

Sustainability Boot Camp Preliminary Agenda

Note: This preliminary agenda will be adapted based on the results of a prep survey completed by Boot Camp attendees. Each Boot Camp will provide more in-depth exploration of 1-2 key focus areas, e.g. chemicals management, animal welfare, social responsibility, etc. Focus areas will be determined in advance and a more detailed agenda including speakers will be developed and circulated 1-2 months prior. Please contact Jessie Curry (jcurry@outdoorindustry.org) with any questions. Thank you!

9:00 – 9:45	Welcome! Meeting framing, introductions and set intentions for the day
9:45 – 10:45	<p>LEARN: What does “product and supply chain sustainability” really mean and why does it matter?</p> <ul style="list-style-type: none"> • Understand global trends and 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 ... • Break it all down: Explore impacts and opportunities along the product life cycle using actual products.
10:45 – 11:00	Break
11:00 – 12:30	<p>PRIORITIZE: What should we focus on? How to create a winning sustainability strategy</p> <ul style="list-style-type: none"> • Understand key elements of a robust strategy and the process to develop one • Learn how to conduct a materiality assessment to identify the issues most important to your business. • Opportunity analysis: Use your prep survey results and other data to develop a short list of prioritized opportunities for action.
12:30 – 1:15	Lunch + learn more about the Outdoor Industry Association
1:15 – 4:15 (w/ 30 minute break)	<p>PLAN: Where do we go from here? Build your customized improvement plan</p> <ul style="list-style-type: none"> • In-depth focus: Explore 1-2 priority issues and related opportunities (e.g. chemicals management, animal welfare, social responsibility), drawing upon best and leading practice examples in the outdoor industry and beyond. <i>*Note: Specific issues of focus for each Boot Camp to be determined based on participant prep survey results. A more detailed agenda will be developed and shared with attendees.</i> • Make progress on a draft action plan for your brand that defines potential goals, timeline, key actions and roles for 1-2 priority areas.
4:15 – 5:00	<p>CONNECT: Leave with clear next steps, tools and resources to support your sustainability progress</p> <ul style="list-style-type: none"> • Gain pro-tips and practice how to communicate the business value for action with senior leadership and colleagues and gain buy-in for sustainability initiatives. • Learn about free or low-cost tools and resources available from OIA and partners to accelerate your progress. • Your next steps + meeting close.