



# SPORT+ POSITIVE SUMMIT 2022

In collaboration with



INTERNATIONAL OLYMPIC COMMITTEE

## Sport Positive Summit 2022 Agenda

Thanks to Our Partners



”  
As a partner at the 2021 Summit, we were delighted by the overall results. There were dozens of meaningful conversations throughout and many requests at the virtual booth. We came away with new friends and advocates - it's a great COMMUNITY - not just a conference.  
”

4-5 October 2022  
Wembley Stadium, London

# Draft Agenda | Day One: 4th October | Getting Our House In Order

**8:00 Registration Opens and Welcome Networking** 🍷

**9:00 Welcome Address From Wembley Stadium**

Claire Poole, Founder and CEO, **Sport Positive**  
Mark Burrows, Chief Operating Officer, **The Football Association**

**9:10 Sports Leaders' Panel: State of the Industry**

Massimo Calvelli, Chief Executive Officer, **ATP Tour**  
Sally Bolton OBE, Chief Executive Officer, **AELTC**  
Moderator: David Garrido, Presenter, **Sky Sports**

**9:50 One Tree Planted: Advancing Sports Sustainability & Empowering Athletes**

Matt Hill, CEO, **One Tree Planted**  
Jeremy Casebeer, **Professional Beach Volleyball Player**  
Chris Dickerson, Sports Sustainability Manager, One Tree Planted; Founder, **Players for the Planet**  
Moderator: Claire Poole, Founder and CEO, **Sport Positive**

**10:05 Learnings From Recent Major Sustainability Strategies**

Hannah Simpkins, VP of Operations, **Liverpool Football Club**  
Jaime McKeown, Sustainability, Diversity and Inclusion Manager, **World Rugby**  
Oly Scadgell, Participation Director, **Lawn Tennis Association**  
Moderator: Claire Poole, Founder and CEO, **Sport Positive**

**10:45 Sustainable Innovation Through Water for Sporting Events and Venues**

Philip Russell, Managing Director, **Bluewater**

**10:55 Networking Refreshment Break** 🍷

**11:30 UNFCCC: Insights for Sport to Set The Pace For Climate Action**

Lindita Xhaferi-Salih, Sectors Engagement in Climate Action, Lead, **UNFCCC**

**11:40 The Challenge of Net Zero and Scope 3 for Sport**

Lee Spivak, Senior Manager, Advisory Services, **WM**  
Fiona Morgan, Director of Purpose & Impact, **SailGP**  
Julie Duffus, Senior Sustainability Manager, **International Olympic Committee**  
Moderator: Lindita Xhaferi-Salih, Sectors Engagement in Climate Action, Lead, **UNFCCC**

**12:15 Aligning Partnerships with Ethos**

Susie Tomson, Sustainability Director, **Think Beyond**  
Rafael Muela Pastor, Foundation General Manager, **Real Betis Balompie**  
Moderator: Claire Poole, Founder and CEO, **Sport Positive**

**12:50 Sports+ Huddle Lunch | Find your Tribe, Connect with Peers**

**13:50 Interactive Breakout Sessions & Workshops (Choose 1)**

**1. Interactive Workshop: Materiality Assessments as Strategic Sport Sustainability Tool**

Brian P. McCullough, Associate Professor & Director of the Center for Sport Management Research & Education, **Texas A&M University**  
Anne Dietrich, Ph.D Student, Sustainability in Sport Lab, **Texas A&M University**

**2. UEFA Circular Economy Guidelines In Sport**

Vincent Reulet, FSR Environment Expert, **UEFA**

**13:50 3. Measuring and Reporting on GHG Emissions**

Christian Stamm, Senior Sustainability & Climate Action Manager, **FIFA**  
Jonathan Smith, Executive Director, **GEO Foundation for Sustainable Golf**  
Amy Munro Sustainability Officer, **11th Hour Racing**  
Moderator: David Stubbs, **Sustainability Experts**

**4. Making Sustainability Commercial**

Randolf Waters, Senior Director, Global Partnerships & Branding, **Xylem**  
Manuel Parga, Director of Marketing & Sustainability, **Spanish Olympic Committee**  
Moderator: Aileen McManamon, Founder, **5T Sports**

**14:30 Comfort break/move between sessions**

**14:35 Interactive Breakout Sessions & Workshops (Choose 1)**

**1. Reducing Big Hitter Risks for Sustainability in Sport Supply Chains**

Julie Duffus, Senior Sustainability Manager, **International Olympic Committee**

**2. Interactive Workshop: Working Credibly With Offsets**

Katerina Kolaciova, Commercial Director, **Strive**

**3. Success Factors During Certification Process**

Susie Tomson, Sustainability Director, **Think Beyond**  
Claire Callinan, **Liverpool Football Club**

**4. Reducing Our Operational Impacts**

Caroline Carlin, Operations and Sustainability Manager, **Southampton FC**  
Philip Quinn, Chief Operating Officer, **Munster Rugby**  
Dominique Santini, Sustainability Manager, **CSM**  
Moderator: Roger McClendon, Executive Director, **Green Sports Alliance**

**15:15 Networking Refreshment Break** 🍷

**15:55 Moving From Commitment To Action**

Bob Ramsak, Head of Sustainability, **World Athletics**  
Barbara Silva, Social Responsibility Manager, **Fédération Internationale de l'Automobile (FIA)**  
Chris Hocknell, Director, **Eight Versa**  
Moderator: Qasa Alom, **Presenter, Journalist, Director**

**16:35 Industry Spotlight Interview**

Annie Horn, Social Responsibility Program Director, **NBA**  
Claire Poole, Founder and CEO, **Sport Positive**

**16:50 Putting Innovation At The Heart of Sustainability**

Norman Vosschulte, Director of Fan Experience & Sustainability, **Philadelphia Eagles**  
Kim Wilson, Sustainability Director, **McLaren Racing**  
Sander van Stiphout, Director International, **Johan Crujff Arena**  
Simon Fitcher, UK Local and Regional Sales Director, **Veolia**  
Moderator: Lucy Shea, Group CEO, **Futerra**

**17:30 Youth Voices Speak Out**

**17:45 Closing Inspirational Keynote Address**

Leilani Münter, **Racing Driver and Environmental Activist**

**18:00 Networking Drinks Reception**

**19:00 BBC Green Sport Awards in partnership with Sport Positive Summit** CLOSE: 20:00

# Draft Agenda | Day Two: 5th October | Driving Wider Change

**8:00** Registration Opens and Welcome Networking 🍷

**9:00** Welcome Address

Claire Poole, Founder and CEO, **Sport Positive**

**9:05** How Can We Leverage Our Collective Force For Good?

Julia Palle, Sustainability Director, **Formula E**

Sean McCabe, Climate Justice Officer, **Bohemians Football Club**

Hannah Mills, Global Sustainability Ambassador, **SailGP**

Moderator: Matt Campelli, Editor, **The Sustainability Report**

**9:45** Authentic and Truly Impactful Fan Engagement

Dale Vince, Chairman, **Forest Green Rovers**

Dr Allen Hershkowitz, Sustainability Advisor, **NBA**

Julia Wall-Clarke, Head of Impact and Communications, **EXTREME E**

Moderator: Claire Poole, Founder and CEO, **Sport Positive**

**10:20** Global Leader Session: Japan

Ayano Suga, Social Responsibility and Event Operations, **Nagoya Diamond Dolphins**

Translator: Mie Kajikawa, Founder, **Sport4Smile**

**10:35** Networking Refreshment Break 🍷

**11:10** Beyond the Hashtag: Evolving The Athlete Voice

Moderator: Melissa Wilson, Co-Founder, **Athletes of the World**

Jamie Farndale, International Rugby Captain, **Scotland Sevens**

Jeremy Casebeer, **Professional Beach Volleyball Player**

Tayshan Hayden-Smith, Community Activist, Former Footballer, **Founder,**

**Grow2Know**

**11:50** Global Leader Session: Latin America

Guillermo Castro, Founder Acting Green Forum & Marketing, **Colombian Olympic Committee**

**12:00** Community Impact: Supporting Green Spaces & Biodiversity

Aly Criscuolo, Sustainability & Corporate Social Responsibility Director, **New York Road Runners**

Dr Madeleine Orr, Sport Ecologist, **Loughborough University London**

Moderator: Dr Cristiana Pace, Founder, **Enovation Consulting**

**12.30** Interactive Workshops & Breakouts (Choose 1)

**1.Embedding Sustainability Within the Community & Changing Behaviours**

Helen Taylor, Ambassador, **Forest Green Rovers**

Ben Fisher, Sustainability Development Co-ordinator, **EFL Trust**

Natasha Messier, Sustainability Coordinator, **Carlisle United Community Trust**

**2. Storytelling: Translating Action To Editorial**

Moderator: Genevieve Margrett, Communications Manager, **albert**

David Lockwood, Editorial Lead for Sustainability, **BBC Sport**

Lucy Bellamore, Senior Production Manager, **Sunset + Vine**

**3. Athletes Unite**

Lew Blaustein, Founder, **EcoAthletes**

Melissa Wilson, Co-Founder, **Athletes of the World**

Natalya Coyle, Triple Olympian, Vice Chairperson, **Irish Olympic Athlete Commission**

Chris Dickerson, Sports Sustainability Manager, One Tree Planted; Founder,

**Players for the Planet**

**4. Intersectional Environmentalism and Climate Justice**

Dr Jessica Murfree, Visiting Assistant Professor, Sport Management Division,

**Texas A&M University**

Alexandra Rickham, Head of Sustainability, **World Sailing**

**13:10** Sports+ Huddle Lunch | Find your Tribe, Connect with Peers

**14:10** EITHER:

**UNFCCC Sports for Climate Action Framework Signatory Meeting (Closed for signatories only, agenda to be sent separately)**

OR

**Topical Roundtables and Breakouts**

**15:30** Networking Refreshment Break 🍷

**16:10** Return to UNFCCC Sports for Climate Action Framework Signatory Meeting OR Roundtables OR Networking

**17:20** Closing Keynote Address

**17:30** Close of Sport Positive Summit 2022