



Cultural Sensitivity & Appropriation Guideline

Mission

Clean Camp is committed to ensuring our marketing, content, and product decisions are respectful and inclusive. For yearly celebrations related to Native or Indigenous communities, LGBTQ+ communities, Black History Month, faith-based celebrations, and other culturally significant moments, we follow a due diligence process to uphold cultural sensitivity.

Guideline Process Flow

- Assess Impact – Determine if the content, campaign, or product update has cultural or community representation.
- Identify Relevance – If the content may reflect or reference any of the above communities, proceed to the next step.
- Seek Guidance – Consult REI Merchandising and/or Inclusion Marketing contacts before publishing content or making product design changes.

Taking these steps ensures Clean Camp remains mindful, respectful, and intentional in all communications, avoiding misrepresentation or cultural appropriation.

