



EUROPEAN
OUTDOOR
G R O U P

2023

Our vision is to do global, profitable business in a way that gives back more than we take - from nature and from people.

The European Outdoor Group provides a platform for important industry-relevant initiatives to move forward. Our work is divided into departments which have been identified as key areas by the membership.



CSR and Sustainability



Market Insights



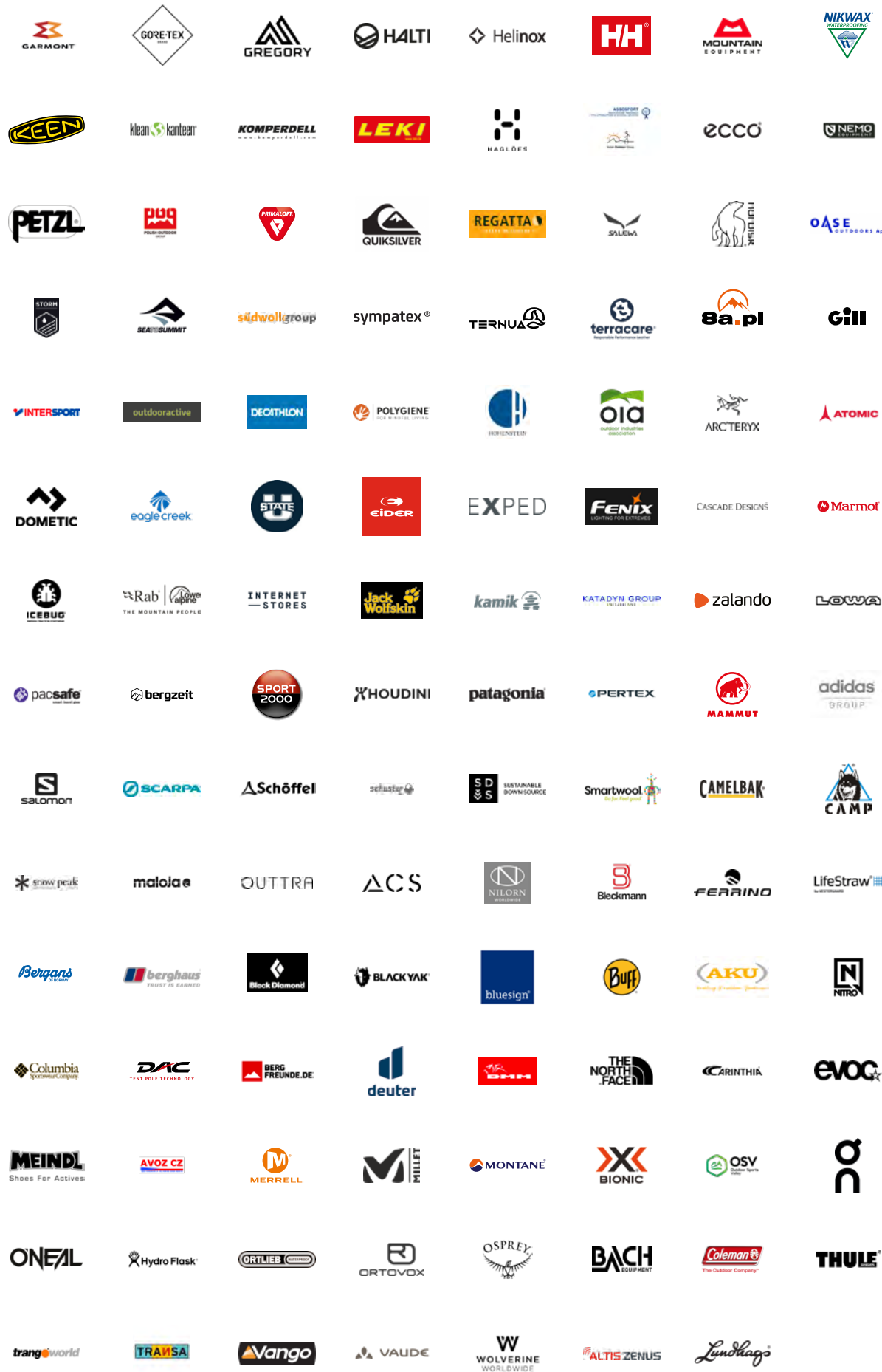
Group Membership



Events and Shows



Our Members





European Outdoor Group

We are the voice of the European outdoor sector. Our vision is to do global, profitable business in a way that gives back more than we take — from nature and from people. We add value to our members, facilitate pre-competitive collaboration, and promote industry growth. We provide European outdoor market insights, collaborative CSR & sustainability opportunities, key trade events and shows, representation of the wider outdoor value chain on important issues, and meaningful sector communication.

CSR and Sustainability

We are striving for an industry that is climate neutral, free from harmful chemicals, responsibly using resources, discharging safe emissions, and maintaining ethical supply chains. We educate, provide opportunities to make an impact, represent the industry and mitigate risk, respond to our members needs, and cultivate CSR networking opportunities.

Projects

- Carbon Reduction Project
- Single Use Plastics Project*
- Sustainability Data Exchange Project
- Education and Training
- Climate Action Programme
- Sustainability Strategy Course
- Human Rights Due Diligence Training

Working Groups

- Retail Working Group
- Higg Working Group
- Hard Goods Working Group (incl. Audit Alliance for Hard Goods)
- Policy Working Group (incl. PFAS - Chemical Management, Consultation input with FESI and/or EU, position papers, and webinar series)

Other Department Work

- Higg Grant Scheme
- Accelerating Circularity Project
- Microfibres (Incl. Cross Industry Agreement and The Microfibre Consortium)
- Contribution to industry tools and standards development
- Contribution to relevant European research projects
- Work with National Associations

Market Insights

We are the authoritative source of European outdoor market data and insights. We quantify the industry via the retail monitors, the state of trade sell-in report, and consumer and industry development trends.

- Outdoor Market Intelligence Service*
- State of Trade Report
- Outdoor Retail Benchmark Report
- Consumer and market trend analysis

Events and Shows

We bring the industry together physically to discuss trade topics, network, demonstrate products and brands, and connect as an outdoor community. Through OutDoor by ISPO, the European Outdoor Summit, our involvement in ISPO and more, we create relevant, valuable events for the outdoor trade to come together.

- European Outdoor Summit (incl. European Outdoor Summit - Berlin, Human Rights Due Diligence Course, and EOS at OutDoor by ISPO)
- OutDoor by ISPO
- ISPO Munich

Marketing and Communications

We understand our members, and are the source of accessible, direct, and meaningful outdoor communication and information. We seek to understand our members' needs and provide meaningful trade information via membership surveys, newsletters, press releases, websites, social media, and communication at key trade events.

Together, we accomplish more.

The European Outdoor Group is founded on the belief that co-operation in the pre-competitive arena is key to a prosperous and sustainable outdoor sector. We are proud of this spirit of cooperation which has allowed us to run high profile projects and initiatives.

Our record for creating meaningful projects, events, and organisations has allowed us to expand our reach to create new, more ambitious initiatives which are open to our members.

We believe the future holds great promise.

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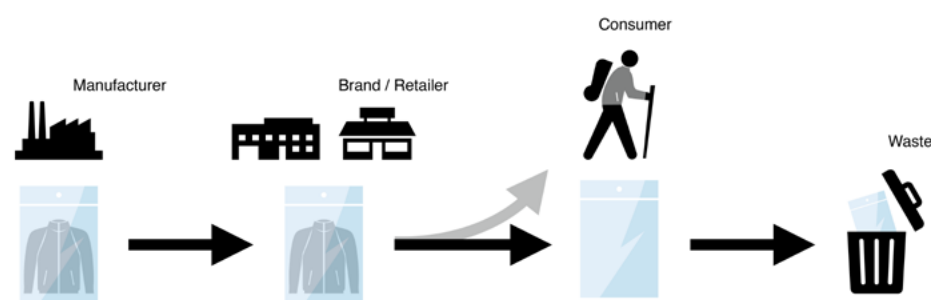
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Initiatives



Single Use Plastics Project

Industry-wide problems demand an industry-sized response. For this reason over 35 brands and retailers from the outdoor industry are working together to take responsibility for their single use plastic poly bags.



One alternative we are implementing is to remove and properly care for protective plastic bags before they end up in incinerators, landfills, or are sent for export. Started in 2018, the Single Use Plastics Project, (an initiative of the European Outdoor Group) has sought to research and assess the impact of plastic bags in the supply chain of outdoor clothing and equipment, and to work swiftly towards making a meaningful impact on the problem.

Life cycle assessments and impact comparisons agree that recycled plastic is a superior packaging material in terms of ecological impact along almost every single segment of its life cycle except at disposal.

Alternative materials tend to shift rather than mitigate environmental impacts, and often present new and increasingly problematic negative externalities. We view this as a systemic issue and not a materials issue - therefore, solutions should be systems-based and not materials-based.

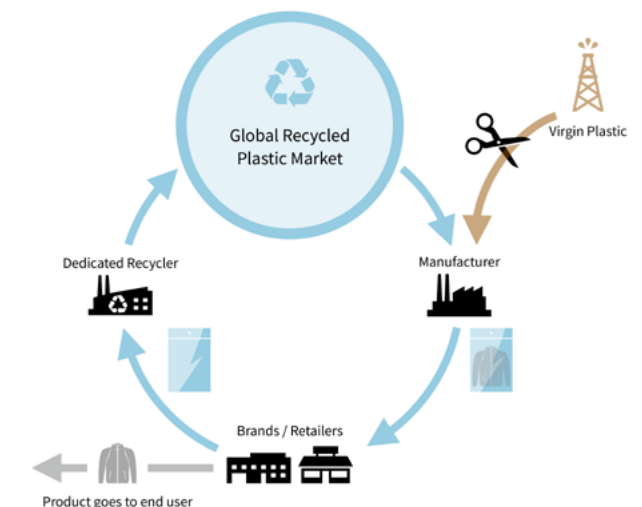
Initially, we sought a completely plastic-free material to protect the garments and equipment en route from Asia to Europe. Although we continue to maintain that plastic substitutes should be explored and deployed in certain applications, this did not hold true for our specific use case.

We were surprised to find that our initial position was misaligned with the predominant findings within the research community.

As it turns out, recycled plastic does some things very well. The problem is not the material, it is the linear systems we continue to support.

The current system is linear.

At present, we rely on consumers and retail stores to be responsible and recycle, and municipalities to be capable of caring for plastic bags. Products are placed in protective plastic bags (made almost exclusively from virgin materials) at the manufacturer and stay that way until they are taken out by the consumer after a purchase. The plastic bag is then discarded, and even if done responsibly will most likely end up in an incinerator, landfill, or sent for export.



Our goal is to make things a bit more round.

We would like to strip off plastic after it has ensured that product has safely arrived with brands and retailers. They send you the product, and then make sure the plastic is cared for and recycled. To do this we have joined together in a pan-European collaboration with specific recyclers who we can trust will keep these plastic bags far away from landfills or incinerators. We can create an industry-sized stream of clean, pre-sorted, homogeneous plastics. Cared for this way, the material has tremendous value, and could be used for new products or even potentially in future generations of plastic bags. But most importantly, it can be verifiably returned locally to the resource stream.

This may not be the solution to the single use plastics problems, but it is a collective step in the right direction. Applied correctly across the industry, it can account for as much as 86% of the poly bags moving through the supply chain.

This may not be the solution to the single use plastics problems, but it is a collective step in the right direction. Applied correctly across the industry, it can account for as much as 86% of the poly bags moving through the supply chain.

The reports and working documents created by the Single Use Plastic Project are available for download and use by all parties looking to reduce the impact of Single Use Plastics in the supply chain.



The project is open to new organisations from across Europe, if you would like more information or to get involved in the project then please contact:
Scott.Nelson@europeanoutdoorgroup.com or
Verity.Hardy@europeanoutdoorgroup.com

Carbon Reduction Project

Project aim: to reduce greenhouse gas emissions and/or increase renewable energy usage within the outdoor industry supply chain.

Since early 2021, the European Outdoor Group has been facilitating this precompetitive collaborative action initiative under the umbrella of our Climate Action Programme.

The project exploits the fact that, while supply chains are global and diverse, many outdoor companies are sharing suppliers. By participating in this project, organisations have the opportunity to:

- collaboratively engage their shared suppliers,
- engage in peer-to-peer knowledge sharing, and
- take real action towards the decarbonisation of the industry.

Workload Expectations

Project members are expected to attend regular 1-hour meetings (online) every two weeks.

Occasionally there will be the need for additional meetings/letter writing around times of decision making or supplier engagement. Travel permitting, we will hold in-person meetings at tradeshow and events (OutDoor by ISPO, ISPO).

Benefits

With this project we are pre-emptively and proactively aiming for the outdoor industry to be ‘part of the solution’, as opposed to waiting until such time as European legislation forces companies into action. This project offers organisations an invaluable framework for joint action against climate change. The complexity of our supply chains requires out of the box thinking to tackle the challenges created by reducing the carbon footprint of goods produced and sold. The project not only offers a space where it is possible to together strive for changes within the supply chain, but is also a great example that can be inspirational for other companies and networks.

Project Plan

The project’s 3-stage process is to:

- Map the supply chain networks of participating organisations,
- Evaluate shared facilities to identify GHG hotspots, then
- Remediate through jointly financed facility improvements.



In collaboratively approaching facilities, organisations will have a greater influence in what infrastructure or technology improvements are made at each site, and be seen as trailblazers within our industry in tackling GHG emission reduction.

By working together in this way, organisations should be able to significantly reduce their individual financial outlay per facility intervention, which may encourage less experienced or financially constrained organisations to take part in similar supply chain facility improvement endeavours.

Who can Join?

EOG member brands and retailers (with their own manufacturing facilities) are eligible to join.

We welcome non-EOG member organisations who are members of our Partner Organisations (FESI, OIA, BSI, OSV, AFYDAD, SOG etc.).

We also welcome non-affiliated outdoor industry brands and retailers who are not EOG members.

Costs

For EOG members: there are no mapping or membership fees payable. For non-EOG members:

- If you wish to map your supplier list against those of other participants, a€500.00 administrative fee is payable.
- If you are found to share suppliers with other brands and wish to continue with the project, a project member fee is payable (see table).

Note: these fees are to be paid in addition to any costs related to the facility evaluation and mitigation actions.

Turnover	<5m €	5-20m €	21-50m €	51-80m €	81-150m €	151-250m €	251-500m €	>500m €
Mapping Fee	€500	€500	€500	€500	€500	€500	€500	€500
Project Member Fee	€1,000	€3,000	€4,000	€5,000	€6,000	€8,000	€10,000	€12,000

If you would like to get involved contact: Verity Hardy,
Sustainability Project Manager.

Hard Goods Working Group

All hard goods work is undertaken through the Hard Goods Work Group, one of these outputs is the Hard Goods Round Table From the Hard Goods Round Table various projects have been developed such as the Audit Alliance for Hard Goods and the Higg for Hard Goods project



Hard Goods Round Table

The EOG Hard Goods Round Table was formed in 2017 to look at a variety of sustainability and social responsibility topics. Hard goods is a broad group of products including: backpacks, climbing and mountaineering equipment, head lamps, helmets, sleeping bags, sleeping mats, stoves, tents, and trekking poles.

The Round Table has also looked at bioplastics, chemical management, responsible sourcing of metals, and social auditing.

The Hard Goods Work Group holds a bi-annual meeting for all brands producing hard and soft goods held at ISPO Munich and OutDoor by ISPO. As well as these 2 meetings the Hard Goods Work Group also delivers relevant digital and in-person presentations throughout the year.

Audit alliance for hard goods

In 2019, a Work Group was formed to look at the use of migrant workers and bonded labour in metal hardware factories in Taiwan.

The group found that migrant workers from Indonesia, Thailand, Vietnam are used by these factories and are often charged high fees by employment agents and can end up working and living in less than desirable conditions. The brands concerned identified three shared suppliers in Taichung, Taiwan.

The group agreed to share audit costs and audits took place in December 2020. Audit reports and corrective action plans (CAP) have been shared with the factories and for each factory, one work group brand is taking the lead to follow up on the CAP on behalf of the whole group.

Higg Facilities Environment Module (FEM) meets Hard Goods

A Task force of brands was established to engage with the Sustainable Apparel Coalition (SAC) to improve the Higg FEM for use by hard goods suppliers.

The Higg Facilities Environment Module or FEM was originally designed for apparel factories to allow brands and facilities to bench mark environmental performance and drive improvement year on year. The categories of facility types using the FEM continues to grow.

The aim of this work stream is to firstly drive adoption by hard goods facilities and secondly to work with the SAC and hard goods facilities to make sure the FEM is fit for purpose. We currently have a small task force, who are both SAC members, with hard goods product lines to fulfil this work.

For a copy of the EOG ‘Sustainability in Hard Goods’ report and all other past presentations and recordings from the Hard Goods Round Table and Work Group please contact:

Dr Jane Turnbull, CSR & Sustainability Project Manager

State of Trade Report

The European Outdoor Group's (EOG) ground-breaking State of Trade report delivers hard facts about the European outdoor industry. Based on wholesale sell-in figures for outdoor products, the report provides users with the size, scope and direction of these markets, by season, country, category and sub-category.

The main product categories in the report include Apparel, Footwear, Backpacks, Sleeping Bags, Tents, Climbing and Outdoor Accessories and these seven product categories are split into a further 48 sub-categories.

The report is based on two data sources:

Primary information – wholesale sell-in figures submitted by each participating company on a 100% confidentiality basis.

Secondary information – brand gap analysis. The purpose of the gap analysis is to provide market estimates for the brands that do not participate in the report. The gap analysis draws on industry expertise and publicly available data and research. The combined total of the primary and secondary information is used to compile an overall market size for the outdoor industry based on the EOG market definition of outdoor products.

Project details:

The State of Trade Report is funded by the EOG. The project is open to all relevant brands, including retail brands (own label) trading in Europe and the resulting market data is provided free of charge to participants.

Participating brands provide their sales data at wholesale level in value and volume by country, sub-category and season. This is on a 100% confidential basis through a secure online platform. Data collection begins in February each year after brands have closed their books for the previous year.

An independent third party Notary Public is signed up to the project to manage the confidentiality of the project and to ensure that there is no visibility of which brand has supplied information. Data collection closes at the end of April and data analysis begins. This is conducted by the EOG and a research partner and neither have any knowledge or access to which brand has supplied specific data.

The final online report is made available during Quarter 3. Subject to participants meeting the data collection deadline, top level market figures will be presented at the OutDoor™ trade show each year.

State of Trade Q&A

How do I join?

All outdoor brands are invited to apply to participate and the European Outdoor Group (EOG) then reviews the application to check product category relevance to the report.

Brands are asked to commit to the project for a minimum of three years to allow for data consistency. At this stage, participation is aimed at brands and this includes multi-brand companies and retailers with own brands. In return for being part of the project all participants get free access to the online report. To apply to join the project please contact us at info@europeanoutdoorgroup.com

What do I need to do as a brand?

Once a year, participating brands provide their sales data at wholesale level – also sometimes referred to as sell-in data. Figures are supplied by season, country and sub-category on a confidential basis to the secure online system. Access to the system is currently free of charge. The product subcategories are clearly defined in the system and brands must submit their figures using the same 'EOG' definitions to allow for consistent reporting.

What about confidentiality?

Confidentiality is paramount to the running of this project and there has been a significant investment in developing the secure online platform for the data collection and reporting of the research. Furthermore, the EOG works with a third party Notary Public whose task is to ensure anonymity of the data. The data supplied via the online platform operates on two servers. Participant details and the supplied data are held separately on these servers. No party has access to both servers, so it is not possible to link the data with the details of an individual participant. The EOG does not have any visibility of which brand has supplied the data.

What about point of sale retail data?

The ideal scenario is to have electronic point of sale data representing the retail sell-out figures for each country. However, in research terms, this is a long way off. What the State of Trade report provides is reliable, credible and useful data providing market estimates for many outdoor product categories across 22 European countries.

We are a public company and we are concerned about giving out information that could be price sensitive. This is perfectly understandable. However, the objective of the project is to supply outdoor brands with aggregated sell-in figures in retrospect. Data collection only begins when the books have been closed after the year-end. The data collection is guaranteed to be 100% confidential and no data provided could possibly have any impact on share prices.

Is it only open to EOG Members?

Absolutely not. The EOG is a group of brands that co-operate together on a whole range of issues, with most of the work carried out on behalf of the entire outdoor industry. The project is open to active and established brands with relevance to the outdoor sector.

For more information or to join the programme please contact Scott Nelson of the EOG team at scott.nelson@europeanoutdoorgroup.com

Sustainability Data Exchange Project (SDEX)

This project addresses the need for alignment on product sustainability attribute communication between brands and retailers with the aims of exploring and finding approaches to reduce the multiple and diverse sustainability data requests.

There are currently increasing requirements for product level sustainability data with retail environments to inform consumer discussions, assist product classification (often for web searches etc.), and in some cases to enable self-certification of more sustainable products. As a result, brands are increasingly being asked to provide this data. In most cases, extensive Excel spreadsheets and questionnaires must be filled out for each product and for each trading partner. Overall, this process is very time-consuming for all parties involved due to duplicated work steps.

Expected outcomes:

- Guidance document for retailers on developing and implementing such measures
- Harmonised data exchange questionnaire
- Discussion around potential for a digital sustainability data exchange platform

Progress:

- Pre-existing excel retailer spreadsheets and questionnaires have been mapped to identify common themes and questions.
- These have been consolidated into a single sustainability data exchange questionnaire that addresses the various points and topics.
- This is currently in the second round of testing with brands and retailers to ensure that brands can fill this in, and it contains all of the information that retailers require.
- Guidance document is prepared and ready for integration into questionnaire guidance or as stand alone document.

Next steps:

- Complete testing round and optimisation of data exchange questionnaire.
- Further discussions and roll out within industry partners.
- Discussion with digital platform providers to assess potential and suitability of hosting questionnaire digitally.

For more information or to get involved in the Sustainability Data Exchange Project please contact Katy Stevens katy.stevens@europeanoutdoorgroup.com

Impact Accelerator Fund for Climate (IAF)

The IAF is a collaborative fund dedicated to supporting decarbonisation projects and climate mitigation actions within supply chains related to the outdoor industry.

The European Outdoor Industry has a great opportunity to approach decarbonisation differently, to engage the collaborative spirit, and resilience for which the industry is well known, as well as leveraging opportunities such as overlaps in supply chains that our industry provides us. In doing so, the industry will be primed to reduce CO2 emission in the outdoor supply chains and raise awareness of climate change and the joint action of the outdoor industry.

Who pays into it?

This fund is open for any interested party to contribute to, including brands, retailers, and other associated stakeholders. How funds are raised will vary by organisation, but innovation is key when considering how to approach this. Whilst some organisations will have a set budget assigned to climate action, there are many other ways in which funds can be diverted or unused money can be accessed.

- Brands have a direct responsibility to actively engage in climate change mitigation initiatives, whether they have been addressing climate action for several years or at the beginning of their journey. However, many brands understand the overwhelming financial pressure involved in attempting to fund initiatives on their own, thus by sharing costs this pressure can be eased and their targets can be more easily/quickly met.
- Retailers have a key role to play in supporting climate action, and retail groups have publicly declared their desire to be actively involved

in climate action through the development of pledges etc. By contributing to this fund, retailers will have the opportunity to make a financial contribution and show their commitment.

- Other stakeholders, such as business associations, charitable organisations, EU grants/schemes, foundation/match funding, 1% for the Planet etc.

How is funding allocated?

To be eligible for funding, projects must be nominated by EOG members and any project that applies for funding from the IAF must be assessed against a Funding Allocation Framework* which assesses factors such as relevance for the sector, impact reduction potential, etc.

The fund will allocate support to projects in the following areas:

- Clean replacement of electricity – solar rooftop projects, greening of remaining grid energy requirements
- Coal phase out for generation of industrial heat – boiler replacement, biomass fuel substitution, installation of electric/thermal solar boilers
- Long term offsetting projects

The assessment of applications is carried out by a panel which will be made up of EOG members and managed by the EOG Secretariat.

Contact Katy Stevens for more information | katy.stevens@europeanoutdoorgroup.com

Climate Action Programme

The EOG's Climate Action Programme (CAP) was launched in November 2020 in response to global reports on the worsening climate crisis, the goals set out in the 2015 Paris Agreement and increasing consumer interest in sustainability.

The programme aims to support EOG members in addressing climate action both within their organisations and across their global supply chains. To achieve this, we have developed topic-specific guidance documents, containing signposts to online tools and links to organisations where they can gather further information, which are updated annually to ensure the information is current and relevant. Under the umbrella of this programme, we have also launched a spin-off project focussed on brands working collaboratively with their shared suppliers to reduce GHG emissions and increase the use of renewable energy.

Most importantly, we've created a space where members can ask questions of each other, share experiences and engage in peer-to-peer learning, and this has encouraged a feeling of openness, support and community amongst them. Our CAP documents act as a helpful guide on 'how to get started'. Within them the typical climate journey has been categorized into relevant sections (including, but not limited to, inventory planning, gathering data, target setting, undertaking reduction measures and reporting), before breaking these down further into manageable steps.

When developing the CAP, we were keen to avoid duplicating existing information, so within the guides there are signposts towards the tools, resources, sites and organisations we believe are most relevant for our membership. As and when is appropriate, we inform our CAP members of pertinent webinars or training sessions which may be of interest to them through our social channel.

The Carbon Reduction Project and the Impact Accelerator Fund for climate form the main part of the Climate Action programme. Both bring brands together to work collectively to reduce greenhouse gas emissions and increase renewable energy usage within the outdoor industry supply chain. This pre-competitive collaborative initiative seeks to capitalise on the fact that, whilst supply chains are global and diverse, outdoor brands who share production facilities can jointly engage their shared suppliers, significantly reduce their individual financial outlay per facility intervention, and take real action towards the decarbonisation of the industry.

For more information or to get involved in any aspect of the Climate Action Programme please contact
Verity.hardy@europeanoutdoorgroup.com

Outdoor Retailer Climate Commitment

The ORCC was founded in September 2021 by five European outdoor retailers, and the network has now grown to eleven members.

The Outdoor Retailer Climate Commitment (ORCC) is a voluntary network of retailers in the European products industry who believe that climate change is one of the most important issues in our society and that the outdoor sector needs to lead the way in climate protection. The network believes that outdoor retailers should be at the forefront of this, and so has committed to climate protection and made its climate action public.

Members of ORCC commit themselves to act decisively to contribute to the achievement of the Paris Goals to limit earth warming to 1.5° and reduce emission to achieve these goals. Participants agree to measure their Corporate Carbon Footprints, set targets to reduce their emissions, take action to fulfil the targets and report their progress annually.

In the spirit of pre-competitive co-operation the EOG facilitates and supports ORCC member organisations in their endeavours.



For more information contact EOG CSR & Sustainability
Project Manager Verity Hardy
verity.hardy@europeanoutdoorgroup.com

Our Network

Engagement With Third Party Organisations

One of the greatest values in EOG membership is in our platform for exchanging ideas, working together, and connecting with others in the industry and beyond.

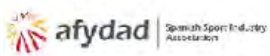
Partnerships and close collaboration with external stakeholders ensure that our knowledge is up to date, to enable us to bring the best available information to our members, and to make sure that our outputs are complimentary and not repetitive of other industry initiatives.

The EOG has continued to build new and nurture existing relationships over the last year, as well as represent the European outdoor sector with several partner organisations:

- Federation of European Sporting Goods Industry (FESI) (Arne Strate, Board Member)
- The Microfibre Consortium (Katy Stevens, Technical Committee)
- Accelerating Circularity Project Europe (Jane Turnbull, Steering Committee, member of Brand and Retail Working Group, and Leading Waterproof and Apparel focus group)
- Worldly (Formerly Higg Co - Partnership that includes discounts, and targeted and personalised support for EOG members)
- Textile Exchange (Complimentary Membership in recognition of services to the industry)
- WRAP Textiles 2030 (Affiliate Signatory)
- Sustainable Apparel Coalition (member)
- Aluminium Stewardship Initiative (member)
- Responsible Steel (member)

We welcome opportunities to work with new organisations and to expand our network.

If you would like to work with or partner with the EOG team or need any further information about our network please contact info@europeanoutdoorgroup.com





Accelerating Circularity Project

To date, the circularity focus of the European Outdoor Group has been concentrated through our involvement in the Accelerating Circularity Project Europe (ACPE) an independent research initiative to map, model, and link circular systems. with the goal of achieving systemic industry collaboration to divert textiles from landfill and accelerate textile-to-textile recycling at scale, henceforth reducing industry impact and the reliance on virgin materials.



Through its position on the ACPE Steering committee and engagement with our own members, several of whom are part of the Brand and Retail group within the project, the EOG has led a sub-working group, focusing specifically on circularity for waterproof garments which to date has included engagement with industry stakeholders including brands, T2 suppliers, sorters, recyclers, and machinery developers with the aim of reviewing the challenges and opportunities for this specific type of garment.

Within the ACPE project the textile-to -textile cellulosic and polyester recycling trials are now underway with a number of EOG members involved, with results hoped for Q3 2023.

Brands are always welcome to join, however AC request they engage in the meetings, to respond to their surveys in a timely manner, to have a collaborative mindset and to participate in the trials in order to test out the flows at scale.

Project Focus:

- Functioning textile to textile circular supply chains
- Maps and Identification of missing links within circular supply chains
- Recommendations to scale circular textile to textile supply chains
- Projections of textile waste reduction through textile to textile recycling

EOG Role

- Steering Committee
- Coatings and laminates working group

Outside of the ACPE project, the EOG is developing a questionnaire to better understand the engagement of EOG members in circular initiatives in order to further develop its circularity strategy.

Organisations who wish to find out more or to join the project should contact CSR & Sustainability Project Manager Jane.Turnbull@europeanoutdoorgroup.com

Policy

To address the rapidly changing legislative landscape, policy has been a core focus of the sustainability team over the last year. Working closely with Ohana Public Affairs, a mapping of upcoming, sustainability focused, industry-relevant policy initiatives was produced for our members. The EOG and Ohana delivered a series of webinars in 2022 , each one focusing on a different initiative and providing a clear understanding of the latest EU policy developments relevant for the sector with potential impacts on business.

This continues for 2023 and a further series of webinars has started and will continue through the year, the next two webinars are as follows:

Revision of the Textile Labelling Regulation
Tuesday 27th June at 12:00 BST / 13:00 CEST use the QR code to register now:



Right to Repair Directive
Tuesday 26th September 12:00 BST / 13:00 CEST
use the QR code to register now:



Recordings of previous webinars can be found on the EOG Vimeo account <https://vimeo.com/showcase/10425326>



The EOG has also implemented a Policy Working Group that will meet regularly over the coming year to share updates and to equip the membership with the knowledge and tools to meet current and future legal requirements.

For more information on previous webinars or to get involved in the Policy Working Group please contact katy.stevens@europeanoutdoorgroup.com

Outdoor Market Intelligence Service

This new data service from the EOG and Sporting Insights will provide retail sell-through analysis for the outdoor market.

Launching initially in the UK market and with an eye on the wider Europe geography, this service is an audit of the full retail landscape covering sell-through data from all key channels – chains and independents; big-box and specialty; online and D2C, etc. Several retail chains and independent stores have already signed up and more doors are being added every week.

With data being collected down to SKU level, the service will enable subscribers to have unparalleled access to secure, aggregated sales data enabling analysis by a multitude of filters including sales channel, region, product category, price point, gender, etc.

Subscribers will be granted access to an interactive dashboard with the ability to analyse the data, providing evidence-based insight to inform operational strategies, sales forecasts, omni-channel retail trends, brand and model sales performance and competitor benchmarking.

The data and insights provided will be for outdoor brands, retailers, and distributors, allowing them to make informed, data backed strategies and decisions on supply chains, operations and marketing activity. The data and insights will also be valuable for wider audiences; investment groups and Governments can use the data to influence decision making and policy.



How do I get involved?

Contact us now: Scott Nelson, Operations Director,
European Outdoor Group
scott.nelson@europeanoutdorgroup.com

‘The importance of this service cannot be understated for the outdoor industry. The data and insight provided by Sporting Insights were instrumental in the lobbying of national and international support for the cycling industry throughout the pandemic. Being able to understand and quantify the economics of the outdoor industry will enable us to better lobby local, national, and European government and ensure that our industry does not fall behind.’

Outdoor Market Intelligence Service Q&A

What is it?

A retail audit of outdoor product sales across the retail channels in the UK. A user-friendly interactive dashboard enables brands and retailers to accurately monitor up-to-date market, product, category, and subcategory sales and trends.

What do I get in return?

In return for providing your sales data, you benefit from access to national monthly sales information, that will be delivered to you via a user friendly, password protected interactive dashboard.

Why are we doing it?

The data and insights provided will be invaluable for many organisations; better business decision making, trend analysis, monitoring changes to sector, policy support, evidence of the economic value of the sector, and more.

Why the EOG?

This is not the first attempt at cultivating this type of data. There needs to be a neutral, trustworthy intermediary to bring the network together. As we have done with the State of Trade for many years, an industry trade body can bring many companies to the table to drive this initiative.

What do we need?

The value of the report is in its accuracy. The more organisations we can get involved now then the sooner it can move forward and the more valuable and complete the data and insights.

When is it happening?

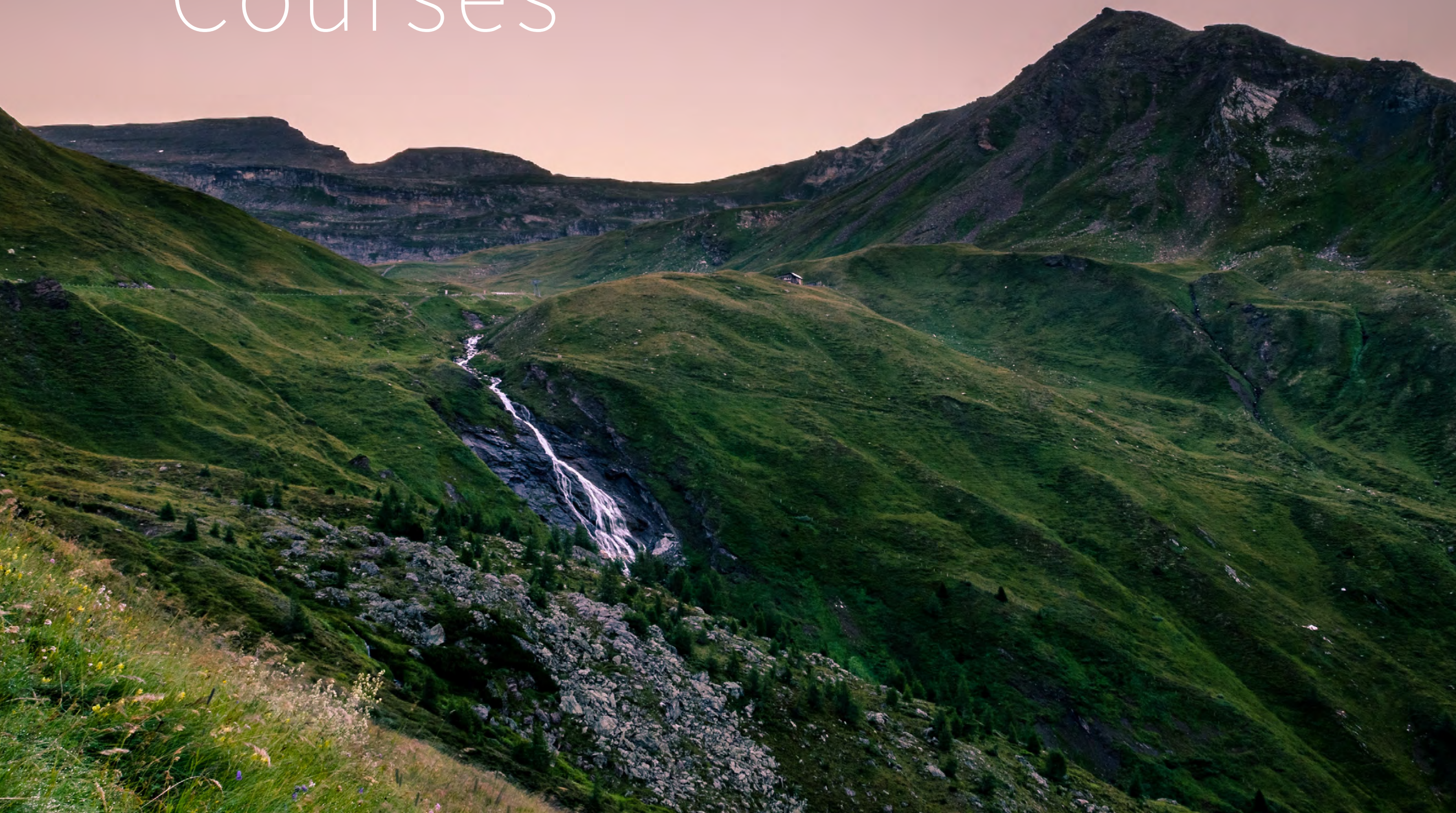
We’ve already started and will launch a demo of the dashboards at OutDoor by ISPO and the first reports will follow later in 2023.

What will it cost?

Organisations providing data will get free access to the dashboard, with paid options for more detailed data and insights. For other subscribers subscription levels available will be on a category-by-category basis and will be available soon.

2

Courses



Putting Human Rights Due Diligence into practice

5 - Week virtual and in - person training programme

w/c 2 October – w/c 6 November 2023

This training programme has been tailored for the outdoor sector, and equips participants with a thorough theoretical understanding of Human Rights Due Diligence (HRDD), as well as the expertise, tools and confidence to embed HRDD into organisations and supply chains.

Along with expert tutorials, case studies and practical assignments across five modules, this programme also provides bespoke HRDD tools, templates and guidance documents. The launch and the first 2 modules are delivered online; modules 3 – 5 will be in-person.

Dates and Timings

The programme requires 5 hours online attendance in October (with extra time for practical exercises and activities between modules) followed by a 2-day in-person session concluding with a half-day Risk Assessment workshop. You will also gain access to a closed Teams group for peer-learning with other participants and with trainers from twentyfifty during and after the programme.

Objectives

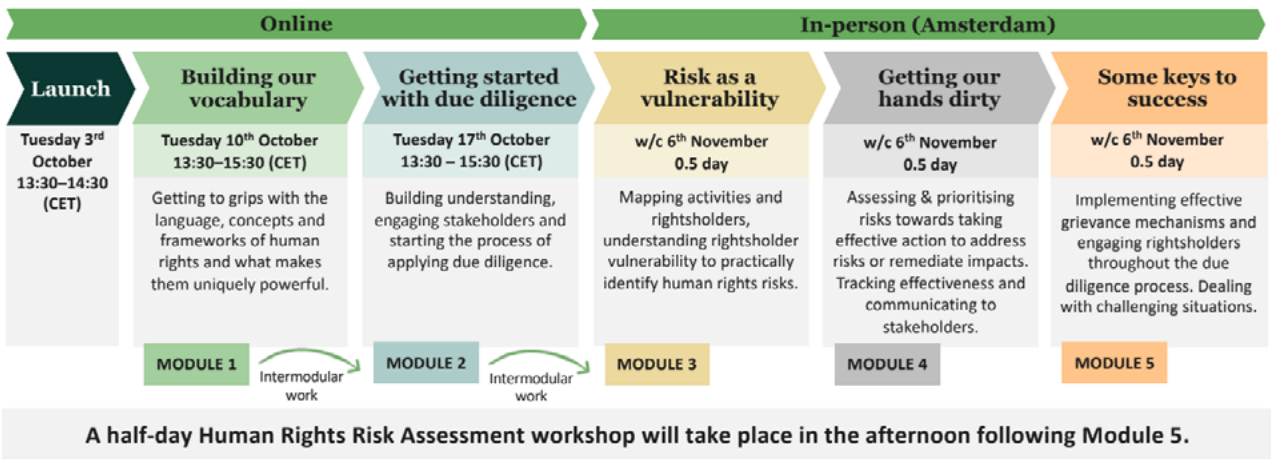
By the end of the programme you will:

- Have in-depth knowledge of Human Rights theories, frame- works and standards
- Understand what is required of businesses with respect to Human Rights including recent legislative developments

- Have tools, templates and guidance to develop a Human Rights Due Diligence approach suitable for a business of any size
- Have practical experience identifying Human Rights risks and issues, prioritising where to take action plans and engaging other people in the process
- Be set up for a collaborative industry risk assessment with peers

This programme is for you if...

- Your business recognises the strategic importance of protecting human rights in operations/supply chains
- You want to develop your skills and knowledge in human rights. It is designed to be flexible so is appropriate either if you are:
- New to human rights and want to understand how an approach to due diligence works or
- Already responsible for implementing human rights due diligence and want more guidance and the opportunity to collaborate with others who are at a similar stage in their due diligence journey.



twentyfifty is an award-winning management consultancy working with global companies to deliver on their commitments to respect human rights and contribute to a more equitable and inclusive world. We specialise in designing human rights business strategies that bring the voices of workers from across the value chain into business planning and execution.

The Corporate Sustainability Due Diligence Directive (CSDDD) will undoubtedly cause significant disruptions for brands and retailers with the huge requirements for human rights due diligence, due to the scope of the regulation, the liabilities and proposed penalties.

Course costs:

EOG member ticket: €650

Non-EOG member ticket: €950

For more information scan the QR code



The programme was a great experience. It was very practical and the cases from the field showed how things work on the ground... the format really easy to follow and interactive. I now feel confident to help companies who want to start the process of advancing human rights.

Veronica Garcia, Project Manager, Foretica

EOG Sustainability Strategy Course

With the global challenges ahead, sustainable solutions are needed at all levels of society. Outdoor industry players, with nature as playground, are expected to have sustainability as a core aspect of the business strategy.

A complete course for building your sustainability strategy starting in your current situation and establishing a structured approach to the challenges ahead.

Sports & Outdoor

This course is tailored for small/mid-sized companies in the outdoor sports sector, referring to tools and examples that relate to your current reality.

Exclusive Material

The course combines texts and illustrations with videos containing fact-based learning and inspirational examples from outdoor industry brands. You will also get access to useful links, downloadable templates and practical guides.

A Complete Strategy

After implementing all parts of this course, you will have a widely accepted corporate sustainability strategy, a structured approach to future challenges and on-going transitional activities in many parts of the company.

About the EOG Sustainability Strategy Course

The course is both a learning material and a toolbox for building a solid sustainability strategy. By starting in your current situation and establishing a structured approach to the challenges ahead, you can activate the whole company for concrete action while in parallel establishing long-term goals, follow-up methods and strategy development.

The course is divided into 5 chapters

1. Sustainability Baseline
2. Vision and Commitment
3. Strategy Formulation
4. Framework & Management
5. Activity Planning

The European Outdoor Group has together with Peak 63 developed this course. If you would like individual support, help to fine-tune your sustainability strategy, workshop facilitation or just general help to accelerate your sustainability work, feel free to contact us at: info@peak63.se



Peak 63 is a consultancy that supports the sports and outdoor industry with sustainability expertise and change management. We operate out of Sweden in a well-established international network of industry, academia, and industry organizations.

Sign up and take action today!

Full access to the course costs €600

EOG members get free access to the course material, email Katy Stevens: katy.stevens@europeanoutdoorgroup.com to receive your voucher. Discounts also available for SOG & BSI members



3

Events





Tradeshows

The European Outdoor Group recognises the importance of in-person events to the outdoor industry. We bring the industry together physically to discuss trade topics, network, demonstrate products and brands, and connect as an outdoor community. Through OutDoor by ISPO and our involvement in ISPO we help to create relevant, valuable, and fit-for- purpose events for the outdoor trade to come together.

OutDoor by ISPO

The European Outdoor Group is the founding partner of OutDoor by ISPO, we have a long history of successfully running the show. Now, working together with our partners at Messe München we look towards a connected vision of a sustainable future for the outdoor industry.

Member benefits

- Members meeting and networking the day before the show
- Access to the EOG lounge and stand for the duration of the show
- All member organisations receive 2 free show passes
- Members only presentations and working group/ project meetings
- Access to all content post show via the EOG website

“When we come together as an outdoor community to discuss global trends, show new products, highlight research and CSR initiatives or for networking and socialising, there is nothing as effective or efficient over a few short days. OutDoor by ISPO perfectly mirrors the EOG’s commitment to pre-competitive cooperation. These trade shows advance the association’s unique position in providing the necessary neutral platform for the outdoor industry to achieve our common vision; to do global, profitable business in a way that gives back more than we take - from nature and people.”
- Mark Held
(Former European Outdoor Group President)

EOG Programme

OutDoor by ISPO 2023

DATE / TIME	EVENT / TITLE	ROOM	SPEAKER
SATURDAY 3RD			
15:00 - 18:00	EOG SUMMER MEETING	Conference room K3	European Outdoor Group
SUNDAY 4TH			
11:00 - 12:30	EOG/ISPO PRESS CONFERENCE	Conference room K3	Arne Strate - General Secretary, European Outdoor Group Scott Nelson - Operations Director, European Outdoor Group
MONDAY 5TH			
07:30 - 09:00	EOG INDUSTRY BREAKFAST	Sustainability Hub Stage	
09:00 - 09:15	European Outdoor Summit @ OutDoor by ISPO	Sustainability Hub Stage	Arne Strate - General Secretary, European Outdoor Group Scott Nelson - Operations Director, European Outdoor Group
9:15 - 9:30	European Market Overview	Sustainability Hub Stage	Scott Nelson - Operations Director, European Outdoor Group
09:30 - 9:45	Outdoor Industry Approach to Circular Business Models	Sustainability Hub Stage	Jane Turnbull – Sustainability Project Manager, European Outdoor Group
9:45 - 10:00	Consumer Behaviour Insights - Wash and Care of Outdoor Jackets	Sustainability Hub Stage	Nina Neundorfer, Sport Economics BSc, University of Bayreuth
10:00 -10:30	The Realities of Scaling Supply Chain Decarbonisation	Sustainability Hub Stage	Katy Stevens, CSR and Sustainability, European Outdoor Group
10:30 - 10:45	Supplier Collaboration: Implementing a Solar Rooftop Project	Sustainability Hub Stage	David Eklund, Co-Founder and Co-CEO of Icebug
10:45 - 11:15	Outdoor Market Intelligence Service - Delivering monthly retail sales data for the outdoor sector in 2023	Sustainability Hub Stage	Scott Nelson - Operations Director, European Outdoor Group
11:15 - 11:50	Getting Europe Active Outdoors: Diversity in the spotlight	Sustainability Hub Stage	Margo de Lange - General Secretary, It’s Great Out There
11:50 - 12:00	EOG Close to EOS	Sustainability Hub Stage	
12:00 - 13:00	Sustainability Data Exchange Project: Prototype Presentation	Atrium 3 D106	Katy Stevens, Head of CSR & Sustainability, European Outdoor Group Maïté Angleys, BSI
13:00 - 15:00	Repair Workshop	Atrium 3 D106	Katy Stevens, Head of CSR & Sustainability, European Outdoor Group Jane Turnbull, Sustainability Project Manager, European Outdoor Group
14:00 - 15:00	Market Research – Outdoor Market Intelligence Service	Atrium 4 F227	European Outdoor Group and Sporting insights
16:00 - 17:00	CSR Network Social	GRV Stand	
TUESDAY 6TH			
10:00 - 12:00	Durability Workshop	Atrium 3 D106	Dr Mark Sumner & Dr Mark Taylor, University of Leeds
12:00 - 13:00	Single Use Plastic Project: Project meeting	Atrium 3 D106	Verity Hardy, Sustainability Project Manager, European Outdoor Group
13:00 - 14:00	Supply Chain Decarbonisation Project: Project meeting	Atrium 3 D106	Verity Hardy, Sustainability Project Manager, European Outdoor Group



European Outdoor Summit: Berlin 2023

The New Era - Business and Beyond: 28 September 2023 - 29 September 2023

“Sharing the thoughts together with colleagues about the future of Outdoor has been extremely inspiring. At the same time networking and seeing each other face to face has been TOP.”

The summit is held annually for around 300 delegates to learn more about and discuss the issues that we, as an industry, collectively face. The topics are always related to industry needs and focus on current and future economic, technical and social trends, to develop a theme and content that matters to our industry.

The summit is directed at senior executives and decision makers; however, due to the success of the summit last year in Annecy, where we hosted over 300 outdoor industry leaders, and with the inclusion of other senior level directors, such as CSR, sustainability and marketing, we plan to continue to promote content to diversify attendees to the event.

This year the EOS will take place on the 28th –29th September in Berlin. The agenda is being developed under the heading: ‘The New Era - Business and Beyond’ – it will be a two day programme of presentations, networking and social events exploring the latest (and future) developments in the specific context of the outdoor industry that stimulate debate and discussion in a non-competitive environment, with the ultimate aim to improve business practices and promote sustainable growth and innovation.

In addition, the EOS will form part of the ‘Week of Sports’ a group of conferences which starts on Tuesday 26th September with the Sport Handels Kongress by SAZsport, followed by the BSI Assembly on Wednesday 27th September and culminating on Thursday and Friday with the European Outdoor Summit (EOS).

For the 2023 summit we are extremely pleased to be working in conjunction with EOG partner association, BSI. The Federal Association of the German Sporting Goods Industry eV is the business association of German sporting goods manufacturers, wholesalers and importers founded in 1910. More than 150 companies with a total of well over 200 brands belong to it. Among them are international market leaders from various branches of sport.

The BSI has thus been the most important voice for German sporting goods manufacturers in society and politics for decades, committed to safeguarding and implementing the interests of the industry at national, European and international level and is also a member of the Association of European Sporting Goods Manufacturers FESI, based in Brussels.

For tickets go to: europeanoutdoorsummit.com |



OUTTRA



For sponsorship opportunities contact Toni Clifford.

Events Manager. European Outdoor Group:

toni.clifford@europeanoutdoorgroup.com

To buy tickets, scan the QR code:



European Outdoor Summit Ticket Prices

Early Bird - Non EOG or BSI Member - €750.00

Early Bird - EOG or BSI Members - €650.00

Early Bird Group Bundle - Non BSI or EOG Members - €1,350.00

(2 tickets at a discounted price. This is for businesses who are NOT members of EOG or BSI).

Early Bird Group Bundle - EOG or BSI Members - €1,150.00

(2 tickets at a discounted price. This is for businesses who ARE members of EOG or BSI)

All prices are +VAT.



4

Contact

Chapter Two




European Outdoor Group Team

Our team brings substantial experience to the EOG, and comes from a wide variety of backgrounds and industries. Composed of former industry leadership and management, researchers, PhDs, academics, and MBAs, the EOG secretariat’s experience is carefully brought together to enhance the offering of membership.

Arne Strate General Secretary	arne.strate@europeanoutdoorgroup.com
Scott Nelson Programme Manager	scott.nelson@europeanoutdoorgroup.com
Dr Katy Stevens Head of CSR & Sustainability	katy.stevens@europeanoutdoorgroup.com
Dr Jane Turnbull Sustainability Project Manager	jane.turnbull@europeanoutdoorgroup.com
Dr. Verity Hardy Sustainability Project Manager	verity.hardy@europeanoutdoorgroup.com
Toni Clifford Events Manager	toni.clifford@europeanoutdoorgroup.com
Peter Ottervanger Head of Retail	peter.ottervanger@europeanoutdoorgroup.com
Dan Thompson Head of Marketing & Communications	dan.thompson@europeanoutdoorgroup.com
Chris Lines PR & Event Support	chris@rightlines.info





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