



Impact Agenda 2030

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In 2025, we launched Impact Agenda 2030—a renewed vision, strategy, and set of goals to guide our impact work through 2030.

Since the creation of our original Impact Agenda, we have gained deeper insights into what drives lasting impact, how we can apply our learnings, and where we must overcome the biggest barriers to progress.

Impact Agenda 2030 is composed of two pillars—People and Planet—united by a single, overarching vision: *We move together to drive resilience and innovation for people and the planet.* With this vision, we aim to support business resilience and adaptability, while maintaining our focus on accountability and collaboration.

Our new Impact Agenda 2030 includes six impact areas that reflect our strategic focus on topics that matter to our company and our industry. Our strategy includes nine new, existing, and updated goals with 2030 target dates. These goals were developed to drive progress and maintain momentum across our impact areas. Impact Agenda 2030 is supported by multi-year roadmaps that provide a clear, adaptable pathway.

This work considers input from industry associations, employees, NGOs, and academic communities, among others. It is also informed by our recent materiality assessment refresh, which included research, [stakeholder engagement](#), and topic refinement and prioritization. Through this process, we further defined how topics relate to lululemon's business model, activities, and value chain. See more in our [GRI Table](#).

Our Impact Agenda is embedded into our company strategy and operations. Making progress on our impact work requires

dedicated leadership and clear, cross-functional accountability. Impact Agenda 2030 is underpinned by strong governance, beginning with approval of goals and roadmaps from the CEO and Board of Directors. See more on the [Impact Governance](#) page of our website.

Impact Agenda 2030

VISION: We move together to drive resilience and innovation for people and the planet.

PEOPLE			PLANET		
Employee Wellbeing	Supply Chain Wellbeing	Community Wellbeing	Climate Action	Circular Innovation	Nature
Impact Area Descriptions			Impact Area Descriptions		
Elevating employee wellbeing through a culture of high performance and high care	Supporting supply chain worker rights, and wellbeing for their communities	Fostering mental health and wellbeing through movement and mindfulness	Minimizing emissions from product creation, transportation, and our operations	Developing circular product solutions for our business and guests	Deepening our focus on nature, including land and water
2030 Goals			2030 Goals		
Maintain global gender pay equity and full pay equity in the United States. ¹	Provide 200,000 participants with programs across supplier communities, to advance gender equity, financial resilience, and worker engagement. ²	Provide 20 million participants with experiences to advance wellbeing, including mental health, movement, and mindfulness. ³	Maintain 60% absolute reduction in GHG emissions in our own operations (Scope 1 and 2) from a 2018 baseline. ⁴	Make 90% of products that contain at least 25% preferred materials by weight. ⁵	We continue to develop our approach and work in this area.
Achieve top quartile performance in employee inclusion and wellbeing. ⁶			Achieve 60% intensity reduction in GHG emissions in purchased goods and services, and upstream transportation and distribution (Scope 3) from a 2018 baseline. ⁷	Offer guests in 90% of global markets opportunities to extend product use, including repair or resale. ⁸	

¹ "Pay equity" refers to equal pay for equal work. Full pay equity includes gender and race. We have achieved gender pay equity globally and full pay equity in the United States and have continued to maintain it based on our periodic analysis. Our analyses are point-in-time and may vary as workforce composition and roles evolve.

² This goal will be measured based on the number of participants who receive services from grantees of [lululemon Gives](#) (formerly the lululemon Centre for Social Impact) or those who actively participate in grantees' programming. Participant numbers will be self-reported by grant recipients. Participants may be counted more than once if they take part in multiple initiatives over the years. "Participants" refers to workers in our suppliers' facilities, the communities where they live, and broader communities connected to the apparel industry. Programs will be funded by lululemon Gives and may include strategic partnerships such as industry program pilots and research funding as well as vendor grants and participation in industry initiatives.

³ This goal will be measured based on the number of participants who receive services from partners of lululemon Gives or those who actively participate in partners' programming. Participant numbers will be self-reported by partners. Participants may be counted more than once if they take part in multiple initiatives over the years. Experiences may refer to programs, services, or resources from lululemon or third parties focused on wellbeing.

⁴ The Science Based Targets initiative (SBTi) has validated our near-term science-based Scope 1 and 2 emissions reduction target. "Own operations" refers to facilities where lululemon has direct operational control, including company-operated stores, distribution centres, and offices. We initially achieved this goal in 2021 and have maintained it since. This goal is measured on a calendar-year basis.

⁵ This excludes trims, which are estimated to be a small portion of our overall portfolio. "By weight" refers to the weight of materials in our products.

⁶ This goal will be measured using employee survey results. Top quartile performance will be measured via the results of a third-party retail industry benchmark.

⁷ The SBTi has validated our near-term science-based Scope 3 emissions intensity reduction target. This goal is measured on a calendar-year basis.

⁸ This does not include outlets, pop-ups, airport stores, franchise markets, or markets with fewer than five stores, unless otherwise noted. As of 2024, resale is offered only in the United States.

Note: For additional definitions of terms used and details on the information presented here, see the lululemon [2024 Impact Report](#).