

IDEA

Annual Report 2023

Highlights & Priorities

Our IDEA Mission


Expand being well to encompass a culture of inclusion where diversity is celebrated, equity is the norm, and action is the commitment.



“Our unwavering dedication to IDEA will remain the cornerstone of our culture, guiding every step we take towards a more diverse, equitable, and empowered lululemon for all.”


Stacia Marie Jones, Vice President, Global Head of IDEA, Employee Relations, and Employment Policy & Compliance, lululemon

Defining IDEA




Inclusion

The ability to express our uniqueness and differences, and to feel welcomed to participate fully.




Diversity

All the ways in which we are unique and different, relative to our immediate environment.



Equity

Remove barriers and provide access to resources and opportunities, to allow for full participation and growth.



Action

Create systemic shifts that unlock more diverse, inclusive, and equitable ways of being.

2023 HIGHLIGHTS

Representation, Equity & Belonging

41%

Diverse representation¹ within our retail stores; surpassing our 2023 goal to reach 40% diverse representation by 2023.²

27%

Diverse representation within Director+ and Assistant Manager+ roles; marking an increase of 6% from baseline in 2020, though we did not hit the 2023 goal to reach 30% diverse representation.

100%

Pay equity achieved across gender within our global population for the 7th straight year, and across gender and race/ethnicity in the U.S. for the 3rd year in a row.³

76%

Inclusion Index score from the 2023 Inclusion Index Survey. Survey assess a sense of inclusion and belonging, with a focus on marginalized groups, on equitable policies and practices, benefits, psychological safety, career growth, and product inclusion.



2024 PRIORITIES

While proud of our achievements, we recognize that our journey toward inclusivity is ongoing. We remain dedicated to listening, learning, and taking swift action to effect positive change.

In 2024, our priorities are focused on continued elevation of our IDEA function, and driving accountability to our progress across all levels of our organization.

Our Community

5.3K+

Sessions facilitated for our coaching program, reflecting our commitment towards Equitable Hiring Practices. We have trained over 200 coaches as internal resources for employees at all levels.

2.7K+

Members of our People Networks, which includes 11 total communities.

150+

Women of Colour leaders impacted by our Women Of programming, including 40+ employees within our inaugural Leadership Pilot.

2024 Key Priority Areas

→

Further integrate our guest, ambassadors, vendors, and makers into our strategy.

→

Continue targeted efforts to improve guest inclusion.

→

Create process and goals to enable accessibility.

→

Elevate IDEA-led learning initiatives.

→

Establish accountability measures at all levels.

Recognitions



6th Straight Year
in Bloomberg's Gender Equality Index (GEI).



100 Disability Equality Index Score
achieved after two years of receiving an 80. Recognized as one of the “Best Places to Work for Disability Inclusion.”



Financial Wellness Award
received from Workplace Benefits Awards for our Fund Your Future program and joint IDEA and Health & Wealth financial literacy programming.

2024 ACTIONS

Women Of Program Expansion

In 2023, we launched Women Of, a program designed for self-identifying Black, Indigenous, and Women of Colour leaders to cultivate community, expand networking opportunities, support development, and empower healing, storytelling, visioning, and goal setting. In 2024, we will create additional region and function specific cohorts to expand our reach and meet the unique needs of our collective.

Guest Relations Committee

A new Guest Relations Committee will be launched, with executive sponsorship, focused on driving accountability in our store and online shopping experience to elevate guest experience and ensure all guests feel a sense of inclusion and belonging.

2026 Representation Goals

In 2024, we will share our refreshed IDEA goals and commitments internally, and externally with our collective. This will include a new goal focused on people leader representation.

IDEA in Action

69K+

Views of eleven global IDEA toolkits launched since 2021 to help our people operationalize our core value of inclusion and embed IDEA into their daily roles and responsibilities.

\$97K

Donated by People Networks and allies to organizations related to their communities via Deed, our impact engagement platform allowing employees to fundraise, create volunteer events, and log volunteer hours.

2K+

Engagements with Learning in Equity, Actioning Now programming across eight sessions delivered. Launched in 2022, LEAN is designed to establish opportunity to learn about the history, experience, and impact of systemic injustices on marginalized communities.

\$42.6M

Allocated towards Diverse Spend⁴ to ensure that we are creating economic empowerment within diverse communities.

1 Diverse representation measured based on employees' race and ethnicity.
2 These metrics are reported for all of EMEA, North America, Australia, and New Zealand.
3 We are not presently able to measure race/ethnicity outside of the U.S.
4 Diverse spend measured by money allocated to diverse suppliers; defined as individuals that are economically and/or socially disadvantaged due to their race, ethnicity, gender, ability, military status, or sexual orientations. The individuals represented as diverse will vary across North America (U.S. and Canada), APAC, and EMEA regions.