

Sustainability Boot Camp Agenda

REI Flagship Store | 222 Yale Ave N, Seattle, WA 98109 | North Meeting Room, 2nd Floor
March 14, 2019 | 9:00 AM – 5:30 PM PDT

9:00 – 9:20	Check-in (all attendees) Continental breakfast provided. <i>Please plan to arrive at the store at <u>9:00 AM PDT</u> to check in.</i>
9:20 – 10:30	Welcome! Meeting framing, introductions and set intentions for the day During this opening session you will get an overview of the day's agenda, the chance to set your intentions and time to meet your fellow attendees through a fun paired interview exercise. You will also hear from our host on why this matters for REI, the importance of having a well thought-out strategy and point-of-view on sustainability, and the value of progress over perfection. <i>Guests:</i> Marshall Merriam, General Merchandise Manager, Footwear, <i>REI</i> Greg Gausewitz, Product Sustainability Manager, <i>REI</i>
10:30 – 11:30	LEARN: What does “product and supply chain sustainability” really mean and why does it matter? 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. During this session, you will: <ul style="list-style-type: none">• 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.• Small Group Exercise: Explore impacts and opportunities along the product life cycle using actual products. <i>Guest:</i> Eric Brody, Principal, <i>Shift Advantage</i>
11:30 – 11:45	Break
11:45 – 12:45	PRIORITIZE: What should we focus on? How to create a winning sustainability strategy 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">• Understand key elements of a robust sustainability strategy and the process to develop one.• 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. <i>Guests:</i> Nancy Cleveland, Principal and Co-founder, <i>Sustrana</i> Daniel Walker, Social Impact Lead, <i>Arc'teryx</i>
12:45 – 1:30	Lunch and learn more about the Outdoor Industry Association <i>Guests:</i> Matt Kaplan, Vice President, Membership and Development, <i>OIA</i> Jessie Curry, Manager, Sustainable Business Innovation, <i>OIA</i>

1:30 – 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 3 key areas for the afternoon: **chemicals management, energy and climate change, social responsibility**. For each of these focus areas, you will:

- 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 and action plan in each area.

Guests:

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

Michael Sadowski, Independent Advisor & Strategy Consultant

Valerie Bone, Director, Corporate Responsibility, *Pacific Market International*

Samantha Kuchmak, Manager of Social & Environmental Responsibility, *MEC*

4:30 – 5:30

CONNECT: Tips, tools and resources to support your sustainability progress

- Panel Discussion: 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.

5:30 – 7:30

Happy Hour

**Please note that all times are approximate and may shift slightly.*

Facilitator:

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

Coordinator:

Jessie Curry, Manager, Sustainable Business Innovation, *Outdoor Industry Association*

Brand Peer Advisors:

Valerie Bone, Director, Corporate Responsibility, *Pacific Market International*

Greg Gausewitz, Product Sustainability Manager, *REI*

Ashley Hoch, Design Engineer, *Yakima Products*

Guru Larson, Global Environmental Lead, *Columbia Sportswear*

Eric Unmacht, (interim) Director, Sustainable Business Innovation, *MEC*

Samantha Kuchmak, Manager of Social & Environmental Responsibility, *MEC*

Daniel Walker, Social Impact Lead, *Arc'teryx*

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.



Elena Kocherovsky, Senior Manager, Member Services and Adoption, SAC

Elena manages Higg Index adoption initiatives for the Sustainable Apparel Coalition (SAC), including the development and deployment of the Higg Facility Module tools and resources. She also supports Higg Index data analytics for the SAC and its members to derive key insights from the tools.



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.



Michael Sadowski, Independent Advisor & Strategy Consultant

For nearly 20 years, Michael has worked with companies to create business value through a strategic approach to sustainability issues. Michael has been a trusted advisor to senior executives, driven change from within companies, led research and authored reports and articles, facilitated multi-stakeholder collaborations, and managed organizations and teams. As an independent consultant, Michael is currently working with the World Resources Institute to develop guidance for the apparel and footwear industry on science-based climate change targets. He is also working with a global apparel and footwear brand to analyze potential business models for circular product. Before this, Michael led strategy and managed external partnerships for Nike's Sustainable Business & Innovation team. He was also a Vice President at SustainAbility, Inc, where he managed a variety of client and research projects.