



IMPACT REPORT



20  
22



## A LETTER FROM OUR GM

I am pleased to share Goal Zero's third Annual Impact Report highlighting the social and environmental efforts we supported in 2022. Last year was an important one, marking our post-Covid return to a legacy of annual humanitarian projects dating back to our founding in 2009. We strive to support communities with both our products and our time, so the ability for employees to travel to those in need restores a cornerstone of Goal Zero's culture. Our long-time partnership with Mike Libeck's Joyfund and Dell Technologies was reignited by sending employees and solar generators to power computers, satellite internet, and lighting in two rural communities of Bolivia. We also partnered with Heart of America and Mylo Fowler after a two-year pandemic-driven hiatus, to reinitiate our annual project powering homes in Navajo Nation - just hours from our headquarters.

Turning to our impact on the environment, we continue to offset a portion of our carbon footprint with eco-friendly packaging and carbon credits. We acknowledge there is more to do, and in partnership with our parent company, NRG Energy, we have initiated an effort to measure Goal Zero's overall greenhouse gas Scope 3 emissions. We plan to begin publishing this impact and our improvement targets over the next couple of years.

Once again, we are humbled and proud to be able to help with just a few of these worldwide needs. As Goal Zero grows, our efforts to give back grow. Thank you to the partners that have made the 2022 impact efforts possible. We simply could not do it without the support of the employees that power Goal Zero every day, as well as those partners that connect us with communities in need.

Cheers,  
 Bill Harmon GM,  
 Goal Zero

# OUR COMMITMENT

We believe that businesses do not operate in a vacuum. Rather, we are inextricably connected to the communities, environment, and society to which we belong. We are a dynamic organization; one that can and must evolve in sync with people and the planet. It's not always easy. Choosing to progress with a sense of ownership over our impact requires facing challenges that might otherwise be avoided. It means operating with a willingness to question our assumptions, to lead by example, and to contribute beyond what is asked of us.

**We are driven forward by a shared vision for success that is defined not solely by profit, but by the impact we create on the world and its people.**

# OUR SOCIAL IMPACT

Empower Human Potential



# THIS IS GOAL ZERO

Goal Zero was born from a belief that lack of resources should never limit human potential. Each year we commit to putting a portion of our profits towards funding projects around the world; be it bringing power and light to remote villages high up in the Himalayas, on the Navajo Nation right in our own backyard, or people impacted by natural disasters across the country.

Our goal is to work with communities to learn about their most critical needs and understand the role that access to a sustainable source of power can have on their success.





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SOCIAL IMPACT BY  
THE NUMBERS



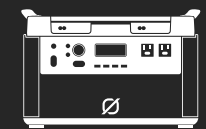
**8,098**

People Impacted



**15**

Community Partners



**3,094**

Products Donated

# JOYFUND + BOLIVIA

After a long hiatus due to the COVID-19 pandemic, Goal Zero dove back into our humanitarian projects with a trip to the jungle province of José Ballivián in Bolivia. Many families previously had no access to grid power in the small towns of El Tigre and Puerto Ruso, forced to rely on gas lamps, candles, or even car batteries to charge electronics and light their homes and schools.

Working with our longtime friends Mike and Liliana Libeck and in partnership with Dell Technologies and Choice Bolivia, we equipped village centers with solar panels, power stations, LED lights, and laptops for the children to learn computer literacy. The installation also provided a convenient place for community members to gather, regardless of the time of day or year.

A crew of 7 Goal Zero employees, plus ambassadors from Choice Bolivia, set out with the goal of completing 30 power station and 86 solar panel installs throughout the two villages. The team provided instruction on maintaining the solar kits and hands-on guidance to the students as they explored their new laptops. With this project, we were able to supply the families of Bolivia with consistent power for aspiring students to continue their education.





# HOA/CAL POLY + NAVAJO NATION

Goal Zero's work in the Navajo Nation continued into 2022 - with an exciting new extension. Our friends at Heart of America partnered with SOLV Energy and students from California Polytechnic State University to assist them in their "Skip the Grid" project.

The students aimed to provide solar power and refrigeration to homes throughout the Nation to families that cannot afford or do not have access to consistent grid power. Students were integral to the planning process, from analyzing energy demand to creating user manuals in the native language. The trip provided Cal Poly students with the opportunity to demonstrate the tools learned in class and a firsthand example of the realities of life within the Navajo community. Cal Poly's project was so successful that they aim to complete another trip with a new group of students in 2023.

In September, Goal Zero also completed the largest installation to date. Heart of America worked with Navajo community liaisons to identify 58 homes that needed a consistent power source. We sent 26 employees to complete the installations and provide the power necessary to recharge school tablets, boost personal devices, and keep the lights on. The progress made on both trips brings us one step closer to providing every Navajo Nation home with power, and we are eager to see what we can accomplish in the future.



# MOBILE EBOLA TESTING

Back in 2015, Goal Zero supplied products to help deploy rapid Ebola testing units during the Guinea outbreak. When researcher Owen Higgins reached out from the National University of Ireland, Galway, in 2022 with a request to power mobile Ebola testing units in Guinea once again, we knew we had to act. Two of our newer solar generators and car chargers replaced the older models sent back in 2015, allowing for the deployment of rapid testing units to provide faster viral results throughout the region. Because Ebola spreads through bodily fluid contact, a positive test that is 100% accurate and in-field allows for a better direct response to the patient - without risking additional time or differing care that could spread the virus. The mobile testing units were able to help provide instant results and isolate the number of people infected.



# OUR ENVIRONMENTAL IMPACT

Tread Lighter, Play Longer



Goal Zero isn't just a company, it's a business created by people who live life to the fullest. Inspired by a passion for adventure, respect for the planet, and a humanitarian heart. We believe we are inextricably connected to the communities, environment, and society to which we belong. Goal Zero is driven forward by a shared vision that success is defined not solely by profit, but by the impact, we create on the world and its people.

Two of our core values are passion and ownership. For many in our community—both customers and team members— that passion is fueled by outdoor recreation. We recognize that to continue engaging our passion for the outdoors, we must cultivate a sense of ownership over the impact our business has on the environment.

We acknowledge the journey toward a more sustainable future is ever-evolving and refuse to let perfection stand in the way of progress. We are committed to working on reducing our environmental impact throughout our supply chain, product life cycle, corporate headquarters, and more.

# SUSTAINABILITY METRICS

For years we've worked to refurbish and recycle as much product that returns to our warehouse as possible. This means re-purposing lightly used products for resale whenever we can and recycling key components when we can't. We continue with the commitment to expand our sustainability efforts beyond these best practices.

We offset **100% of carbon emissions** generated through our shipping operations, purchase 100% renewable electricity for use at our corporate headquarters, and are reducing the amount of virgin material used in our packaging



# 2022

## SUSTAINABILITY METRICS BY THE NUMBERS



### 344,760

kWh of 100% Renewable Energy for Corporate HQ



### 1,208

Metric tons of carbon offsetting inbound and outbound shipping



### 50%

Products shipped in packaging sourced from at least 30% post-consumer materials

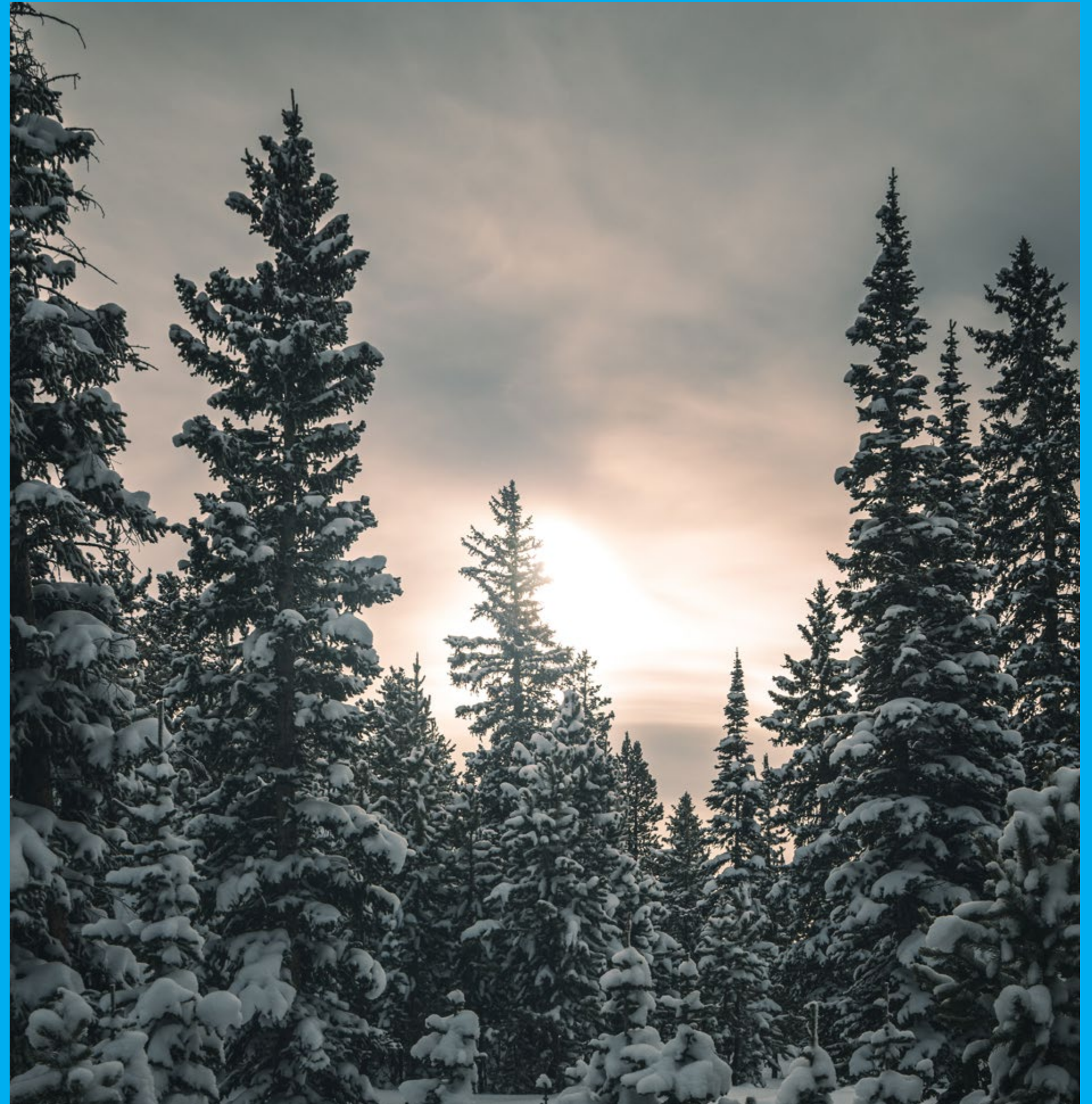


### 31

Tons of material recycled (aluminum, cardboard, lithium batteries, lead acid batteries, iron extrusion)

# CARBONFUND

At Goal Zero, we have long held a sense of environmental responsibility and stewardship. We continued to strive toward this goal by working with partners across inbound and outbound shipping operations to measure carbon emissions generated through transportation from manufacturer to warehouse to consumer. This year, we again partnered with CarbonFund to mitigate the environmental impact of our shipping by supporting the Molpus Woodland Group Ned Lake property in Michigan, managed under the Sustainable Forestry Initiative (SFI) certification program. Roughly 90,000 acres of sugar maple, white pine, northern hemlock, and yellow birch are in the upper peninsula of this region. The certification program seeks to develop and implement improved forestry management plans, including removing invasive species and culling dead or diseased trees to improve the overall health of the tree canopy. It also helps to cover the costs of verification and inspections and continued monitoring of the region and practices to ensure compliance.





# NEW HEADQUARTERS

As an organization, we are constantly seeking to improve our impact on the world around us. This includes our physical space – so we have significantly upgraded our headquarters. From structural upgrades like insulated concrete walls for more efficient heating and cooling to motion-sensitive LED lighting requiring substantially less energy than fluorescent fixtures, we are working to reduce our footprint. All energy consumed in our office and warehouse is generated by renewable sources in partnership with our local utility's Blue Sky program.

To learn more about Goal Zero Impact, head to **[goalzero.com/impact](https://goalzero.com/impact)**  
and follow us on social media @goalzero







**POWER. ANYTHING. ANYWHERE.**

