



INDUSTRY RESOURCE / RETAILER PLAYBOOK

Retailers can use this guide to learn more about LIA initiatives and how they can benefit stores, teams, and communities.

For more information, visit our website at lowimpactalliance.com.

OUR MISSION

The Low Impact Alliance is an organization of retailers, brands, and athletes advocating for a more sustainable running industry.

OUR VISION

Together we strive to create systemic change and transparency within our industry by encouraging brands to use more preferred, circular, and environmentally responsible materials and production practices. We also desire to establish ourselves as the industry resource for more sustainable retail strategies, educating retailers on everything from day-to-day business practices to carrying and promoting products and community events that help raise awareness of the impact consumers have on their environment.



CURRENT GOALS

EDUCATE *Brands & Retailers*
ADVOCATE *Transparency*
INSPIRE *Positive Change*

FUTURE GOALS

CONNECT *Brands & Retailers*
RESEARCH *Industry Insights*
INCENTIVIZE *Positive Change*

MEMBERSHIP BENEFITS

- Stay ahead of industry news.
- Join free roundtables and webinars.
- Consumer-facing commitment.
- Free Lifecycle Analysis 2023

TAKE ACTION

Start being a voice of change today by becoming a member and advocating for a healthy planet to run on.

[BECOME A MEMBER](#)

[RESOURCES](#)

[ONLINE FORUM](#)

[OUR WEBSITE](#)

[OUR NEWSLETTER](#)