



ASAP FORUM

Inspiring Sustainability in Sport

12 October 2022

**Comfort Hotel Prague City East
Prague, Czech Republic**

Moderated by Matthew Campelli, Sustainability Director, Touchline

First half of the event will be live streamed [on Zoom](#)



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PROGRAMME



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- 9:00** **Welcome and introduction**
Roman Kumpošt, Vice-President for International Relations, Czech Olympic Committee
- 9:15** **Future of sport: Seizing the opportunities of the Global Goals**
Rikke Rønholt Albertsen, Board Member, National Olympic Committee and Sports Confederation of Denmark; PhD Fellow in Sustainability, Copenhagen Business School
- 9:30** **Strategic approach to sustainability**
- **Why should sport organisation approach sustainability as a strategic objective?**
Julie Duffus, Sustainability Senior Manager, International Olympic Committee
 - **How to make it happen? ASAP project and its results**
Jana Janotová, International Relations and ASAP Project Manager, Czech Olympic Committee
 - **Strategic approach to sustainability in practice: panel discussion with ASAP Project team members**
Dorottya Pignitzky, Sport Associate, Hungarian Olympic Committee
Igor Kováč, Project Manager, Slovak Olympic and Sports Committee
Bianca Quardokus, Officer Sport Facilities, Environment and Sustainability, German Olympic Sports Confederation
- 10:30** **Coffee break and end of life streaming**



10:45

From strategy to action: inspirational roundtables (two rounds of 45 minutes)

- **Carbon footprint: travel and transport as a major challenge for sport organisations**

Facilitator: Lasse Lyck, Sustainability Manager, National Olympic Committee and Sports Confederation of Denmark

Case studies: Corporate travel: Karoliina Ketola, Public Affairs Specialist, Finnish Olympic Committee

Sport events/activities-related travel: Marleen Wielemaker, Programme Manager Sustainability, Dutch Olympic Committee* Dutch Sports Federation

- **Leveraging the power of communications to drive sustainability in and through sport**

Facilitator: Matthew Campelli, Sustainability Director, Touchline

Case studies: Internal communications: Julie Duffus, Sustainability Senior Manager, International Olympic Committee

External Communications: Jana Bábiková, PR and Communications Consultant, CIRA Advisory s.r.o.

- **Advancing sustainability together with commercial partners**

Facilitator: Rikke Rønholt Albertsen, Board Member, National Olympic Committee and Sports Confederation of Denmark

Case studies: Sport organisation: João Paulo Almeida, Director General, Portuguese Olympic Committee

Sponsor activation: Zoran Bartek, Marketing Director, Czech Olympic Committee and Světlá Košková, Client Marketing Director Visa Czech Republic, Slovakia and Hungary

- **Athletes and sport organisations: working together on reaching sustainability objectives**

Facilitator: Jonne Silonsaari, Researcher, Universities of Jyväskylä and Amsterdam/Protect our Winters Finland

Case studies: Sport organisation's perspective: Riikka Rakic, Head of Sustainability, International Biathlon Union

Athletes' perspective: Ilona Burgrová, ex-professional basketball player and Chair of Equal Opportunities in Sport Commission, Czech Olympic Committee

12:15

Wrap-up

12:30

Closing remarks

Berit Kjøll, President, Norwegian Olympic and Paralympic Committee and Confederation of Sports; Chair, European Olympic Committees Sustainability and Active Society Commission

While the Forum itself will finish at lunchtime, the sustainability-in-sport programme will continue in the afternoon with specific sessions for Czech sport organisations and for representatives of National Olympic Committees.

