Our purpose at The Summit

In this meeting, leaders across the outdoor ecosystem will come together to make bold commitments toward a shared future that is inclusive, equitable and climate positive.

Together, we will:

1. Learn about links between climate change, equity, and inclusion

2. Empower and equip ourselves to expand audiences, connect with customers beyond the transaction, and demonstrate our industry’s values and capacity for doing good

3. Amplify the leadership power in outdoor community-based organizations and forge new partnerships

4. Build leadership capacity for candor and risk-taking

5. Co-create a shared vision, commit to meaningful action and lay the groundwork to hold each other accountable
By 2030, we envision an outdoor ecosystem that is inclusive, equitable and climate positive, creating widespread value for people, planet and the outdoor economy.
Our Shared Outcomes

1. Foster inclusion everywhere.
2. Grow for good, innovate for a lower-carbon future.
3. Meaningfully engage with local communities, our customers and supply chain.
4. Advocate (+ activate) for an outdoors for all.
MORE PEOPLE THRIVING OUTSIDE

PROFIT FUELS CLIMATE-SMART PRODUCT INNOVATION + SOCIAL IMPACT PARTNERSHIPS

ABUNDANT NATURAL CAPITAL

CULTURE-BUILDING, JOB SATISFACTION, MOTIVATED EMPLOYEES, NEW TALENT

TRUST

MORE OUTDOOR ADVOCATES + CLIMATE STEWARDS
What outcomes can we collectively achieve by 2030?

What are you most motivated to commit your organization to coming out of this meeting?

What do you need to support your success?
2030 Vision: What outcomes do we most want to collectively achieve by 2030?

- Multiple DCs w/ reduced transport times & emissions, electric tractor trailers
- Gov’t is functioning – 10 people in this room elected to office and making effective policies
- BIPOC youth growing up connected to outdoors; ownership of spaces in neighborhoods
- Leadership that is reflective of society – new faces across all sectors
- Sustainable manufacturing closer to key markets
- Outdoor access for all – not just one-off experiences for kids from low-income communities
- We have reversed climate change without giving up democracy & free markets
- Clubs, workplaces, families – community experiences have space for synergy
- Shift in the way we frame relationships to each other
- Walk into any store and for any product there are solutions for end of life
- Brands look like the world – board room to front line
- Participants in outdoor sports industry reflect the world we live in
- Companies driving policy and community – more agile in responsive to people and planetary needs
- Development of social science-based targets – intersectionality of SBTs – equity filter
- Equity targets across the industry that all companies are meeting
- Circular materials – reduce raw materials, reduce waste, local infrastructure, more jobs, consumer participation
- Climate positive products – regenerative agriculture, circular materials, re-use and end of life solutions
- No political affiliations
- Quality of life that we can all benefit from
- Town Hall meetings – conversations that matter
- Decisions focused on new metrics of environment = profit
- No DEIJ or Sustainability titles – shared responsibility
- We feel the healing of our planet
- Indigenous voices represented in all of our brands
- Land and water managed w/ indigenous voices at the table
- No social context of race
- Less stuff – no single use plastics
- Leadership represents the complexion/ethnicity of where we live
- Universal standards for brand and product responsibility – clear to consumers, trade benefits
- Press conference: first industry to halve emissions – we did it through inclusion!
- CEO of Patagonia is a woman of color
- Rethink of our supply chain – less stuff
- We are accomplices to Thrive Outside Communities
- Achieved change at scale by working together
- Everything is electric – powered by sun/wind
Your Commitments + Needs

• I will help OIA to help outdoor businesses to help elected officials to find incremental solutions to a healthy planet for all
• I will create external coursework so that leaders can learn how to be inclusive everywhere // OIA to partner
• I will lower my carbon footprint // Need to learn more
• I will lead my org to become a B Corp
• I will create a diversity hiring, training & development plan // Need cohort from OIA to get immediate action
• I will introduce and encourage my org to look at inclusive hiring process

• I will continue to lean into growth-oriented discomfort – share learnings w/ team // Need OIA to be aggregator of news – what to lean into
• I will use my power, privilege and resources to elevate other voices
• I will provide meaningful financial support for indigenous & BIPOC activists
• I will work to change the hate speech – collectively advocate
• I will advocate for inclusive signage in public spaces – multiple language – no erasure language – get gov’t involved
• I will take care of myself, ask for help, ask for higher pay

• I will work with our manufacturing partners/suppliers – communities that are making these products – toward fair compensation and wages in our supply chain – 50% Fair Trade by 2025
• I will help hold ourselves accountable to our goals – understand interconnectedness of goals – success of business
• I will create at least 3 outdoor climbing spaces – w/ commercial and community partners
• I will build better relationships – learn and listen