



In collaboration with



INTERNATIONAL OLYMPIC COMMITTEE

Sport Positive Summit 2022 Agenda For Virtual Attendees

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**
Henry Chilcott, Chief Branding Officer, **Formula E**
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**
Olly 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 🍷 Virtual Meeting Times Available**

11:30 **UNFCCC: Insights for Sport to Set The Pace For Climate Action**
Conor Barry, Head of Stakeholder Engagement, **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**
Jaz Rabadia MBE, Global Head of Responsible Business & Sustainability, **Just Eat Takeaway.com**
Clementine Painter, Director Strategic Planning, **adidas (via video link)**
Moderator: Claire Poole, Founder and CEO, **Sport Positive**

12:50 **Networking Lunch | Virtual Meetings Available**

13:50 **Interactive Breakout Sessions & Workshops are taking place at Wembley Stadium now**
under Chatham House Rule, and will **not** be livestreamed nor available after the Summit to watch

Why not use this time to chat and have meetings with other virtual attendees, catch up on work or message attendees to set up meetings for later in the week

15:15 **Networking Refreshment Break 🍷 Virtual Meeting Times Available**

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 **Closing Keynote Address (via Video-Link)**
Sheila Nguyễn, Head of Sustainability, **FIFA Women's World Cup 2023**

17:45 **Closing Inspirational Keynote Address**
Leilani Münter, **Racing Driver and Environmental Activist**

18:00 **Networking Drinks Reception Virtual Meeting Times Available**

19:00 **BBC Green Sport Awards in partnership with Sport Positive Summit**
Virtual viewers can watch the Awards programme alongside those in person

20:00 **Close of Day One**

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

8:00 **Welcome Networking** 🍷 **Virtual Meeting Times Available**

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, **Sport for Smile**
Interviewer: Claire Poole, Founder and CEO, **Sport Positive**

10:35 **Networking Refreshment Break** 🍷 **Virtual Meeting Times Available**

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

Jamie Farndale, International Rugby Captain, **Scotland Sevens**
Jeremy Casebeer, **Professional Beach Volleyball Player**
Tayshan Hayden-Smith, Community Activist, Former Footballer, **Founder, Grow2Know**
Moderator: Melissa Wilson, Co-Founder, **Athletes of the World**

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**

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13:10 **Networking Lunch** | **Virtual Meeting Times Available**

14:10 **UNFCCC Sports for Climate Action Framework Signatory Meeting**
(Closed for signatories only, agenda and link to join will be sent separately)

17:20 **Closing Address:** Claire Poole, Founder and CEO, **Sport Positive**

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

Brella will open a minimum of one week before the Summit, to enable you to set up your profile and see who else is attending.

Although the Summit takes place on 4-5 October, and those going to Wembley will prioritise in-person networking on those days, there are virtual meeting spots available on 6-7 October too, to enable meetings

Given the time zones of those joining the virtual Summit we are not arranging live virtual breakout sessions in place of the ones happening at Wembley

Session recordings will be available for one month after the Summit via Brella