

## EOG Extraordinary General Assembly

ICM, Messe Munich

27<sup>th</sup> November 2022

15:30 – 17:30

### MINUTES

#### ATTENDED BY:

- 43 representatives from 37 members
- Nine representatives of the EOG management team
- Chris Lines from Right Lines Communications (taking minutes)

**CHAIR**      **Mark Held / Matt Gowar**

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#### 15:30      **Welcome**

Mark Held (MH) opened the meeting and welcomed members. He reflected on the return of ISPO for the first time since 2020 and looked forward to the show. MH explained the reason for calling an Extraordinary General Assembly, and added that the meeting will also include departmental updates.

Arne Strate (AS) outlined the agenda for the meeting. AS thanked members for supporting the work being done by the industry in response to the conflict in Ukraine.

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#### 15:40      **Departmental updates**

Scott Nelson (SN) introduced the EOG department updates. SN asked Peter Ottervang (PO) and Dan Thompson (DT) to give an update on membership and the EOG activation at ISPO.

PO outlined the latest situation with EOG membership, which is growing, and referred to plans to support continued expansion, including the production of new marketing material. He added that the team had many appointments lined up at ISPO with potential new members. PO asked members to advocate EOG membership through their own networks, and encourage them to contact the team. He listed the new members that have joined the EOG in 2022 – ON AG, Lederfabrik Josef Heinen GmbH & Co KG, Maloja Clothing GmbH, Nilörngruppen AB, ACS Clothing, Bleckmann, Garmont, Douglas Gill International Ltd, Houdini, Outdooractive, Outtra, Pactics, Snow Peak.

DT presented details of the EOG presence at ISPO, with changes to the lounge, bringing it into the main halls. He highlighted the association's programme of events at the show and encouraged members to attend.

Pauline Shepherd (PS) shared details of progress in the Outdoor Retail Sales Reporting Project. PS thanked partners in the UK, including the OIA and brands, for support during the pilot phase. She noted that the reporting portal is almost live and referred to extra retailers that have joined the project. PS added that the project team is keen to hear more from brands with D2C channels, and asked members to share their product lists, as previously requested.

PS provided a wider market data update and explained how the Outdoor Retail Sales Reporting Project will help improve the quality and detail of the data available to members. PS invited Martin Riebel (MR) from Deuter to give a brand perspective of the project.

MR emphasised the importance of the ORSRP and why Deuter is supporting the initiative.

Jane Turnbull (JT) updated members about the work of the Hard Goods Work Group. JT highlighted the success of the Audit Alliance for Hard Goods to collaborate and address the risk of bonded or forced labour in the supply chain, in countries such as Taiwan. She presented a video by Mick Farnworth of Mammüt that explained the company's involvement in the alliance and the pre-competitive cooperation with other brands, and how that was helped by their shared use of the same production facilities. MF outlined plans for 2023, including the extension of the project to look at helmet production in China.

SN, Verity Hardy (VH) and Marie Roos (MR) of the Oberalp Group gave an update on the Single Use Plastics Project (SUPP).

SN shared the key recommendations that the project is making to the industry.

VH encouraged members who want to find out more about SUPP to contact her. She emphasised that there are multiple ways to get involved.

MR shared details of how the Oberalp Group has been involved in SUPP, collecting poly bags and encouraging other companies to adopt the project's poly bags standards.

VH presented details of the Carbon Reduction Project, with two cohorts of 10 brands collaborating and sharing information from their supply chains. She outlined some of the mitigation work that has been done and explained that the potential reduction impact of the work has been estimated at 38%. VH added that broadening involvement of more and bigger brands will be vital for amplifying the impact of the project.

Lisa Kretzberg (LK) from WL Gore, one of the pilot members of the Carbon Reduction Project, spoke about the importance of collaboration – 10 brands together speaking to an individual supplier has much more impact than individual companies. She added that she does not think that the collaboration will end with the conclusion of the project. All suppliers now have a greenhouse gas baseline, target and action plan for reduction, which makes a huge difference and leads to entirely different conversations with suppliers than in the past. LK added that the EOG's role in coordinating pre-competitive work of this nature is hugely important and valuable, as a trusted third party. LK concluded that she hopes that the project will continue and that other brands will join.

Katy Stevens (KS) introduced the Impact Accelerator Fund for Climate. The collaborative fund will be dedicated to supporting decarbonisation projects and climate mitigation actions within outdoor industry supply chains. KS added that Ortovox has already committed to supporting the fund. She outlined the types of initiatives that the fund will support. In the longer term, it is hoped that the fund will also support offsetting projects. The fund has been registered as a 1% for the Planet project and encouraged members to get involved.

David Ekelund (DE) of Icebug presented a solar rooftop case study to highlight the kind of project that the Impact Accelerator Fund for Climate will seek to support. DE added that the outcomes have been very impressive and once up and running, the installation will deliver 50% of the electricity that the facility involved will need, at a significantly reduced ongoing cost and with no required initial investment by the factory. He emphasised that recent events at COP27 indicate that politicians are not going to take the right lead and business will have to.

KS updated members about the Sustainability Data Exchange Project, which responded to members' requests for product level sustainability data. The aim is to find alignment on product level sustainability data communications between retailers and brands, and harmonise processes. There are three aspects to the project: A guidance report for retailers on developing measures; harmonised data exchange questionnaire; and to develop a digital sustainability data exchange platform. KS explained the next steps, including a pilot project early in 2023.

Penny Taylor (PT) provided a brief update on the European Outdoor Summit (EOS), highlighting the success of its return in Annecy.

Matthias Zaggi (MZ) of WL Gore explained why EOS is so important to his organisation and its vital role for the industry. He encouraged EOG members to attend.

PT announced that the EOS 2023 will be in Berlin and is likely to take place during the last week of September.

SN wrapped up the departmental updates and encouraged members to contact the team directly if they want to find out more about the individual projects. He emphasised that the value of EOG membership comes from active, not passive, involvement.

SN concluded by referring to the work of the European Outdoor Conservation Association (EOCA) and It's Great Out There Coalition (IGOT) and played a short film by IGOT.

AS encouraged members to join IGOT and get involved in its work. He added that the coalition has a new president – Andy Schimeck.

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## 16:40     Extraordinary General Assembly (EGA)

### EOG Board

MH opened the formal business of the EGA. He reflected on the foundation of the EOG in 2003 with 19 brands, and on the development of the association since then. MH explained that after two terms, it is time to step down as EOG President. He emphasised the nature, power and agility of the outdoor industry - joined up, united, progressive, and forward looking. He commended the members for making that the case and thanked them for the support over all the years, and hoped that they will continue to keep doing that work together.

MH noted that the agenda had been sent out according to the regulations. He explained that the EOG Board has asked Matt Gowar (MG) to take on the role of EOG President with immediate effect, following the approval of EOG members.

MH asked members to approve the appointment of Matt Gowar as EOG President.

***Members approved.***

MG accepted the position and expressed gratitude to MH for his support in taking on the role.

MG explained that the EOG Board had asked Paolo Bordin of AKU to be EOG Vice President. He asked members to approve the appointment.

***Members approved.***

MG noted that two EOG Board members reach the end of their terms and will step down in February:

- Michel Gogniat (Ternua)
- Matthias Zaggi (WL Gore).

He thanked both for their contribution to the EOG.

There will be three EOG Board vacancies that will be filled during the Annual General Assembly in February 2023.

AS explained the nomination process. He added that one of the positions will be a dedicated CSR/sustainability seat on the EOG Board and is not limited to MD/CEO level executives. Full details will be shared in the future executive updates.

### Financial Update

AS provided an update on the 2022 budget position, highlighting differences between the original position and the latest forecast, which predicts a higher loss than planned.

AS presented a summary of the draft budget for 2023, with an expectation of increased and more diverse income, which is less dependent on trade shows. Expenditure will also increase, but the expectation is that the year will end with a significant surplus.

Christian Schneidermeier asked for additional details about the commission income shown in the accounts. AS provided an explanation of the figures.

Thomas Ryll asked for details about the level of reserves. AS answered that it had shrunk significantly, due to the pandemic. AS noted the association policy to have reserves amounting to a year's operational budget, precisely for circumstances such as those that have recently faced the EOG. He added that the reserves are below that level now and that there is a need to build them again.

AS asked members to approve indicative budget.

***Members approved.***

### **Thanking Mark Held**

AS paid tribute to MH and his many years of work for the EOG. He played a series of short films from past colleagues, offering their own tributes and advice for life outside the association. AS added that gifts of thanks would be waiting for MH when he returned to the UK.

EOG members applauded MH.

MH offered his thanks to association members and best wishes for success in the future.

AS thanked members for attending and closed the EGA.

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