



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, CEO, **AELTC**
Sir Ben Ainslie, Principal and CEO, **Team GB Sail GP Team**
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 Manger, 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**
Moderator: and additional speaker to be released very soon

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 **Brand Panel: Aligning Partnerships with Ethos**

Susie Tomson, Sustainability Director, **Think Beyond**
Additional speakers to be released very soon

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. Moving The Needle on Fan Travel & Sustainable Mobility

Speakers to be released very soon

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**
Moderator: Amy Munro Sustainability Officer, **11th Hour Racing**

4. Making Sustainability Commercial

Randolf Waters, Senior Director, Global Partnerships & Branding, **Xylem**
Moderator: Aileen McManamon, Founder, **5T Sports**
Additional speakers to be released very soon

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. Working Credibly With Offsets

Katerina Kolaciova, Commercial Director, **Strive**

3. Success Factors During Certification Process

Additional speakers to be released very soon

4. Reducing Our Operational Impacts

Caroline Carlin, Operations and Sustainability Manager, **Southampton FC**
Philip Quinn, Chief Operating Officer, **Munster Rugby**
Speaker name TBC, **CSM**
Moderator: Roger Mclendon, 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 Fitcher, UK Local and Regional Sales Director, **Veolia**

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**

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**

Additional speakers to be released very soon

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

9:40 **Opening Keynote Address**

9:50 **Authentic and Truly Impactful Fan Engagement**

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

Additional speakers to be released very soon

10:25 **Global Leader Session: Japan**

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

10:35 **Networking Refreshment Break** 🍷

11:15 **Beyond the Hashtag: Evolving The Athlete Voice**

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

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

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

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**

2. Storytelling: Translation Action To Editorial

Genevieve Margrett, Communications Manager, **albert**

Additional speakers to be released very soon

3. Athletes Unite

Lew Blaustein, Founder, **EcoAthletes**

Jeremy Casebeer, **Professional Beach Volleyball Player**

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

Additional speakers to be released very soon

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

Scope F - the Planet League // LatAm - Guillermo // Athletes - Mel/Lew //

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**

REGISTER NOW!

Early bird pricing ends on 31st August @ 12am BST