



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**

*A warm welcome to the Summit and stadium from the organisers and hosts*

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

*Global sports leaders give their insights on the current landscape, challenges and opportunities*

**9:50 Keynote: Partner Address from One Tree Planted**

**10:05 Learnings From Major Sustainability Strategies Released in 2022**

*A look at commonalities and key pillars included in sustainability strategies released by major global sports organisations this year, to take-away and underpin your own efforts*

**10:45 Partner Address from Bluewater**

**10:55 Networking Refreshment Break** 🍷

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

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

*No matter where you are on the journey towards 'net zero', many sport organisations will have a majority of scope 3 emissions from travel. Hear leaders discuss options to credible and authentically tackle this, to ensure you are incorporating it to your own plans*

**12:15 Brand Panel: Aligning Financials with Ethos**

*Hear from the brands partnering with/sponsoring sports organisations and events in regard to how they are thinking about ESG and sustainable activations to equip your commercial team with the knowledge to secure sponsorship that aligns with your sustainability goals*

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

**13:50 Interactive Breakouts & Workshops (Choose 1)**

**1. Materiality Assessments as a Strategic Sport Sustainability Tool**

*Understand the pillars of a holistic strategy, and how to embed sustainability into corporate decision-making across the entire organisation*

**2. Moving The Needle on Fan Travel & Sustainable Mobility**

*Following the previous panel, understand barriers to progress, setting out the key principles and recommendations for more sustainable transport efforts for fan travel and transport*

**3. Measuring and Reporting on GHG Emissions**

*Are you currently measuring your emissions and reporting either internally or externally? If you're still getting to grips with the data you need, what and how to report, this is for you*

**4. Making Sustainability Commercial**

*Following the previous panel, hear from both sports organisations and brands on creating partnerships that work for the environment and your bottom line*

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

**14:35 Interactive Implementation Workshops (Choose 1)**

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

*Getting to grips with sourcing more sustainably can feel overwhelming. Join us to ensure you are looking holistically at your supply chain, sourcing and procurement*

**2. Working Credibly With Offsets - Strive Workshop**

*Understand how to decide where to invest in impact reduction efforts vs. offsetting, where offsets should sit in your overall strategy and how to choose the right projects for your organisation*

**3. Success Factors During Certification Process**

*Hear from your peers who have gone through the process of achieving a sustainability certification or standard; to be prepared and avoid pitfalls*

**4. Reducing Our Operational Impacts**

*Whether you are a touring sport, or venue based, we face the same challenges to reduce our impacts across waste, water, energy, food, single use products and more. Hear from experts on innovative ways to do this.*

**15:15 Networking Refreshment Break** 🍷

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

*As commitments to tackling climate change continue to be made by sport, a focus on action and implementation is now needed. Is it enough to let progress evolve organically or are mandatory requirements desirable or necessary? How can innovation help? Join us to explore what the future might hold.*

**16:35 Industry Leader Spotlight Address**

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

*Thinking differently and doing things differently are going to be critical if we are to reach our goals on sustainability. Hear from those innovating at sports organisations and stadia to inform your future plans*

**17:30 Youth Voices Speak Out**

**17:45 Closing Keynote Leadership Addresses**

**18:00 Cocktails and Networking**

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



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# 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 Opening Keynote Address

### 9:20 How Can We Leverage Our Collective Force For Good?

*The reach and power of sport as an industry is vast and we will hit a wall of emissions reduction if other industries don't decarbonise. How can we now leverage our collective force to engender change in other sectors that we rely on, such as transport and retail?*

### 10:00 Authentic and Truly Impactful Fan Engagement

*As we bring fans along on the journey of sustainability, how can we ensure we are engaging and educating them authentically through all the channels available to us, and that true impact that drives behaviour change is being made?*

### 10:40 Spotlight Leader Session

## 10:45 Networking Refreshment Break ☺

### 11:25 Beyond the Hashtag: Evolving The Athlete Voice

*How are you currently supporting athletes in your sport to speak out? This session will dive into how we can help athletes' to speak out more extensively on climate change and build the athlete voice within the movement, with a deeper look at the impact athletes can have if they are properly supported.*

### 12:00 Spotlight Leader Session

### 12:05 Community Impact: Supporting Green Spaces & Biodiversity

*Beyond our own operations, how can we ensure that all of our work to reduce climate impacts and support positive environmental impacts in our wider communities happen with nature and biodiversity in mind?*

## 12.30 Interactive Workshops & Breakouts (Choose 1)

### 1. Embedding Sustainability within Community & Advocacy Efforts

*Join us to hear from experts who are working to ensure sustainability is core to community efforts of sports organisations, as well as integrated with advocacy efforts/partnerships with NGOs*

### 2. What is the Right Narrative To Ensure Impact?

*Hear from broadcasters, media and comms experts to learn what impactful storytelling and communications look like to influence positive behaviour change*

### 3. Athletes Unite

*Following this morning's panel, join a hands-on session with athletes to understand how stakeholders can support and unleash the potential of those at the heart of sport*

### 4. Intersectional Environmentalism and Climate Justice

*Understand in more depth the connection between climate justice and sport, and hear from experts to ensure your approach to environmental sustainability includes diversity, equity and inclus*

## 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

*Continue the debate across key areas of focus at moderated roundtables and breakouts focussed on areas such as operations, food, waste, retail and merchandise, toolkits, broadcast, communications & more*

## 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



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## Additional Notes

- This is a draft agenda and subject to change, it will evolve as our speakers confirm - please keep checking the website for updates
- The agenda for UNFCCC Sports for Climate Action AGM will be sent to signatories directly in due course
- More speakers will continue to be announced in August
- We are working with colleagues to arrange site visits to sports venues and events before and after the Summit to enable those travelling to make the most of their trip. More information will be added to the website in due course
- Registration is open now: [www.sportpositivesummit.com/register](http://www.sportpositivesummit.com/register)
- If you have any questions before you register, please email [info@sportpositivesummit.com](mailto:info@sportpositivesummit.com)



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