

“Great program, people, and conversation made for very inspirational and thought provoking event.”

Chairman, Green Sports Alliance

SUSTAINABLE INNOVATION IN SPORT 2017



CLIMATEACTION 

CONFERENCE PROGRAMME

22-23 February 2017, Munich

This two day meeting will deep dive into the economic, political and societal opportunities that enhancing environmental sustainability in sports can offer to stakeholders in the industry.



www.sustainableinnovationinsport.com

@Climate_Action_ #SIIS17

WHAT IS IT ALL ABOUT?

The Sustainable Innovation in Sport conference brings together key industry stakeholders and leading influencers who are engendering positive environmental impact through sport.

The sport industry touches hundreds of millions of people globally every year, presenting an unparalleled opportunity to instigate sustainable innovation from within the sports teams, stadiums, governing bodies, ministries – all the way to individual fans' behaviour.

THE GLOBAL SPORTS INDUSTRY IS WORTH €350 - €450 BILLION

It is difficult to put a figure on the impact of global sports on the environment as it is so far reaching and data is not always readily available, but these stats give an idea:

- In 2014 the FIFA World Cup Brazil generated just over 2.7 million tonnes of carbon emissions
- Waste Management (WM) estimates that in the USA, the NFL, MLB, NBA, NHL generate approximately 35,000 metric tons of carbon dioxide (CO2) each year from their fans' waste activities

CONFIRMED SPEAKERS INCLUDE



DAVID STUBBS
Former Head of Sustainability,
London 2012



SENIOR REPRESENTATIVE
TBC, European Commission



MICHELLE LEMAITRE
Head of Sustainability and Olympic
Legacy, International Olympic Committee



TANIA BRAGA
Head of Legacy, International
Olympic Committee



GARRY CONNELLY
Deputy President and Environmental
Ambassador, FIA Institute



LUCIA GRENNA
Program Manager and Senior
Communications Officer,
Connect4Climate and World Bank Group



MAEL BESSON
Policy Officer, Sustainable
Development of Sport, French
Ministry of Cities, Youth and Sport



FREDRIK LINDGREN
Head of Corporate Sustainability,
PGA European Tour



VIVIANE FRAISSE
Head of Sustainable Development,
Roland Garros



DR PAMELA RAVASIO
Head of CSR & Sustainability,
European Outdoor Group (EOG)



NEIL BEECROFT
Former Sustainability Manager,
UEFA and Euro 2016 SAS



GEERT HENDRIKS
Head of Projects, AISTS



NORMAN VOSSCHULTE
Director of Guest Experience,
Philadelphia Eagles



ALEKSANDAR BORIČIĆ
President, Confédération Européenne
de Volleyball (CEV)



SUSIE TOMSON
Sustainability Director, Land Rover
BAR – Sir Ben Ainslie's America's Cup
sailing team



JÖRG KÖNIGSTORFER
Chair of Sport & Health Management,
Technical University of Munich



MICHAEL LLOYD
Deputy Stadium Manager, Arsenal
Football Club



DR RUSSELL SEYMOUR
Founder and Chair, BASIS



PAULA STRINGER
Head of Production, Sport, BBC

AGENDA

DAY 1 | 22 FEBRUARY 2017

The role of sport to drive fan and consumer engagement towards sustainable behaviour

09:00	CHAIRPERSON'S WELCOMING REMARKS David Stubbs, Consultant, Former Head of Sustainability London 2012	14:00	THE MESSENGERS: INFLUENCING FAN BEHAVIOUR VIA ATHLETES, SPONSORSHIP AND BROADCAST <ul style="list-style-type: none">- Athletic endorsements and sponsorship: how you can positively affect consumers attitudes and consumption- How tournaments and stadiums can work with broadcasters to enhance sustainability messaging- The rise of the 'Eco-athlete' sports advocate - case studies from athletes who are entrenched in renewables and environmentalism and how to use this influence to encourage change Confirmed: <ul style="list-style-type: none">• Moderator: Claire Poole, Climate Action• Lucia Grenna, Program Manager and Senior Communications Officer, Connect4Climate and World Bank Group• Jörg Königstorfer, Chair of Sport & Health Management, Technical University of Munich• Paula Stringer, Head of Production, Sport, BBC• Susie Tomson, Sustainability Director, Land Rover BAR
09:10	OPENING KEYNOTE ADDRESS Willem Huisman, President of Dow Germany & Chairman of the Board, Dow Deutschland	15:10	INFLUENCING FAN BEHAVIOUR: AN AMERICAN FOOTBALL PERSPECTIVE <ul style="list-style-type: none">• Norman Vosschulte, Director of Guest Experience, Philadelphia Eagles
09:30	THE GROWTH OF SUSTAINABILITY IN SPORT <ul style="list-style-type: none">- Leadership perspectives on the future trajectory of sustainability in global sports- The challenges facing the sports industry in terms of growth, and groundwork we should be laying now to reach critical mass in the next 5 years- How leading stakeholders are currently embedding sustainability into their philosophy and how we can create a tidal wave of action- The growth of policy and regulations such as ISO20121 and beyond Moderator: Allen Hershkowitz , Founder, Sport and Sustainability International <ul style="list-style-type: none">• Yves Le Lostecque, Head of the Sport Unit, European Commission• Maël Besson, Policy Officer, Sustainable Development of Sport, French Ministry of Cities, Youth and Sport• Michelle Lemaître, Head of Sustainability, International Olympic Committee• Nicoletta Piccolrovazzi, Global Technology & Sustainability Director for Dow Olympic & Sports Solutions, DOW• Allen Hershkowitz, Founder, Sport and Sustainability International	15:40	NETWORKING BREAK
10:45	NETWORKING BREAK	16:10	EXPERT LED ROUNDTABLES In-depth discussion sessions led by a leader in the field. <ul style="list-style-type: none">• How sustainable and healthy venues can be at the centre of the evolution Roundtable lead: Kamyar Vaghar , Strategic Advisor, International Well Building Institute (IWBI) <ul style="list-style-type: none">• Educating the sports industry about climate change Roundtable lead: Niclas Svenningsen , Manager, Strategy and Relationship Management, UNFCCC <ul style="list-style-type: none">• What is needed to engage and influence fans?• How to approach sustainability? Via a start-up prism vs. established operations Rapporteurs from each roundtable will present the key takeaways to the room
11:15	SPORTS LEADER INSIGHT: SUSTAINABILITY & POLICY IN MOTORSPORT <ul style="list-style-type: none">• Garry Connelly, FIA Environmental Delegate	17:10	CHAIRMAN'S CLOSING ADDRESS David Stubbs, Consultant, Former Head of Sustainability London 2012
11:30	THE GAME CHANGER: LEAVING A MEGA SPORTS EVENT LEGACY <ul style="list-style-type: none">- The growing importance of sustainable development when bidding for a tournament such as World Cup, Olympics, Euros- How large scale sports events can engender behavioural change to a more sustainable and environmentally friendly sports culture- Hear case studies and knowledge transfer outlining crucial core elements of reducing the footprint of a mega sporting event- Long term thinking: How to ensure the legacy of the efforts lives on Confirmed: <ul style="list-style-type: none">• Moderator: David Stubbs, Consultant, Former Head of Sustainability London 2012• Neil Beecroft, Former Sustainability Manager, UEFA and Euro 2016• Tania Braga, Head of Legacy, International Olympic Committee• Niclas Svenningsen, Manager, Strategy and Relationship Management, UNFCCC	17:30	NETWORKING DRINKS
12:45	NETWORKING LUNCH		

AGENDA

DAY 2 | 23 FEBRUARY 2017

Effecting sustainable change from inside the industry

09:00	CHAIRPERSON'S WELCOMING REMARKS David Stubbs, Consultant, Former Head of Sustainability London 2012	12:15	THE NEXT GEN: EDUCATING YOUTH & SPORTS PROFESSIONALS IN SUSTAINABILITY <ul style="list-style-type: none">• How people already in the profession as well as the next generation of sports leaders are benefitting from specific sports sustainability programmes• Driving education and engagement to ensure professionals across every role in the sports industry are embedding sustainability into their thinking• Youth component: How sustainability best practices can be used for engagement and education to inspire our youth into action• Moderator: Russell Seymour, Sustainability Manager, Marylebone Cricket Club (Lord's), Chairman, BASIS• Vuk Karanovic, Development Manager, Confédération Européenne de Volleyball• Geert Hendriks, Head of Projects, AISTS• Kattia Juárez Hernandez, Director of the International Sustainability Commission (CID), FIM (Fédération Internationale de Motocyclisme)
09:10	THE HUB: INTEGRATING SUSTAINABILITY INTO PROCUREMENT, PURCHASING AND SUPPLY FOR STADIUMS AND VENUES <ul style="list-style-type: none">- From sports headquarters to stadiums: putting sustainability at the heart of your procurement process- How working towards a sustainable supply chain in stadiums can effect real change from a waste management and energy perspective- What stadiums are looking for and challenges to overcome - how suppliers can position themselves to help fast track procurement decisions Confirmed: <ul style="list-style-type: none">• Viviane Fraisse, Head of Sustainable Development, Roland Garros• Michael Lloyd, Deputy Stadium Manager, Arsenal Football Club• Cédric Collard, Market Segment Manager, Schröder Group In discussion: <ul style="list-style-type: none">• Senior representative from DFL Bundesliga club	13:10	CHAIRMAN'S CLOSING ADDRESS David Stubbs, Consultant, Former Head of Sustainability London 2012
10:10	SUSTAINABILITY LEADERSHIP - GOLF IN FOCUS <ul style="list-style-type: none">• Fredrik Lindgren, Head of Corporate Sustainability, PGA European Tour• Kelli Jerome, Executive Director, Golf Environment Organization	13:15	NETWORKING LUNCH
10:35	A CITIES PERSPECTIVE: REDUCING SPORT TRAVEL FOOTPRINT TO TOURNAMENTS Confirmed: <ul style="list-style-type: none">• Mathieu Hoerberigs, Former Head of Sport, European Commission In discussion: <ul style="list-style-type: none">• Senior local representatives of C40 – Cities Climate Leadership Group and ICLEI – Local Governments for Sustainability	14:30	ADDITIONAL NETWORKING OPPORTUNITIES / SPORT AND SUSTAINABLE INTERNATIONAL MEETING
11:05	NETWORKING BREAK	17:00	CONFERENCE CLOSE
11:35	TECHNOLOGY AND BUSINESS VALUES: VISION, VIABILITY, REALITY IN THE OUTDOOR INDUSTRY <ul style="list-style-type: none">- Why Sustainable Innovation is key for the outdoor industry- Innovation trends and opportunities: Vision, Viability, Reality- Impact is what matters: materials innovation case studies by EOG members <ul style="list-style-type: none">• Pamela Ravasio, Head of CSR & Sustainability, European Outdoor Group		

WHY SPONSOR?

- Be seen as a leader in the ever-growing area of sustainability within this \$145 billion industry
- Influence the discussions and dialogue with key actors within the sports industry
- Enhance your current commitment within the sports arena as well as support the move to a more sustainable future
- Meet buy side decision makers across the entire value chain of sustainability in sports
- Show key industry stakeholders how your solution can increase sustainability and save costs

PREVIOUS SPONSORS & PARTNERS

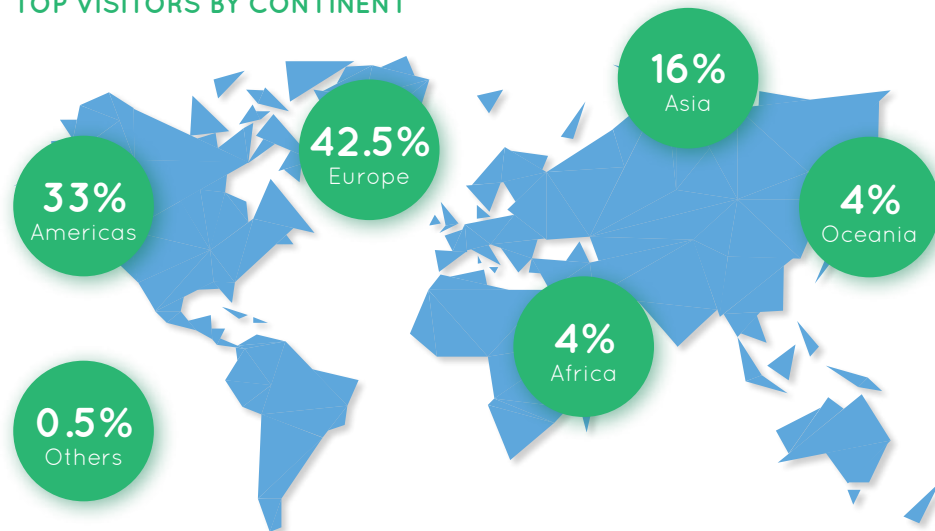


STADEFRANCE



MARKETING OUTREACH

TOP VISITORS BY CONTINENT



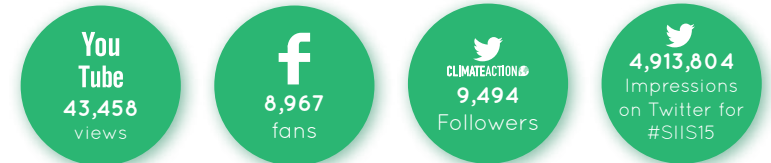
*As of January 2016. Our ongoing outreach means these numbers are increasing every day.

“Thank you for the patience, partnership and flawless execution”

Headline Sponsor 2015

Integrated Public Affairs Leader, Dow Olympic & Sports Solutions Sponsor of Sustainable Innovation in Sport 2015

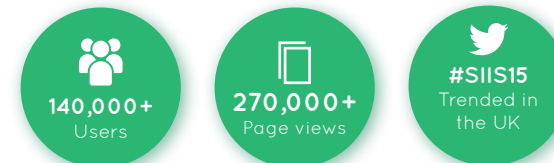
SOCIAL MEDIA



MARKETING CAMPAIGN



WEBSITE



For more information on how to get involved contact:

Lindsay Baxter, Commercial Director | Phone: +44 (0) 20 7871 0173 | Email: lbaxter@climateactionprogramme.org

WHO IS ATTENDING?

- 20%** Sports leagues, tournaments and clubs
– C-level, Sustainability & CSR division
- 20%** Stadiums – Stadium Managers, Facilities Managers, Operations Managers
- 15%** Sports apparel, equipment and sustainable materials
- 10%** Stadium and venue suppliers
– EPC, construction, lighting, energy, equipment, waste removal, water, food
- 10%** Governing bodies and federations
- 5%** Government – Mayors and Ministries of Environment and Sport, Youth, Cities
- 5%** UN bodies
- 5%** Athletes
- 5%** Sports broadcasters – rights holders
- 5%** Associations



A SNAPSHOT OF PAST ATTENDEES

- Adidas, Director, adidas Brand Sustainability
- AISTS, Head of Marketing & Communications
- ALLCOT, Founder & CEO
- Arsenal F.C., Deputy Stadium Manager
- AUGEO - Fondation Africa France Cluster Sport, CEO
- Benchmark Sport International, CEO
- BT, Chief Sustainability Officer
- Council for Responsible Sport, Board Member
- England and Wales Cricket Board, Public Affairs Manager
- EPCR - European Professional Club Rugby, CEO / Directeur Général
- European Non-Governmental Sport Organisation Youth, Secretary General
- Fédération Française de Badminton, Vice-Présidente Chargée du Développement Durable
- Fédération Française de BasketBall, President
- Fédération Française de Golf, Director
- Fédération Française de Tennis, Adjoint Director-General
- Global Green, President and CEO
- Golf Environment Organization, Chief Executive
- Green Sports Alliance, President
- IMG, Vice President, Stadium Management & Operations
- International Chamber of Commerce, Chief Operating Officer
- Juventus Football Club, Sustainability and External Relations Manager
- KPMG, Director
- Ministère de la Ville, de la Jeunesse et des Sports, Mission Sport et Développement Durable
- National Hockey League (NHL), Vice President, Corporate and Social Responsibility
- Natureworks LLC, EU Public Affairs Manager
- Organising Committee 2017 France Handball Championship, Project Manager Sustainable Development
- Protect Our Winters, Professional Skier & Storyteller
- Six Degree People, Co-founder & CEO
- Team Planet, Director
- The Dow Chemical Company, Chief Sustainability Officer & Corporate VP
- ThinkProgress, Reporter
- Think Tank Sport et Citoyenneté, Business Development Manager
- UEFA, Sustainability Manager
- UNEP, Chief SLCI-SCP
- UNESCO, Team Assistant Culture Sector,
- UNICEF, Engagement Manager
- Virgin Galactic, Galactic Unite Manager



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TO SPONSOR, CONTACT:

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or alternatively by email at
lbaxter@climateactionprogramme.org

DELEGATE FEES:

Book online at
www.sustainableinnovationinsport.org/register

Standard Price Ticket – €995

(Delegate prices include access to all sessions, documentation and all networking functions)



www.sustainableinnovationinsport.com

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