

# BERLIN 2023

The New Era: Business and Beyond

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EUROPEAN  
OUTDOOR  
SUMMIT

BERLIN - GERMANY  
28-29 SEPTEMBER 2023



EUROPEAN  
OUTDOOR  
GROUP

EST  
Bundesverband der  
Deutschen Sportartikel-  
Hersteller e.V.



# MADE FOR THOSE WHO DEMAND MORE

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GOING FURTHER,  
TOGETHER

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\* Advances Gore Fabrics' goal for being free of PFCs of Environmental Concern over the lifecycle of its consumer products. In this case, the goal is accomplished using non-fluorinated materials. Learn more on [gore-tex.com](https://www.gore-tex.com).  
\*\* Through the laminate's innovative membrane and select textiles (per Higg MSI).



## WELCOME TO THE EUROPEAN OUTDOOR SUMMIT 2023

Uncertainty, unpredictability, volatility, climate crisis, sustained and dramatic change – all consistent themes in the outdoor sector, and wider business community, over recent years. We all know that those are not about to go away, and that as business leaders we have to find a way to navigate through them successfully, individually and collectively.

Each European Outdoor Summit has allowed delegates to take precious time out of day to day work and consider the bigger picture. The summit explores the most important topics that face everyone, and helps colleagues to prepare their organisations for what lies ahead.

This year's theme of 'The New Era - Business and Beyond' will address issues that have become endemic,

in a collaborative, non-competitive environment. This reflects the guiding principles on which the European Outdoor Group was founded, and, in partnership with our host the BSI (The Federal Association of the German Sporting Goods Industry), our team has curated a full programme for you, all in a fantastic new venue for us here in Berlin.

It will be challenging and stimulating, and we hope that it will also be thoroughly enjoyable, especially with the many opportunities to network and socialise.

So strap in and prepare to listen, watch and engage. And thank you for being part of the European Outdoor Summit 2023.

Matt Gower,  
EOG President.



Im Namen des Bundesverbands der Deutschen Sportartikel-Industrie e.V. (BSI) begrüßen wir Euch alle herzlich in Berlin. Besser noch in Kreuzberg, einem „Kiez“ (Stadtteil), der für eine der modernsten Städte Europas steht: Multikulturell, bunt, laut und dennoch natürlich! Berlin ist aber auch Sitz der deutschen Bundesregierung und das politische Handeln in Berlin, aber auch in Brüssel, wird für unsere Branche immer wichtiger. Unsere Interessen, Ziele und Rahmenbedingungen wollen und müssen wir stärker in den Fokus der Politik bringen – Sport und Bewegung sind für die positive Entwicklung einer Gesellschaft essentiell – in Deutschland und in Europa. Gemeinsam mit der SAZsport und der EOG veranstalten wir daher diese einzigartige Woche des Sports 2023 in Berlin, um die Präsenz und Sichtbarkeit der Sport und Outdoor-Industrie zu erhöhen. Vielen Dank an alle, die uns in dieser Idee unterstützen - ob in Deutschland, Europa oder in Eurem jeweiligen Land.

In diesem Sinne wünsche ich Euch allen einen tollen Outdoor Summit und aufregende Tage in Berlin!

On behalf of the Federal Association of the German Sporting Goods Industry (BSI), we warmly welcome you all to Berlin. Even better in Kreuzberg, a “Kiez” (district) that represents one of the most modern cities in Europe: multicultural, colorful, loud and yet natural! Berlin is also the seat of the German federal government and advocacy in Berlin, but also in Brussels, is becoming increasingly important for our industry. We want and must bring our interests, goals and framework conditions more into the focus of politics - sport and physical activity is important for the positive development of a society - in Germany and in Europe. Together with SAZsport and EOG, we are organizing this unique Week of Sports 2023 in Berlin to increase the presence and visibility of the sports and outdoor industry. Many thanks to everyone who supports us in this idea, whether in Germany, Europe or in your respective country.

With this in mind, I wish you all a great outdoor summit and exciting days in Berlin.

Stefan Rosenkranz  
Geschäftsführer / Managing Director  
bei Bundesverband der deutschen Sportartikelindustrie e.V. (BSI)



# MyClimate

Swiss-based organization myclimate calculated the event's carbon footprint from the delegate's travel and infrastructure. A contribution by the EOS goes into developing and emerging countries where selected climate protection projects reduce the same amount of CO2 effectively. The projects



contribute to the UN SDGs by leveraging the project region's ecological, economical and social development and follow the Gold Standard, fulfilling the most robust quality criteria.

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## EOS Summit App

# Whova

### Who's at the summit?

One of the main objectives of the Summit is to promote & facilitate and provide a way for delegates & potential business partners to connect. The Whova event app allows

you to sign in, keep updated and most importantly learn who will be attending & provide the opportunity to communicate using the built-in messaging system.

### What if I already have the whova app?

Go to menu and search for 'European Outdoor Summit Berlin, Germany'  
Once found click join (registered

attendees only) and enter invitation code: **The EOS2023**

### Need to download the app?

Use the QR codes below to download the Whova app then search for European Outdoor Summit Berlin.

Code: **TheEOS2023**  
Once signed up you can also log in to the web app online.



Apple users:



Android users:



## THURSDAY, SEPTEMBER 28<sup>TH</sup>

08:15 - 09:00	Registration, coffee and networking		
09:00 - 09:15	Welcome to European Outdoor Summit 2023		Arne Strate, EOG & Stefan Rosenkranz, BSI
09:15 - 10:15	Transformative Change		Rosa Sommer, Leaders' Quest
10:15 - 10:45	How to unlock innovation within your organisation through a regenerative people plan		Karla Morales-Lee & Tara PJ Stevens, Warrior Group
10:45 - 11:15	Coffee break and networking		
11:15 - 11:20	State of Trade		Scott Nelson, EOG
11:20 - 11:40	Exploring the trends of the outdoor and sporting retail landscape		Richard Payne, Sporting Insights
11:40 - 12:05	How to square what's circular: How to connect circularity to your sustainability strategy and measure it right		Philipp Meister, Quantis
12:05 - 12:50	No data, no compliance, no business' - panel discussion		Moderator - Kim Scholze, Sympatex Pascale Moreau, Ohana Public Affairs Ben Blischke, Intersport Julie Brown, EON
12:50 - 13:50	Lunch and networking		
13:50 - 14:50	Workshop: 'Understand how EU legislation will impact your business' (optional, sign up required)		Pascale Moreau, Ohana Public Affairs
13:50 - 14:35	Opening Up The Outdoors: Fuelling diversity in the outdoors today		Keme Nzerem, OUTO Anthony Owosekun, EMPOCA Margo de Lange, IGOT
14:35 - 14:50	Digitize the Planet Creating a responsible relationship between our natural environment and the people, through standardised and internationally digitized nature conservation information		Thorsten Unseld, Digitize the Planet
14:50 - 15:15	What makes outdoor brands score higher in service and product quality among consumers? Results of an AI based analysis for 30.000 outdoor products		Dr Korbinian Spann, insaas.ai
15:15 - 15:35	The Outdoor Sector – An Important Solution Provider		David Ekelund, Icebug Dennis Pamlin, Mission Innovation
15:35 - 16:05	Coffee break and networking		
16:05 - 16:40	What should the outdoor industry know about sustainable packaging?		Vivian Loftin, Recyda Anna-Karin Wårfors, Nilörngruppen Verity Hardy, EOG
16:40 - 17:10	Recommence – learnings from the fashion industry: A snapshot from a European perspective		Dr Manuel Braun & Clara Luckner, Systemiq
17:10 - 17:30	Business and beyond: What could be beyond?		Christian Schneidermeier, Ortovox
17:30 - 17:45	Day 1 learnings and wrap up		Moderator: Margo de Lange, IGOT Moderator: Keme Nzerem, OUTO
17:45 - 22:00	Networking Evening		

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**FRIDAY, SEPTEMBER 29<sup>TH</sup>**

08:15 - 09:00	Arrival coffee and networking		
09:00 - 09:10	Welcome to the European Outdoor Summit 2023 day 2		Arne Strate, EOG
09:10 - 09:40	Carbon Removal – How it is a crucial part of the race to zero!		Dr Heiko Schäfer, Mammut Jan Huckfeldt, Climeworks
09:40 - 10:05	Breaking Borders - The power and resilience of omnichannel		Matthias Vandecasteele, Bleckmann
10:05 - 10:50	Minimalism: Towards more sustainable and more inclusive outdoor experiences		Moderator - Jonathan Fraenkel-Eidse, Suston Magazine Bowie Miles, Consultant Textiles Sustainability and Recycling Andy Schimeck, IGOT
10:50 - 11:20	Coffee break and networking		
11:20 - 12:10	Session in collaboration with the European Outdoor Conservation Association (EOCA) 'Learning from the Luxury Sector: A deep dive into biodiversity strategy'		Geraldine Vallejo, Kering Julian Lings, The North Face & EOCA
12:10 - 12:25	Pushing the boundaries on climate		Dr Katy Stevens, EOG
12:25 - 13:00	Durability from different angles		Marie Mawe, W. L. Gore & Associates Maité Angleys, BSI Dr Katy Stevens, EOG
13:00 - 13:10	Introduction to the European Outdoor Summit 2024		Andrew Denton, OIA Arne Strate, EOG
13:10 - 13:25	European Outdoor Summit 2023 closing session		Moderator: Margo de Lange, IGOT Moderator: Keme Nzerem, OUTO
13:25 - 14:25	Lunch and networking		





TALKS  
PANEL DISCUSSIONS  
PRESENTATIONS

THURSDAY  
28TH SEPTEMBER





Rosa Sommer

## Speaker

### Transformative Change

In this opening keynote, Rosa Sommer, Director at the change consultancy Leaders' Quest, brings deep experience helping companies and their leaders have better conversations about the future. In this conversation we'll ask, 'What will it take to lead our companies and industry into a new era?' Together we'll reflect on what it really takes to transform, the nature of change itself, and begin exploring the ingredients of 'business and beyond'. Expect to participate (mandatory), laugh (hopefully), and maybe even sing (voluntary!)

**Speaker: Rosa Sommer – Director, Leaders' Quest**

**Thursday 28<sup>th</sup> September**

**09:15 – 10:15**



Karla  
Morales-Lee



Tara  
PJ Stevens

## Speaker

### How To Unlock Innovation Within Your Organisation Through A Regenerative People Plan

Post-covid, the war on talent is a high-stakes initiative that companies can't afford to lose. And yet, it can seem an impossible task for senior leaders to confidently invest in people in an unforgiving economic climate. How do companies know not just the right things to invest, but the best for measurable impact?

**Speakers:**

**Karla Morales-Lee – Co-founder, Warrior Group, SHE Changes Climate**

**Tara PJ Stevens – Co-founder, Warrior Group**

**Thursday 28<sup>th</sup> September**

**10:15 – 10:45**





Richard Payne

Speaker

## **Exploring The Trends Of The Outdoor And Sporting Retail Landscape**

In this session Richard will reveal the initial outdoor retail trends that have emerged as a result of the newly launched Outdoor Market Intelligence Service (OMIS) and put this into context with how retail is performing within other sports, using actual sales data from retailers.

**Speaker: Richard Payne – Director, Sporting Insights**

**Thursday 28<sup>th</sup> September**

**11:20 – 11:40**



Philipp Meister

Speaker

## **How To Square What's Circular: How To Connect Circularity To Your Sustainability Strategy And Measure It Right**

In the past there have been many different circular initiatives, with the intent to pilot new value propositions and grasp circular economy's promised land; that of decoupling financial growth from resource use. However, it is often difficult to connect these initiatives to wider sustainability commitments and business strategies.

For the outdoor industry, durability and repairability are intrinsically associated with the expected performance of products, less clear is the connection with how they can bring benefit to climate or nature-related targets.

The session aims at providing a framework for integrating business and sustainability objectives in a circular strategy, highlighting opportunities, and to embrace digitalization and technological innovation along the entire value chain.

**Speaker: Philipp Meister – Global Fashion & Sporting Goods Lead, Quantis**

**Thursday 28<sup>th</sup> September**

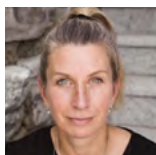
**11:40 – 12:05**

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## Panel Discussion

### **No Data, No Compliance, No Business**

As the topic of sustainability rapidly changes from an organisational 'nice to have' to a compliance issue, the need for reliable, well managed data becomes increasingly business critical. This panel discussion will unpack incoming regulatory requirements, to understand better where the impact will most be felt by industry, and what that means in practice for brands. The panel will explore potential solutions to meet these challenges, so that outdoor businesses can lead the way in the new era of compliance. A panel of industry experts will address data and compliance, and touch upon policy and system requirements, as well as offering an operations and brand perspective on what is required to monitor, act and evidence.



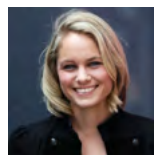
Kim Scholze



Pascale Moreau



Ben Blischke



Julie Brown

**Thursday 28<sup>th</sup> September**

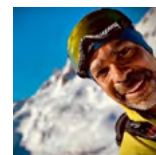
**12:05 – 12:50**

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## Panel Discussion

### **Opening Up The Outdoors: Fuelling Diversity in the Outdoors Today**

Opening Up The Outdoors (OUTO) brings together industry and community leaders to promote joy, excellence and belonging in the outdoors for People of Colour. Together we are striving to create an outdoor community and industry that is truly diverse, equitable, anti-racist and accessible. During this panel session, OUTO co-founder Keme Nzerem and OUTO Secretary General Margo de Lange are joined by Anthony Owosekun who runs EMPOCA. Germany based EMPOCA organise outdoor camps that connect Black kids and teens with nature.



Keme Nzerem



Anthony Owosekun



Margo de Lange

**Thursday 28<sup>th</sup> September**

**13:50 – 14:35**



Pascale Moreau

## Workshop

### **Understand How EU Legislation will Impact Your Business**

Optional workshop (up to 40 delegates, sign up required)

**Speaker: Pascale Moreau - Founder, Ohana Public Affairs**

**Thursday 28<sup>th</sup> September**

**13:50 – 14:50**



Thorsten Unseld

## Speaker

### **Digitize The Planet: Creating A Responsible Relationship Between Our Natural Environment And The People, Through Standardized And Internationally Digitized Nature Conservation Information**

Outdoor sports and experiences are important parts of a healthy, fulfilling lifestyle and contribute to building a deeper awareness of nature and the importance of its protection. The majority of outdoor enthusiasts want to contribute to nature conservation efforts and minimize any negative impacts their actions may have on natural ecosystems. Together with the sports industry, online platforms and nature conservationists, we want to offer everyone the opportunity to be active in nature in a sustainable and conscious way. We believe that all of those who contribute to the problem can also be part of the solution and make our passion for the outdoors sustainable and yet still accessible and enjoyable. By spreading important information on protected areas, social awareness for the necessity of nature conservation can be strengthened so that we can all act in a sustainable way.

**Speaker: Thorsten Unseld – Digitize the Planet**

**Thursday 28<sup>th</sup> September**

**14:35 – 14:50**





Dr Korbinian Spann

## Speaker

### **What Makes Outdoor Brands Score Higher In Service And Product Quality Among Consumers? Results Of An Ai Based Analysis For 30.000 Outdoor Products**

Consumers evaluate and compare outdoor products on various touchpoints as part of the customer journey. Insaas.ai shows the most popular outdoor brands and products for Germany in 2023 based on hundreds of thousands of data points. Like this, product management, sales and marketing are able to improve single products and categories based on data.

**Speaker: Dr Korbinian Spann – Managing Director, insaas.ai**

**Thursday 28<sup>th</sup> September**

**14:50 – 15:15**

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## Presentation

### **The Outdoor Sector – An Important Solution Provider**

This presentation will map how the Outdoor industry and the wider sector can emerge as a world leading climate and sustainability solution provider. By joining forces, collaborating with others, and expanding the innovation agenda - going from limiting the bad to also amplifying the good, delivering solutions for human needs that support flourishing lives of 11 billion people on half of what the earth can regenerate. The sustainable future is not dull and deprived - it's great out there! Introduction to the concept of moving from “more of the same but a little less bad” innovating for a World where 11 billion people can live thriving lives on half earth.



David Ekelund



Dennis Pamlin

**Thursday 28<sup>th</sup> September**

**15:15 – 15:35**

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## Panel Discussion

### **What should the outdoor industry know about sustainable packaging?**

Packaging is used to protect outdoor products during transport from manufacturer to consumer and, although its environmental impact is small compared to that of the product inside, it is often the first contact the consumer has with the product and can therefore play a significant part in reinforcing the product's sustainable credentials. In this session, packaging experts and an industry representative will discuss the concept of sustainable packaging, the impact of material choice versus waste handling systems, and how best the industry can address their packaging.



Vivan Loftin



Anna-Karin  
Wärfors



Verity Hardy

**Thursday 28<sup>th</sup> September**

**16:05 – 16:40**

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## Presentation

### **Recommerce – learnings from the fashion industry A snapshot from a European perspective**

Manuel Braun and Clara Luckner from Systemiq will be speaking about the importance of the circular economy in creating a sustainable fashion system. They will address the current European market development for recommerce, the landscape of emerging business models to capture the opportunity and the systemic changes required to reap its full economic and environmental potential.



Dr Manuel Braun



Clara Luckner

**Thursday 28<sup>th</sup> September**

**16:40 - 17:10**



Christian  
Schneidermeier

Speaker

## **Business and beyond: What could be beyond?**

“The new Era: Business and beyond” is the title of this year’s EOS. But what could be beyond? Every day we struggle with all kinds of problems coming out of the blue. Faster changing markets, more and more legal regulations, incalculable consumer behaviour, extreme weather conditions and their impact, etc. We all are busy to solve these multiple issues in order to secure our business. But is there something beyond? Or maybe, is there a clamp for all these topics? What can we do as an Industry to go beyond?

**Speaker: Christian Schneidermeier – CEO, Ortovox**

**Thursday 28<sup>th</sup> September**

**17:10 - 17:30**





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## Presentation

### **Carbon Removal – How it is a crucial part of the race to zero!**

Carbon Removals are often discussed, but only little understood, even though IPCC and Science-based targets acknowledge the need of carbon removals, as a part of a credible Net Zero strategy. Mammut decided to invest already at an early stage into carbon removals, to gain first learnings and develop a long-term partnership with our partner Climeworks, who focuses on permanent direct air capture. Such early partnerships are needed to scale the carbon removal industry to a size, which is required in a future net zero world. To include our consumers on this journey, we integrated this approach into our newly launched, decarbonized trail running collection, with the slogan: Go further – together. We want to share insights and learnings of this approach, so that we can inspire others.

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Dr Heiko Schäfer



Jan Huckfeldt

**Friday 29<sup>th</sup> September**

**09:10 – 09:40**



Matthias  
Vandecasteele

## Speaker

### **Breaking Borders The Power and Resilience of Omnichannel**

In recent years, all brands have encountered an array of unprecedented challenges, a trend that shows no signs of slowing down. How can outdoor learn from fashion and lifestyle sectors and navigate these uncertainties when it comes to distribution channels? Engage with Matthias Vandecasteele, expert in logistics and supply chain management, on the evolving landscape from digital to 'phygital'.

**Speaker: Matthias Vandecasteele – Senior Sales Manager Lifestyle, Bleckmann**

**Friday 29<sup>th</sup> September**

**09:40 - 10:05**

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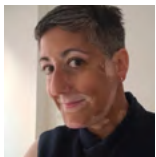
## Panel Discussion

### **Minimalism: Towards More Sustainable & More Inclusive Outdoor Experiences.**

Following an editorial in Suston Magazine, Suston editor Jonathan Eidse, leads this panel discussion on some key advantages of minimalism both when it comes to designing products as well as outdoor experiences for the environment as well as for access to the outdoors. It's Great Out There Coalition President Andy Schimeck, textile engineer Bowie Miles explore the topic from different angles.



Jonathan  
Fraenkel-Eidse



Bowie Mills



Andy Schimeck

**Friday 29<sup>th</sup> September**

**10:05 - 10:50**

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## Presentation

### **Learning from the Luxury Sector: A Deep Dive into Biodiversity Strategy**

Part 2 of EOCA's series on 'Biodiversifying your Business'

Business must build in both conservation efforts and actions to mitigate their impacts on biodiversity into their strategies to support the Global Goal for Nature. The session will provide insights and solutions on how leading companies can transition to a Nature Positive approach.



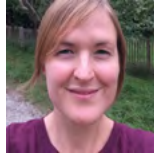
Géraldine Vallejo



Julian Lings

**Friday 29<sup>th</sup> September**

**11:20 - 12:10**



Katy  
Stevens

## Speaker

### Pushing the Boundaries on Climate

Climate change is a topic that the European Outdoor Group and the outdoor industry is taking seriously. We have all seen and felt the impacts, more so every year. Here Katy from the EOG will give a quick overview, and present some of the bold steps they are about to undertake in order to lead the industry into a new era of climate action. Katy is head of CSR and Sustainability at the EOG and developing and leading the climate strategy.

**Speaker: Katy Stevens – Head of CSR and Sustainability, EOG**

**Friday 29<sup>th</sup> September**

**12:10 - 12:25**

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## Panel Discussion

### Durability From Different Angles

Durability is becoming a critical part of many sustainability and circularity conversations and producing durable products is an effective way to lower the environmental impact of the industry. However, until now there is little in the way of a formal definition or tools to measure with both the emotional and physical aspects of durability being important. This session will provide a deep dive on the topic and will discuss why it matters, and present some results obtained so far in a project intended to assess the residual functionality of waterproof jackets.



Katy Stevens



Maïté Angleys



Marie Måwe



Mikael Bäckström

**Friday 29<sup>th</sup> September**

**12:25 - 13:00**



# SPEAKERS & MODERATORS





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Leaders' Quest

## ROSA SOMMER



Rosa is a Director at Leaders' Quest, a change consultancy with a mission to create wise leaders for a regenerative future. She's spent the past decade helping teams have better conversations about the future. She also co-founded and leads the Three Horizons Practice Network at Future Stewards, training people in systems change.

Prior to this, Rosa co-founded an experiential learning consultancy

where she worked with Unilever on integrating sustainability into the heart of its business categories. She was also Co-Director of the behavioural change start-up, Intelligent Life.

Rosa holds a first-class degree in International Politics from Aberystwyth University and was a board member for the rewilding charity, Embercombe.

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**Transformative change**

**Thurs 28<sup>th</sup>**  
**9:15 - 10:15**



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Warrior Group Consulting

## KARLA MORALES-LEE



Karla Morales-Lee is Co-founder of Warrior Group, on the steering committee for She Changes Climate, a UK Ambassador for The Hunger Project and a fellow at impact fund Zinc VC. She is passionate about the fact that the thinking that got us here will not get us where we need to go and is therefore devoted to amplifying, supporting and embedding voices less heard. Her podcast, Warrior Women, is five-star rated on Apple podcasts.

Women', pioneering leaders rethinking how society lives and works. Today, in order to drive forward a more just and sustainable society, Warrior Group connects the world's most forward thinking conferences and organisations this network of intersectional 'Warriors' expanding their knowledge and expertise in areas like ethical ai, decarbonisation, sustainable approaches to Web3, new models of leadership and more.

In late 2019, Karla founded a global community to support 'Warrior

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**How to unlock innovation within your organisation through a regenerative people plan**

**Thurs 28<sup>th</sup>**  
**10:15 - 10:45**



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Warrior Group Consulting

## TARA PJ STEVENS



Tara PJ Stevens is Co-founder of Warrior Group, Global Community Chair for the Women In Innovation Network, a venture scout helping female founders on their funding journey with Landscape VC service, and sits on various steering committees for inclusion in the financial services and is passionate about eradicating the gender wealth gap.

As an innovator and positive disruptor, Tara has led, designed and nurtured

businesses to growth through development of market-disruptive offerings and innovation practice. Specialising in regulated markets, she's co-founded an innovation lab, established teams of corporate entrepreneurs and led specific challenges agency-side for clients including Four Seasons hotels, Lloyds Bank, Santander, Cambridge English, O2, Pfizer, AXA, Diageo, Danone, Cadbury, HP and more.

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**How to unlock innovation within your organisation through a regenerative people plan**

**Thurs 28<sup>th</sup>  
10:15 - 10:45**



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Sporting Insights

## RICHARD PAYNE



Having worked in the market research and insights industry for almost 20 years and with Sports Marketing Surveys (now Sporting Insights) since 2008, Richard has a real passion for sport combined with a flair for interpretation and analysis of numbers.

As a Director for the company, Richard is responsible for the day-to-day contact with many of Sporting Insights'

key clients specifically with global federations and new-technology markets. He brings enthusiasm and a real desire to understand client problems – insightful questioning enables him to arrive at solution driven research programmes and his consultative approach ensures that clients maximise the value of any research commissioned.

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**Exploring the trends of the outdoor and sporting retail landscape**

**Thurs 28<sup>th</sup>  
11:20 - 11:40**





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Quantis

# PHILIPP MEISTER



Philipp Meister is the Global Fashion and Sporting Goods Lead at Quantis, a sustainability consultancy that takes a science-based approach to guide companies in transforming their businesses to operate within planetary boundaries. Together with his team, Philipp is working to fast-track sustainable transformation in the

fashion and sporting goods sector. He joined Quantis in the fall of 2021 after 16 years in the sporting goods industry, where he focused on sustainability, innovation and product creation. Previously, Philipp worked for adidas and Nike EMEA. He is also a member of the board for the ZDHC Foundation.

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**How to square what's circular: How to connect circularity to your sustainability strategy and measure it right**

**Thurs 28<sup>th</sup>  
11:40 - 12:05**



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Ohana Public Affairs

# PASCALE MOREAU



Pascale Moreau is an active citizen and nature lover who has been working in public affairs for over 16 years. Her experience is as diverse as the environment and includes industries like textiles, information and communication technologies, and healthcare.

This multifaceted experience has made her an expert in navigating the obstacles and opportunities involved in

implementing sustainable development strategies and laws. In 2019, Pascale founded Ohana with the mission to help companies develop medium and long-term sustainable development strategies reflecting the risks, opportunities and realities present in their markets

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**Workshop: 'Understand how EU legislation will impact your business'**

**Thurs 28<sup>th</sup>  
13:50 - 14:50**



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INTERSPORT

# BEN BLISCHKE



With over a decade in the sports industry, Ben has extensive experience within product development, sourcing, and sustainability teams. His degrees in Product Design and Sustainable Development inform his views on how traceability, climate justice, and circularity intersect. Ben's firsthand

experience of supply chains, notably hardgoods products and materials, give him insights into both the necessity and challenges of traceability for ethical and responsible business practices.

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**No data, no compliance, no business'- panel discussion**

**Thurs 28<sup>th</sup>  
12:05 - 12:50**



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EON

# JULIE BROWN



Pascale Moreau is an active citizen and nature lover who has been working in public affairs for over 16 years. Her experience is as diverse as the environment and includes industries like textiles, information and communication technologies, and healthcare.

This multifaceted experience has made her an expert in navigating the obstacles and opportunities involved in

implementing sustainable development strategies and laws. In 2019, Pascale founded Ohana with the mission to help companies develop medium and long-term sustainable development strategies reflecting the risks, opportunities and realities present in their markets.

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**No data, no compliance, no business'- panel discussion**

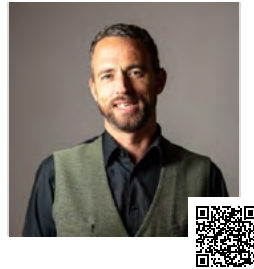
**Thurs 28<sup>th</sup>  
12:05 - 12:50**



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Digitize the Planet

# THORSTEN UNSELD



Thorsten joined the Digitize the Planet team in June 2023. He studied tourism, marketing and business management in Augsburg and Madrid. After first working in the event industry in Buenos Aires and Stuttgart, Thorsten spent many years in the tourism industry, especially in destination management (outdoor) for the Ammergauer Alpen Nature Park and later as Managing Director for Garmisch-

Partenkirchen Tourism and in the Tyrolean Zugspitz Arena.

At the association, Thorsten is a senior manager responsible for communication, network and partner management, events and the future direction of the association.

---

**Digitize the Planet: Creating a responsible relationship between our natural environment and the people, through standardised and internationally digitized nature conservation information**

**Thurs 28<sup>th</sup>  
14:35 - 14:50**



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insaas.ai

# DR KORBINIAN SPANN



Dr. Korbinian Spann is the managing director of Insaas.ai and a marketing expert with more than 10 years of international practical experience. He received his education and doctorate as a linguist, among others at Harvard

University. At W. L. Gore, he was in charge of digital marketing and global data reports. He founded Insaas.ai in April 2019 with the goal of automating qualitative market research.

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**What makes outdoor brands score higher in service and product quality among consumers?**

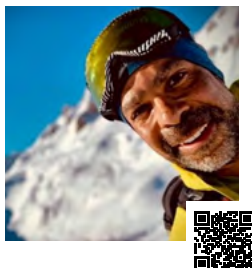
**Thurs 28<sup>th</sup>  
14:50 - 15:15**



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## Opening Up The Outdoors

# KEME NZEREM



Keme is an award-winning journalist, presenter and film-maker. He has years of experience chairing complex multi-day events.

Keme has reported from around the globe covering major stories - from the election of Barack Obama, and Hurricane Katrina - to the Grenfell fire, World Cups & Olympic Games.

Keme presented Channel 4 News' BAFTA nominated Black to Front day and is an RTS Foreign News Award winner. Keme recently co-founded Opening Up The Outdoors, a non profit promoting diversity in adventure sport, and is Vice President of the Its Great Out There Coalition.

He's a trustee for the Ethical Journalism Network, and is the proud father of two teenage daughters.

---

**Opening Up The Outdoors: Fuelling diversity in the outdoors today - panel discussion**

**Thurs 28<sup>th</sup>  
13:50 - 14:35**



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## EMPOCA

# ANTHONY OWOSEKUN



Anthony Owosekun is the Founder and CEO of EMPOCA, a NGO based in Berlin with a mission to connect Black youth with the outdoors.

As a nature enthusiast, experiential educator, and social worker, Anthony witnessed the profound impact of nature on struggling students in schools. However, he also noticed a lack of diversity in outdoor spaces, a reality he understood all too well. This realization made him aware of the significance of this disparity and how it could

potentially transform the lives of Black children and teenagers. Fueled by his vision, Anthony established EMPOCA with a simple mission: to empower Black children across Germany, Austria and Switzerland through immersive outdoor experiences.

With a growing team of educators and nature enthusiasts, EMPOCA continues to expand and is currently the sole nature camp for Black children in Europe.

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**Opening Up The Outdoors: Fuelling diversity in the outdoors today - panel discussion**

**Thurs 28<sup>th</sup>  
13:50 - 14:35**





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Icebug

## DAVID EKLUND



David Ekelund is the co-founder and co-CEO of Icebug. He's a father of three, a forest lover and goes ski touring whenever he gets the chance. The work he finds most meaningful is done at the forefront of trying to combine business development, the sustainable

transformation and people growth - including himself. David Ekelund is also people. As a former chair of the board of the Scandinavian Outdoor Group he's a stronger believer in the power of trust and a practitioner in collaboration.

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**The Outdoor Sector – An Important Solution Provider**

**Thurs 28<sup>th</sup>  
15:15 - 15:35**



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Mission Innovation

## DENNIS PAMLIN



Dennis Pamlin is an entrepreneur and founder of 21st Century Frontiers. His background is in engineering, industrial economy and marketing.

Pamlin is currently the executive director of Mission Innovation Net-Zero Compatibility Initiative [misolutionframework.net](https://misolutionframework.net)

Pamlin is also a senior advisor at RISE, senior associate at Chinese Academy of Social Sciences, visiting research fellow at the Research Center of Journalism and Social Development at Renmin university, advisor to Centre for Sustainable

Development at Confederation of Indian Industries (CII), Advisor to the EIT Climate KIC, and is a founding partner of UNFCCC's "International Innovation Hub" that launched at COP26.

Recent publications includes: A joint MI/ BCG report about opportunity driven climate innovation, and a framework to assess 1.5C compatible strategies relation to an expanded innovation agenda and a framework for full climate assessments (beyond product substitutions). More publications and updates available at: [www.pamlin.net](http://www.pamlin.net)

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**The Outdoor Sector – An Important Solution Provider**

**Thurs 28<sup>th</sup>  
15:15 - 15:35**



Recyda

## VIVIAN LOFTIN



- Education: International Cultural & Business Studies in Germany
  - Work experience mostly in the areas of intercultural exchange (e.g. in Mexico)
  - Through an innovation project in 2019 on the theme "Waste - Be Circular," she met her co-founders and began working on the idea for
- Recyda: Our startup (founded in 2020) develops software solutions for the Circular Economy of packaging
  - Today, Vivian leads, among other things, the Communication department

Recyda

**What should the outdoor industry know about sustainable packaging? - panel discussion**

**Thurs 28<sup>th</sup>  
16:05 - 16:40**



Nilörngruppen AB

## ANNA-KARIN WÅRFORS



Since 2017, Anna-Karin has been managing the Nilörngruppen Sustainability work and the ESG reporting. With a background in sourcing and corporate social responsibility, the experience is mainly within the textile industry but she has also held the position as Purchase manager at

Corporate Express Sweden. Anna-Karin holds a master's degree in international business from the University of Linköping. On the personal front, Anna-Karin is passionate about horses and a national show jumping judge.

**What should the outdoor industry know about sustainable packaging? - panel discussion**

**Thurs 28<sup>th</sup>  
16:05 - 16:40**



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Systemiq

## DR MANUEL BRAUN



Dr. Manuel Braun is director at Systemiq, leading the work on sustainable and circular business models. He is part of the German office leadership team. As global think-and-do tank, Systemiq partners with pioneering organizations, investors and entrepreneurs, following the ambition to drive impact at interface

of circularity and innovation. Prior to joining Systemiq, Manuel spent 8 years at McKinsey & Company, where he led product development and design projects across industries. In addition, he is active as senior lecturer at the Technical University of Munich.

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**Recommerce – learnings from the fashion industry: A snapshot from a European perspective**

**Thurs 28<sup>th</sup>  
16:40 - 17:10**



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Systemiq

## CLARA LUCKNER



Clara Luckner is a Director at Systemiq, leading our work on creating a just, circular and sustainable fashion system. She is part of Systemiq's office in London. As global think-and-do tank, Systemiq partners with pioneering organizations, investors and entrepreneurs, following the

ambition to drive impact at interface of circularity and innovation. Prior to joining Systemiq, Clara spent 6 years at The Boston Consulting Group, advising fashion brands across a range of segments, geographies and issues from strategy to product development to supply chain.

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**Recommerce – learnings from the fashion industry: A snapshot from a European perspective**

**Thurs 28<sup>th</sup>  
16:40 - 17:10**



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Ortovox

# CHRISTIAN SCHEIDERMEIER



Christian has a degree in sports economics and has been the sole Managing Director of Ortovox since 2011. In addition to this, he is on the board of the Federal Association of the Sporting Goods Industry (BSI) and a member of the General Assembly of IHK Munich and Upper Bavaria. He has a great interest

in all topics relating to sustainability and social development, and describes himself as a convinced European. A passionate mountaineer and ski tourer he also enjoys nature, good food and drink, music and theatre.

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**Business and beyond: What could be beyond?**

**Thurs 28<sup>th</sup>  
17:10 - 17:30**



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Mammut Sports Group

# DR HEIKO SCHÄFER



Heiko started in the sporting goods world 2007 when joining adidas. He worked there in various roles in Operations until 2015. He then moved into the fashion world where he worked in COO and CEO roles between 2015 and 2022, lastly as Chief Operating Officer

(COO) for Hugo Boss AG. In September 2022 he became CEO of Mammut Sports Group AG.

Heiko loves running, wintersports, and mountain tours.

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**Carbon Removal – How it is a crucial part of the race to zero!**

**Fri 29<sup>th</sup>  
09:10 - 09:40**





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Climeworks

# JAN HUCKFELDT



Jan has broad industry and functional experiences across FMCG (CPG), working at Procter & Gamble on various brands from Pampers to Gillette, first in R&D then in marketing, working for Lenovo in senior executive roles among which CMO of their Mobile Business Group relaunching Motorola globally, to IT at Hewlett Packard.

His involvement as Chairman of the Advisory Board at Ledger gave him insight into fintech, blockchain technologies, and tech startups. Experience in running a company in the food industry, Hukki Casings.

As founder of consulting start-ups, NewNow Group (Founding Partner) and MarQ Consulting (Founder), Jan is passionately supporting Cleantech companies.

Jan's experiences range from Marketing & Communications to Online Sales and e-commerce to R&D and Process Engineering, Manufacturing and General Management.

He is a regular guest speaker at Cambridge Judge Business School and ESCP Europe a.o.

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**Carbon Removal – How it is a crucial part of the race to zero!**

**Fri 29<sup>th</sup>**  
**09:10 - 09:40**



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Bleckmann

# MATTHIAS VANDECASTEELE



Matthias Vandecasteele is Sr. Sales Manager Lifestyle and heading the Lifestyle segment within Bleckmann Fashion & Lifestyle Logistics. Previously, he was Head of Sales at DSV Solutions. Prior to this, he was active in several roles on Project and Business development of Inland Container

Terminals and Shipping Lines, based in the Port of Antwerp. Matthias holds a master's degree in political and social sciences and a postgraduate master's in management. Matthias is father of 2 wonderful kids and in his spare time he enjoys travelling and outdoor sports.

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**Breaking Borders: The power and resilience of omnichannel**

**Fri 29<sup>th</sup>**  
**09:40 - 10:05**



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Suston Magazine

# JONATHAN FRAENKEL-EIDSE



As editor for “Suston Magazine – Sustainable Outdoor News,” and communications consultant with NORR Agency, Jonathan’s work keeps him close to the latest sustainability developments in the outdoor industry.

He also has several decades of guiding experience that spans multiple activities and continents and holds a masters in sustainability studies from the University of Oslo - the city he and his family call home.

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**Minimalism: Towards more sustainable and more inclusive outdoor experiences**

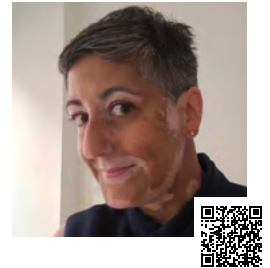
**Fri 29<sup>th</sup>  
10:05 - 10:50**



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Textile Consultant

# BOWIE MILES



A passionate and versatile Textile Professional with an intrinsic appetite for innovation and sustainability. She offers diverse experience of 20+ years in design, fabric manufacturing and product development through to retail,

trend directions and innovation. Her adaptive project leadership skills ensure an ability to embrace new challenges and create a positive impact. Always full of energy with a face you will not forget!

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**Minimalism: Towards more sustainable and more inclusive outdoor experiences**

**Fri 29<sup>th</sup>  
10:05 - 10:50**

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It's Great Out There Coalition

## ANDY SCHIMECK



Outdoor and Sports Industry Specialist with more than 30 years of experience, founding member and vice president of the It's great Outdoor coalition from 2016 - 2022 since 2022 President of the

Coalition, Managing Director of Marmot Mountain Europe for 15 years and Global Sales Director at Equip Outdoor Technologies UK Ltd. (Rab and Lowe Alpine) 2018-2023

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**Minimalism: Towards more sustainable and more inclusive outdoor experiences**

**Fri 29<sup>th</sup>  
10:05 - 10:50**



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Kering

## GÉRALDINE VALLEJO



During her tenure at Kering, Géraldine has been responsible for helping guide the Group's overall sustainability strategy and program implementation. She oversees a team of international experts to support and advise the Group's Luxury Houses with a focus on creating innovative approaches and building strategic partnerships around sustainable sourcing, biodiversity conservation and low environmental impact production. Géraldine holds a Masters of Science in Environmental & Civil engineering from Stanford University, California, and is a graduate

from Ecole Polytechnique, France. She is Chair of the Biodiversity Commission of Entreprises pour l'Environnement (EpE) and participates in international forums on climate and nature, as well as the Task Force for Nature-related Financial Disclosure (TNFD) and the Science Based Targets Network (SBTN). On behalf of Kering, she also set up and manages the first-ever private sector partnership with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) to promote biodiversity science.

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**Learning from the Luxury Sector: A deep dive into biodiversity strategy**

**Fri 29<sup>th</sup>  
11:20 - 12:10**



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EOCA & The North Face EMEA

## JULIAN LINGS



Julian is the Senior Sustainability Manager for VF Corporation's outdoor brands in Europe, Middle East and Africa, with responsibility for sustainability and responsibility. Prior to joining The North Face in 2015, Julian spent a considerable portion of his career with Tesco working across the business' Communications, Government Affairs, and Sustainability functions. After three years in the global sustainability team based in the UK, Julian moved to Ireland to head up Tesco

Ireland's sustainability and corporate social responsibility programme. From there, he then moved to Switzerland to take on responsibility for The North Face's sustainability and corporate social responsibility programmes in Europe, Middle East and Africa. With broad experience across the food and textile industries, Julian has a wealth of international experience of embedding sustainability into business.

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**Learning from the Luxury Sector: A deep dive into biodiversity strategy**

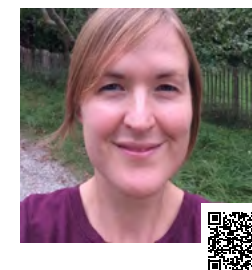
**Fri 29<sup>th</sup>  
11:20 - 12:10**



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European Outdoor Group

## KATY STEVENS



Katy has over 15 years' experience working in the textile industry in a variety of roles including sustainability, product development, and research. She has a BSc in Materials Science and a PhD in Technical Textiles and has worked with the European Outdoor Group for 4 years. In her current role as Head of CSR and Sustainability she facilitates and

encourages brands to increase industry action to bring environmental and ethical considerations to the complex challenges of the textile supply chain. Away from work she enjoys running up hills, finding lakes to swim in, and creating textiles.

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**Pushing the boundaries on climate**

**Fri 29<sup>th</sup>  
12:10 - 12:25**





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It's Great Out There Coalition

## MARGO DE LANGE



Margo is Secretary General of the It's Great Out There Coalition, a passionate outdoor enthusiast and recent mom living in the Chamonix valley. She has a background in comparative European and International law and has dedicated herself to making a difference in the non-profit world ever since she graduated from the University of Antwerp and University

College Dublin in 2014. The past 4 years, she has been driving the work of the Coalition under the It's Great Out There initiative, ensuring diverse, inclusive and responsible participation in outdoor activity in partnership with the industry. More recently she is also leading the charge for Opening Up The Outdoors who have joined the Coalition in 2022.

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**Opening Up The Outdoors: Fuelling diversity in the outdoors today - panel discussion**

**Thurs 28<sup>th</sup>  
13:50 - 14:35**



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BSI

## MAÏTÉ ANGLEYS



Maïté Angleys is a sustainability and corporate responsibility specialist with international background. She joined the outdoor industry in 2016 as Director of Sustainability and built up the strategic sustainability management at the UK-based Nikwax group. In her

current role at the Association of the German Sporting Goods Industry (BSI) she is involved in the development of the numerous regulations that fall under the EU Green Deal. Maïté is based in Berlin.

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**Durability from different angles – panel discussion**

**Fri 29<sup>th</sup>  
12:25 - 13:00**



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Gore-Tex

## MARIE MÅWE



Marie champions Sustainability Stakeholder Engagement at Gore's Fabrics Division and is a member of both the EOG Sustainability Steering Group and the OIA Sustainability Advisory Council. Passionate about driving change, she has held sustainability leadership positions in the outdoor industry for the last ten years. She holds

an M.A. degree in international relations and development economics and has previously led social responsibility projects in both public, non-governmental and private organizations. Growing up in Swedish Lapland, she loves snow, mountains, and outdoor sports.

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**Durability from different angles – panel discussion**

**Fri 29<sup>th</sup>  
12:25 - 13:00**



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European Outdoor Group

## VERITY HARDY



A technical textiles researcher and product developer with over 20 years' experience gained in industrial manufacturing, education and academia. Highly skilled at combining

a knowledge of industry needs, drivers and constraints with textile material innovations to create beneficial and sustainable advancements for suppliers, manufacturers and end-users

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**What should the outdoor industry know about sustainable packaging? - panel discussion**

**Thurs 28<sup>th</sup>  
16:05 - 16:40**



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Sympatex

# KIM SCHOLZE



With the founding of Brands for Good in 2010, I gave my conviction for sustainability, attitude and change a face - the creation and feeding of communication platforms are my expertise.

In order to give the topic of sustainability as big a scope as possible - I invested all my energy in ISPO at Messe München for six years. First steps of a completely different design of show, platform and execution have my signature - with the

industry and the teams I was able to move a lot.

Today, I am fully in - for different case of platform-thinking - an ingredient - for almost two years. I identify personally with Sympatex and the company's consistent and transparent strategy - my main function and responsibility is storytelling, sales and marketing. I share my connection in my moderations of events and podcasts - with passion!

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**No data, no compliance, no business**

**Thurs 28<sup>th</sup>  
12:05 - 12:50**

sympatex®

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Mid Sweden University

# MIKAEL BÄCKSTRÖM



Prof. Mikael Bäckström is the head of Sports Tech Research Centre (STRC) at Mid Sweden University. He has been working in the technical research area for 34 years. One of the areas of interest in the research centre is different kinds of equipment development and the

comprising materials. The research and activities at the STRC is in this area have been active since 2006 and are currently housing two bigger projects, one presented at this summit and one that is named MISTRA Sports and Outdoor.

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**Durability from different angles – panel discussion**

**Fri 29<sup>th</sup>  
12:25 - 13:00**



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