

FLEET FEET MADISON & SUN PRAIRIE

SUSTAINABILITY REPORT 2026



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Prepared for
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INTRODUCTION

A MESSAGE FROM THE OWNERS

From the beginning, we have been mindful of the impact our business and our products have on the environment. When we first opened our store in Madison more than 20 years ago, our primary goal was simple: to help our customers become and stay fit, while building a business strong enough to endure. Even then, we made a conscious effort to recycle where possible and to minimize our environmental footprint.

Like many businesses today, we operate within a largely single-use society, one where products and packaging can strain natural resources, fill landfills, and contribute to a warming planet. While these challenges are significant, we are encouraged to see many of our vendors recognizing these impacts and taking meaningful steps to address them. Progress can be slow, but it is moving in the right direction.

Recognizing this momentum, we felt it was the right time to take a closer look at our own practices to evaluate what we are already doing and identify opportunities to do more for sustainability. As often happens during a fitting at the stool, a conversation sparked an unexpected opportunity. Through meeting Jenasea, we learned that her academic work and a specific project she was leading aligned perfectly with this goal.

This report is the result of Jenasea's efforts to document and evaluate the environmental and sustainability initiatives at Fleet Feet Madison and Sun Prairie. While we know there is always more that can be done, this report demonstrates that even small, intentional actions can have a meaningful impact. It also helps guide our next steps as we continue working to reduce our footprint—and invites others to join us in that effort.

We are grateful for the support of our customers and community, and we look forward to continuing this work together.

– Matt & Jessica Anderson



Section 1:
Prioritizing Sustainability
at Fleet Feet Madison &
Sun Prairie





SUSTAINABILITY AT FLEET FEET: THE FOUR “R’S”

REDUCE, REPAIR, REUSE, AND RECYCLE

At Fleet Feet, we believe that sustainability is not a trend—it’s a responsibility. As a community-centered business focused on promoting health, wellness, and movement, we recognize the critical importance of aligning our practices with environmental stewardship. That’s why our sustainability philosophy is built around the Four R’s: **Reduce, Repair, Reuse, and Recycle.**

Each of these pillars represents a tangible way Fleet Feet Madison & Sun Prairie can contribute to a more sustainable future, while also empowering our customers, employees, and partners to do the same.



Reduce

We are constantly seeking ways to minimize waste and lower our consumption of natural resources. From reducing single-use plastics in-store to mindful inventory practices that prevent overstock and excess, our goal is to shrink our environmental footprint without compromising the quality of service we provide. We're also working to educate our community on how their everyday decisions – from the products they buy to the packaging they discard – can collectively make a big difference.

Repair

Extending the life of running gear is one of the most sustainable choices we can support. Whether it's through tips on gear maintenance, encouraging the use of products like environmentally friendly cleaning products and apparel patch kits, or even offering advice on shoe longevity, we will emphasize and educate employees and customers on the value of repairing instead of replacing before their life-cycle is complete.

Reuse

We're proud to partner with local and national organizations to give gently used shoes and apparel a second life. Donations collected through our stores go to organizations like the Community Action Coalition, local schools, and Sneaker Impact. By keeping these items in use and out of landfills, we not only support the environment but also provide much-needed resources to individuals and communities in need.

Recycle

Recycling plays a central role in our operational sustainability. From day one, we have consistently recycled cardboard, paper, and plastic packaging materials used by our vendors for shipping and packaging. We also work with partners like Sneaker Impact and Terracycle to ensure that products and packaging that can't be reused are properly recycled. From athletic shoes transformed into playground surfaces to packaging materials sorted and delivered to the appropriate recycling centers, we're committed to closing the loop on waste. In-store recycling bins and employee training make it easy for our community to participate.

Section 2:
Current Sustainability
Initiatives at Fleet Feet
Madison & Sun Prairie



RECYCLING

Reduce, Repair, Reuse, and Recycle

At Fleet Feet, we recognize that environmental responsibility is an essential part of supporting the communities we serve. Recycling is a key component of our sustainability efforts, helping to reduce waste, conserve natural resources, and minimize our environmental footprint. By actively participating in recycling programs – whether it's through packaging, apparel, or used shoe collection – we aim to create a positive impact locally. Our commitment to recycling reflects our broader mission to promote health and well-being, not only for our customers but for the planet.

Our Partners



Recycle

Shoes & Apparel

- Sneaker Impact
- Terracycle

Accessory packaging

- Recycling all cardboard, plastic, and paper with the City/County recycling program
- Separately collecting Plastic #4 to drop off at the appropriate recycling center

Reuse

Shoes & Apparel

Collect and donate locally

- Community Action Coalition
- Sneaker Impact
- Salvation Army/Habitat for Humanity/other homeless shelters
- Local school districts

Key Performance Indicators



4,160 shoes recycled
since 2022



92,738 KG of CO2e
diverted since 2022





EMPLOYEE FOOD COMPOSTING

Reduce

As a local business rooted in community values, we recognize the vital role sustainability plays in every stride we take. That's why we've launched an internal composting program for our employees, empowering our team to take meaningful steps toward reducing waste in our workplace. By turning everyday organic waste into nutrient-rich soil, we're minimizing our environmental footprint and fostering a culture of responsibility and care. Through this employee-led effort, Fleet Feet Madison & Sun Prairie are proud to support a greener future, starting right inside our break room.

Key Performance Indicator



**468 pounds of organic
waste collected since 2022**

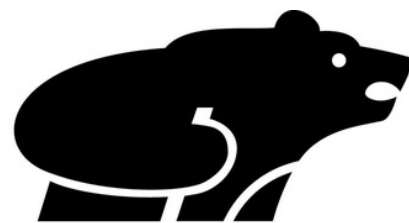


SUSTAINABLE PROCUREMENT

As a community-focused running store, we're committed to sustainability not just in our daily operations, but in how we build and maintain our spaces. That's why we're integrating sustainable purchasing and procurement practices into the core of our store operations. In the construction process at our new location in Sun Prairie, and the past expansion of our Madison store, we contracted with a local artist/carpenter who utilized reclaimed barn wood in his construction process. Both of the counters at our stores are made from reclaimed barn wood that was sourced from local farms near each store. In our Sun Prairie store, the new floor is made from recycled material. From selecting environmentally responsible building materials to choosing vendors who share our values, we are taking intentional steps to reduce our environmental impact. These choices help ensure that the spaces we serve our communities reflect the same care, quality, and integrity that define everything we do. Additionally, We actively seek out vendors and partners who prioritize sustainability by using eco-friendly packaging, committing to carbon-neutral operations, or sourcing products with lower environmental footprints.



OUR VENDORS



*Not pictured: Allworld, Craft, Curex

PLASTIC WASTE REDUCTION

Reduce, Reuse, and Recycle



Plastic bottles diverted



1,993

Sun Prairie



36,480

Madison

At Fleet Feet Madison & Sun Prairie, we're passionate about helping our community stay healthy and hydrated, both on the run and in our everyday routines. As part of our commitment to environmental responsibility, we've taken steps to support plastic waste reduction by installing water bottle fillers in our stores. These water fountains provide a convenient way for employees and customers to refill reusable bottles, helping to cut down on single-use plastics and encourage more sustainable habits. By making small changes with a big impact, Fleet Feet is doing its part to reduce waste and protect the planet – one refill at a time.



OUR SUSTAINABILITY COMMITMENT

MOVING FORWARD

Understanding where we stand today helps guide where we want to go next. As a business, we aim to do more, and to help influence how our industry addresses the environmental impacts of its products. These impacts span the full product life cycle, from production and shipping to packaging, use, and end-of-life reuse or recycling.

Although we have limited control over manufacturing, we can help drive change as a retailer. We see meaningful opportunities in working with vendors to improve product packaging, supporting innovative and sustainable products, and expanding our efforts around product reuse and recycling. By highlighting our vendors' sustainability initiatives and engaging our customers in product testing and feedback, we hope to help sustainable options continue to improve and become accessible to all.

Beyond our products, we are also focused on reducing the environmental impact of our operations and community involvement. This includes exploring clean energy solutions for our stores, collaborating with local running events to reduce waste, and supporting trail-building and land preservation efforts that expand recreational opportunities while protecting natural spaces.

While there is always more work to be done, we believe that consistent, intentional actions can create meaningful progress. We remain committed to learning, improving, and working alongside our customers and partners to make a positive impact.

