

BE PART OF
THE AGENDA

**JOIN US VIRTUALLY FROM
WHEREVER YOU ARE**



In collaboration with

Global Climate Action
United Nations Climate Change

International Olympic Committee

6-7 OCTOBER. EVERYWHERE.



**THANKS TO OUR
INCREIBLE PARTNERS**



Sustainable
Markets
Initiative



JOIN US TO BE PART OF THE...

- **LARGEST**
- **MOST ACCESSIBLE**
- **LOWEST ENVIRONMENTAL IMPACT**

...SPORT X SUSTAINABILITY EVENT EVER

HOW ARE WE DOING IT?

 **LARGEST:** We want this to be the world's largest global convening of sport focussed on sustainability and resilience, you can help, register now and join us. Amazing speakers, fantastic content, unrivalled network building and networking.

 **MOST ACCESSIBLE:** Our virtual Summit has live content in every time zone, so everyone can get involved on their local time zone at a time that isn't the middle of the night, but you can watch back all the content from other regions for the next year. No need to find budget for travel and accommodation, no time out of the office. Real-time translation into 10 languages means even if your English isn't fluent, you can join in

 **LOWEST IMPACT:** 95-98% of the carbon footprint associated with the Summit comes from speaker and attendee travel and accommodation nights. All of this is removed. Of course the Summit won't be zero impact, there is a lot of computer power, production and broadcast technology, but we can safely say it will be negligible comparatively. We want to show that in the face of the climate crisis we can do things differently.

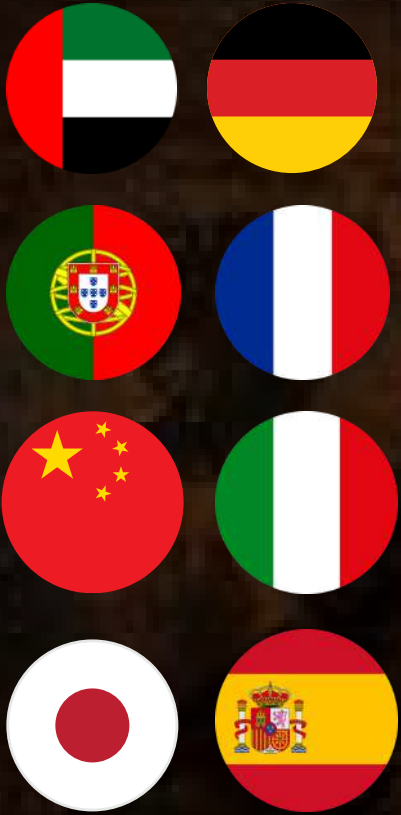
COMING AT YOU LIVE AND INTERACTIVE ON 6-7 OCTOBER

- **Wherever you are in the world, you'll be able to join us live, without travel and accommodation costs, or time out of the office**
- **Live content for Asia-Pac | Europe, Middle East and Africa | The Americas**
- **For 3 hours on each time zone on 6th and 7th October (with comfort breaks built in), you'll tune in to brilliant, interactive sessions and can choose group networking and set up 1-2-1 meetings around this at a time that suits you**
- **The agenda works in the same way for every time zone, but each will have different speakers and stories to tell**
- **You get access to all session recordings afterwards - no matter what time zone it took place in. Only sessions not recorded are Virtual Roundtables (live only, Chatham House Rule)**
- **There will be pre-recorded content you can access in the weeks around the Summit, aligned with your focus area and needs, as well as loads of networking opportunities**
- **A virtual bounty of content, networking and progress, without the carbon footprint**

FOLLOW THE SUN: LIVE CONTENT AND NETWORKING FOR ALL REGIONS



REAL TIME
LANGUAGE
TRANSLATION



THE AMERICAS

EMEA

ASIA-PACIFIC



ACCESS TO EVERYTHING

WHAT TIME WILL LIVE CONTENT BE HAPPENING FOR YOU ON 6 & 7 OCTOBER?

THE AMERICAS

UTC 16:00 - 19:00

09:00 - 12:00	Pacific Time (PDT)
10:00 - 13:00	Mountain Time (MDT)
11:00 - 14:00	Central Time (CDT)
12:00 - 15:00	Eastern Time (EDT)
13:00 - 16:00	Atlantic Time (ADT)
17:00 - 20:00	Greenwich Mean Time (GMT)
18:00 - 21:00	Central European Time (CET)

EMEA

UTC 8:00 - 11:00

09:00 - 12:00	Greenwich Mean Time (GMT)
10:00 - 13:00	Central European Time (CET)
11:00 - 14:00	Eastern European Time (EET)
12:00 - 15:00	Gulf Standard Time (GST)
13:30 - 16:30	India Standard Time (IST)
16:00 - 19:00	China Standard Time (CST)

APAC

UTC 01:00 - 04:00

06:30 - 09:30	India Standard Time (IST)
09:00 - 12:00	China Standard Time (CST)
09:00 - 12:00	Singapore Time (SGT)
10:00 - 13:00	Japan Standard Time (JST)
12:00 - 15:00	Australian Eastern Time (AET)
13:00 - 16:00	Gilbert Island Time (GILT)
14:00 - 17:00	New Zealand Daylight Time (NZDT)

JOIN YOUR TIME ZONE SESSION, OR GET UP EARLY AND STAY UP LATE TO CATCH IT ALL. YOU CAN WATCH EVERYTHING BACK (EXCEPT ROUNDTABLES).

DAY ONE: 6 OCTOBER

Same agenda, different perspectives across all time zones. Join all and any you want live, and catch up on session recordings.

Hour 1: The Shift

Join Live

Watch Back

The Sport Positive Summit Debate: Nobody puts sustainability in the corner

Reframing sustainability and climate action as impossible to ignore. Not as a responsibility, but aligned to organisational priorities, catalyst of commercial value and leveraged to create lasting competitive advantage and long-term growth.

Hour 2 & : Accelerate Action & Prove Impact

Choose your stream live or bop about different sessions or discussions that you like. Get access to recordings afterwards. You won't miss a thing. ----->

The Business Case

Connect sustainability to commercial benefits and organisational value.

- Understand business objectives
- Ensure business case for impact is created and communicated
- Build and articulate business cases that demonstrate impact and value creation
- Sustainability as a driver of revenue growth, fan engagement and brand equity
- Sponsorship and brand alignment - getting sustainability into the pitch deck

Risk & Resilience

Build resilience and manage risk in a changing world.

- Enhance operational resilience and business continuity
- Address climate, regulatory and compliance risks
- Manage reputation and stakeholder expectations
- Balance performance objectives with growing external pressures
- Anticipate future challenges through strategic risk planning

Storytelling

Integrate sustainability messaging to cut through.

- Build narratives that actually resonate, create connection and impact
- Engage fans, sponsors and stakeholders with stories that resonate
- Align with comms, don't make more work
- Build trust and avoid greenwashing
- Use storytelling to drive action, influence and value
- Make it fun!

Reduce Impact

Reduce environmental and operational impacts.

- Insights across travel, venues, food, water, waste and event footprints
- Leverage data to inform decisions, measure progress and demonstrate value
- Transform supply chain and procurement for resilience
- Long-term carbon and resource reduction strategies

Governance

Governance, standards and leadership driving measurable change.

- Embed sustainability into governance structures and strategy
- Build structures that enable action, transparency and long-term impact
- Deliver credible ESG reporting and compliance
- How to create clear roles, responsibilities and mechanisms for measuring progress

Social Impact & Community

Sport for good. Social impact and community outcomes.

- Align social and enviro for grassroots and community programmes
- How to expand inclusion, accessibility and participation across all levels of sport
- Embed social impact in organisational strategy
- Incorporate nature into org and community

DAY TWO: 7 OCTOBER

Same agenda, different perspectives across all time zones. Join all and any you want live, and catch up on session recordings.
Note: On this day, the interactive roundtables and workshops are live only (not recorded) and under Chatham House Rule

90 MINS: INTERACTIVE
ROUNDTABLES & WORKSHOPS

LIVE
ONLY

Learn and network: Connect with colleagues on key topics or get the inside track through expert-led workshops

Topics to include: risk and resilience, strategy, the business case, storytelling, commercial, operations, fan engagement, major events, community, partnerships, energy, apparel, venues, circularity and reuse, data, technology and many more. From beginner to advanced.

90 MINS: ACCELERATE ACTION & PROVE IMPACT

JOIN LIVE

WATCH BACK

Choose your stream live or bop about different sessions or discussions that you like. Get access to recordings afterwards. You won't miss a thing.



Business & Commercial

Respond to shifts and be better placed to thrive in an increasingly uncertain future.

- Understanding the commercial implications of climate change
- Meet evolving expectations from sponsors, fans and stakeholders
- Identify opportunities for innovation, growth and differentiation
- Navigate emerging regulations and market pressures

Comms, Content & Marketing

Connect sustainability to comms priorities, audiences and objectives.

- How to integrate sustainability stories into comms goals and content priorities
- Engage key audiences through relevant and compelling narratives
- Avoid greenwashing and manage reputational risk
- Learn how to respond to fan criticism or conflict

Operations & Facilities

Reduce environmental and operational impacts.

- Build a baseline to measure progress and inform decisions
- Identify the biggest environmental impacts across operations and events
- Embed sustainability into day-to-day operations and planning
- From quick wins to long-term change

Strategy

Integrate sustainability for organisational resilience, growth and reputation

- Align sustainability with organisational priorities and business objectives
- Embed sustainability into strategic decision-making
- Focus resources to create the biggest impact and value
- Practical roadmap to balance ambition and action

Systems Change

Collective action to supercharge progress towards shared goals.

- Use systems thinking to tackle root causes rather than symptoms
- Align around shared outcomes and priorities
- Leverage collective expertise, networks and assets
- Maximise impact by reducing duplication of effort
- Break out of silos to accelerate progress and increase capacity

Wildcards & Outside The Box

Agenda space for those brilliant ideas that don't quite fit anywhere else but absolutely have to feature.

DON'T FORGET

We are fully virtual this year. All of this, + networking. No travel necessary.

WIDER AGENDA TO ENJOY



In collaboration with



From September 29 2026

- App opens
- Message colleagues
- Set up online or in-person meetings
- 1-2-1 meetings
- Film screenings + Q&A
- Training and education opportunities

October 6 & 7 2026

Sport Positive Summit and Awards 2026

- Live content
- Workshops
- Roundtables
- 1-2-1 meetings
- Breakout groups for conversation
- Access to virtual showcases
- Idea Jam Boards
- Side meetings

October 8 - 14 2026

- Message colleagues
 - Set up online or in-person meetings
 - Film screenings + Q&A
 - Training and education opportunities
-

October 14 2026 - October 5 2027

- Message colleagues
- Access all recorded, translated content

NOW IS THE TIME TO:

- **REGISTER TO ATTEND**
- **CONTACT US TO BE A SPONSOR**
- **SHARE THIS WITH YOU COLLEAUGES**



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EARLY BIRD REGISTRATION ENDS SEPTEMBER 7 | REGISTER NOW | WWW.SPORTPOSITIVESUMMIT.COM