



STRATEGIC PLAN

WHO WE ARE

The Low Impact Alliance is a 501c3 non-profit and global collective of retailers, athletes, and brands committed to bringing on environmental responsibility and change within the industry.

Together we are working to build partnerships with major industry players in an effort to advocate, educate and inspire change while providing transparency to the market.

BOARD OF DIRECTORS

Co-Chair and Treasurer

CHRISTIAN FYFE

Palmetto Running Co.

Co-Chair and Marketing Director

KERI STRAUGHN

Palmetto Running Co.

Secretary

LAUREN OSBORNE

The Exchange Running Collective

BEKAH METZDORFF

Mill City & Saint City Running

DAN SCHADE

Head of Sales
On Running



“We exist to call people in, not call people out.”

WHAT WE'VE DONE



ADVOCATE
Brand Spotlights



EDUCATE
Industry Roundtables



INSPIRE CHANGE
Nationwide Plogging Initiative



CONSUMER BEHAVIOR
Consumer Attitude Survey



BRAND SPOTLIGHTS

CHAMPIONING SUSTAINABLE PROGRESS

We highlight brands who are making sustainable strides within the running industry to provide the much needed transparency and inspiration that will reinforce positive momentum.

From goals to reduce carbon emissions to product information we will continue to break down the work that is being done to protect our planet.



INDUSTRY ROUNDTABLES

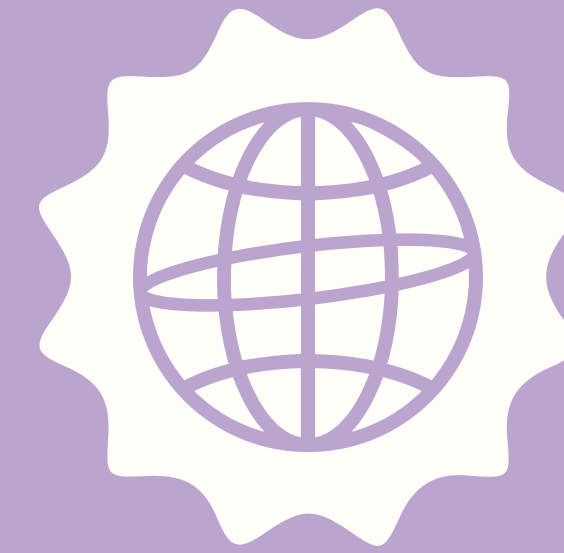
A CHANCE TO JOIN THE CONVERSATION

We invite panelists to speak on topics that are relevant to run clubs, retailers, race directors and brands alike. From recycling best practices to “how to talk to your rep about sustainability” we cover it all!

All of our roundtables are FREE and open to anyone who is interested in joining.

Each of our conversations is recorded and posted on YouTube for later viewing.





NATIONWIDE PLOGGING INITIATIVE

IT'S TIME TO STEP UP

We challenged retailers to host a plogging event during the month of April. Because what better time to start the conversation with customers than Earth Month?

We worked to provide stores with a plogging guide as well as a FREE kit to get them started.

Over 100 kits were requested and retailers all across the United States and Canada participated.



CONSUMER ATTITUDE SURVEY

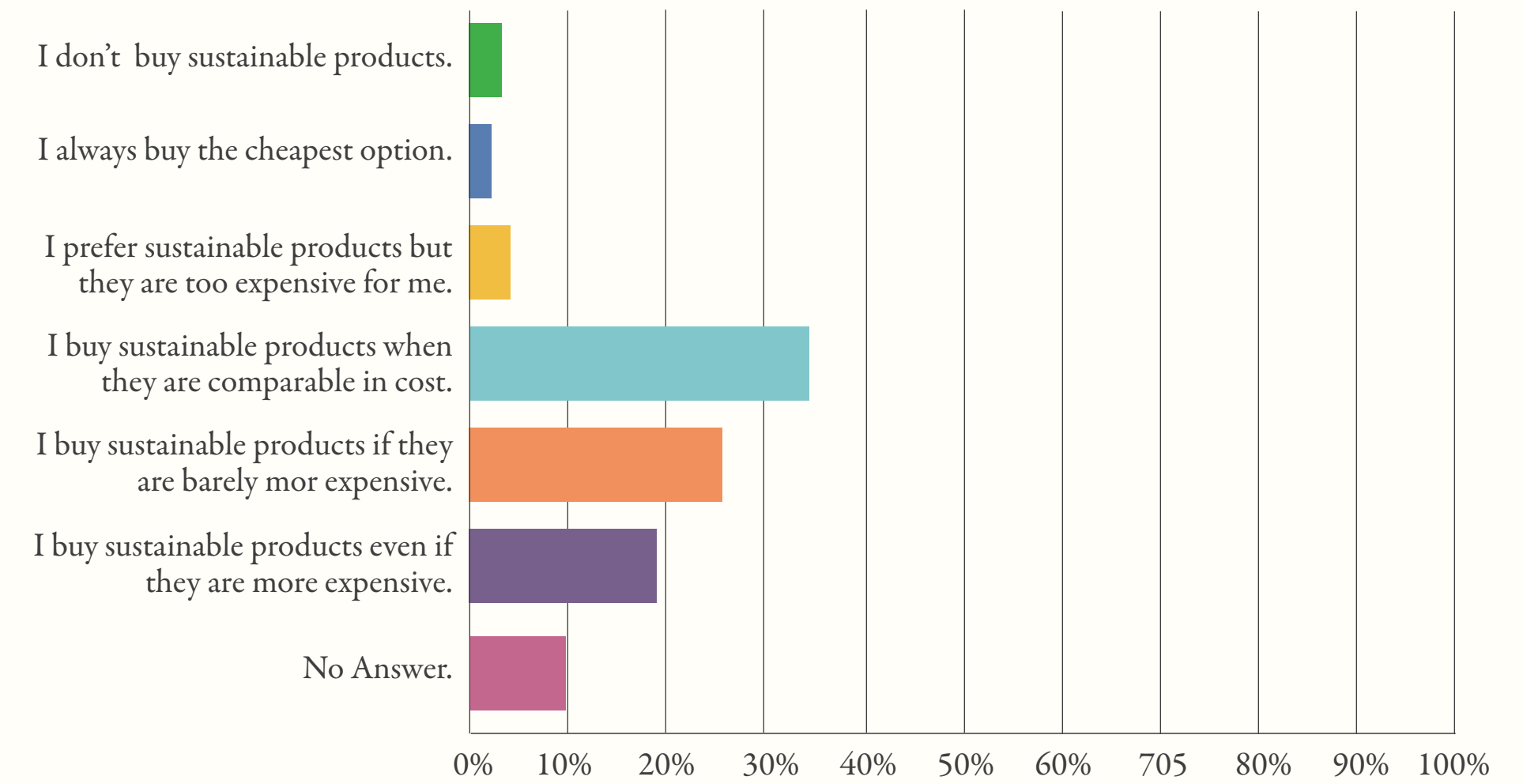
BRINGING DATA TO THE TABLE

We partnered with University of Minnesota to create a survey to determine consumer's attitudes towards sustainable products in the Running Industry.

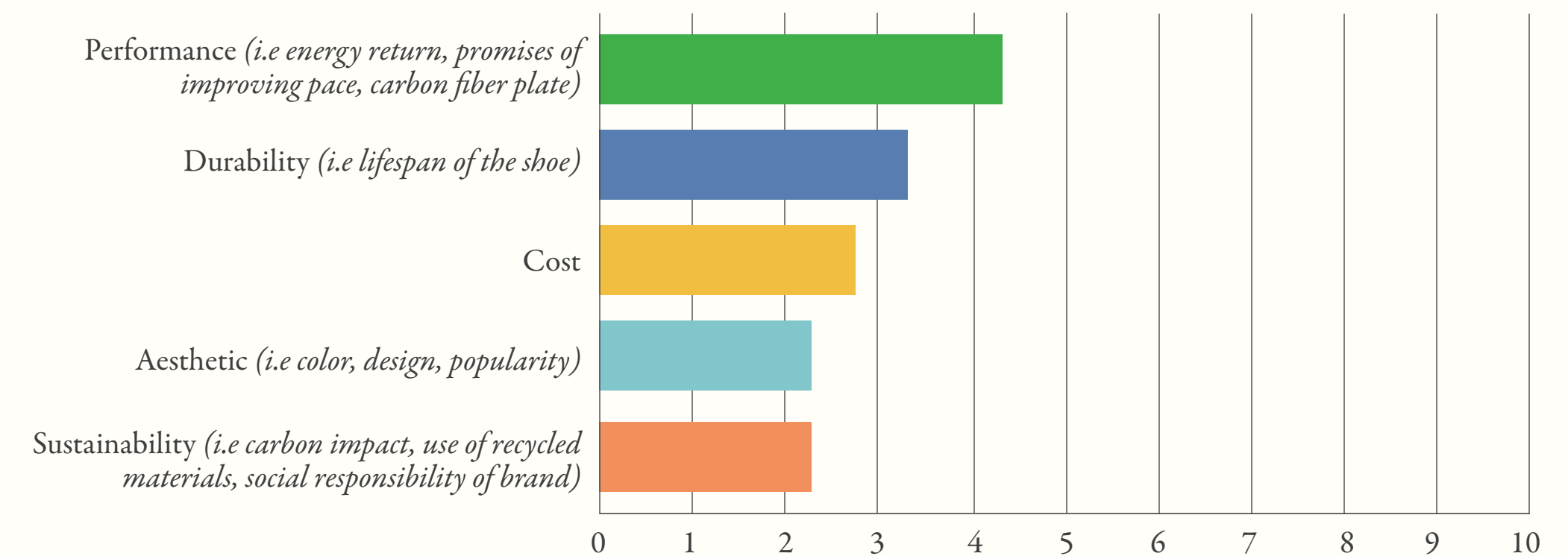
With the help of our LIA brand and retail partners we were able to collect data from around 400 consumers across the US and Canada.

[Link to survey here!](#)

IF YOU CONSIDER BUYING SUSTAINABLE PRODUCTS, WHICH STATEMENT DESCRIBES YOU?



PLEASE RANK (1-MOST IMPORTANT TO 5-LEAST IMPORTANT) THE FOLLOWING FEATURES IN ORDER OF IMPORTANCE WHEN BUYING RUNNING SHOES:



WHERE WE'RE HEADED



ADVOCATE

The Industry Resource



EDUCATE

*A Trusted
Industry Presence*



INSPIRE CHANGE

How to Measure Our Impact



CONSUMER BEHAVIOR

Creating Solutions



THE INDUSTRY RESOURCE

ADVOCATING FOR BRANDS

In an effort to create the ultimate resource to amplifying sustainability within the run specialty industry we will continue to roll out web resources and tools for folks to use as guidelines for best practices.

Resources including our recycling guide and retailer playbook will be expanded upon to continue offering folks more references that make sustainable best practices digestible and effective.



A TRUSTED INDUSTRY PRESENCE

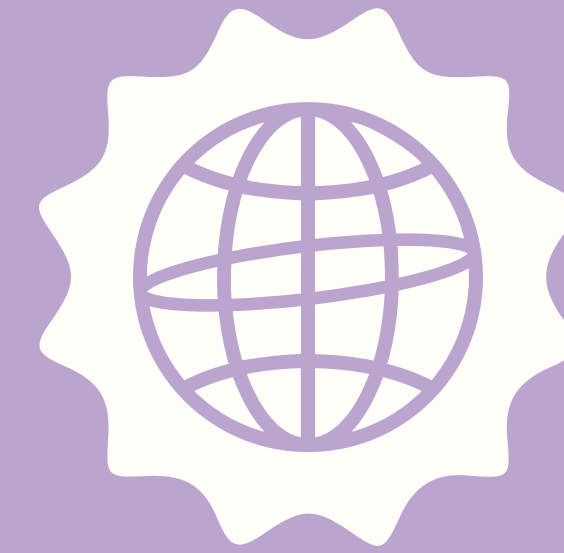
A LARGER PLATFORM FOR CONVERSATION

In 2023, we were selected as the Environmental Impact partner at The Running Event. Leading up to the event we provided advisory support for sustainable best practices and throughout the course of the conference, we hosted a variety of activations to educate the industry.

We kicked the week off with a group plog in partnership with ASICS, while LIA representatives continued to participate in engaging panels and host brand partners for discussions at our booth.

This three year partnership with TRE will be built upon year after year in a continued effort to set a new standard for responsible event management.





HOW TO MEASURE OUR IMPACT

WORKING TO CONTROL WHAT WE CAN

We are excited to partner with University of Minnesota to create a Greenhouse Gas Emissions Inventory Survey for retailers.

We will be Beta testing this survey in the first half of 2024 with a small group of stores nationwide.

Our goal is to roll out the final product in 2025 to all LIA retail members. Giving us year over year data that speaks to the progress being made within the industry.



CREATING SOLUTIONS

PREPARING THE INDUSTRY FOR THE FUTURE
OF CIRCULAR PRODUCT TAKE-BACK

With the recent launch of our Better Bins program, we are making steps towards finding a solution to circularity within run specialty.

The Better Bins are a product recycling center that gives retailers the opportunity to provide their consumers a place to recycle nutrition, socks, apparel and shoes. Through the partnership and recycling logistics of Sneaker Impact, Recover, and GU/TerraCycle, participation in the LIA Better Bins Program is not only free but also helps fund the Low Impact Alliance and contributes significantly to our ongoing effort to expand the program into every Run Specialty retailer in the country.

Learn more about Better Bins here!



WHAT WE NEED



COMMITMENT

*Assign a point person
to be our contact*



TRANSPARENCY

*Share the work your
brand is doing to
reduce your impact*



ACTION

*Commit to work with
stores to create more activations
around sustainability*



FUNDING

*Help to financially support
the work we are doing in order to
help us make a bigger impact*



WITH YOUR HELP

PUTTING FUNDING TO GOOD USE

We are eager to implement crucial plans to support the growth and impact of the LIA dependent upon financial support.

These plans include:

- Program support (on demand plugging kits available year round, Better Bins program expansion).
- Addition of program director roles (Better Bins Coordinator, brand relations director) to further our impact.
- Consulting and research to provide better data for the industry.

CURRENT PARTNERS

OUR CURRENT RETAIL AND BRAND PARTNERS INCLUDE





THANK YOU!



lowimpactalliance.com



info@lowimpactalliance.com



[@lowimpactalliance](https://www.instagram.com/lowimpactalliance)

Interested in being a brand partner?

Email us at info@lowimpactalliance.com

Please pass along and fill out this survey to provide transparency to the LIA about what efforts your brand is making to reduce its impact.

ADVOCATE EDUCATE

Inspire.

