

**MiiR**<sup>®</sup>

# IMPACT REPORT



# INTRO

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IMPACT & PEOPLE  
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# LETTER FROM OUR SVP OF IMPACT & PEOPLE

Dear Reader and Friend,

Back in 2019, when I first joined MiiR, we were celebrating an exciting milestone—hitting \$1 million in giving. It was my first real look at how a small business could drive meaningful change, setting the stage for the impact we would go on to create together. Now, as we close out 2024, I'm humbled and excited to share that we've surpassed \$5 million in giving. This milestone is a testament to our team's dedication, the strength of our partnerships, and the support of you—our incredible community. It's proof that as MiiR grows, so does our ability to give back.

Each year, we challenge ourselves to be more open and curious about our progress—the wins, the lessons, and the work still ahead. What started as a simple impact overview has grown into a more comprehensive, data-driven report—one that keeps us accountable to our mission and our community.

I invite you to take a moment to explore this year's Impact Report. Inside, you'll find the stories, numbers, and commitments that shape our work. Thank you for being part of this journey. Your belief in what we do inspires us to dream bigger, do better, and create even greater impact together. Onward!

With gratitude,

Tiffany Ong  
SVP of Impact & People



# INTRODUCTION

## About this Report

MiiR is committed to meaningful change, and each year, we enhance the rigor and depth of our impact reporting. Our approach has evolved from sharing a selection of initiatives to providing a comprehensive, data-driven, and transparent account of our core impact goals. This report outlines key initiatives, tracks our progress, and ensures accountability.

We are currently working toward full alignment with global reporting standards and have taken significant steps in that direction this year. While we recognize that progress is rarely linear, we remain steadfast in our dedication to transparency and our vision for a more impactful future.

The data presented in this report comes from a variety of sources, which are outlined in each section for clarity. MiiR focuses on sustainability topics that are material to our business, ensuring our reporting is relevant and impactful.

This report covers the period from January 1, 2024, to December 31, 2024, aligning with MiiR's fiscal year.



# PEOPLE

At MiiR, we are continually reminded that our greatest strength lies in our people. Each MiiRkat brings unique skills, perspectives, and passions that enrich our collective work and fuel our mission. Together, we strive to build a culture grounded in intentionality, where growth is nurtured, collaboration thrives, and everyone feels valued.

In this Section:

**01** People, Culture & Practices

**02** People Breakdown

**03** Engagement & Inclusion

# OUR CULTURE & PRACTICES

In a year of change, our practices have been our compass—helping us navigate challenges with connection, empathy, and growth at the forefront. By embracing collaboration, leading with curiosity, and showing up for each other, we've strengthened not just as a team, but as a community.

## FIND A WAY TOGETHER

Collaboration fuels progress. We listen, learn, and act on feedback to build solutions that are greater than the sum of their parts.

## STAY SHARP

Growth is a mindset. We hone our craft, stay curious, and push ourselves to be better—individually and collectively.

## INSTILL TRUST

Trust is the foundation of everything we do. By following through, owning mistakes, and celebrating wins, we create a culture of sincerity and care.

## MAKE IT BETTER

Progress happens step by step. We embrace learning, seek out improvements, and turn challenges into opportunities to grow.

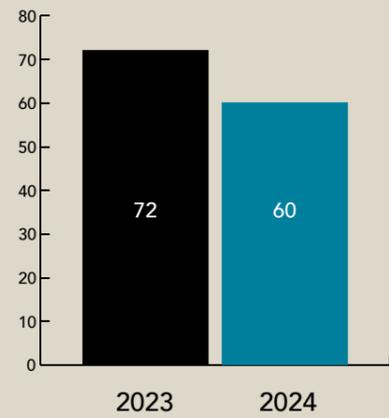
## BE OPEN & CURIOUS

Innovation starts with curiosity. By asking questions, listening with intention, and exploring possibilities, we uncover new ways forward.

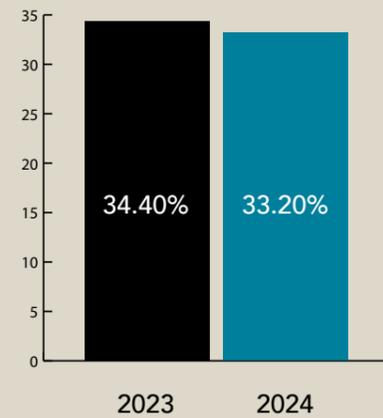


# PEOPLE BREAKDOWN

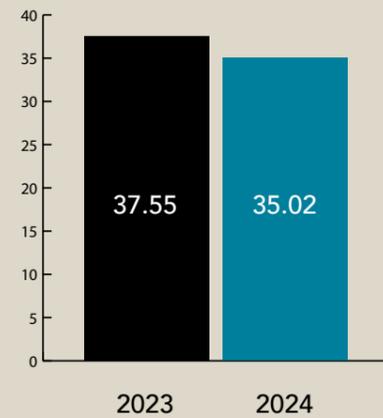
Number of Employees



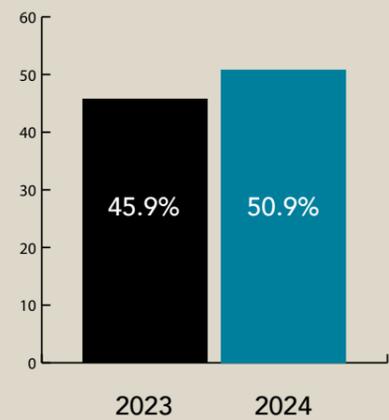
Attrition Rate \*\*\*



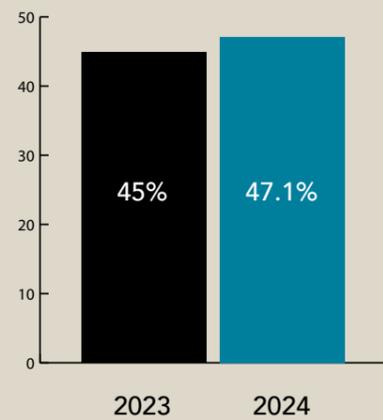
Total Motivation (TOMO) \*\*



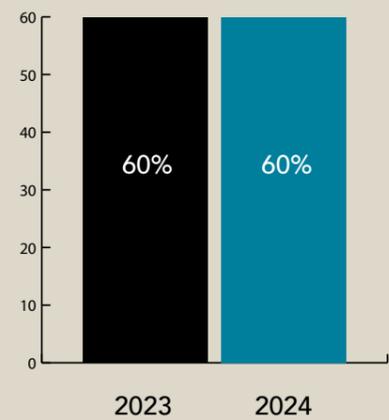
% of employees who identify as female\*



% of people leaders who identify as female\*



% of executive leadership team who identify as female\*



\* At present, we do not have an option to disclose diversity-related information aside from gender.

\*\* Total Motivation (TOMO) will be further explained in this section.

\*\*\* Attrition is measured as both involuntary and voluntary departures.



# ENGAGEMENT & INCLUSION

## Total Motivation (ToMo)

At MiiR, we know that thriving at work isn't just about showing up—it's about feeling engaged, inspired, and supported. Total Motivation (ToMo) helps us understand what fuels meaningful work and drives high-performing teams.

Research shows that people are most motivated when their work is driven by play, purpose, and potential—when they enjoy what they do, believe in its impact, and see opportunities for growth.

On the other hand, motivation weakens when driven by emotional pressure, economic pressure, or inertia. While traditional incentives like pay and benefits matter, research shows that organizations with a positive ToMo score consistently outperform their competitors. These teams are more innovative, resilient, and adaptable in the face of change.

We began measuring ToMo quarterly in 2022 to better understand how our team experiences their work. In 2024, we transitioned to monthly ToMo check-ins, allowing us to monitor shifts in positive or negative motivators, engagement, and well-being in real time. This change helps us spot trends early, adjust where needed, and ensure we're fostering an environment where our team can do their best work.

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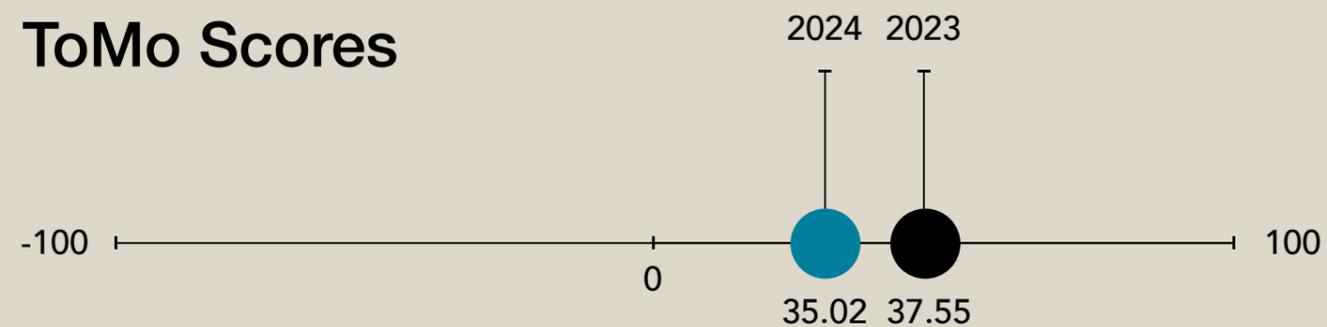
# ENGAGEMENT & INCLUSION

## Connecting ToMo to the Bigger Picture

ToMo is not just a standalone metric at MiiR—it's part of a broader strategy to understand the full employee experience. By integrating ToMo results with other key performance indicators, we create a multi-dimensional view of workplace culture and engagement. This approach helps us go beyond individual data points, uncovering meaningful trends that guide how we support, retain, and empower our team.

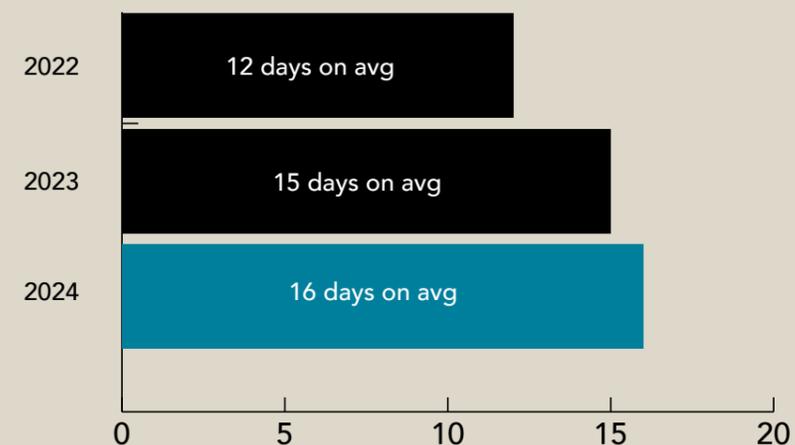
For example, we analyze ToMo alongside PTO usage, tenure, and promotions to understand how different factors influence key drivers like play, purpose, and potential. By layering these insights, we can see the real impact of our practices and policies, ensuring that we're not just tracking performance but actively shaping a workplace where people thrive.

## ToMo Scores



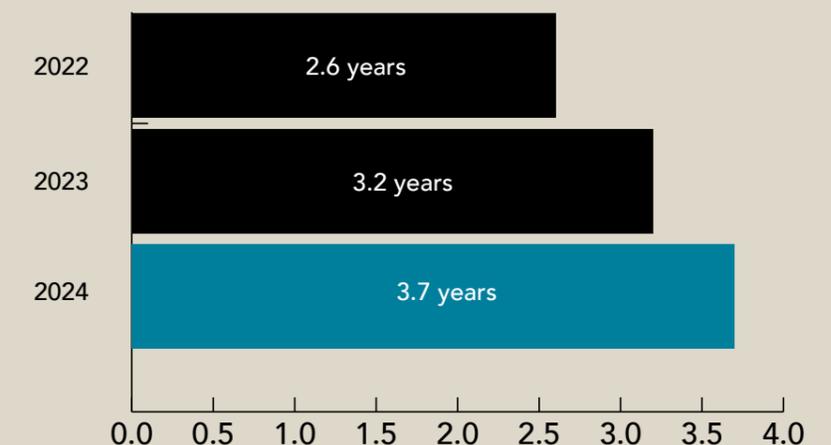
ToMo Scores: Tracking the overall motivation levels of our team by calculating the balance between positive and negative motivators.

## Paid Time-Off (PTO) Usage



Paid Time-Off (PTO) Usage: Helps us assess how well employees are taking time to recharge, reconnect with personal interests, and sustain play.

## Tenure



Tenure: Provides insights into how opportunities for growth and alignment with values affect retention and potential.

# ENGAGEMENT & INCLUSION

## Inclusion & Belonging

At MiiR, we believe that a strong culture is shaped by diverse perspectives and a shared sense of belonging. We've worked intentionally to create a workplace where people feel respected, trusted, and encouraged to grow—knowing that inclusion isn't a single initiative, but a set of everyday actions.

Some of the steps we've taken include:

### **Promotion from within.**

We prioritize internal growth, giving team members opportunities to advance before looking externally.

### **Flexible and supportive policies.**

Since 2020, we've introduced enhanced parental leave and return-to-work support to help parents and caregivers balance their responsibilities.

### **Pay equity analysis.**

We've conducted a full pay equity analysis and introduced role-specific pay bands to provide clarity and fairness in compensation.

### **Inclusive hiring practices.**

Our process includes blind resume reviews and unconscious bias training to help us focus on values-aligned candidates.

### **Gender representation in leadership.**

We've worked to increase the number of women in leadership, better reflecting the makeup of our broader team.

# GENEROSITY

At MiiR, generosity, responsibility, and thoughtful design drive our commitment to giving back. Each year, we allocate a portion of our top-line revenue to nonprofit organizations that empower communities and protect the natural environment.

Since our founding in 2010, MiiR has strived to bridge the gap between business and philanthropy. In 2011, we issued our first grant—a milestone that marked the beginning of an enduring commitment to meaningful impact. In this section, we'll highlight our progress over the past year and reflect on the cumulative impact of our giving to-date.

In this Section:

**01** Generosity @ MiiR

**02** Giving By The Numbers

**03** 2024 Grantees

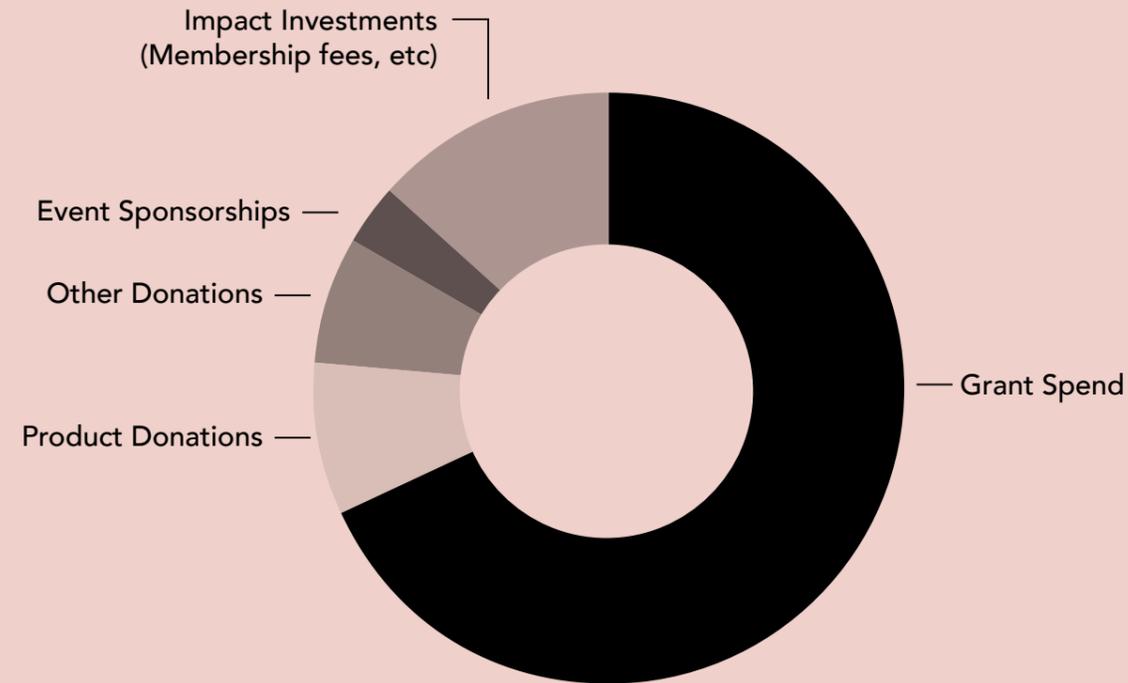
**04** Non-profit Spotlights

# GENEROSITY BY THE NUMBERS

## Giving Since Inception

In 2024, we proudly surpassed \$5 million in total contributions since our founding—a milestone made possible by the incredible support of our brand community and loyal MiiR customers.

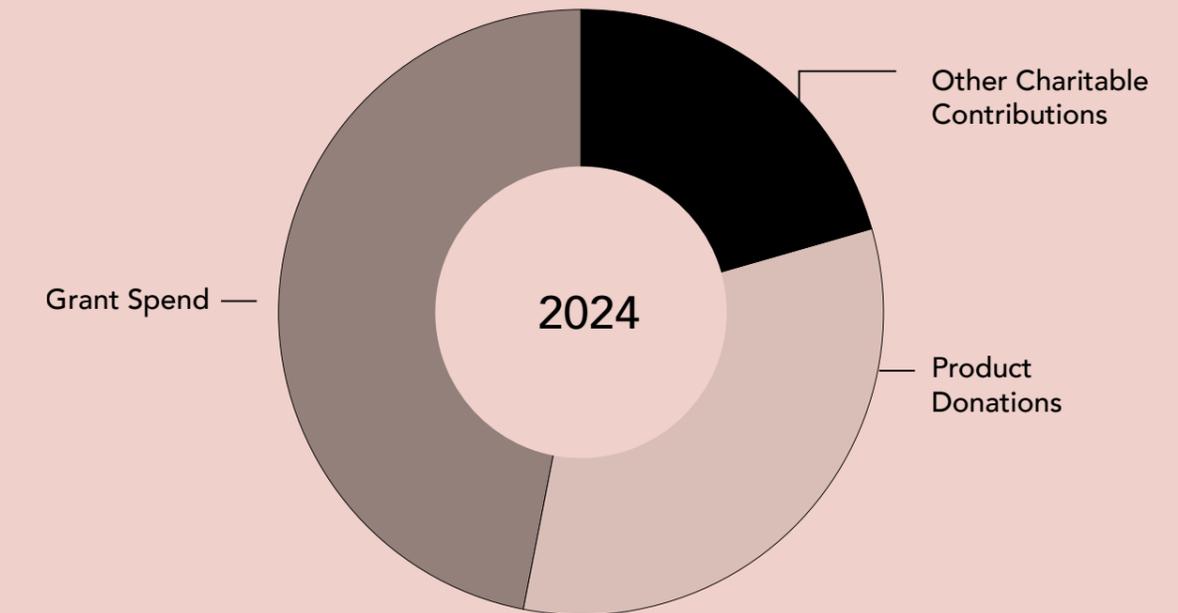
### \$5,018,954



## Giving This Year

This year, resource limitations resulted in a more measured approach to giving, leading us to focus on sustainably supporting our existing partners, fulfilling multi-year commitments, and temporarily pausing new grant applications. Even with a more focused approach, we awarded 10 grants and donated more product than ever before!

### \$598,060



\*Product donation value is calculated based off COGS not MSRP.

# OUR APPROACH

Our giving philosophy centers on reducing friction and addressing power imbalances between funders and grantees.

Here's how we put this into practice:

## Unrestricted Funding over Project-Based Support

We prioritize unrestricted grants, trusting our nonprofit partners to allocate funds where they're most needed. While our Impact team is knowledgeable about the causes we support, we recognize that our partners are the experts. Unrestricted funding fosters stability, enabling nonprofits to cover essential operational costs and adapt as needs evolve. This became especially important during the pandemic, allowing organizations to pivot resources in response to unforeseen challenges.

## Accessible and Flexible Applications

With input from our nonprofit partners, we've streamlined our application process, making it accessible and transferable. Instead of lengthy, custom applications for each grant cycle, organizations can submit existing materials, allowing them to focus on their mission rather than paperwork.

## Multi-Year Funding Commitments

Our multi-year grants provide nonprofits with financial stability, helping them respond to emerging needs, retain staff, and plan for long-term impact. These ongoing relationships strengthen their capacity and allow for more sustainable community engagement.

## How We Measure Success

MEASURE	2023	2024
% OF GRANT FUNDS THAT WERE UNRESTRICTED	100%	91.1% (-8.9%)
% OF GRANT FUNDS ISSUED AS PART OF A MULTI-YEAR FUNDING AGREEMENT	85%	83.63% (-1.61%)

# GENEROSITY AT MiiR

## MiiR's Giving Programs

### Legacy Grants

Legacy Grants are large, multi-year grants (typically \$25,000+ annually) designed to deepen our relationships with long-term partners and significantly expand their impact. These grants provide stability, enabling nonprofits to make transformative investments in their operations and services.

### Annual Grants

Each year, MiiR identifies three funding priorities and invites nonprofits aligned with these focuses to apply for support. Annual Grants, ranging from \$5,000 to \$25,000, are awarded once a year. While the program supported grantees in 2024, it has been closed to new applications since late 2023, with plans to reopen in 2026.

### Product Donations:

Product donations are a meaningful way for MiiR to support nonprofit partners. We offer small bundles like coffee kits for fundraisers and raffles, as well as larger, customized donations for gifts or fundraising. These contributions help advance our partners' missions while recognizing their teams and supporters.



# 2024 GRANTEES

ORGANIZATION	GRANT ACTIVITY LOCATION	AREA OF FOCUS	AMOUNT GIVEN	TYPE OF ASSISTANCE
The Kula Project	Rwanda	Coffee Farming	\$75,000	Unrestricted Funding
The Chain Collaborative	TCC works across 6 different countries with focuses in Africa, Latin America & the Caribbean, and Asia.	Coffee Farming	\$25,000	Unrestricted Funding
Bean Voyage	Costa Rica & Mexico	Coffee Farming	\$25,000	Unrestricted Funding
International Women's Coffee Alliance	31 different countries - 25 producing countries and 6 consuming countries	Coffee Farming	\$25,000	Unrestricted Funding
International Rescue Committee	Charlottesville, VA, USA	Sustainable Food Systems	\$25,000	Project Based Funding to Support the New Roots Program
Viva Farms	King & Skagit Counties, WA USA	Sustainable Food Systems	\$35,000	Unrestricted Funding
National Young Farmers Coalition	Nationwide, USA	Sustainable Food Systems	\$25,000	Unrestricted Funding
Central Oregon LandWatch	Central Oregon	Conservation	\$15,000	Unrestricted Funding
Yellowstone Forever	Yellowstone National Park, WY	Conservation	\$30,000	Unrestricted Funding
Splash	Bangladesh, Cambodia, China, Ethiopia, India, Nepal, Thailand, Vietnam	Legacy Partner (W.A.S.H.)	\$1,000 part of a \$50k committment	Unrestricted Funding

\*\*Issuing grants at this scale is only one part of our giving strategy. We also support organizations through one-time donations, in-kind contributions, and various sponsorships. This following table only reflects only a portion of our total giving for the year.

# GRANT RECIPIENT SPOTLIGHTS

## Kula Project

Kula exists to eradicate poverty through the development of entrepreneurs in Rwanda's coffee communities. Why Coffee? Coffee is one of Rwanda's top three export cash crops and has the potential to significantly impact farmers' lives. While it involves a higher barrier of entry than other crops, coffee is a long-term investment that can provide a greater return per land size when cultivated well.

**Their Solution: The Kula Fellowship Program.** Kula's Fellowship Program is a poverty graduation model that combines agricultural support, income diversification, and business coaching to elevate female farmers and their families out of extreme poverty. In 2024, the Kula Fellowship program welcomed 606 Fellows, representing 304 households from 3 Districts across Rwanda, all ready and eager to grow their coffee farms, launch new businesses, increase their family's income and achieve big visions.



# GRANT RECIPIENT SPOTLIGHTS

## Viva Farms

Viva Farms empowers aspiring and limited-resource farmers by providing bilingual training in holistic organic farming practices, as well as access to land, infrastructure, equipment, marketing and capital. Viva Farms has set an incredible example in the world of incubator programs with a tried and tested farm incubator model that provides consistent, hands-on support and education for aspiring farmers.

In 2024, Viva Farms catalyzed around building The Barn, a multi-use farming facility designed with farmer input to provide essential infrastructure like GAP-certified wash/pack space, cold and dry storage, and large-scale distribution support. This critical project will help beginning and AgPark farmers scale their businesses, improve food safety, and access broader markets—strengthening our local food system for years to come.



# RESPONSIBILITY

For MiiR, responsibility goes beyond a single initiative—it's embedded in how we design, produce, and deliver. This section highlights our efforts to align our business practices with our commitment to ethical partnerships, lower impact materials, and continuous product and process evolution.

In this Section:

**01**

MiiR's Supply Chain

**02**

Environmental Performance

**03**

Preferred Materials

**04**

End-of-Life - Re:Claimed

**05**

Responsibility Spotlights

# MiiR'S SUPPLY CHAIN

MiiR's success depends on our team—including our manufacturing partners—whose expertise in fair and ethical production is essential to our commitment to operational excellence.

We collaborate with highly advanced factories that uphold strict environmental and labor standards. Our China-based team, located within thirty minutes of most factories, plays a key role in ensuring compliance with our rigorous Supplier Code of Conduct.

Additionally, third-party audits assess our suppliers against local labor laws and International Labor Organization (ILO) conventions. All MiiR suppliers undergo annual SMETA audits, which evaluate four key pillars:

- Labor Standards
- Health & Safety
- Environmental Responsibility
- Business Ethics

Audit results are reviewed with each supplier, leading to a Corrective Action Plan (CAP) for any necessary improvements.



# WHERE OUR PRODUCTS WERE MADE IN 2024

Historically, most of MiiR's suppliers have been based in China, a global leader in stainless steel consumer goods manufacturing and development. However, with the launch of our soft goods line in 2024, we've expanded our supply chain to include new regions, fostering global growth and innovation.

For a complete list of our 2024 suppliers, please refer to the appendix.



# ENVIRONMENTAL PERFORMANCE

## GHG Emissions

Every year, we measure our carbon footprint with the help of Change Climate (formerly known as Climate Neutral). Measuring our footprint gives us a clear target for improvement, and serves as a benchmark.

RESPONSIBILITY	2021	2022	2023	2024
CARBON FOOTPRINT	12,442 tCO2e	13,089 tCO2e	9,529 tCO2e	5,603 tCO2e (-41.2%)
Scope 1	14.41	13.94	8.4	5.4 (-35.71%)
Scope 2	29.46	36.2	30.58	56.6 (+85.08%)
Scope 3	12,397.23	13,038.75	9,489.56	5,541.2 (-41.61%)
Carbon Intensity (kg CO2e/unit)	2.34	2.67	5.03	2.49

## 2024 Footprint

\*Each year, we gain access to more data and continue to enhance our data refinement processes. Better data and evolving methodologies may introduce some variability, but we confidently stand behind these assessments as reliable benchmarks for our emissions.

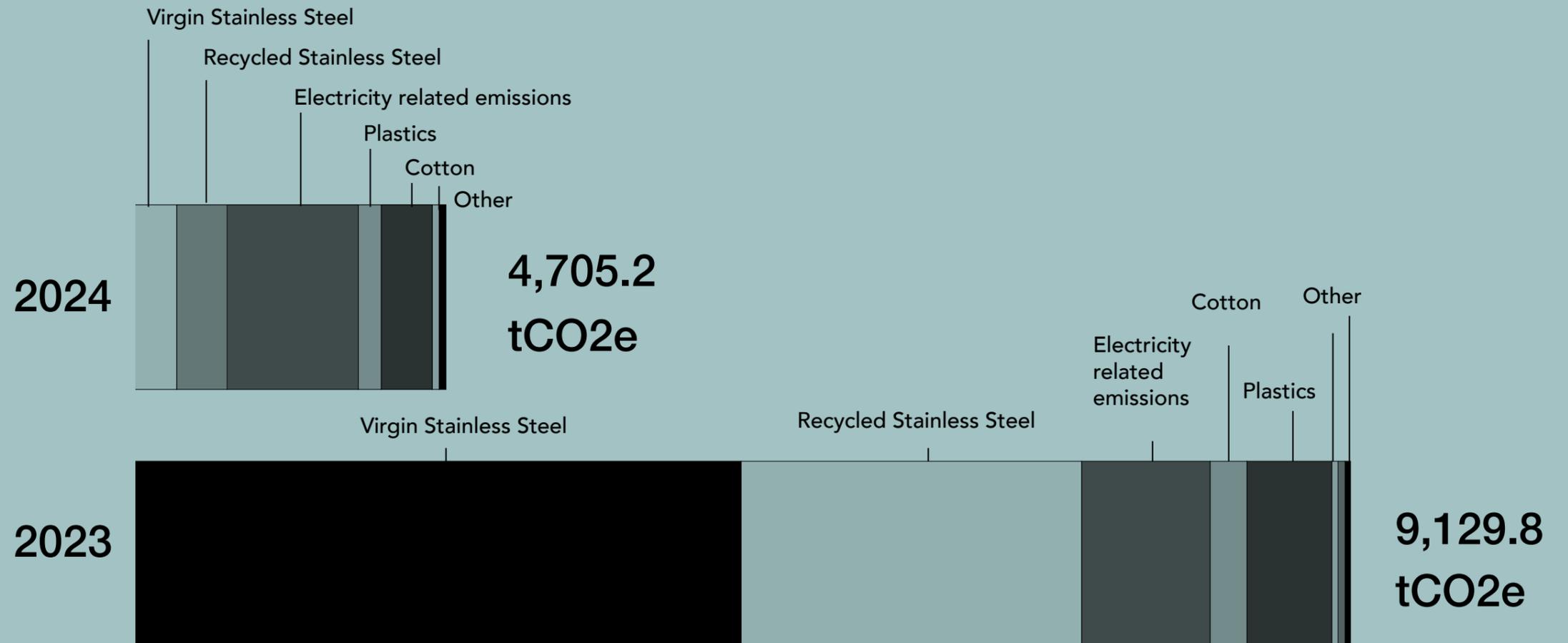
**5,603.2 tCO2e**



# ENVIRONMENTAL PERFORMANCE

## Deep Dive: Materials & Manufacturing

As noted on the previous page, materials and manufacturing account for about 83% of our emissions, with stainless steel being the largest contributor, representing 53% of total emissions in 2023. This year, by shifting to recycled stainless steel, we reduced stainless steel-related emissions by 72.5% and achieved a 42.1% decrease in overall emissions! Here's a closer look at emissions from materials and manufacturing this year:



# ENVIRONMENTAL PERFORMANCE

## Reduction Targets

TARGET	TARGET COMPLETION DATE	% ACHIEVED	PROGRESS
Reduce waste from blemished product by 75% through building upon existing supplier relationships in the Zhejiang province of China.	Q4 2024 (set 2023)	N/A	While measuring waste this year, we found our baseline data needed improvement, prompting a reset for more accurate tracking. In the second half of 2024, our factory-level waste rate was 11%, with an average 15.2% improvement across suppliers. All factory waste is recycled or reground for reuse.
Reduce waste from misprinted product by 75% through increased quality control measures and evolution of our Re:Claimed program in the United States.	Q1 2024 (set 2023)	N/A	With more decoration now in-house, we've shifted our waste tracking approach, no longer measuring contract printer waste. As a result, we're resetting this goal.. In 2024, only 0.59% of in-house decorated products required reprinting—far below the 3% industry standard. As we expand, we aim to lower this further.
As part of a Co-Lab facilitated by the OIA's Climate Action Corps, we plan to work with one of our Tier 1 suppliers to reduce their Scope 1 & 2 emissions. Our goal is to help facilitate one decarbonization action by 2025.	Q1 2025	25%	The Drinkware Decarbonization Co-Lab wrapped in early 2024, identifying decarbonization opportunities with shared suppliers. We provided a roadmap for our participating supplier, but declining business with them limits direct investment. We remain engaged and are exploring joint renewable energy procurement in the region.
Reduce emissions from the extraction and processing of virgin stainless steel by transitioning to post-consumer or post-industrial recycled stainless across our entire product line.	Q1 2024 (set 2022)	90%	By the end of 2024, we achieved a 72.5% reduction in stainless steel-related emissions and a 42.1% overall reduction by transitioning to 90% recycled stainless steel bodies across our product line. This transition began in 2024 and will be finalized for all viable SKUs in 2025.
Reduce emissions from the extraction and processing of virgin stainless steel by transitioning to post-consumer or post-industrial recycled plastic across our entire product line.	Q1 2024 (set 2022)	15%	By the end of 2024, we started incorporating up to 50% recycled plastic in select lids. This transition began late in 2024, with broader updates planned for 2025. However, evolving global regulations on recycled plastics for food-contact products have slowed progress.

# PREFERRED MATERIALS

In 2024, we committed to transitioning as much of our product line as possible to lower-carbon materials. Material emissions remain a major part of our environmental footprint, and the most effective way to reduce them is by investing in recycled materials. These materials help cut emissions tied to raw material extraction, transport, and processing.

MEASURE	2022	2023	2024	NOTES
% of Products Purchased with Recycled Materials	Not Measured	Not Measured	69.70%	In 2024, 69.7% of the products we sourced from our suppliers contained significant amounts of recycled materials, including recycled bodies, lids, or both.
% of Products Designed with some Recycled Materials	24%	32% (+33%)	78.26% (+144%)	In 2024, 72 of 92 product silhouettes included at least one recycled material in their *BOM, covering bodies, lids, components, or textiles. This figure reflects design intent, not sales, as we continue phasing out older SKUs with virgin materials.

\*A Bill of Materials (BOM) details all raw materials, components, and parts required to manufacture a product, serving as a blueprint for production.



# PREFERRED MATERIALS

## Recycled Stainless Steel (RSS)

MEASURE	PERFORMANCE	NOTES
% of Hard Goods Designed with Recycled Stainless Steel	70.37%	In 2024, we updated all eligible *BOMs to include recycled stainless steel. Of 54 stainless steel products, 38 transitioned from virgin to recycled material. The remaining 30% require thicker steel for performance and quality standards and are not yet available in post-consumer recycled (PCR) stainless steel. These include the New Standard French Press, Moka Pot, Carafe, and Milk Pitchers.
% of Hard Goods Purchased with Recycled Stainless Steel	65%	In 2024, 65% of all products purchased were made with 90% Recycled Stainless Steel. This is part of a larger recycled materials transition that will continue into 2026.

\*A Bill of Materials (BOM) details all raw materials, components, and parts required to manufacture a product, serving as a blueprint for production.



# PREFERRED MATERIALS



## Recycled Plastics

While our stainless steel emissions account for an overwhelming amount of material emissions, we are no stranger to the problems with plastic.

As such, we have also been focusing on transitioning key plastic components to better alternatives. Employing Tritan Renew as our plastic material of choice, we were able transition 8 of our 17 unique lids to a Tritan Renew Material, which is made of up to 50% recycled materials.

MEASURE	PERFORMANCE	NOTES
% of Hard Goods Redesigned with Recycled Plastics	34.8%	In 2024, 25 of 72 products with plastic components were redesigned or purchased with recycled plastic. This includes lidded products and those with significant plastic elements. We began sourcing recycled plastic lids in late 2024 and expect to transition most eligible lidded products (excluding the CAP region) to this material by 2025.
% of Hard Goods Products Purchased with Recycled Plastic	8.56%	In 2024, 8.56% of hard goods purchased featured recycled plastic bodies or lids. This is part of a broader recycled materials transition set to continue through 2026.

\* Regional Compliance Considerations: Due to evolving global regulations, we are currently unable to use recycled materials for lids in the CAP region. Consequently, all products for this region exclude any recycled plastic components that come into contact with food. We are closely monitoring regulatory changes and remain ready to transition these materials as soon as permitted.

# END OF LIFE RE:CLAIMED

To reduce post-production waste, we've spent the past few years addressing products returned to us, whether due to misprints or because they've reached the end of their useful life. Our solution is twofold:

## Repurpose

Sometimes mistakes happen to perfectly good products. Misprints, an upside-down logo, a fleck of ink out of place. From our printing partners to our customers, we're all sticklers for standards. And occasionally, less than .007% of the time, (yeah, not very often) that leaves structurally-perfect products without a home. Through our repurpose program, we keep these like-new items out of recycling bins by giving them a second chance with unique design overlays, offering limited-edition products that tell their own story.

## Takeback

Our stainless steel products are designed to last a lifetime. Sometimes, though, life happens. Whether your MiiR is dented and dinged or your style has changed, we can help you recycle it responsibly. Send your product back to us, and earn a \$20 online store credit with your Re:Claimed Takeback kit. Currently - we sort, compile, and then commercially recycle these items once we've collected enough of them.

## Re:Claimed in 2024

This year, we didn't launch any limited-edition products through the repurposing—thanks to our efficient print network, which left us with few misprints. Instead, we focused on expanding the Re:Claimed Takeback Program, leading to a significant increase in participation from last year. While the scale is small, that's exactly the goal: we design MiiR products to last a lifetime.

MEASURE	2023	2024	DETAILS
"Repurposed" LTO's Sold	150	0	No limited-edition products were launched in 2024.
Takeback Kits Purchased	50	251	In 2024, we sold 251 takeback kits, allowing us to responsibly dispose of at least 251 pre-loved MiiR products.



# RESPONSIBILITY HIGHLIGHTS

At MiiR, we're excited to announce a major milestone in our journey of responsibility: the shift from Climate Neutral certification to The Climate Label. This change reflects our continued dedication to reducing carbon emissions and prioritizing innovative, impactful climate solutions.

The Climate Label, led by The Change Climate Project, goes beyond traditional certifications. It requires companies to implement an internal carbon fee for every tonne of emissions, with funds invested in emission-reduction initiatives within operations and supply chains, as well as global carbon reduction projects. This approach also mandates thorough tracking and reporting of cradle-to-customer emissions for greater transparency and accountability.

By adopting The Climate Label, we're raising the bar for corporate responsibility. This certification empowers us to better measure emissions, reduce our environmental impact, and support high-impact carbon reduction projects worldwide. Together with forward-thinking businesses like yours, we're creating a more responsible and climate-conscious future.



**CLIMATE  
NEUTRAL**  
CERTIFIED



**THE  
CLIMATE  
LABEL**  
CERTIFIED



Visit our blog  
to learn more.

# RESPONSIBILITY HIGHLIGHTS

## Soft Goods

In 2024, MiiR introduced a new line of Soft Goods—elevated essentials designed to look as good as they feel. These pieces were crafted for comfort and built to last, with the goal of becoming a one-stop-shop for all of your quality co-branding needs.

In sourcing and designing these products, prioritized the following:

### **Timeless Appeal**

Elevated basics that endure, steering clear of passing fads or fast fashion.

### **Responsible Materials**

Made with recycled polyester or a blend of GOTS (Global Organic Textile Standard) cotton and recycled polyester.

### **Durable Construction**

Crafted using premium, heavy-weight fabrics and ultra-strong threads, our products are built to last.

### **Ethical Sourcing**

Each supplier is carefully vetted to align with our commitment to responsibility.

[100% of Soft Goods launched in 2024 contained recycled materials].



# APPENDIX

## 2024 Supplier List

FACTORY NAME	DESCRIPTION	LOCATION	PRODUCT(S) MANUFACTURED	YEARS WORKED WITH
Innoadir	Drinkware Manufacturer	Wuyi, Zhejiang, China	Vacuum Insulated Drinkware	9 years
Latim	Drinkware Manufacturer	Wuyi, Zhejiang, China	Vacuum Insulated Drinkware	4 years
Kool	Kitchenware and Accessories Manufacturer	Shenzhen, China	Hardgood Accessories	8 years
Feijian	Drinkware Manufacturer	Yongkang, Zhejiang, China	Vacuum Insulated Drinkware	11 years
Cayi	Drinkware Manufacturer	Wuyi, Zhejiang, China	Vacuum Insulated Drinkware	6 years
514 Supply Co	Soft Goods Manufacturer	Montréal, Quebec, Canada	Beanies	3 years
ASI	Soft Goods Manufacturer	China	Hats	1 year
Chorka	Soft Goods Manufacturer	Bangladesh	Hoodies, Sweatshirts, T's	1 year

# APPENDIX

## Certifications, Labels, and Memberships

### B Corporation



#### What They Do:

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.

**Year Joined:** 2014

**Relationship:** Certified

### Climate Label



#### What They Do:

Climate Label Certified is the label earned by companies that reduce and offset all of their greenhouse gas emissions.

**Year Joined:** 2019

**Relationship:** Certified

### 1% for the Planet



#### What They Do:

One Percent for the Planet is an international organization whose members contribute at least 1% of their annual revenue to environmental causes to protect the environment.

**Year Joined:** 2017

**Relationship:** Member

### Certified Evergreen



#### What They Do:

Evergreen® businesses are led by Purpose-driven leaders with the grit and resourcefulness to build and scale private, profitable, enduring, and market-leading businesses that make a dent in the universe.

**Year Joined:** 2022

**Relationship:** Certified

### Outdoor Industry Association



#### What They Do:

Outdoor Industry Association (OIA) collaborates with members and key stakeholder groups to move the needle in our key focus areas of outdoor recreation and trade policy, sustainable business innovation, and outdoor participation while providing meaningful benefits to help your business thrive.

**Year Joined:** 2020

**Relationship:** Member

### Climate Action Corps



#### What They Do:

The outdoor industry is collaborating to lead on climate action through the OIA's Climate Action Corps.

**Year Joined:** 2020

**Relationship:** Member