." That task of educating people can be challenging. **Her traditional facial tattoos, which are called Yidiiltoo and represent a part of Han Gwich'in culture that was long suppressed,** often draw questions.



# The Meeting In Partnership with Aspen SkiCo

The Meeting is a networking conference that brings together visionaries, CEOs, thought-leaders, and innovators from various industries aimed at fostering meaningful conversations about topics that matter to us, our industry, and audience.

This year's inaugural event included a diverse array of panels and panelists covering Planet, Purpose, Community, Health, Technology, and more. Session topics, a few of which are spotlighted below, created a dynamic environment conducive to knowledge exchange and collaboration,

## PURPOSE: Creating Access to the Outdoors



**Amanda Morrison**  
Co-Founder & President  
Julie Products



**Evelyn Escobar**  
Founder of  
Hlke Clerb



**Jody Potts-Joseph**  
Han Gwich'in  
North Face  
Explore Fund  
Council Member



**Sarah Shimazaki**  
Host and  
Producer of  
Outside Voices  
Podcast

## PLANET: Redefining Land Stewardship



**Winona LaDuke**  
Indigenous  
Writer, Farmer,  
Economist,  
& Activist



**Jill O'Brien**  
Co-Founder  
of Wild Idea  
Buffalo



**Princess Daazhrai Johnson**  
Creative Producer  
& Writer Molly of  
Denali - PBS



**Auden Schendler**  
SVP Sustainability,  
Aspen Skiing  
Company

## SPEAKER SPOTLIGHT: Trendsetters Achieving the "Impossible" with The National Ability Center and Outride



**Josephine Fouts**  
Paracyclist



# Outside x Land Rover: Defender Service Awards



For the second year in a row, Outside has been a proud sponsor of the [Defender Service Awards](#) program in conjunction with our larger partnership with Jaguar Land Rover.

Outside worked with Jaguar Land Rover to create the Outdoor Accessibility and Education Award. This year's winner was Youth Sports Alliance, a Park City, Utah-based nonprofit that runs after school programs introducing kids to sport and healthy lifestyle activities and provides fundraising support to seven winter sport clubs. This past February, **Outside awarded them a check for \$25,000.**







# Hiking and Helping in Nepal

Nepal is one of the most popular adventure destinations in the world—and also one of the planet’s poorest countries. After devastating earthquakes there in 2015, we decided it was time for the trekking community to give back.

BACKPACKER launched a program bringing readers to Nepal on a trip combining volunteer work, fundraising, and trekking. The focus of the program is education and healthcare, as well as distributing solar lights.

For the latest project, starting in spring 2022, we partnered with the Nepal-based nonprofit Mother and Children Arts Foundation to build a health clinic in Kakani. **Over the course of three trips, we provided 125 volunteer days and \$24,000 in funding toward construction. The clinic started serving the community of 400 households in December 2023.**







# Trail Karma

Founded by Trailforks in 2015, Trail Karma is a program that encourages and facilitates cyclists to give back to the local trail associations that maintain the trails they ride.

**To date, Trail Karma has raised \$855,314 for local trail associations.**

## Some highlights from 2023:

- \$107,100 donated
- 1,726 donors
- 629 recipients

## Top 5 recipients:

1. Squamish Off-Road Cycling Association
2. Evergreen Mountain Bike Alliance
3. Barriles Area Trail Stewards
4. Pemberton Off-Road Cycling Association
5. Japanese Gulch Mountain Bikers



New in 2024

# Outside *Festival*

In partnership with the State of Colorado and Visit Denver, Outside is launching an **exciting new event** in June 2024 dedicated to inclusivity, sustainability, and access.

Our goal is to foster connection and build toward a more diverse and welcoming outdoor culture by inviting all communities to participate in a weekend of music, film, fun, and thought leadership.



## Section 2

# Planet









# Our Sustainability Values, Commitments, and Progress

Nothing is more important to Outside and active lifestyle enthusiasts we serve than fresh air, clean water, and a stable climate. The future of our trails, peaks, waterways, and natural playgrounds depends on the actions we take today to reduce the environmental impact of our business.

In 2020, we committed to becoming climate neutral by 2026, and climate positive by 2030 by reducing our manufacturing footprint and neutralizing carbon beyond net-zero.

We are pleased to report that we've made solid progress towards those goals. At the same time, we know there is so much more work to be done. Our biggest challenge is a common one: to expand our success as a business without growing our carbon footprint.

In this section, we'll take a closer look at progress in our four areas of focus in 2023.

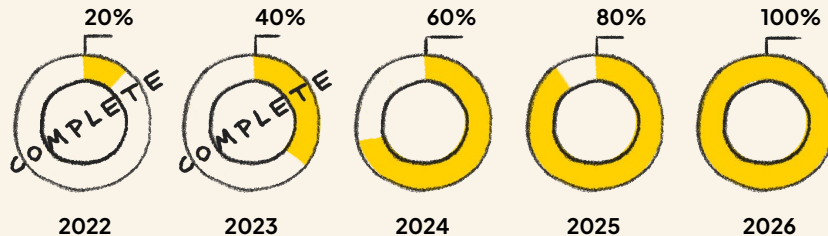
1.  To become climate neutral by 2026 and climate positive by 2030 by reducing our manufacturing footprint and neutralizing carbon beyond net-zero
2.  To reduce the energy consumption of our Boulder operations by at least 50% in the next 24 months
3.  To better understand our technology footprint, reduce redundancies, and devise a plan for green energy migration for our hardware needs
4.  Help every member of our team lead a more sustainable life



## 1.

# The Path to Climate Neutral

In 2021, Outside [launched a five-year climate initiative](#) to measure, lower, and neutralize our footprint. We will continuously examine our supply chain to identify reductions, and we will purchase carbon permits to address what remains—increasing by an additional 20 percent each year.



To eliminate emissions equal to our annual targets, we work with [Cooler](#) (see p. 37) to **purchase carbon permits from the Regional Greenhouse Gas Initiative (RGGI)**, a government consortium that regulates pollution in the Northeast. For every permit we purchase at RGGI’s quarterly auctions, we reduce the permits available to polluters. This immediately prevents the pollution that would happen otherwise—1 ton of carbon at a time.

We will only invest in carbon-neutralization methods that meet the following standards:

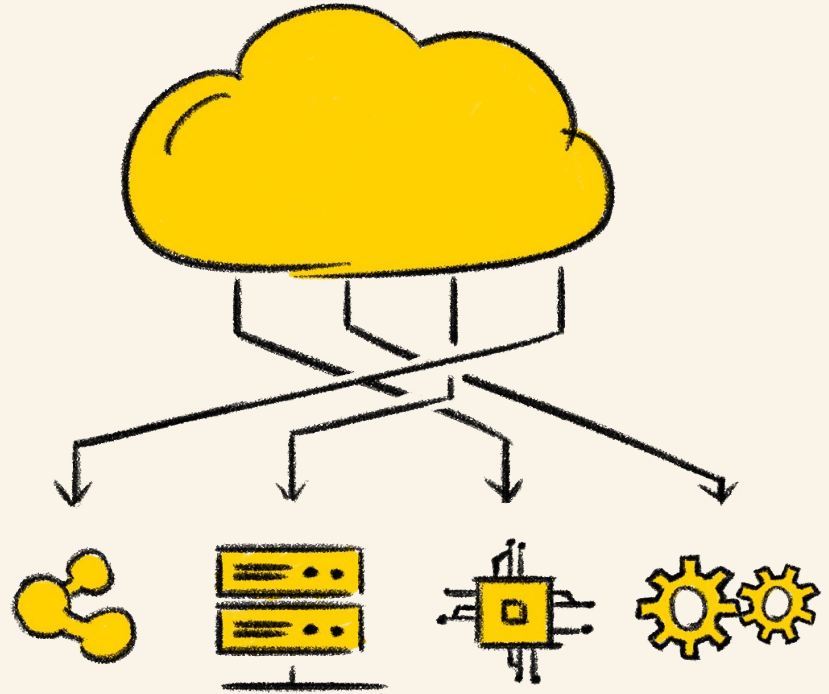
- **Immediate:** Many nature-based offsets, such as planting trees, require years or decades to sequester carbon.
- **Additional:** Carbon sequestration that would happen without our investment does not equate to an actual balancing of the scales.
- **Permanent:** When trees burn, they release carbon. That’s why we invest in methods that remove carbon permanently rather than sequestering it.
- **Verifiable:** We believe in the old adage that if you can’t count it, it doesn’t count. That’s why we [post receipts](#) showing exactly how many tons of carbon we neutralize each year.

## 2.

# Understand and reduce our technology footprint

We set out to audit our software, hardware, and cloud service providers to consolidate platforms and reduce our carbon footprint. Some examples:

- In 2023, about 100 redundant applications were removed resulting in \$1M in cost savings and 215 tons of CO2 savings.
- Amazon Web Services (AWS), one of our largest cloud service providers, reduced the emissions from the services they provide us by almost 30 percent.





## 3.

# Help Every Member of Our Team—and Audience— Lead a Sustainable Life

We are committed to helping every member of our team—and our audience—lead a more sustainable life. In 2023, under the leadership of our Outside Sustainability Team, a 7-person cross-functional task force, we debuted several initiatives towards this goal.

- We launched a **monthly internal newsletter** with tips, learnings, resources, and employee spotlights.
- Via a dedicated Slack channel, we hosted several **sustainability challenges** and laid the groundwork for an exciting, new-for-2024 launch of Outside's Carbon Neutral Club with [Mammoth Climate](#), which will allow our staff to calculate their own carbon footprints and engage in tangible reductions.
- It's also critical that we inspire our audience to take similar action, so in March 2023, we **debuted a brand new column on Outside Online called [Climate Neutral-ish](#)**. This collection of articles explores small lifestyle tweaks that can add up to big impact and shows our readers how doing right by the planet can make them happier, healthier, and wealthier. Climate Neutral-ish has reached more than a million people since launch.

## 4.

# Reduce the energy consumption of our Boulder operations by at least 50%

By the end of 2023, we succeeded in reducing our HQ energy consumption by 78 percent. This was achieved by centralizing thermostats, making more efficient lighting changes, and rightsizing our office space requirement to reflect our majority remote workforce.

**Outside has maintained our Green Business Benchmark (GBB) Platinum certification for our Boulder, Colorado, headquarters.**

[Click here](#) to see a complete list of all the initiatives we've completed to date to make our headquarters zero-waste.

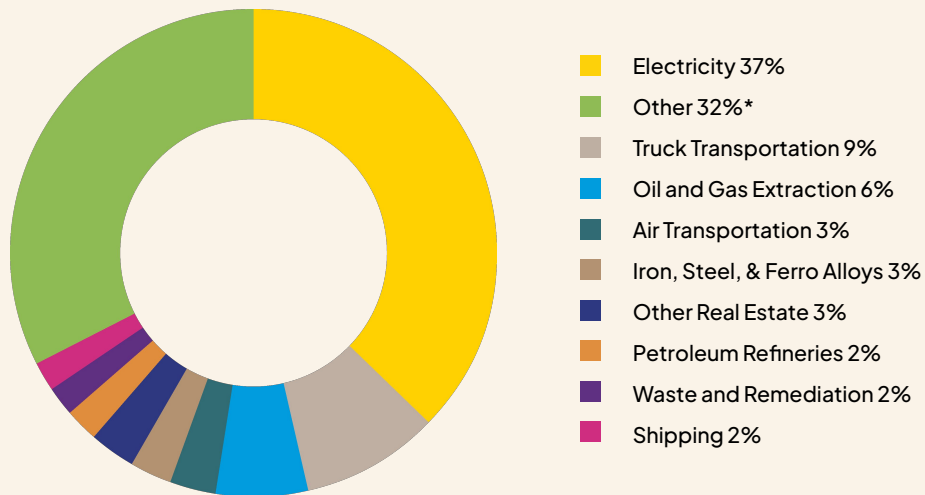


## Breaking Down Our Carbon Footprint

# 20,536 tons

## of CO<sub>2</sub> emitted versus 25,197 tons in 2022\*

Our emissions decreased by 4,661 tons of CO<sub>2</sub> and the carbon intensity of those emissions decreased by 6.09% (see p. 36 for more on carbon intensity).



\*Reflects a variance of 582 tons emitted in 2022 versus our previous report, due to adjustments between preliminary and final audited financials.

We calculate our footprint based on 350 different CO<sub>2</sub>-emitting categories. The factors that comprise this "Other" category are all below 1% of our carbon footprint, but when added up equal 32%.





# Our 2023 Progress

Outside continued to scrutinize—and implement improvements in—our energy use in 2023. Optimizations to our cloud storage, software stack, and digital platforms created greater efficiencies that reduced our overall carbon intensity (see sidebar) by just over 6 percent. We also leaned into a remote workforce and dramatically reduced our office space. Altogether, those steps led to a YOY reduction in our carbon footprint of 4,661 tons of CO<sub>2</sub>.

While doing our best to move the levers that we control, we know that in order to see meaningful change, we have to influence our supply chain to transition to green energy. (Electricity is the largest piece of our carbon footprint at 37 percent.)

That's why in 2023, we initiated conversations with our top 10 suppliers to learn more about their carbon footprints, sustainability commitments, and use of green energy. We expect these conversations to continue and deepen, and we intend to create a Supplier Code of Alignment in 2024 to ensure that all our partners share our values surrounding climate change.

Today, Outside is 40 percent carbon neutral. By the end of this year, we will reach 60 percent. We will continue purchasing and retiring carbon permits at this rate until we reach carbon neutrality in 2026.

We pledge to keep pushing on all these fronts, to keep learning, and to keep making business decisions with sustainability in mind.

## Why Does Carbon Intensity Matter?

Carbon intensity is the amount of greenhouse gasses we emit per dollar of economic activity. Obviously, as a business and a community, Outside hopes to grow, and we wish we could grow our engagement with the outdoors without growing our negative impact on it. Until we fully decarbonize as a society that will not always be possible. But an important step in that direction is that we reduce the impact of our growth, and that is what carbon intensity measures.



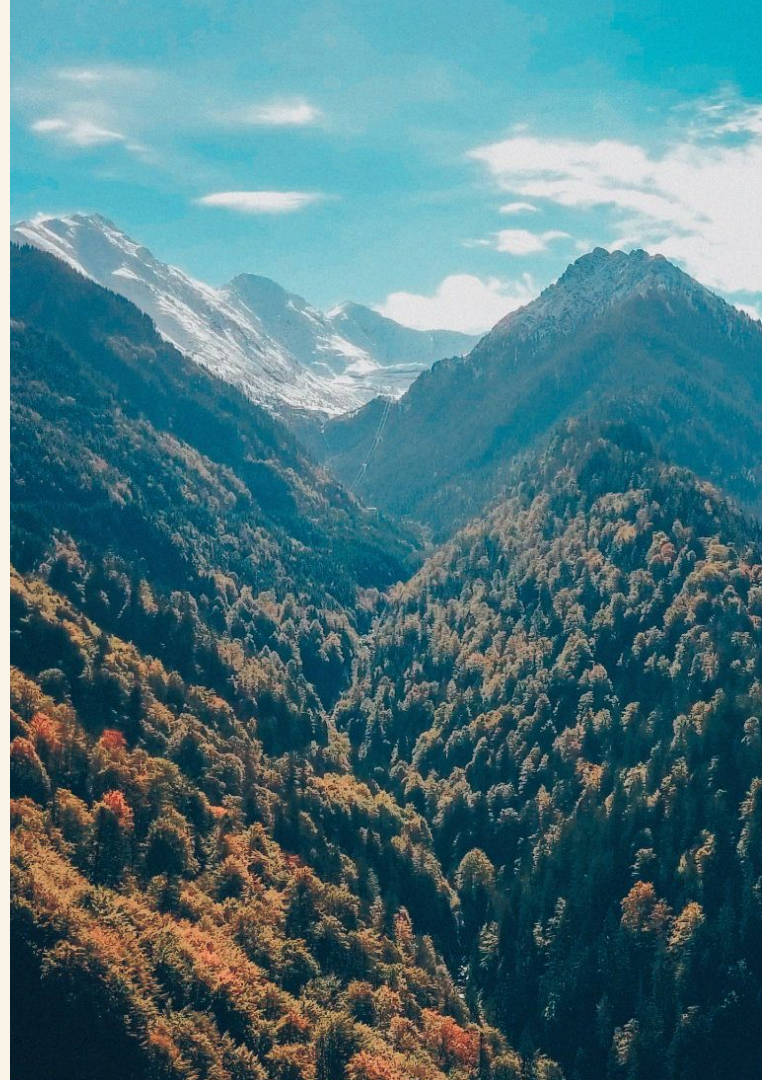
cooler

# Our Methodology & Climate Partner

Our climate partner is [Cooler](#), founded by [Michel Gelobter](#), a 25-year climate analyst who helped author California's first economy-wide carbon legislation and is an expert in climate justice issues.

Using peer-reviewed modeling developed at Yale and Berkeley that is based on Nobel Prize-winning science, Cooler's calculations start with the price of a product or service. From there, Cooler uses economic and engineering data to calculate the footprint based on up to 2,000 underlying categories, including where a company is based, how it ships, and other key variables. Cooler calculates Outside's annual carbon footprint (scopes 1, 2, and 3) in the most comprehensive and conservative way possible and helps us identify ways to reduce it.

Additionally, Cooler goes to auction on our behalf several times each year to purchase and permanently retire carbon pollution permits.





# Where We See Opportunity

Our Sustainability Team will be exploring the following this year:

- Continue work with our **vendors and partners** to bring more renewable energy into our supply chain and ensuring that they are measuring and reducing their own footprints
- Create a **Supplier Code of Alignment** to ensure that our partners share our sustainability values and goals
- Continue to **reduce our energy consumption and find operational efficiencies**
- Launch a **robust employee engagement campaign** on sustainability
- Complete an **audit of staff travel** to better understand its impact on our footprint
- Execute a brand new, large scale consumer event (**The Outside Festival**, p. 28) with sustainability as a core value





# Gear Up Give Back

Launched in 2018, **Gear Up Give Back** (GUGB) is our award-winning gear recycling program which allows individuals and companies to donate used outdoor gear and apparel, diverting it from the landfill. Donors can [print out a free shipping label](#), and send their used gear to our partner, [Gear Fix](#), a consignment shop located in Bend, Oregon. After making any needed minor repairs, Gear Fix resells the goods and 100% of net proceeds go to a designated nonprofit partner.

To date, we've raised more than \$182,000 for our nonprofit GUGB partners and diverted more than 8,300 items from the landfill through the program. [The Outdoorist Oath](#), a nonprofit that teaches people to take action for planet, inclusion, and adventure, has been our Gear Up Give Back beneficiary since 2022. Since its launch in January 2022, the Oath has built an audience of 40K+ and led more than 2,800 people through its high-energy workshop. [Sign up](#) for a workshop today. You won't regret it.

**2018**

Gear Up Give Back launched

**2020-21**

1,753 items diverted  
\$55,947.91 donated to [Outdoors For All](#)

**2023**

1,950 items diverted  
\$38,200 donated to Outdoorist Oath

**2019**

1,162 items diverted  
\$30,097.44 donated to [Conservation Alliance](#)

**2022**

3,435 items diverted  
\$58,229.90 donated to [Outdoorist Oath](#)



“

ONE OF THE MOST INCREDIBLE SUSTAINABILITY PROGRAMS I HAVE EVER SEEN, IF YOU'RE LOOKING FOR A WAY TO SUPPORT PLANET, INCLUSION, AND ADVENTURE, THIS IS SUCH AN EASY WAY TO GIVE BACK.”

—PATTIEGONIA, DRAG QUEEN, ENVIRONMENTALIST, AND LGBTQ+ ACTIVIST.

## Section 3

# People



# Our Team

We acknowledge that we have work to do in building a team that reflects our society at large. In 2023, our recruiting team set a goal of ensuring that 20% of new hires represented marginalized communities.

**We ended 2023 beating our goal at 22% and now aim to increase this to 25% for 2024.**

Statistics are based on data collected from 308 respondents in Outside's 2023 Engagement Survey.

## All

### Gender Identity

Male **50%**  
Female **39%**  
Not Specified **10%**

### Race / Ethnicity

White **81%**  
BIPOC **9%**  
Not Specified **10%**

### Sexual Orientation

Heterosexual **74%**  
LGBTQ+ **13%**  
Not Specified **14%**

## Leadership

### Gender Identity

Male **61%**  
Female **37%**  
Not Specified **5%**

### Race / Ethnicity

White **83%**  
BIPOC **17%**

### Sexual Orientation

Heterosexual **84%**  
LGBTQ+ **9%**  
Not Specified **7%**





## How do we work to diversify our workforce?

1. Ensured that **at least 20% of new hires identify with a marginalized group**
2. Created standardized DEI talking points for recruiters and hiring managers to **highlight our DEI initiatives to potential candidates**
3. Curated a list of **diverse contributors** for all content creators to use as a resource
4. **Trained hiring managers about unconscious bias and the use of inclusive language** to ensure an equitable approach to how we source, screen, interview, evaluate, select and onboard candidates
5. Consistently promoted our job openings on **diverse job boards, universities, and social channels**

# DEIB Committee

A resource and sounding board for all Outside employees

Outside's Diversity, Equity, Inclusion, and Belonging (DEIB) committee is dedicated to fostering an environment that turns our values around diversity, equity and inclusion into real world impacts that can be tracked, measured, and celebrated. This includes developing tools for internal use that promote education among the staff and ensure a welcoming environment in which all Outside staffers can thrive. It also includes directing company resources externally to contribute to access and participation for all communities in the outdoors.





# Highlights from the DEIB Committee



- Led a company-wide training with the Outdoorist Oath, focused on **teaching Outside staff about the intersection of the planet and inclusivity in the outdoors**, with the goal of helping us all be more empathetic colleagues and community members
- Worked with the city of Boulder and the Keystone Policy Center to craft a **land acknowledgement of the nine Indigenous nations that call the Boulder area home**. This acknowledgement lives as a plaque in our corporate headquarters (left).
- Organized company-wide **celebrations of Heritage Months that acknowledge the contributions of underrepresented communities** in the outdoors. These celebrations included lunch and learns with community members affiliated with the Find Your Good program, and thematic Zoom backgrounds for all staff.
- Led the company's internal and external **response to anti-LGBTQ+ legislation nationwide** by signing the Human Rights Coalition Count Us In pledge in support of the LGBTQ+ community and assessing our internal actions and campaigns
- Initiated the creation of internal documents and resources for **ongoing education on issues of DEIB** for the Outside staff
- Collaborated with members of the executive team to ensure **measurable, DEIB-specific goals** were considered in every division of the company
- Coordinated with Product and Engineering for the company's **first DEIB-themed innovation day**, resulting in a project that facilitates the translation of a significant percentage of the company's editorial archive to Spanish



# Employee Resource Groups

At Outside, we encourage and support ERGs as a way for our team members to deepen their sense of belonging and community, enhance career development, and strengthen company culture. We currently have four employee-led ERGs.



## Outside Women

Provides Outside's women and nonbinary employees with personal and professional support through networking, education, and career-development opportunities.

**Highlight:** The group hosted a series of discussions about imposter syndrome in the workplace and collaborated on how to combat it.



## Outside & Pride

On a mission to get more queer people outside and improve intersectional LGBTQ+ representation and sense of belonging at Outside.

**Highlight:** O&P supported Outside's response to anti-LGBTQ+ legislation which resulted in our engagement with the [Count Us In Pledge](#).



## Outside Parents & Caregivers

Supports employees at all stages of family life by creating connections and helping to navigate familial leave and the work-life intersection during big life moments.

**Highlight:** Through virtual Happy Hours, info sessions, and a very supportive Slack channel, the PAC ERG supplied working parents and caregivers with community, resources, gear tips and tricks, and more.



## Outside Veterans

Provides support and camaraderie to veterans at Outside, advises and assists content creators with veteran-related issues,

**Highlight:** The group expanded its membership to include military dependents. "We recognize that those who have loved ones serving have hardships and obstacles and we are committed to supporting them."

**“ In sustainability and inclusivity, the work is never done. We will continue to work hard every day to get everyone outside and to do our part to create a healthier planet. ”**

Robin Thurston, CEO

# Questions or feedback?

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# Outside