



In collaboration with



INTERNATIONAL OLYMPIC COMMITTEE

# Sport Positive Summit 2022 Agenda

Thanks to Our Partners



**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 Leader Spotlight Address

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

Norman Vossschulte, Director of Fan Experience & Sustainability, **Philadelphia Eagles**  
Kim Wilson, Sustainability Director, **McLaren Racing**  
Sander van Stiphout, Director International, **Johan Crujff Arena**  
Simon Futcher, 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