

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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University for the Creative Arts
Epsom, Surrey, UK



**Gavin Fernie-Jones, Co-owner, The Boot Lab and
Co-founder, Re-Action, France**

Co-owner of The Boot Lab, a ski boot-fitting shop in Meribel, Gavin began sending back in-recyclable packaging to his suppliers and questioning the unsustainability of the current retail model. He founded One Tree at a Time as a way of educating and serving the community, reducing waste and keeping ski clothing out of landfill and on the mountain. Since then, he has gone on to found Re-Action which is designed to scale up the concept of One Tree so more communities can benefit and more waste can be eliminated.

Re-Action is a not-for-profit global network of sports retailers, clubs, communities, not-for-profits and other organisations with a shared vision of a greener outdoor sports industry. It aims to redefine outdoor equipment and clothing retail by changing the model. This is achieved through working with member organisations to engage and educate their communities on circular models of repair, re-purpose, rental and reuse. Through its work, Re-Action helps members save resources, reduce waste and cut carbon emissions by scaling down their reliance on international supply lines and upskilling their local communities. By repurposing, renting and repairing equipment and clothing, the Re-Action network is making snow sports, cycling, climbing, surfing, sailing and getting outdoors in the right kit more affordable and therefore accessible.