

## lululemon athletica

lululemon athletica designs, distributes and retails yoga-inspired athletic apparel through its own stores and selected wholesale outlets in North America and internationally. lululemon sets goals around six pillars of its business (Community, People, Health, Sourcing and Manufacturing, Green Buildings and Spaces, Eco-efficiency and Waste Reduction).

*In 2005, lululemon formed a program to track environmental, social and economic impacts.*

*lululemon focuses its business activities towards building a strong community legacy.*



### Reuse

- The distribution centre switched to reusable shipping containers in 2006. Each retail store recycles excess packaging or shipping materials.
- Mini-bins replaced larger garbage cans to reinforce the message of 'reduce, reuse, recycle.' Each staff member is responsible to empty their own bin so they are mindful of the waste they create.
- Eco-mats were selected, and kick-started a company-wide "no-PVC initiative." The company aims to eliminate PVC from lululemon's product line.



### Reuse . . .

The staff "We Love Luon" Challenge created innovative ideas for Luon (lululemon's signature fabric) remnants and scrap materials, such as new 'sustainable styles' product lines and donations to arts and design programs.



### For more information:

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Contact Metro Vancouver Sustainable Business Services at 605-451-6575 or by email at [business\\_services@metrovancover.org](mailto:business_services@metrovancover.org).

