



**EUROPEAN  
OUTDOOR  
SUMMIT**  
ANNEXY - FRANCE  
6 - 7 OCTOBER 2022

| WEDNESDAY 5TH OCTOBER                                      |   |  |
|--|---|--|
| Registration   | Imperial Palace   |  |
| THURSDAY 6TH OCTOBER                                       |   |  |
| ACTIVITY   |   |  |
| Registration, Coffee & Networking                          |   |  |
| EOS 2022 Welcome   | European Outdoor Group & OSV  |  |
| Keynote Opening Speaker                                    | Degrowth - Challenging a Fundamental Paradigm   | Traditional economics defines success in terms of growth, but ever-increasing demand and production are fundamentally at odds with our climate and environmental efforts. Professor Jason Hickel, economic anthropologist, opens the EOS with the difficult yet essential discussion around degrowth. What it is, why it is necessary if we are to stop a full scale climate/ecological breakdown, and how we can approach it as a sector.   |
| Keynote  | Policy as a driver for Change   | The European Union is currently embarking on ambitious climate and circularity initiatives which will substantially impact the way in which we will do business responsibly in the future with sustainability initiatives becoming a vital business need to remain compliant. This presentation will introduce new policy and legislative initiatives and discuss how they will directly impact business; how the future of business will change, how organisations must either adapt or face the consequences, and how businesses can respond to actively shape their future.   |
| Keynote  | The Impact Accelerator Fund and 1% For The Planet   | Awaiting Details   |
| Refreshments & Networking                                  |   |  |
| Keynote  | Fashion 2025 - The Year Physical Clothing Becomes Obsolete  | Non-fungible tokens, or NFTs, are not new but over the last couple of years they have definitely been making more noise across the world of media, and this has only been compounded because of pandemic disruption. As most in the Fashion sector have finally embraced at least the beginnings, if not more, of a Digital Product Creation (DPC) journey, in this session we explore how this is the first step in moving towards a fully fledged NFT-led business strategy. Having already had first-hand experience of every single step of the digital fashion value chain, from the replacement of physical samples with digital assets, all the way through to Digital Asset Ownership in the realm of the NFT that realises new revenue streams, new experiences and a whole new, and much bigger audience; Kerry will take us through the practical steps that are needed to go from DPC through to full NFT strategy rollout, and to the utopian and more sustainable future this will realise for the future of fashion!  |
| Breakout: Panel Discussion                                 | Diversity in the Outdoors: Opportunities Within Grasp   | While understanding the lack of diversity in the outdoors requires deep insight into various social dynamics, opportunities to increase diversity are actually very much within grasp. This panel discussion brings together several key outdoor diversity changemakers. Together, we talk about what drives them, how their projects came about and explore what it takes to increase diversity in the outdoors successfully.   |
| Breakout: Workshop   | The EU Green Deal - So What?!?! Paradigm shifts in policy and opportunities for collaborative working           | This workshop follows on from the presentation of Jerome on how EU policy is changing and how industry will need to step up in response to the climate and biodiversity crises. The workshop will focus on how collaborative and partnership working could support genuine and concrete actions. European Network of Outdoor Sports will outline its policy position on the European Green Deal and focus on key actions and recommendations that could be adopted supported by the Outdoor Industry. The aim of the workshop is to share ideas and inspire creative thinking for a genuinely joined up and interdependent approach to helping to implement the EU Green Deal and to support changes that challenge the norms.   |
| Breakout:  | To be confirmed   |  |
| Lunch  |   |  |
| Networking sessions  |   |  |
| Panel  | Adapting Supply Chains to Risks in a Volatile Global Economy  | As we start to emerge from the global coronavirus crisis that exposed the cracks in our global economic interdependency, we leap straight into the war in the Ukraine which is blowing up commodity markets, while the impacts of climate change continually tighten the screws on the way in which we conduct business. The relative speed at which unprecedented events such as these are gradually becoming 'the norm' are inspiring companies to consider bold moves in rebuilding their supply chains for the future. For decades the aspirational business models that people have been striving towards in the name of progress and growth have, in a short time been shown to be unpredictable and unreliable. This panel will discuss if these may be signposts on the road to deglobalization, and how we can and should adapt to risks in the global economy, what supply chain risk prevention measures can be considered to reduce the impact on your business, and how we can reset supply chains for the next normal. |
| Breakout: Interactive Session                              | Supply Chain - Continue the discussion  | Awaiting Details   |
| Breakout: Ravel A  | To be confirmed   | To be confirmed  |
| Breakout: Ravel B  | Introduction to Retail CSR  | CSR and sustainability in retail has evolved over the last years to a necessity for longevity in the retail industry. Retailers want to address this from an internal perspective to reduce the impacts of their own operations but with more consumers taking an interest in the topic, retailers are now required to not only conform internally, but also to provide information on the sustainable attributes of the products they sell. This workshop will address this situation by providing an introduction to sustainability specifically for retailers to allow them to engage in sustainability conversations and enable them to participate in a meaningful way.   |
| Refreshments & Networking                                  |   |  |
| Panel Discussion:  | The New C-Suite - Management Structures in Transformation   | The current C-Suite model that we often see today is a legacy of the past. Today, markets, society, cultural and environmental change, and investor priorities are changing at breath-taking speed. Constant disruptions are raising the stakes, and these circumstances call for a transformative approach in leadership skills, organisational structure, and business operating models. The fundamental need to strategically integrate topics such as sustainability, digital transformation and innovation is vital, so the questions start to arise: 'How can you be strategic without the right people in the room?' Is your C-Suite optimally structured to rise to these challenges? This panel will include organisations who have challenged traditional executive models and will discuss what, and how they achieved it, the benefits it produced and how inclusion of these essential topics should be non-negotiable within an organisation.  |
| DAY 1 ROUND-UP   |   |  |
| ACTIVITY   |   |  |
| Networking Evening   | OSV & French Hospitality  |  |
| FRIDAY 7TH OCTOBER   |   |  |
| ACTIVITY   |   |  |
| Morning Coffee & Networking                                |   |  |
| WELCOME DAY 2  |   |  |
| Keynote  | The Business of Climate Change  | A recent report from the IPCC (Intergovernmental Panel on Climate Change) tells us that human influence on global warming is 'unequivocal', and makes it clear that what is hot today will become hotter tomorrow; extreme floods will become more frequent, wildfires more dangerous and deadly droughts more widespread. We don't know precisely when a given storm or heatwave will occur, but we do know that the impacts of climate change will directly affect business, society, and ecosystems. This presentation will summarise the latest science (including from IPCC) on emissions/budgets aligned with meeting the Paris goals, and examine the implications this has for corporate strategy, target setting, and disclosures, as well as climate-related financial risks including the emerging risks associated with climate litigation.  |
| Keynote  | Awaiting Details  | Awaiting Details   |
| Panel Discussion   | Circularity Panel: The Implications of Selling a Product Twice  | We all aspire to help create a circular economy, but what happens when we actually try to sell a single product twice? This panel will discuss the hidden obstacles, operational challenges, and sometimes unique opportunities that they have experienced in deploying a truly circular product. The panel will also discuss the potential harm and cautions not always considered when developing these second-hand markets.   |
| Refreshments & Networking                                  |   |  |
| Panel Discussion   | Retail Market Research by the European Outdoor Group: The Need for Real Time Market Data for the Outdoor Sector | A global pandemic, changing consumer expectations, and sustainability concerns are redefining the retail landscape. Integral to adapting to these challenges is understanding what citizens are buying, where, when and at what price. This requires real time market data. The panel will discuss these challenges and how EOG's retail point of sale market data report is helping to bring accurate data to the industry more quickly. It will also cover an exciting next step in the project to cover more retail channels and a UK pilot taking the measure of sales a step further in the second target market in Europe for outdoor goods. We will also talk about the need for key sustainability metrics such as the measure of returns and the increasing importance of the 'resell' channels.  |
| Keynote  | Evolving Human Rights Challenges: Why People in the Supply Chain Matter More Than Ever to Business              | The current flux in global events is resulting in an increase in vulnerable people, whom are at a heightened risk of human rights abuses. Due to the nature of the work, and the geographical context within which our industry operates, there is an increased likelihood of these issues occurring within our supply chains. As one crisis merges into the next and with uncertainty of what is to come, the source of the vulnerable people and the associated risk may change, but the values laid out by the UN Guiding Principles on Human Rights remain: that companies have a responsibility to protect, respect and remediate human rights abuses. In this talk, the relationship between brand and supplier will be addressed, and how this needs to be both embedded in the business strategy but also an evolving dialogue to build strong, stable business and ensure that we can prepare for the next storm.   |
| Lunch  |   |  |
| Networking sessions  |   |  |
| Presentation & Case Study                                  | Single Use Plastics Project: Innovation Through Collaboration   | Over 30 brands and retailers from the outdoors industry have come together to act on single use plastic. We have researched the problems within our own industry, tested potential alternatives, and developed systems to help prevent the largest portions of our plastic packaging from becoming waste. We invite other committed organisations to learn from our work and join us in this critical effort.  |
| Panel Discussion   | The Future is Outdoors  | During the pandemic, the outdoors obtained a highly strategic position with societal importance for physical and mental wellbeing of the entire population. This panel discussion will focus on the evolution of this position beyond the pandemic and how the outdoor industry can benefit from prolonged increased societal importance.  |
| Keynote Closing Speaker                                    | The End of the Selfish State (and what that means for companies and individuals)                                | Why a change in the culture of governance worldwide, from fundamentally competitive to fundamentally collaborative, is what's needed to get the world working. How countries and their leaders need to make this change, and how it actually benefits economic growth and social stability. What companies and citizens can and must do in order to 'get fit' for the changes we all need to make.   |
| CLOSING NOTES, THANK YOU & EOS 2023                        | European Outdoor Group & OSV  |  |
| It's the Weekend - Stay in Annecy and enjoy the mountains! |   |  |