



## Sustainability Boot Camp Agenda

The Studio Loft at Kevin Taylor Opera House | 908 14th St. Denver, CO 80202  
Sunday, June 16, 2019 | 8:00 AM – 5:00 PM MT

**Target:** By the end of the day, you will be better equipped to design and execute a focused sustainability strategy.

### Objectives:

- **Get up to speed.** Understand how global sustainability challenges relate to your products and supply chain – and impact your business.
- **Be strategic.** Learn how to prioritize issues and set goals that focus on what matters and will give your brand the most bang for your buck.
- **Make a plan.** Gain step-by-step guidance on how to implement best practices in priority areas (chemicals management and circularity), use best-available tools like the Higg Index, and begin your own customized improvement plan.
- **Become an effective champion.** Prepare to communicate the business value for action and gain buy-in for sustainability initiatives.
- **Establish your support system.** Connect with industry peers and access an expansive network of experts, tools and resources that will support your sustainability improvement journey for years to come.

### Agenda:

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<b>8:00 – 8:20</b>	<b>Check-in (all attendees)</b> Continental breakfast provided. <i>Please plan to arrive at <u>8:00 AM PDT</u> to check in.</i>
<b>8:20 – 9:00</b>	<b>Welcome! Meeting framing, introductions and set intentions for the day</b> During this opening session you will be oriented to the day’s agenda, get to know your fellow attendees through a fun paired interview exercise, and set your intentions for the day.
<b>9:00 – 10:30</b>	<b>LEARN: What does “product and supply chain sustainability” really mean and why does it matter?</b> Sustainability in a nutshell is about reducing impact and increasing business value. But the sustainability landscape is complicated, and you likely have limited time and resources to understand all the issues and opportunities. During this session, you will: <ul style="list-style-type: none"><li>• Learn about the impacts that occur along the entire value chain of outdoor products.</li><li>• Understand key drivers for upping your sustainability game: Yes, your biggest customer may be asking you for this, but that’s not the only reason it matters! We will break down some of the ways that sustainable value can be created.</li><li>• Small Group Exercise: Explore impacts and opportunities along the product life cycle using actual products.</li></ul> <i>Guest: Eric Brody, Principal, Shift Advantage</i>
<b>10:30 – 11:00</b>	<b>Break</b>
<b>11:00 – 12:15</b>	<b>PRIORITIZE: What should we focus on? How to create a winning sustainability strategy</b> Once you have a basic understanding of your key impact areas or “hotspots,” you will still need to employ a strategic process to figure out where to focus and what to do. During this session, you will: <ul style="list-style-type: none"><li>• Understand key elements of a robust sustainability strategy and the process to develop one.</li><li>• Small Group Exercise: Learn how to prioritize the issues that are most important to your business and gain access to take-home tools you can use to prioritize with colleagues.</li></ul> <i>Guest: Nancy Cleveland, Principal and Co-founder, Sustrana</i>

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**12:15 – 1:00**    **Lunch** and learn more about the Outdoor Industry Association

*Guest:* Jessie Curry, Manager, Sustainable Business Innovation, *OIA*

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**1:00 – 4:30**  
(w/ 20 minute  
break)

**PLAN: Where do we go from here? Set goals and build your action plan**

Setting goals that are practical yet designed to drive toward ambitious environmental and social outcomes can seem scary and complicated. We will introduce an approach to goal-setting that will both inspire and drive results, enabling foundational, progressive and aspirational progress over time.

We will focus on 2 key areas for the afternoon: **chemicals management** and **circularity**. For each of these focus areas, you will:

- Gain understanding of the important concepts and foundations for better chemicals management and circular materials and products.
- Hear from subject matter experts and fellow brands on examples of Foundational, Progressive and Aspirational goals and how they are being achieved.
- Small Group Exercise: Get a jump start on your own goals in each area.

*Guests:*

Kevin Myette, Director, Global Brand Services, *bluesign technologies*  
Todd Copeland, Environmental Responsibility Manager, Supply Chain, *Patagonia*  
Maura Dille, Circular Economy Systems Designer & Advisor  
Ken Voeller, New Business Development - Recommerce, *REI*

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**4:30 – 5:00**    **CONNECT: Tips, tools and resources from your OIA Sustainability Working Group community to support your progress**

- Gain pro-tips on how to communicate the business value for action and gain buy-in for sustainability initiatives.
  - Small Group Exercise: Practice the conversation(s) you will have when back at the office.
  - Learn about free or low-cost tools and resources to accelerate your progress.
  - Your next steps and meeting close.
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*Note: All attendees are invited to participate in OIA's Sustainability Working Group meetings on Monday, June 17 w/ Happy Hour to follow. Register here: <https://outdoorindustry.org/event/sustainability-working-group-meetings/>*

**Facilitators:**

Amy Horton, Senior Director, Sustainable Business Innovation, *Outdoor Industry Association*  
Jessie Curry, Manager, Sustainable Business Innovation, *Outdoor Industry Association*

**Brand Peer Advisors:**

Todd Copeland, Environmental Responsibility Manager, Supply Chain, *Patagonia*  
Danielle Cresswell, Senior Sustainability Manager, *Klean Kanteen*  
Chris Enlow, Corporate Responsibility Director, *KEEN*  
Greg Gausewitz, Product Sustainability Manager, *REI*  
Kara Solominides Brody, Senior Sustainability Program Manager, *adidas*

**Guest Speakers:** See below

## Guest Bios:



### **Eric Brody, Principal, *Shift Advantage***

With twenty years' experience working with large corporations, small start-ups, and non-profits Eric has proven that, with creativity and leadership, doing the right thing for the environment and society can provide a competitive advantage. Eric has successfully designed and implemented a wide range of projects for clients, including corporate reporting, supplier assessments and improvement plans, product, material, and packaging improvements and more. Clients include Nike, Columbia Sportswear, KEEN, Brooks Running, Lululemon, PVH, Boeing, Umpqua Bank, Sustainable Apparel Coalition (SAC), and Outdoor Industry Association (OIA). Prior to consulting Eric spent 7 years as Sustainability Business Integration Manager for Nike and 3 years as Sustainability Director for Nau.



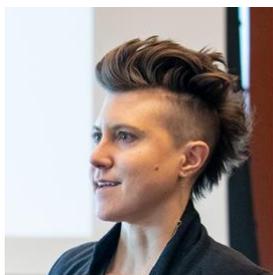
### **Nancy Cleveland, Principal and Co-founder, *Sustrana***

Nancy S. Cleveland is the CEO and co-founder of Sustrana LLC, a sustainability management software and consulting company. Nancy provides consulting services and leads content development for Sustrana's online sustainability management software, which enables businesses to manage and realize performance improvements through sustainability best practices. Nancy co-chairs the Governance and Sustainability sub-committee of the American Bar Association's Business Law Section. She is an accredited FSA II (SASB) and LEED® AP, and is trained in GRI reporting and as a TSC Service Provider.



### **Maura Dilley, Circular Economy Systems Designer & Advisor**

Maura Dilley is a Circular Economy Systems Designer specializing in framing and communicating the opportunities for a green, humane and sustainable future life on Earth. Maura's industry experience is with unmaking plastic pollution, food and apparel waste. She is particularly talented in supporting social enterprises providing circular economy solutions. Previous to launching UnMake Waste Consulting in 2018, Maura was Senior Project Manager with the Cradle to Cradle Products Innovation Institute, heading up movement building for the Fashion Positive Initiative.



### **Mary Hable, Curriculum Development, *Precision Nutrition***

Mary works in curriculum development for Precision Nutrition, the world's largest education company on habit change and deep health. She works with both organizations and individuals on creating sustainable habit and behavior change. Previous to health and behavior education, Mary worked as a Sustainability Analyst for five years, with Brooks Running Co. and Kohl's Dept Stores. There, her role was of leading development of the SAC Higg Index and implementation of bluesign processes. She holds a BSc in Applied Economics and currently sits on the advisory council of Sustainable Brands.



### **Kevin Myette, Director, Global Brand Services, *bluesign technologies***

Kevin Myette is the Director of Global Brand Services for bluesign technologies AG the Swiss based, globally influential, supply chain EHS (Environmental Health and Safety) organization with a particular focus on better, safer, chemistry. bluesign takes a systems approach to EHS by stitching together key supply chain partners such as chemical suppliers, manufactures and brands to create a positive input stream strategy to delivering high quality products that are also chemically conscious. Kevin brings decades of experience in product development and supply chains and has been actively involved in various multi-stakeholder sustainability efforts including development of the Higg Index.