



## EOG Annual Assembly & AGM

Via Zoom

29<sup>th</sup> January 2021

14:00 – 17:05

### MINUTES

#### ATTENDED BY:

- 52 representatives from 44 members
- 10 representatives of the EOG management team
- Chris Lines from Right Lines Communications (taking minutes)
- Karl-Heinz Maurer (auditor)
- Tobias Groeber of Messe Munich (part of meeting)

**CHAIR** Mark Held

#### 14:00 Welcome

Mark Held (MH) opened the meeting and welcomed members. He outlined the agenda for the afternoon and emphasised the importance of the formal elements of the AGM. MH handed over to Arne Strate (AS).

AS explained the format for the meeting, starting with updates from EOG projects and followed by the official business of the AGM.

He explained the online voting process during the AGM and added that the meeting would be interactive as normal and encouraged members to use the chat function during the meeting - questions would be answered either during the meeting or afterwards if time runs out.

AS gave a brief overview of EOG activities during 2020.

He highlighted assets available for members to use on an ongoing basis - the new website with members' only section and the European Outdoor Council platform for association workgroups.

AS introduced some of the specific COVID-19 related work that the EOG undertook during 2020 and asked Scott Nelson (SN) to update members on some of the details.

SN updated members on key actions, including position papers, market research, dedicated resources on the website, and the introduction of a revenue diversification strategy.

AS provided more detail of progress in the development of a revenue diversification strategy and explained that more information will be shared in the summer. He added that prudent financial management has allowed the EOG to continue to deliver its core services to members and make progress with key projects.

AS welcomed Dr Verity-Gay Hardy as a Project Manager in the CSR and sustainability team.

## Doing Business Right

### 14:15 Update from the EOG Departments

#### Market Research

Pauline Shepherd (PS) gave an update on market research activities during 2020, with insights from the following areas:

- State of Trade
- Outdoor Retail Benchmark Report
- Consumer segmentation study in partnership with the It's Great Out There Coalition
- Year-end market survey 2020.

PS explained that additional information from the recent year end market survey would be shared with members in the near future.

SN invited members to submit questions via the chat function.

*Erik Moller (Nordisk): Were there any distinct differences across geographies in the year end market survey?*

*PS: More data is needed to answer this – please complete survey if you haven't already done so.*

*Jonathan Petty (Osprey): Can you validate 2020 totals, as -8% seems very low for some months given some of the double digit increases in other months?*

*PS: Aggregated data shows -5% overall and we have only just got December's figures. We need to break down data some more, which we will follow up on.*

#### Retail

Peter Ottervanger (PO) provided an update on the work of the retail team during 2020. He outlined the main focus and goals of the team, and shared details of some of the association's key retail members. He summarised the year's work:

Started:

- Go to Market project
- ISPO/EOG collaboration
- Outreach to associate members

Developed:

- Outdoor Retail Benchmark Report
- Retail CSR
- New member acquisition

On hold:

- Retail Meets Brands (RMB) Data project
- RMB face to face events.

PO reminded members of the background to the Go to Market project and described progress to date. He concluded by encouraging members to work together on retail related projects.

Dan Thompson (DT) asked members to submit questions.

*Nick Brown (Nikwax): Does the EOG know what the potential disruption to the industry will be due to Brexit?*

*AS: It's too early to say really, but that is a crucial question that we will return to.*

### **Single Use Plastics Project (SUPP)**

SN updated the meeting about the work of SUPP. He reminded members about the background to the project and some of the specific challenges that it is trying to address. He emphasised the importance of collective work in this area to make the economies of scale viable.

The pick-up aspect of the project was clearly impacted by COVID-19, but significant volumes were still collected in the UK and Germany/Benelux during the year, and confidence is high that other adjacent industries can now be invited to get involved.

SN outlined steps that were taken towards agreeing poly bag standards in the industry. He added that Verity-Gay Hardy (VH) will be supporting him in the project during 2021. SN encouraged members to get involved in SUPP and asked for any questions in the chat function or direct.

### **CSR and Sustainability**

Katy Stevens (KS) introduced the CSR and sustainability team, welcoming VH, who is leading the Climate Action Programme. She explained that engagement with members on projects had improved during 2020, and good progress was also made in key areas.

KS noted highlights, such as a formal agreement with HIGG Co, which will help individual members and the EOG as a whole, and the success of Sustain the Momentum.

KS noted some key policy areas that are now coming to the fore and added that EU developments are likely to be mirrored in the UK. Policy development is in the early stages and now is the time for the industry to engage with and influence it – KS encouraged members to review the growing and varied list of topics that are being addressed. She added that the EOG has increased engagement with key stakeholders such as FESI and the Policy Hub.

KS emphasised that to express an industry view on subjects, the EOG needs input from members through the tools and platforms available.

Jane Turnbull (JT) provided an update on key Hard Goods Workgroup projects: Audit Alliance; Hard Goods Round Table; and Hard Goods and Higg.

JT expressed thanks to members for great levels of engagement during 2020.

VH introduced the Climate Action Programme (CAP), which was launched in 2020 with topic-specific guidance documents, a resource/tool library and community platform. CAP has two live collaborative action projects and VH provided an update on progress in both: Supply Chain Decarbonisation; and Freight Optimisation.

SN asked members to add any questions for the CSR and sustainability or wider team to the chat.

*Matthias Gebhard (Bergfreunde): Do you have an overview of who does what in the industry, particularly on the science-based targets initiative?*

*KS: Yes, let me have your email address and I will share that information with you.*

## **15:25 OutDoor by ISPO Update**

MH introduced the subject of the future of OutDoor by ISPO and reminded members that the EOG was already working with Messe Munich to plan for the longer-term evolution of the platform before the pandemic. He emphasised that developments will allow OutDoor by ISPO to be a core platform for the whole industry, whatever the future brings.

MH asked Tobias Grober (TG) of Messe Munich to explain more.

TB of Messe Munich presented plans for OutDoor by ISPO 2021: The Global Summit Edition 2021. He emphasised that a physical show will happen, with a digital extension if necessary. The event will be a two-and-a half day platform from 6-8 July at Messe Munich, with debate and discussion and a chance for brands to present on pre-designed and set-up stands. Full details of the concept and ways to participate will be launched by the end of February.

MH thanked TG for outlining plans for 2021. He added that there is a clear distinction between those and exciting concepts for OutDoor by ISPO that will be implemented from 2022 onwards, which will be shared with members in due course.

## **15:40 COFFEE BREAK**

### **Intact Nature**

## **15:50 The European Outdoor Conservation Association (EOCA)**

AS introduced EOCA President Perry Laukens (PL), of KEEN, to provide an update on the work of EOCA.

PL gave a presentation on the work of EOCA, outlining key highlights from 2020:

- 16 projects supported, including nine new projects and seven funded by brands through EOCA
- Beating the Plastic Free: Mountain to Sea target
  - Original target was to clear 3,000km of habitat, trail and beach – 4,540km was achieved
  - In addition, the Plastic Pledge at ISPO was very successful
- 10 new members joined the association, plus a new trade partner in Outdoor Gear for Good
- Over €100,000 raised during the year - €37,500 at ISPO, €19,000 during the June online fundraiser and €56,000 from 'Green Friday'
  - The next fundraisers will be on Earth Day in April and on Green Friday again
- Successful transition to working online.

PL gave a brief outline of plans for the future and shared a vision for EOCA's future work as an 'umbrella' of climate and biodiversity action, which will be launched publicly in the near future. EOCA aims to have raised over €6m by 2025 with the support of 205 members.

PL introduced Wild for Nature, EOCA's landscape legacy project and highlighted the extra support provided by the association's Sustaining Members.

He thanked all members for their support.

## Europeans Active Outdoors

### 16:10 The It's Great Out There Coalition (IGOTCo)

AS asked Margo de Lange (MdL) to update members on the work of the It's Great Out There Coalition (IGOTC).

MdL highlighted the coalition's main achievements during 2020 and noted that an annual report is available to view and download on the website.

Key work undertaken during the year included:

- #OutdoorsAtHome
- European Week of Sport activation, including #OutdoorSmiles campaign
- Collaboration with Lowe Alpine at Kendal Mountain Festival
- First European funding of €40,000 received
- Consumer participation research
- Funding of 13 projects with #itsgreatoutthere grants
- Outdoor activity themed session for European Week of Cities and Regions
- SHARE initiative collaboration.

MdL reminded members of the background issues that are driving the work of IGOTC. She highlighted three online events in February that will showcase priorities and plans relating to the coalition's work in the future and encouraged members to attend.

MdL introduced the concept of Activity Days for existing and prospective members, which will be launched publicly at 12:00 CET on Wednesday 24 February. She asked members to attend and help spread the word. She thanked IGOTC members for their ongoing support.

### 16:20 AGM

MH introduced the formal business of the Annual Assembly & AGM and explained the voting system and back-up in the event of any technical problems. He asked AS to introduce the agenda.

#### **1. Summary of the Annual Report, the accounts for 2020 and the Auditor's report**

AS highlighted that the Annual Report and Accounts for 2020 had been distributed to members ahead of the meeting.

He welcomed two new members – Sport2000 and Bergzeit, who have joined the EOG in January 2021.

AS summarised the financial performance during the year and highlighted key budget lines and any variances.

He explained the impacts of COVID-19 and measures taken to mitigate those, while continuing to provide full and effective services to members.

AS emphasised that despite the loss for the year, the EOG is in good financial health.

He reminded members that there is a full summary in the Annual Report and offered to answer any questions by email.

MH summarised the audit report by Karl-Heinz Maurer (KHM), which was done remotely.

MH invited KHM to comment on the audit.

KHM confirmed that the audit had been successfully completed and outlined how that was achieved. He concluded that the accounts give a fair and accurate summary of the EOG's activities in 2020.

MH ask members to vote approval on three issues:

- Annual Report
- Accounts
- Discharge the Directors and General Secretary.

## **MEMBERS GAVE UNANIMOUS APPROVAL**

### **2. Board Composition and Elections**

MH explained the priorities that the EOG tries to follow in the composition of the Board and presented the current line-up.

He explained that three members are standing down – John Jansen (JJ), Rainer Angstl (RA) and Ryan Gellert (RG).

MH paid tribute to JJ, RA and RG for their contributions to the EOG.

He highlighted the long-term role of JJ, including his terms as EOG President.

MH introduced two applicants to join the Board:

- Matt Gowar (Equip), UK
- Hans-Hermann Deters (Sport2000), Germany.

MH explained that three Board members have indicated that they wish to stand for a second term:

- Michel Gogniat / Treasurer (Ternua)
- Oliver Pabst (Mammut)
- Mathias Zaggl (W.L. Gore & Associates).

MH asked for members to approve the re-election to the Board of Michel Gogniat, Oliver Pabst and Mathias Zaggl.

## **MEMBERS APPROVED**

MH asked members to approve the election to the Board of Matt Gowar and Hans-Hermann Deters.

## **MEMBERS APPROVED**

MH handed over to Antje von Dewitz (AvD).

AvD explained that MH's term as EOG President has come to an end, but that he has confirmed that he is willing to continue for a second term.

She explained that the matter had been debated by the Board and summarised the discussion.

AvD confirmed that the Board would like MH to continue and asked members to approve.

### **MEMBERS APPROVED**

MH thanked AvD and members for their support.

### **3. Appointment of Auditor**

The Board proposed the appointment of KHM as auditor for 2021.

MH asked members to approve.

### **MEMBERS APPROVED**

### **4. Workplan for 2021**

AS outlined EOG priorities for 2021:

- The Journey Beyond Climate
- Develop OutDoor by ISPO into a compelling tool for the sector
- Leading sell-through analysis and consumer research
- Continue to drive membership collaboration and integration
- Explore alternative revenue streams
- Drive existing projects
- Support for conservation of nature
- Support Europe to get active outdoors.

AS presented the proposed budget for 2021 and provided an explanation for key elements.

He highlighted the difficulty of achieving a balancing act between maintaining output while limiting expenditure.

MH added that the intention is to be back in the black in 2022. He asked members to approve the annual budget.

### **MEMBERS APPROVED**

### **5. Membership Fees**

The Board recommended that membership fees remain the same for 2021.

### **MEMBERS APPROVED**

**17:05 Close**

MH thanked the EOG team for successfully organising the meeting in the current circumstances and thanked members for attending.

AS added that dialogue throughout the year is always welcome and encouraged members to get in touch.

MH closed the meeting.