

REI: Making a Difference

Sustainability is the name of the game at Recreational Equipment, Inc. in Eugene, and EWEB Greenpower is part of the equation for the local outdoor and recreation equipment retailer.

In fact, REI was one of the first EWEB Wind-power customers to convert to EWEB Greenpower when Eugene Water & Electric Board introduced the new product in early 2007.

REI is a 100 percent EWEB Greenpower customer that uses nearly 325,000 kilowatt hours of clean renewable energy every year.

“This is the direction that we are going as a company – to lessen our impact on the environment,” says Jay Middleton, assistant store manager at REI’s Eugene location. “EWEB Greenpower is a significant addition to REI’s commitment to being good stewards for the environment.”

For nearly 70 years, REI has supplied gear and apparel to outdoor enthusiasts of

various abilities and recreation interests, says Middleton.

“The decisions we make in our business operations can have large impacts on the natural world,” he says. “Our efforts have included energy efficiency and greenpower purchases.”

REI has established a number of priorities based on input from stakeholders, including:

- Taking action on reducing its carbon footprint by thoughtful energy use, given the enormous environmental risks posed by climate change.
- Adopting green building design and construction standards for REI stores and facilities in the future.
- Ensuring that paper purchases come from known sources and well-managed forests, and that the company use paper efficiently.
- Reducing the amount of waste generated through recycling efforts and reuse of materials.



Photo by John Mitchell

“We believe REI and other businesses can contribute to the solution by purchasing greenpower to reduce and eventually neutralize the CO2 emissions that result from our operations,” says Middleton. “It’s one of the many ways we can help make a difference, and the purchase of EWEB Greenpower matches up with the values of our employees in terms of what they try to do in their own lives.”