

impact agenda 2030



lululemon

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Launched in November 2025, Impact Agenda 2030 is the renewed vision, strategy, and set of goals to guide our impact work through 2030. Impact Agenda 2030 is organized around two pillars—People and Planet—and six impact areas that reflect our strategic focus on topics that matter to our company and our industry. For additional definitions of terms used and details on the information presented here, see our [2025 Impact Report](#).

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	Elevating employee wellbeing through a culture of growth and inclusion.	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-derived materials, water, and chemicals management.
2030 Goals	Maintain global gender pay equity and full pay equity in the United States. ¹ Achieve top-quartile results in employee inclusion and wellbeing. ⁶	Support 200,000 participants across supplier communities with access to projects to advance gender equity, financial resilience, and worker engagement. ²	Provide 20 million participants with experiences to advance mental health and wellbeing through movement and mindfulness. ³	Maintain 60% absolute reduction in GHG emissions in our own operations (Scope 1 and 2) from a 2018 baseline. ⁴ Achieve 60% intensity reduction in GHG emissions in purchased goods and services, and upstream transportation and distribution (Scope 3) from a 2018 baseline. ⁷	Make 90% of products that contain at least 25% preferred materials by weight. ⁵ Offer guests in 90% of global markets opportunities to extend product use, including repair or resale. ⁸	We continue to develop our approach and work in this area. In 2025, we completed a nature impact assessment to help shape our approach, and continued to advance initiatives related to water programs for priority suppliers and investments in regenerative agriculture. We are using these insights to further develop our nature strategy. See the Nature section of our 2025 Impact Report for more details.

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 is cumulative (2026-2030) and will be measured based on the number of participants who actively engage with a supply chain wellbeing project enabled by lululemon. Participant numbers will be self-reported. 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. "Projects" may include strategic partnerships such as industry program pilots, research funding, our vendor partnership program, and participation in industry initiatives.

³ This goal is cumulative (2026-2030) and will be measured based on the number of participants who receive services from lululemon Gives partners or those who actively participate in programming or activations funded or enabled by lululemon Gives. 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 mental health and wellbeing.

⁴ The [Science Based Targets initiative](#) (SBTi) validated our near-term science-based Scope 1 and 2 emissions reduction target in 2020, and re-validated it in 2024. This goal reflects Scope 2 market-based emissions. We initially achieved this goal in 2021 and have maintained it since. This goal is measured on a calendar-year basis.

⁵ 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. This is measured using products procured (i.e., products associated with purchase orders created during the fiscal year).

⁶ This goal will be measured using employee survey results on questions related to inclusion and wellbeing. The survey will be conducted through a global third-party retail industry benchmark, which compares participating retailers and reports relative standing across the cohort. Top-quartile results means a ranking in the top 25% of participating organizations.

⁷ Our Scope 3 goal includes Category 1 (with the exclusion of "other purchased goods and services," which relate to non-product spend) and Category 4 emissions, as defined by the Greenhouse Gas (GHG) Protocol. This exceeds the SBTi requirement of including at least two-thirds of Scope 3 emissions. The SBTi validated our near-term science-based Scope 3 emissions intensity reduction target in 2020, and re-validated it in 2024. This goal is measured on a calendar-year basis.

⁸ "Global markets" refers to markets where lululemon operates. This goal does not include outlets, pop-ups, airport stores, franchise markets, or markets with fewer than four stores. As of 2025, resale was offered only in the United States; in August 2026, we expanded to an online resale shop in Canada.

About Our Impact Agenda

Since creating our original Impact Agenda in 2020, we have gained deeper insights into what can drive lasting change, how we can apply our learnings, and where the biggest barriers to progress remain.

Impact Agenda 2030 is 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.

To drive progress and maintain momentum, we have eight goals⁹ across five of our six impact areas, supported by multi-year roadmaps aligned to 2030 timelines. For our Nature impact area, we are currently developing a strategy across our three priority areas of nature-derived materials, water, and chemicals management. See the Nature section of our [2025 Impact Report](#) for details. As our understanding of each area of our Impact Agenda deepens, we continue to refine our approach.

This work considers input from industry associations, employees, suppliers, 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 the GRI Content Index in the [2025 Impact Data and Indices Supplement](#).

How Our Impact Agenda Is Governed

Impact Agenda 2030 is embedded in our company strategy and operations. The goals and associated roadmaps are approved by key members of the Executive Leadership Team (ELT), the CEO, and the Board of Directors' Corporate Responsibility, Sustainability, and Governance Committee (CRSG Committee).

Through our performance management model, goals are linked to defined workstreams and the leaders accountable for them. We conduct quarterly reviews to monitor performance toward each goal. We also provide quarterly reports to the CRSG Committee and key members of the ELT.

Find Out More

[Impact Governance](#)

[Stakeholder Engagement](#)

[2025 Impact Data and Indices Supplement](#)

⁹ We announced Impact Agenda 2030 in our [2024 Impact Report](#), where we noted that some of our 2030 goals are new; others have been updated or were existing 2030 goals from our original Impact Agenda. In this report, we have clarified that we have eight goals with 2030 target dates, rather than nine, across five of our six impact areas.

Note: For additional definitions of terms used and details on the information presented here, see the lululemon [2025 Impact Report](#).