

UNIVERSITY OF OREGON SPORTS PRODUCT MANAGEMENT WORKSHOP SUSTAINABILITY: DESIGN THROUGH MANUFACTURING

November 1st & 2nd, 2013
White Stag Building
Portland, Oregon

DAY 1

Time	Topic
8:00-8:30	Welcome, introductions, Why are you here and what do you hope to learn, logging on to UO guest
8:30-9:30	What is sustainability and innovation and why are they important <ul style="list-style-type: none">• ROI and Costs
9:30-10:30	Explain current reality and global trends <ul style="list-style-type: none">• The need for transparency Linking sustainability to innovation and collaboration and how do you do this at an individual level <ul style="list-style-type: none">• Innovation vs. evolution• Creative innovation vs. desperation innovation• Long term planning
10:30-11:00	Break
11:00-12:30	Seeing systems, reading maps, brief overview of up and down stream functions (extraction all the way to the consumer) <ul style="list-style-type: none">• How to map and understanding the constraints, key leverage points, and barriers
12:30-1:30	Lunch
1:30-2:30	Overview of Social
2:30-3:30	Overview of Political
3:30-4:00	Break
4:00-4:45	Play fishbowl simulation
4:45-5:00	Feedback/Wrap up
5:00-6:30	Industry Networking

