

The Outdoor Industry as a world leading sustainability solution provider

From only reducing problems to delivery of solutions
on a globally relevant level in 2024

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Berlin: The European Outdoor Summit

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ICEBUG®



Towards
11
Billion people
Living flourishing lives

BEYOND

> 118

Gigatons

of potentially avoided emissions from
>6400

Innovations/solutions

>16

Initiatives

1. Companies as solution providers



An Expanded Sustainability and Innovation Agenda



Avoided Emissions and the role of new innovations: 1

UNFCCC and COP meetings



Policy Makers: G7



G7 Climate, Energy and Environment Ministers' Communiqué

Sapporo, April 16, 2023

We, the G7 Ministers of Climate, Energy and the Environment, met on 15th - 16th April 2023 in Sapporo.

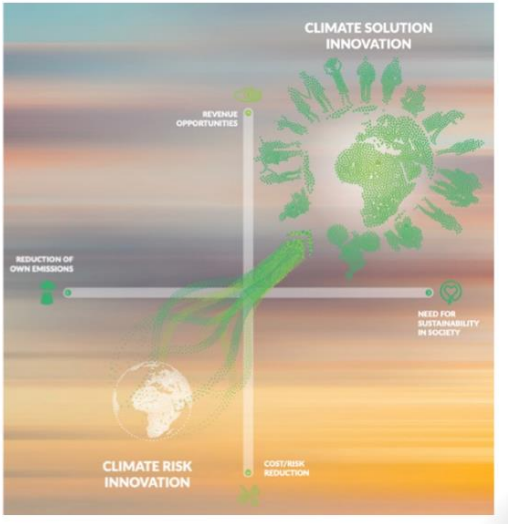


Avoided Emissions and the role of new innovations: 2

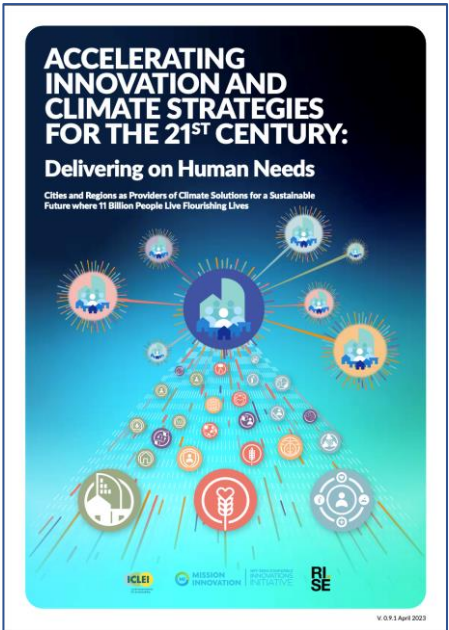
Business: WBCSD



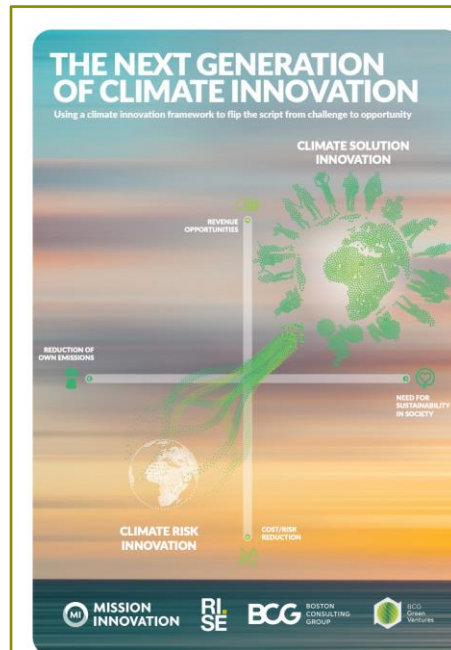
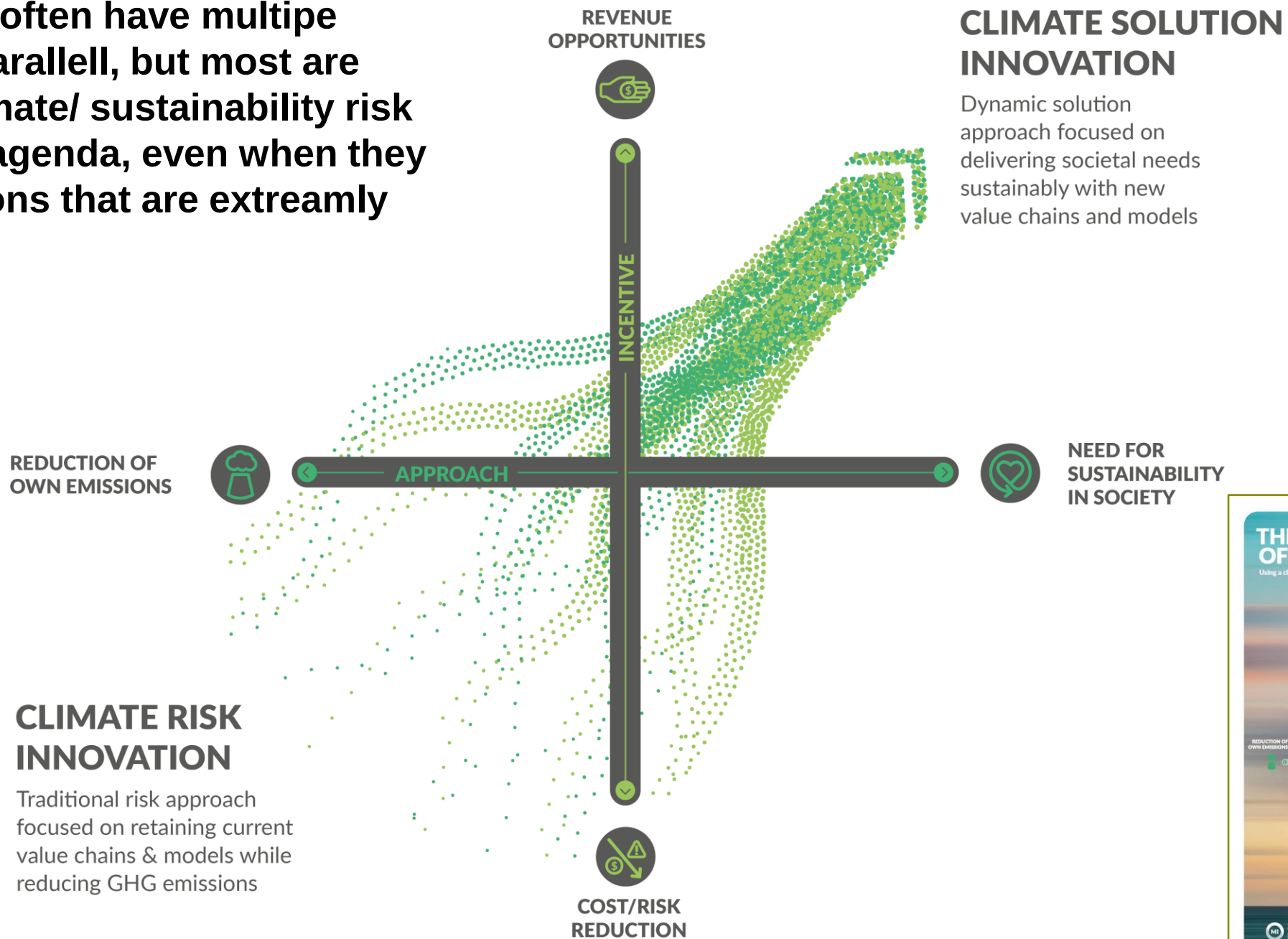
Figure 16: Mission Innovation Matrix



Cities: ICLEI



Companies often have multiple drivers in parallel, but most are stuck in climate/ sustainability risk innovation agenda, even when they have solutions that are extremely significant.



2. What companies in the outdoor industry can do





Self-Assessment Guide

Full Climate Impact Assessment



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[Four Step Quick Guide](#)

[How it can be used](#)

[Illustrative Impact Report](#)

[About](#)

Full Climate Impact Assessment

for Companies that Want to Deliver Globally Sustainable Climate Solutions with positive impact on Human Needs

Start



The Outdoor Industry

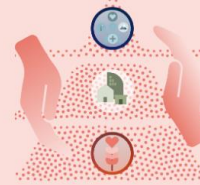
1 Product substitution



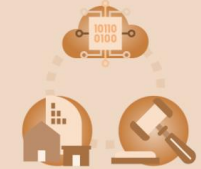
2 Systems delivering on human needs



3 11 billion people living flourishing lives



4 Feedback systems: Shaping the society of tomorrow



Product



Wardrobe



Lifestyle



Society

Expanded Climate Innovation Agenda for Garments/Wardrobes



Archetype wardrobes

**11 billion flourishing lives
half-earth**
From fashion cycles to evolution for
flourishing lives

Smart outdoor and Enabler
One fashion cycle every 10 years
and support for sustainable
lifestyles

Fast fashion
50+ fashion cycles every year and
encouragement of unsustainable
lifestyles

Extreme high consumer
One wear culture and
encouragement of extremely
unsustainable lifestyles

Wardrobe size (Number of garments)

10-30

50

150

500

Garment lifetime (years)

10-100

10

1

0.25

Garment product impact (kg CO₂eq)

0-2

9

10

15

Garments bought/year

0.1-2

5

150

2,000

Direct wardrobe (kg CO₂eq/year)

0-1 kg CO₂eq/year

45 kg CO₂eq/year

1,500 kg CO₂eq/year

30,000 kg CO₂eq/year

Caring (e.g. washing/drying/repairing)

0-1

5

150

1,500

Total wardrobe and care (kg CO₂eq/year)

1 kg CO₂eq/year

50 kg CO₂eq/year

1,650 kg CO₂eq/year

31,500 kg CO₂eq/year

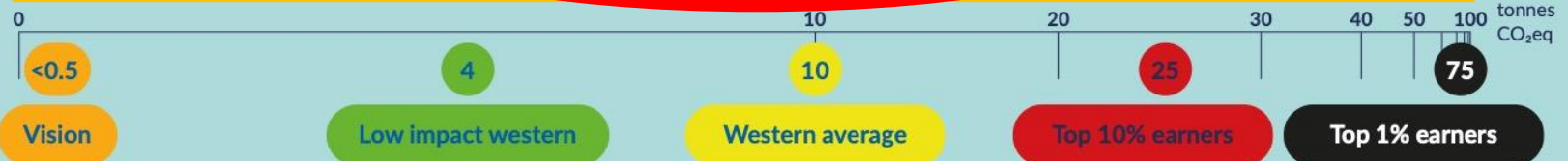
Total lifestyle emissions enabled and
encouraged by the wardrobe

<0.5
tonnes

0.5-8
tonnes

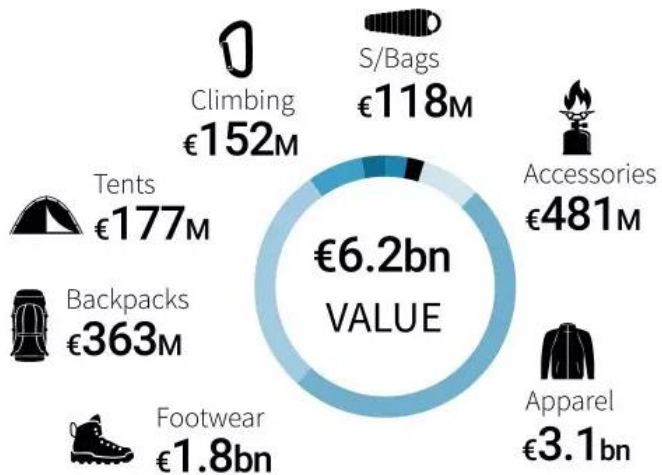
8-25
tonnes

>25
tonnes



The Outdoor Industry

240 million products sold



Lifestyle

Product

10 kg CO₂eq per product/garment
= + **2.4 million tonnes CO₂eq**

Wardrobe

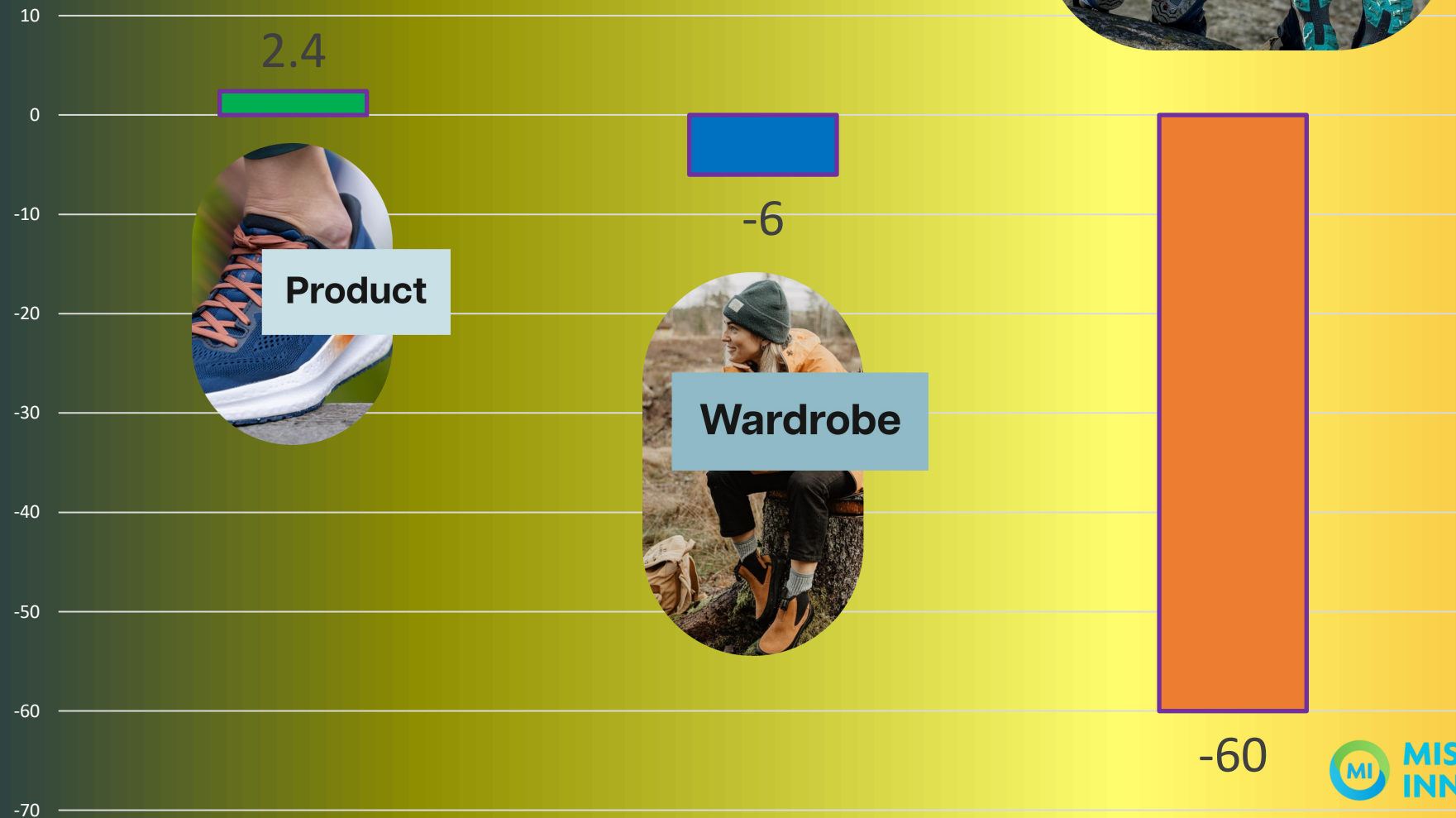
Quality = 10 year lifetime instead of 1 year fast fashion
Multifunctional = buy 1 instead of 4 fast fashion garments
=> 20 million wardrobes becoming 39 garments smarter
= - **7.8 million tonnes CO₂eq**

Assuming that the 240 million products influence the lifestyles of individuals, families and groups that together make up 60 million people. Further assume that each of these people are enabled/encouraged/inspired to use their outdoor equipment in a way that help reduce emissions due to smart commuting, more sustainable holidays, more healthy nutrition, less material consumption and more experiences, resulting in an improvement on average by 1 tonne GHG.

= - **60 million tonnes CO₂eq**

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Different impacts in tonnes GHG



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Making the 21st century Human Need Driven
Innovation Ecosystem for Global Sustainability a
Reality

The Gigaton Opportunity

For Incubators/Accelerators, Initiatives, and anyone else supporting the
accelerated uptake of a new generation of globally sustainable solutions
delivering avoided emissions for a future where everyone on the planet can live
flourishing lives.

<https://gigaton-opportunity.misolutionframework.net>

3. Icebug and practical steps towards a solution role with measurable positive impact in society



Purpose Impact Assessment

2024 & beyond



Icebug and a society where
people can thrive on a planet
in balance

Start —>

About





Product



Lifestyle



Wardrobe



Society

4. Next steps



The Outdoor Industry

The Innovation Initiative for Positive Climate Impact and
Flourishing Lives in Society from the Outdoor Industry
(Team ICFO)

1. Four impact working groups (3-6 companies in each)

1. Products: With net-positive supply chain solutions
2. Wardrobes: Smart wardrobe guides and data
3. Lifestyles: Partnerships, initiatives and tools to promote sustainable flourishing lifestyles and sustainable ways to collect user data
4. Society: Initiatives, advertisement, advocacy in support of lifestyles that support a future where 11 billion can live flourishing lives



2. A sprint to COP28 and present the outdoor industry as sustainability leaders

@ the UNFCCC Global Innovation Hub where we have 1 hour (virtual and physical participation) at the UNFCCC Global Innovation Hub with the title “The outdoor industry: The most important climate and global sustainability solution provider?”.



3. Clusters and collaboration with key stakeholders

Focus on strategic stakeholders that are needed to deliver impacts, both direct through for examples retailers, and indirect with investors and policy makers to discuss how the outdoor industry can best be understood and supported as a solution provider.

