

The only high-level European meeting on sports sustainability and innovation



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EAT•N

**SUSTAINABLE
INNOVATION
IN SPORT 2018**



2-3 May 2018

Amsterdam ArenA, Amsterdam
The Netherlands

www.sustainableinnovationinsport.org

 @Climate_Action_ | #SIS2018

About SIS2018



Following the success of its two previous editions, **Sustainable Innovation in Sport** is coming back in 2018, bringing together leaders within the global sports scene; **sports leagues and clubs, federations, venues, broadcasters, governments, UN, sustainable service providers, governing bodies, and NGOs**, among others, to discuss **how the sports industry can inspire and encourage for the fight against climate change**.

Launched during **COP21** with the haut patronage of the French Ministry of Cities, Youth and Sport, this meeting began to drive serious stakeholder engagement and action around reducing the impact of sport on the environment. Our aim is to stimulate the stakeholders and **galvanise action to guarantee operations are sustainable** and to ensure they are **engaging, educating and positively influencing fans' behaviour and choices to more sustainable ones**.

Early confirmed speakers include



Jérôme Lachaze, Head of Sustainability, **Paris 2024-Olympic and Paralympic Games Bid**



Pierluigi Zacheo, Special Advisor to the Board, **Sport and Sustainability International**



Russell Seymour, Sustainability Manager, **Lord's Cricket Ground**, Chairman, **BASIS**



Brian McCullough, Sport Sustainability Leadership and Certificate Coordinator - Masters in Sport Administration & Leadership, **Seattle University**



Senior Representative, **International Olympic Committee**

"Amazing event!
Interesting topics,
and many smart
people with
serious ideas, and
good sense of
humour!"

Gennady Semin-Vadov, Manager, **EcoSportAction**



Edgar Farrera, Director of Sustainability, **Circuit of The Americas**



Timothy Kellison, Director, Sport and Urban Policy Initiative, **Georgia State University**



Kattia Juárez Dubón, Director, **FIM's International Sustainability Commission**



Paula Stringer, Head of Production & Operations, **BBC Sport**

Why attend?



Meet with key figures in sport sustainability

The only high-level European meeting to bring together stakeholders and influencers innovating in the sports sustainability sector.



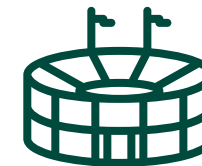
The world's leading smart playground

We are excited that Amsterdam Arena will be hosting SIS18. Combining all aspects of cities, hotspots, sustainability and venues into a powerful place to innovate, Amsterdam Innovation Arena is the world's leading smart playground.



Focus on implementation

Hear from project leaders sharing practical advice on setting and successfully delivering a sustainability strategy that positively impacts the environment, fans and the business.



Amsterdam Innovation Arena Sustainability Tour

Combining all aspects of cities, hotspots, sustainability and venues into a powerful place to innovate, Amsterdam Innovation Arena is the world's leading smart playground and will be hosting SIS18. The SIS attendees will enjoy a tailor-made tour of the Arena showcasing their latest innovations in sustainability



Discover innovative solutions

Meet with innovative providers bringing you the latest in sustainability solutions - all under one roof!



Tech focus

Unlocking the potential of new technologies that reduce your carbon footprint, while minimising operating costs and improving the fans' experience.



Unbeatable networking

A great opportunity to meet like-minded peers and initiate valuable partnerships that will support you to move your sustainability projects forward.



SandSi General Assembly

Sport and Sustainability International (SandSi) leverages the cultural and market influence of sports to promote healthy, sustainable and just communities, aligning itself on the United Nations Sustainable Development Goals and will be holding their annual G.A. at SIS18! Non-members are welcome!

What will be discussed?

Keynotes, panels, sport leaders speeches, roundtable sessions, and many more content opportunities will ensure you get unique insights into the world's most innovative sustainability projects in the world of sports!



Building a sustainability strategy



Lighting innovations



Building or retrofitting sustainable, sports venues



Sustainable mobility for sports



The importance of legacy



Sustainability in mega sport events



Creating sustainable memories



Ambassadors promoting sustainability

Who will you meet?

Meet with who really matters in this industry; C-Level international attendees from stakeholder groups who are entrenched in the world of sport, and understand the potential of a sustainability strategy for their organisation, including:

Industries in attendance:

- Sports leagues and clubs
- Sports venues
- Sports brands
- Governing bodies
- UN bodies
- National and regional government
- Sports broadcasters
- Sport associations
- Innovative service providers

Job titles:

Chief, VP, Director, Head, Manager of:

- Environment
- Sustainability
- Facilities
- CSR
- Operations
- Communications
- Brand management
- Engagement
- Strategy
- Innovation

"Being part of SIS has been a great learning experience, an amazing networking opportunity and generated a very optimistic feeling that the sports industry is, without any doubt, one of the most important actors in sustainable development. Well done SIIS17 and Climate Action! We will be back!"

Stephane Bazire, Chief Executive Officer, WeGreen

"The energy and genuinely valuable exchanges were amazing. This event is the place to be for those looking to connect with their community of practice and explore topics beyond their specific interest but highly relevant to their work in sport and sustainability."

Aileen McManamon, Managing Partner, 5T Sports Group

The venue



Combining all aspects of cities, hotspots and venues into a powerful place to innovate, Amsterdam Innovation Arena is the **world's leading smart playground.**

The biggest stadium in Holland is home to Ajax Amsterdam, the Dutch national team, and also has another impressive claim to fame: it's net climate-neutral. So how did Ajax achieve energy zen?

Well, a strong defence (4,200 solar panels in the roof), a little creativity (re-using rainwater), a red-hot strike force (clean heating) and cool-as-a-cucumber delivery from the wings (the Arena is chilled using cold water from a nearby lake). Oh, and don't forget that trademark Dutch efficiency (wind turbines positioned strategically around the stadium). If that wasn't enough, the Arena is also the world's first to feature 100 percent renewable seating. Forget plastic – this futuristic furniture is made from sugarcane! Now that's what you call a sweet seat.

A unique tour, created by Amsterdam Arena specifically for the SIS attendees, will take the attendees for a tour around the Arena showcasing the latest innovations in sustainability.



"I was incredibly encouraged to be in the room with high profile sports experts who all have the same focus on sustainability. I liked not being surrounded by sales professionals who constantly vie for your business but rather surrounded by like-minded business professionals. I also appreciated the scale of knowledge, from scientific to hands on. Very cool!"

Norman Vosschulte, Director of Guest Experience, Philadelphia Eagles

Agenda - Day 1

08:30	Registration and morning refreshments	14:20	Panel discussion: Building more sustainable, innovative and safer sport venues - Michael Lloyd, Deputy Stadium Manager, Arsenal F.C
09:00	Chairman welcome speech - Sheila Nguyen, Executive Director, Sports Environment Alliance	15:10	Sport leader insight: An example of sustainable and innovative sport venue
09:10	Opening keynote address - Senior representative, International Olympic Committee	15:30	Networking and refreshment break
09:30	Keynote address - Senior representative, UN Environment	16:00	Panel discussion: Sustainable mobility options - Patrick Gasser, Head of Football and Social Responsibility Executive Office, UEFA
09:50	Panel discussion: Sustainability education, training and implementation - Brian McCullough, Sport Sustainability Leadership and Certificate Coordinator - Masters in Sport Administration & Leadership, Seattle University - Russell Seymour, Sustainability Manager, Marleybone Cricket Club - Dan Reading, Sustainability Programme Manager, World Sailing	16:50	Panel discussion: The importance of legacy - Moderator: Aileen McManamon, Founder & Managing Partner, ST Sports Group - Viviane Fraisse, Head of Sustainable Development, Roland Garros - Senior representative, IAAF
10:40	Morning networking and refreshment break	17:40	Closing keynote address: Sustainable management in sport; a continuous improvement - Federico Addiechi, Head of Sustainability & Diversity, FIFA
11:10	Panel discussion: Building a successful sustainability strategy - Moderator: David Stubbs, Independent Sustainability Expert, Sustainability Experts Ltd - Allen Hershkowitz, Founding Director, Sport and Sustainability International - Timothy Kellison, Director, Sport and Urban Policy Initiative, Georgia State University - Kelli Jerome, Executive Director, GEO Foundation	18:00	Chairman's closing remarks - Sheila Nguyen, Executive Director, Sports Environment Alliance
12:00	Sport leader insight: Financing sustainability projects and projected return on investment - Susie Tomson, Sustainability Director, PCSG - Earth to Ocean	Don't be a stranger; the Forum doesn't end when the sessions are finished! Climate Action has planned a full evening for all SIS attendees:	
12:20	Panel discussion: Sustainable utilities for improved performance and cost efficiency - Martin Murphy, Stadium Director, Aviva Stadium	18:10 - 20.00	Networking drinks The sessions have set the scene and provided ideas and inspiration, but the unique, personal, informal conversations you are not able to have with your peers anywhere else will bring real value and ROI to your attendance. Take the opportunity and meet with partners, ask questions, network with peers and create long lasting relations that will accelerate your efforts to improve the sustainability performance of your operations.
13:10	Networking and lunch break & themed networking tables Join the themed networking tables to discuss specific topics over lunch and meet with like-minded peers.	18.30 - 19.00	Amsterdam Innovation Arena Sustainability Tour The biggest stadium in Holland is home to Ajax Amsterdam, the Dutch national team, and also has another impressive claim to fame: it's net climate-neutral. So how did Ajax achieve energy zen? Join the tailor-made tour of the Arena that will showcase their latest innovations in sustainability.
14:10	Sports leader insight: Lighting innovations - the sustainable and economic benefits This session will provide an outlook on a new generation of products to create lighting alternatives which are more energy efficient and long-lasting, durable and safe.		

Agenda - Day 2

08:00 – 09:00	Breakfast networking briefing	13:05	Networking and lunch break & themed networking tables Join the themed networking tables to discuss specific topics over lunch and meet with like-minded peers.
08:30	Registration and morning refreshments	14:00	Roundtables <ul style="list-style-type: none">• Sustainable food: How can we reduce the carbon footprint pre and post-consumer<ul style="list-style-type: none">– Justin Smith, Head of Estate Development, AELTC - Wimbledon• Circular economy in sport: Applying circular economy practices in venues, waste management and fans' thinking<ul style="list-style-type: none">– Michael Lloyd, Deputy Stadium Manager, Arsenal F.C• Setting sustainability metrics:<ul style="list-style-type: none">– Senior representative, IAAF• Sustainable procurement: Ensuring suppliers and manufacturers comply with the corporate sustainability vision<ul style="list-style-type: none">– Dan Reading, Sustainability Programme Manager, World Sailing• Certifications in sustainability: Moving from 'nice to have' to 'need to have'<ul style="list-style-type: none">– Pierluigi Zacheo, Special Advisor to the Board, Sport and Sustainability International• Community: Bringing a positive impact into the community via large scale sport events<ul style="list-style-type: none">– Amy Munro, Sustainability Manager, Land Rover BAR
09:00	Chairman's opening remarks <ul style="list-style-type: none">– Sheila Nguyen, Executive Director, Sports Environment Alliance		
09:05	Ministerial address <ul style="list-style-type: none">– Maël Besson, Policy Officer, Sustainable Development of Sport, French Ministry of Cities, Youth and Sport		
09:15	Keynote address Technologies driving the sustainability projects in sports		
09:25	Panel discussion: New technologies to enhance sustainability <ul style="list-style-type: none">– Julia Pallé, Sustainability Manager, Formula E Holdings		
10:15	Sport leader insight <ul style="list-style-type: none">– Joan Fontserè, General Manager, Circuit de Barcelona-Catalunya		
10:35	Networking and refreshment break		
11:05	Panel discussion: Creating sustainable memories and influencing your fans <ul style="list-style-type: none">– Jérôme Lachaze, Sustainability Expert – former Head of Sustainability, Paris 2024- Olympic and Paralympic Games Bid– Edgar Farrera, Director of Sustainability, Circuit of The Americas– Norman Vosschulte, Director of Fan Experience, Philadelphia Eagles	15:30	SandSI General Assembly Meeting SIS18 is pleased to host the SandSI General Assembly - also open to non-members! Sport and Sustainability International (SandSI) leverages the cultural and market influence of sports to promote healthy, sustainable and just communities, aligning itself on the United Nations Sustainable Development Goals. Its three core priorities include: <ul style="list-style-type: none">• Operations – enhancing events, venue design and operations;• Supply Chain – influencing procurement by the sports industry and its supply chain;• Fan Engagement – mobilizing fans, athletes and sport federations.
11:55	Panel discussion: How broadcasters can influence more sustainable behaviours <ul style="list-style-type: none">– Paula Stringer, Head of Production, BBC Sport		
12:45	Sport leader insight: Ambassadors for the development of sustainability in sports <ul style="list-style-type: none">– Kattia Juárez Dubón, Director, FIM's International Sustainability Commission	17:30	End of the 3rd Sustainable Innovation Forum

For speaking enquiries please contact Melina Diamantopoulou at
melinad@climateactionprogramme.org

Why sponsor?

Sustainable Innovation in Sport is the only large-scale, pan-European event focussed on enhancing environmental sustainability in sport. The Forum provides an unparalleled opportunity to engage directly and influence key stakeholders from clubs, leagues, venues, governing bodies and more around this topic.



Reaffirm your global thought leadership

Be seen as part of an esteemed, handpicked group of global industry leaders discussing best practice when transitioning to a more sustainable operating model.



Initiate business partnerships

Forge valuable relationships that will drive the industry forward and be admired by your customers and competitors.



Unrivalled networking opportunities

We qualify attendees to ensure you create valuable contacts and having productive meetings with decision makers from sports clubs, leagues and venues, looking to improve their sustainability performance.



Influence the market thinking

Be part of crucial discussions with sports leagues, clubs and venues, governing bodies, federations and associations, sports brands and more who shape policy measures and investments priorities.



Grow brand recognition

Ensure your brand is seen as a supporter of such an important initiative and at the forefront of driving the economy to a more sustainable, profitable business model.



Know what your customers want

The conference presentations and intimate meetings environment that take place on-site at the Sustainable Innovation in Sports Forum offers invaluable insight to what the industry really thinks and needs!



Expand your digital footprint

Leverage the Sustainable Innovation in Sports Forum's strong social and digital footprint to engage with the wider market.

If you are interested in hearing more about how your organisation can be a part of this exciting industry meeting and want to be seen as a leader in the burgeoning area of sustainability within this \$630 billion industry, contact Nick Rastall by email at nrastall@climateactionprogramme.org or by phone on +44 (0)20 7871 0123.



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Marketing Outreach



6,800

unique visits



24,000+

page views



2:34

average time on website



40%

return visits on website



75,000+

sustainability stakeholder
mailing database

Top Visiting Countries:

"Thank you for putting on an excellent event. It was great to be able to meet so many interesting people and hear first-hand about the variety of initiatives they are involved in. It was a perfect forum to network and get to know new relevant players in the sport sector."

Lindita Xhaferi-Saliu, Strategy and Relationship Management, Sustainable Development Mechanisms, UNFCCC



UK



USA



Germany



Switzerland



France



Canada

"It was a great pleasure sharing interesting ideas how to engage with this important issue. I have brought some great ideas back to CEV and hope we will start implementing some of those soon."

Vuk Karanovic, Development Manager, Confédération Européenne de Volleyball