



KISKA CROSSTALKS

Event Summary – Sport Infinity Website

KISKA CrossTalks – A Midterm Conference for Sport Infinity

“It’s been my second time joining the CrossTalks. I like the format a lot; it’s the right size, the right mind set in there. It’s typically creative people, not too many, so the conversation can happen within the room. People feel comfortable asking challenging questions and making provocative statements. Overall I like the format and I think that everyone leaving that room takes a lot home.”

Gerd Manz, vice president technology innovation, adidas

In May 2017, the midterm conference for Sport Infinity took place at KISKA CrossTalks. A workshop-style think tank, CrossTalks is where a close circle of business leaders are invited to engage in unfiltered discussions about the impact that disruptive technologies, market shifts and new target consumer generations have on their brands and businesses. For four years CrossTalks has given principals from adidas, Shell, Renault, Bombardier, Segway, Osram, Fiat, KTM Jaguar, BASF, Johnson Controls and Bosch a platform from which to explore topics such as urban living, future mobility and autonomous driving.

At CrossTalks 2017 the topic “Full Circle: Preparing brands for the circular economy with design-driven innovation” was explored. During the workshop, participants spoke about how conditions like dwindling resources, social awareness, and the speed of technological iteration and innovation can become real business opportunities. Particularly through cross-industry partnerships. These especially ensure businesses have the scale of experience and diversity of skill necessary to moderate the challenges of making a brand circular economy-ready.

2017 speakers were Dr. Michael Leube, senior lecturer, Fachhochschule Salzburg University of Applied Sciences; Talke Schaffranneck, director applied sustainability, BASF; Gerd Manz, vice president technology innovation, adidas; Michael Gänzler, vice president marketing and business development, Robert Bosch Car Multimedia; and Raphael Stermann, program leader sustainable systems innovation, Steelcase.
