

Allbirds 2024 Flight Status

Nothing, new.

Our version of a
sustainability report.

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Allbirds

What's Changed

Here at Allbirds, we've been shedding light on fashion's carbon footprint since 2020. Back then, we launched our first Flight Plan—ten ambitious targets to cut our per-product carbon footprint in half by 2025 and drive it near zero by 2030.

Four years in, the mission hasn't changed. The data has.

This year, we're taking a sharper look at what matters—updating our baseline, upgrading our tools, and doubling down on transparency. The numbers may shift, but the direction doesn't.

Because progress, by nature, isn't perfect.



naturally.

2024
FLIGHT STATUS

Nothing comes
naturally.

2023
FLIGHT STATUS

Nothing comes

A More Honest Baseline

**Climate change is complicated.
So is counting carbon.**

When we started, we built our own measurement tool (yes, it was an Excel spreadsheet). It did the job, but the world of carbon accounting evolved. In 2024, we partnered with Carbonfact, a platform built for the fashion industry, to refine how we measure every gram of impact.

That meant updating our emissions factors, expanding inputs, and, yes, re-calculating our 2020 baseline. The result? A higher starting number—but a truer one.

The good news: we've still reduced our per-unit footprint by **34%** since 2020.

The better news: **now we know exactly where to aim next.**



34% reduction since 2020. Still trending toward zero.

Turns out, the closer you look,
the clearer zero becomes.



**We didn't move the goalposts.
We just got a better ruler.**

These measurements represent our average product carbon footprint, excluding retail, travel, and corporate emissions. In 2024, we re-baselined our data using Carbonfact to align with evolving industry standards.

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Why the numbers changed (and why that's good news)

When we started tracking carbon back in 2020, we used the best tools available. It was scrappy, and groundbreaking at the time. But the science (and software) has come a long way since then.

This year, we partnered with **Carbonfact**, a carbon management platform built specifically for fashion and apparel. Their tools let us measure more precisely across every material, factory, and shipping lane—factoring in evolving emissions data and updated global standards.

What we learned:

- Our 2020 baseline was slightly undercounted.
- Our methodology is now more **rigorous** and **transparent**.
- And yes, our numbers look a bit different—but they're a lot **more accurate**.

So, why is this good news? Because better data means better decisions. It helps us see where the real work is, so we can zero in on the most **impactful** changes.

what matters.

2024
FLIGHT STATUS



Zero in on what matters.

2023
FLIGHT STATUS

Zero in on

What the New Numbers Show

2024 vs 2020

We re-baselined, recalculated, and reaffirmed our commitment to near-zero by 2030.

- Sharper precision in how we model materials, energy, and logistics.
- Better accountability across suppliers.
- Smarter prioritization for what actually moves the needle.

Re-baselining isn't a setback—it's an upgrade. Because if you want to get to zero, you need to know exactly where you're starting.

Plan Pillars.

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Meet our Flight Plan Pillars (the rockstars of our strategy).

2024
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Meet our Flight

Regenerative Agriculture

Shifting farming practices to draw down carbon.

We're betting on sheep—with a side of soil science. In 2024, we prepared for the launch of **MO.ONSHOT Zero**, the world's first net-zero carbon shoe, made with regenerative wool from Lake Hawea Station in New Zealand (a farm that sequesters more carbon than it emits).

2025 TARGETS

- 100% of wool from regenerative sources
- Reduce or sequester 100% of annual CO₂e emissions from wool

CHALLENGE

Data at the dirt level. We need better, consistent farm-level measurement across geographies and certifications (ZQ, RWS). The more we can quantify sequestration, the smarter our solutions get.



Renewable Materials

Replacing virgin petroleum-based materials with natural or recycled ones.

Let's face it—fashion still runs on fossil fuels. We're working to change that by scaling materials like **SweetFoam**[®] (sugarcane-based EVA), **TENCEL™ Lyocell**, and recycled polyester, while cutting packaging weight and waste.

CHALLENGE

Sourcing and scaling nature-based materials that perform, endure, and can be made affordably at scale. Progress here takes both patience and partners.

2025 TARGETS

- 75% sustainably sourced natural or recycled materials
- Reduce carbon footprint of key raw materials by 25%
- Reduce raw materials use by 25% across footwear & apparel products
- Double product lifespan



Responsible Energy

Using less and cleaner fuel and electricity.

We're dialing down energy at every stage—from factory floors to final shipping routes. Our offices and stores now run on renewables, and our products mostly run on ocean freight.

2025 TARGETS

- 100% renewable energy across "owned & operated" facilities
- 100% renewable energy for Tier 1 factories
- >95% ocean shipping (bye-bye air freight)

CHALLENGES

Energy clarity at the factory level. We need sharper visibility across regions to know where renewables can actually take hold. And with our apparel business scaling back, we're stepping away from customer-use goals to focus where the impact is real and measurable.



nothing.

2024
FLIGHT STATUS

**We aim for
nothing.**

2024
FLIGHT STATUS

We aim for

Making Progress (and Proof)

**Reducing emissions is step one.
Being accountable for the rest is
step two.**

Certified



Corporation

We continue to back **high-quality carbon removal projects** like the Argentina Regenerative Wool Project, Mississippi River Islands Forest Conservation, and Envira Amazonia Rainforest Protection. Together, these projects help remove or sequester emissions while supporting local ecosystems and communities.

We also maintain our **B Corp certification**—our proof that sustainability runs deeper than product design. In 2023, we earned a 96.5 score, an 18 % jump since our first certification. That bar keeps rising, and so will we.

It takes a planet to protect one.



As we refine our data and expand our partnerships, one thing remains clear: no brand reaches zero in isolation. Collaboration, transparency, and relentless curiosity are what get us there.

We'll keep sharing every step—mistakes included—so that “nothing” keeps adding up to something better.

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Zero, by nature.

Flight Status

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