



SPORT SUSTAINABILITY SUMMIT

A horizontal bar composed of nine colored rectangular segments: black, red, light teal, yellow, reddish-orange, teal, yellow, and orange.

SUMMARY OF PROCEEDINGS



18 -19 October 2023



#WeAreSustainableSport



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INTRODUCTION

The [Sport Sustainability Summit](#), organised by the Spanish Olympic Committee (COE), has become a valuable platform to explore the intersection between sport and sustainability. It served as a key milestone to promote responsible and conscious practices within the sport industry. This document aims to summarise the essence and outcomes of the Summit, providing an overview of the discussions, insights and commitments made during the event.

Throughout the Summit, a diverse range of subjects were addressed, considered as critical touch points for global sustainability efforts. Delving into multi-faceted discussions, the Summit covered topics such as regeneration, the pivotal role of science in sustainable practices, the implications and responsibilities of private investment in fostering sustainable sport. The diverse contributions from key stakeholders and leaders in the field of sport and sustainability have laid the groundwork for transformative actions that will resonate far beyond the Summit.

The Spanish Olympic Committee (COE) extends its sincere appreciation to its esteemed partners, whose unwavering support and commitment have been fundamental to the success of its sustainability strategy. Thanks also to the Summit's partners: The Spanish Federation of Municipalities and Provinces (FEMP), Banco Santander and the Spanish Sports Council (CSD), whose collaboration and dedication have made a decisive contribution to the success of the event. Special recognition goes to all the speakers, exhibitors and collaborators who shared their experience and knowledge, enriching the debates with their valuable contributions.

SPSG Consulting's input in the organisation, content development and overall positioning of the Summit has contributed to the global impact of this pioneering event.

This Summary Record, which captures the dynamic discussions and key commitments made during the Sustainability in Sport Summit, is a testament to our unified determination to create a more sustainable sporting landscape.

[WATCH THE SUMMIT HERE](#)



Sport
Sustainability
Summit



Day 1

18 October 2023

#SomosDeporteSostenible



SUMMIT OPENING

Manuel Parga, Marketing, Sustainability and HR Director of the Spanish Olympic Committee (COE), opened the event with a summary of what to expect during the Summit.

Manuel's words before handing over to the official opening authorities signed a positive start to the event: COE's trajectory is one of **constant excellence, resilience** and **perseverance**, not only in terms of sporting success. Sustainability is an integral part of its path to excellence. As the representative of COE's sustainability, the Sport Sustainability Summit stands as the 4th Sustainability Congress organised at COE's headquarters, committed to be carbon neutral, offsetting the emissions of the event and all its attendees.



Keynote 1 – Felipe Martín

Head of Media, Online Marketing, Sponsorship & Events at Banco Santander España [SPANISH LANGUAGE]

For Felipe it has been an honour to be at the home of all Spanish athletes, COE, where two concepts are very much in line with Banco Santander's commitment: Sport and Sustainability. Santander wants to help society and businesses prosper through its philosophy of "sport spirit": effort, daily work, constant improvement, innovation and striving for excellence. This spirit, these values, have guided Santander to success.

Since 2011, the company has been involved in the carbon footprint reduction movement. In 2020, they reached the milestone of being carbon neutral. Its next big challenge is to reach Net Zero in its financial activities. Success, however, is commendable; according to Santander, the bank has issued 120.000 million euros in green funding, aiming to reach 220.000 million by 2030. Santander uses 100% renewable energy in all their branches and it's ISO and zero waste certified.

Santander has financially empowered more than 11 million people in 2022 and has been included in the Dow Jones Sustainability Index for the 20th consecutive year, among many other initiatives and products internally and externally.

Felipe Martín ended his speech by talking about the projects that Santander has been developing and implementing with COE:

The creation of a sustainable funding scheme for all local and national sports federations, the co-creation of the "Sustainable Olympic Seal" that certifies sustainable business practices to award properties, its involvement in the planting of the Spanish Olympic Forests throughout Spain, with plans to expand soon, among other specific activities.



Keynote 2 – Luis Martínez-Siduna Sepúlveda

Secretary General of the Spanish Federation of Municipalities and Provinces (FEMP) [SPANISH LANGUAGE]

Luis began his intervention by thanking COE, congratulating them on the event, and defining sustainability as a technical term: maintaining a balance between the environmental, social and economic dimensions, so that progress and development can occur without a negative impact on the environment, and without compromising resources for future generations. Sustainability requires responsible management of natural resources and the implementation of strategies that reduce precisely this environmental impact. FEMP believes that economic development and social progress should go hand in hand with conservation and that sport has the unique advantage of being a very effective promotional tool for a healthier lifestyle and social equality.

Local governments have a key role to play in sustainability, especially regarding the implementation of sustainable strategies. It is within local sports venues and clubs that sport is universalised. Sport requires and develops infrastructure; it is a long-term investment that improves quality of life, boosts the local economy by generating income and employment, encourages tourism, develops talent, promotes gender equality and social cohesion.



For municipalities and provinces, sport is a powerful tool to improve their image, brand and attractiveness.

“Sport is a powerful tool for the management of a territory because of its multidimensional impact. It should not be unknown to local government decision-makers”.

FEMP's commitment to the 2030 Agenda is shared with COE's. Luis ratified how sport has a role in the creation of a more sustainable future in all the axes of sustainability. The path towards sustainability should involve the participation of local governments in the definition and implementation of strategies that make it possible.



DAY 1

Panel 1 – Strategy and Sustainability in the Sport Industry: A Holistic View

[ENGLISH LANGUAGE]

Julie Duffus | Olympic Movement Sustainability Senior Manager at the International Olympic Committee (IOC)

Antonio Fernández Arimany | World Triathlon Chief Executive Officer & Secretary General

Lucía Prieto | Assistant at the Ecosystem Program - International Union for the Conservation of Nature

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MODERATOR – Manuel Parga | Marketing, Sustainability and HR Director at the Spanish Olympic Committee (COE)



“Shoulder to shoulder, side by side, victory after victory. The best race doesn’t leave a footprint”

This panel delved into various sustainability initiatives within the sport industry from a multi-stakeholder perspective. Manuel opened the panel by highlighting the comprehensive sustainability strategy adopted by COE, inspired by International Olympic Committee (IOC) projects, focused on 10 lines of action. These initiatives cover areas such as renewable energy, sustainable mobility, waste reduction and social activism in sporting events, emphasising the holistic nature of the Olympic movement, which goes beyond sport to embody values such as self-improvement and perseverance.

Julie Duffus, IOC representative, discussed sustainability strategy of the IOC and initiatives that include joining the Sport for Climate Action framework, aiming to reduce 50% its carbon footprint by 2030 and be net zero by 2040. The focus is not only on environmental sustainability, but also on responsible procurement and the need for partnerships to make a joint impact on communities.

Lucía Prieto, representing IUCN, highlighted their mission to protect and preserve ecosystems worldwide. IUCN focuses on initiatives such as biodiversity preservation, nature conservation and various partnerships, especially in the sports industry.

Antonio, on behalf of World Triathlon, spoke about their initiatives to ensure the sustainability of their sport, focused on keeping the water quality clean, developing certifications for

organisers as an incentive, and signing up to various UN initiatives to further their commitment to sustainability.

The panel shared their experiences, emphasising the importance of involving local communities in environmental conservation through sport. IUCN mentioned several projects, such as its collaboration with the NOC of Denmark, to implement biodiversity strategies on golf courses, and actions in the Amazon rainforest with the NOC of Brazil, or conservation initiatives with the US football federation in Puerto Rico.

The panel agreed on the importance of education and awareness-raising for athletes, organisers and the public. Collaboration and partnerships were also emphasised as key elements in achieving collective sustainability goals, as well as the challenge of achieving sustainability in sport events while remaining true to the core values of sport. The IOC Olympic Forest initiative, a project to offset IOC's carbon footprint by planting more than 600,000 trees in Mali and Senegal, and its social and environmental impact, was also discussed.

Addressing questions from the audience, they talk about sustainability efforts for the upcoming Paris 2024 Olympic Games and the challenges facing the Winter Olympics due to climate change. They also highlighted the role of sport in driving progress in regions such as Latin America, with an emphasis on collaboration and regional strategies.

In conclusion, the panel underlined the importance of collaborative efforts, education and local community engagement to promote sustainability in sport, encouraging all stakeholders to play their part in driving change and leaving a positive environmental and social legacy.



Presentation 1 – Technology and Sustainability In Sport

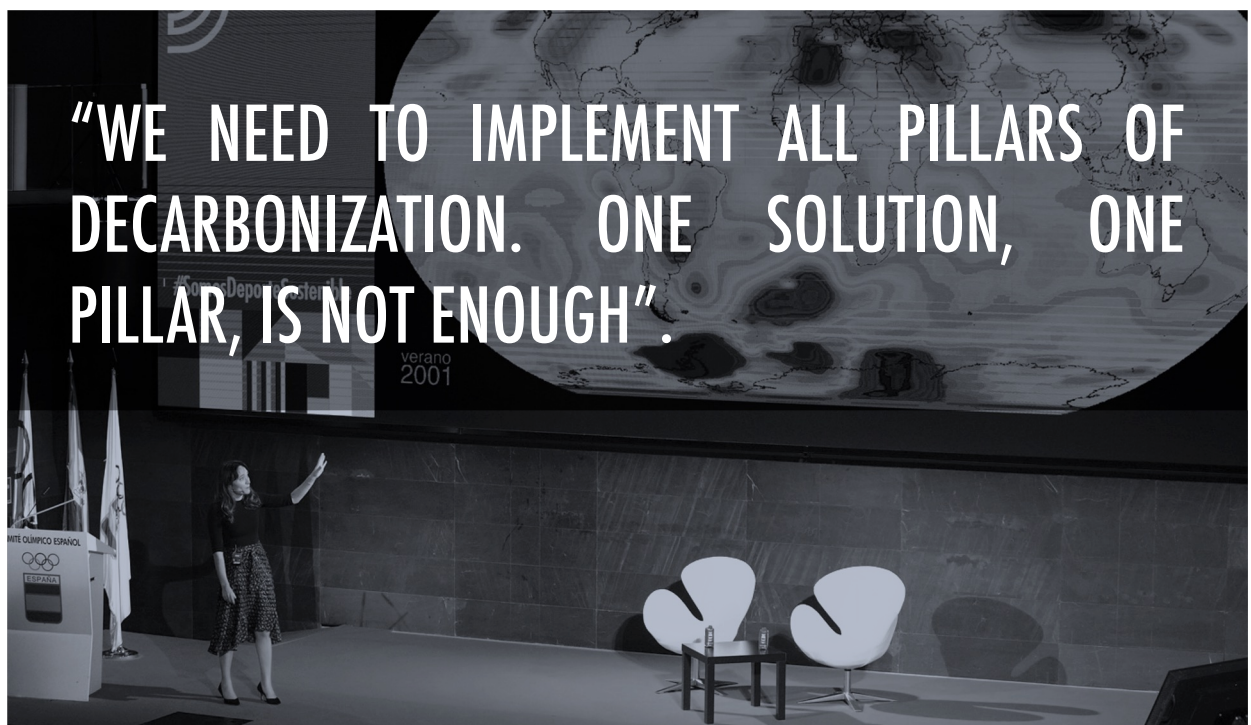
[SPANISH LANGUAGE]

Susana García PhD | Professor in Chemical and Process Engineering and Associate Director of the Research Center for Carbon Solutions (RCCS) at Heriot-Watt University, Edinburgh.

INTERVIEWER – Manuel Parga | Marketing, Sustainability and HR Director at COE

Susana's presentation focused on the role of CO₂ capture and storage technologies in achieving a sustainable energy transition. She underscored the urgency and necessity of these technologies to address climate change, illustrating the stark impact of global warming through temperature data and personal reflections from her visit to the Glacier de Moiry. Susana discussed the importance of decarbonisation, identifying it as a multi-pillar process, of which Carbon Capture, Use and Storage (CCUS) is a crucial element.

Susana detailed the steps and challenges associated with CCS technologies, emphasising the need for innovation to develop efficient and cost-effective solutions. She described current technologies and ongoing research, highlighting in particular the progress made in materials science and the



development of porous solids for CO₂ separation. Susana outlined various initiatives and research projects, demonstrating the progress made in CO₂ capture from various sources and differentiating the efficiency of various materials.

She concluded her presentation by underlining the critical role of science, innovation and global collaboration in tackling climate change and highlighted the potential of the Olympic Movement to influence positive change. In her concluding remarks, Susana appealed for global commitment, support and increased investment in sustainable technologies.



During the interview, Susana expressed how the implementation of CO₂ capture systems in sport infrastructures is indeed feasible, but the economic aspect remains a challenge for many sport facilities. She stressed the importance of creating a more efficient market dynamic for these technologies. She also mentioned the lack of a clear carbon management strategy by the Spanish government and underlined the need for clear targets, incentives and education to promote the adoption of CCUS technology.



Overall, the debate pointed to a critical need for collaboration, innovation and a more definitive strategy to accelerate the adoption and scalability of carbon capture and storage technologies in Spain and worldwide.

“Spain’s CO₂ storage capacity is a great financial opportunity and has potential for CCS”



Panel 2– Sustainability in the Operations of Sport Clubs

[SPANISH LANGUAGE]

Rafael Muela | General Manager of the Real Betis Balompié Foundation

Íñigo Aznar | VP of Global partnerships at Legends Iberia

José María García | HR Director and Sustainability Manager at Real Madrid

Xosé Carlos Fernández | CEO of Club Natació Barcelona

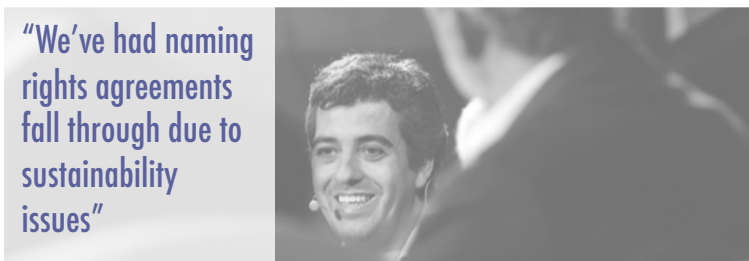
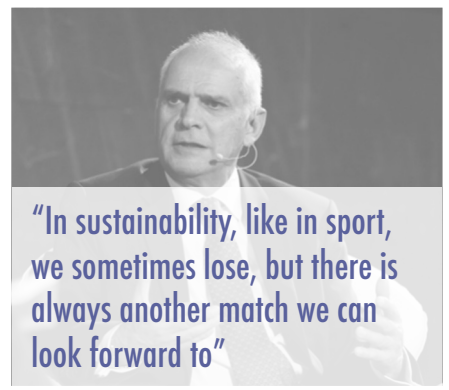
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MODERATOR: Carlos Cantó | CEO of SPSG Consulting

The panel, moderated by Carlos Cantó, aimed to assess sustainability through 3 fundamental axes: environmental, social and economic (including governance). The panellists shared their strategies and initiatives along these axes.

Xosé Carlos from Club Natació Barcelona (CNB) mentioned the club's focus on environmental sustainability through water management and energy consumption, and its commitment to social sustainability through the "CNB Training School".

José María, from Real Madrid, highlighted the Foundation's role in promoting social integration and personal development through the club's image. He emphasised Real Madrid's broad sustainability strategy and how they have identified 10 stakeholders to positively impact.

Íñigo Aznar spoke about Legends' approach to sustainability, highlighting the importance of integrating sustainability into sport clubs and venues.



Rafael Muela, from Real Betis, detailed the club's commitment to social responsibility, especially in supporting its community and working closely with the most disadvantaged groups in society. In his opinion, the backbone of its sustainability strategy is "forever green", the successful sub-brand and project that encompasses all these activities.

The discussion also addressed the challenges of involving top athletes in sustainability projects, revealing the positive attitude of the players towards significant social and environmental projects. In addition, the conversation moved to the influence of sustainability on the design and construction of venues. Panellists presented various projects and strategies implemented by their respective clubs, with an emphasis on resource conservation, recycling, sustainable transportation, and reducing environmental impact.

Governance, the third pillar of sustainability, was discussed. Xosé Carlos highlighted CNB's governance structure, emphasizing the timeless purpose of the club, while José María focused on Real Madrid's governance and compliance, considering it a moral responsibility. Rafael emphasized the high standards of management excellence required of large clubs due to the high scrutiny, while Íñigo expressed that there is still a long way to go in terms of people in governance and their adoption of sustainability practices, especially in Spain.

Overall, the panel - involving 2 of the top 3 soccer clubs in Brand Finance's sustainability rankings - highlighted the clubs' commitment to sustainability across a range of aspects, including environment, social impact and governance, showcasing ongoing initiatives and future plans to sustain them.

"An often-forgotten advantage of generating as much interest as we do is that we also have a lot of haters. It is thanks to haters that we can easily identify our risk areas reputationally and in sustainability. Haters keep us on our toes" J.M.García



Showcase – The perspective of Young People on Sustainability in Sport

– IOC Young Leaders

[ENGLISH LANGUAGE]

The sustainable ideas of 6 IOC Young Leaders were heard at the Sports Sustainability Summit, as part of the IOC Young Leaders programme, included in the International Olympic Committee's Olympism 365 strategy, together with founding partner Panasonic. They briefly presented the sustainability projects developed and implemented in the framework of the programme. In addition, they announced the environmental sustainability Erasmus+ project "Green Flame", a gamified digital carbon footprint measurement tool for sport organisations and events, led by COE and supported by the Romanian and Portuguese NOCs and the IOC.



Mayssa Bsaibes | IOC Young Leaders Programme - Lebanon

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Mayssa's background in architecture helped her design sustainable ping-pong tables for her **Kee-PING Hope** | أمل project. The project targets children from Lebanese orphanages and offers them weekly training sessions and tournaments, which includes life-skills workshops.

Adrián Ruiz de Magdalena | IOC Young Leaders Programme - Spain

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Adrián based his project in his hometown, Calasparra, where he began practicing wild water canoeing. "**Canoeing for a better world**" promotes canoeing as a healthy lifestyle choice, while also inspiring sustainable action when practicing canoeing.



Lindsay Jones | IOC Young Leaders Programme – USA

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Lindsay's project, "**Like a Pidgeon**" supports minors ages 9-12 grieving a loss using flag football to help in their healing journey. The project is named in honour of schoolmate Matthew Pidgeon, who tragically passed in 2022.





Nicolò Di Tullio | IOC Young Leaders Programme - Italy

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Nicolò's project focuses on the research aspect of environmental sustainability. "**GotTo**" empowers athletes in water environments to contribute to scientific research looking to understand the state of the environment, by connecting them to local interested research groups, and providing data collection tools and systems for them to carry while they train and compete in environments of interest for the scientific community.

Olushinaola Ewola | IOC Young Leaders Programme - Nigeria

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Olushinaola uses his background in engineering for his project "**Rain4Sports**", developing a simple, easy to maintain rainfall harvesting system to ensure sporting activities at a school in Lagos have a sustainable water source throughout the year.



Javier Raya OLY | IOC Young Leaders Programme - Spain

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Javier seeks, through his project "**Compete Proud**", the inclusion of athletes regardless of their background, sexual orientation, ability, and race. The project serves as a multidimensional Diversity, Equity and Inclusion platform offering educational tools, webinars, workshops and interactions between sport industry stakeholders throughout the athlete's lifecycle. The project's focus area is the LGBTIQ+ community, ensuring that a welcoming environment exists everywhere, for all athletes.



Presentation Series – Taxonomy, Measurement and Reporting the Sport-Sustainability Tandem [SPANISH LANGUAGE]

INTERVIEWER – Antonio Lucio | Member of the Sustainability Commission at COE

Presentation 2 – Sport and Sustainability: Key trends, insights and solutions

Ramón Amich | Southern Europe and LATAM cluster leader at Nielsen Sports

Ramón opened his presentation by highlighting the company's position as a leading sponsorship analyst, explaining its global reach, media coverage analysis and market assessments in numerous countries. He introduced the discussion by presenting a graph overlaying Spanish citizens' interest in social issues with their participation in the Olympic Games, showing a greater concern for sustainability among people associated with the Olympic Games compared to the general population.

The core theme of the presentation revolved around the main factors influencing sustainability, with an emphasis on the strategic responsibility of governments, companies and consumers at the macro level. It highlighted the growing consumer demand for greater transparency and accountability from both companies and governments in relation to ESG issues. These pressures have pushed companies to transform their core to meet these demands. Sport right holders are similarly driven to adopt more sustainable practices and expect brands with which they partner to engage as well.

Nielsen recognised 5 key emerging themes in sustainability-driven sponsorship strategies. These include developing infrastructure assets that benefit communities or the environment, energy and mobility brands focused on reducing carbon footprint, building subsidiary brands, fostering supplier-like relationships, and developing financing strategies to achieve sustainability goals. Nielsen data underscores consumers' strong concern about sustainability. A study conducted in 12 Western countries indicated that more than 70% of respondents expressed a passion for sustainability, and more than 60% believed that brands should make a positive contribution to society.



Emphasis was placed on the need to inform, set achievable goals and address environmental issues head-on. The presentation culminated with two customer success stories, which shed light on achievements in sustainability-driven initiatives. The first story showcased the "Sport Verein der Zukunft", a German initiative sponsored by BASF, with the intention of supporting grassroots sport clubs on their journey towards digitalisation, with the assistance of Nielsen. The second case concerned Nielsen's collaboration with the Turkish Airlines Euroleague to collect and integrate environmental impact data into its comprehensive impact measurement framework.

In the next segment of the interview, Ramon delved into the evolution of the relationship between the venues and brands in sustainability matters, highlighting a fundamental shift from mere visibility requirements to a shared sense of purpose. The emergence of a common purpose, alignment, synergies and the implementation of community and environmentally friendly projects appear as critical aspects when establishing brand-headquarters partnerships.

As for the sponsorship of the Dutch National Olympic Committee (NOC) by a consortium of national private companies, Ramon identified the innovative aspect of this partnership. The companies involved sponsor the NOC under a subsidiary brand that represents them collectively, recognising the broader cause of sustainable energy transition, transcending individual visibility opportunities.



Presentation 3 – Measurement Beyond Strategy

Concha Iglesias Jiménez | Sustainability and Climate Global Practices leader at Deloitte Spain.

Concha initiated the presentation by addressing the nuanced definition of sustainability, emphasizing the variation in interpretations depending on companies' objectives and impacts. Although the concept of sustainability is not new, she stressed that it has only recently been considered holistically, with companies initially focusing on economic sustainability before extending its consideration to environmental and social axes. She observed how the pandemic acted as a catalyst,



urging stakeholders to integrate Profit and Purpose, noting that the sport industry has a unique opportunity to merge both aspects.

For Deloitte, intertwining profit and purpose in the sporting arena means being an industry catalyst for transformation, addressing environmental integration, dealing with social fragmentation and governance issues. Concha outlined a number of opportunities arising from this ESG transformation, such as redefining transportation, infrastructure innovation, waste management and creating a just model for climate transition. She further outlined the challenges organisations face in integrating these considerations throughout the value chain, stating that while it is easier to focus on shareholders, the world now demands a holistic stakeholder approach, known as "stakeholder capitalism." She proposed that the solutions for this integrated transformation lie in the key drivers of change identified in Deloitte's research.

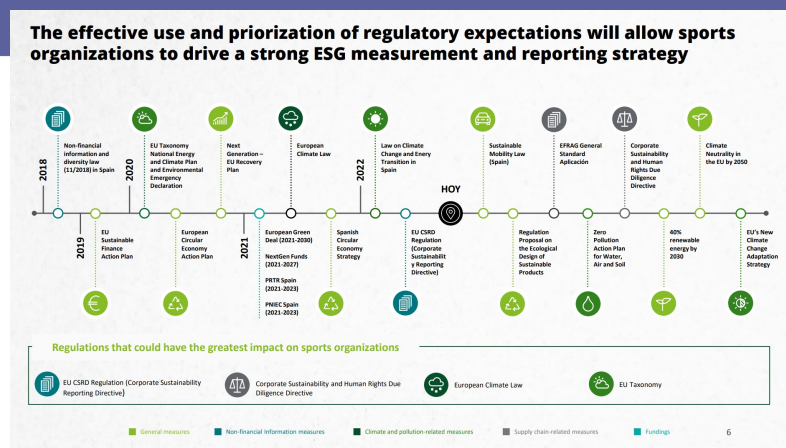
In relation to the 2030 FIFA World Cup bid, Concha presented examples such as rethinking transportation, low-carbon economies, smart city infrastructure, circularity models, local community engagement and long-term value creation for stakeholders. She then focused on reporting and regulation, citing the increase in sustainability-related regulatory requirements since 2018 and the important role these frameworks play in providing structured reporting expectations.

Concha emphasised the importance of financial reporting for organisations to qualify for international sustainable funding opportunities, making particular reference to the complexity of the EU taxonomy as it applies to the sports ecosystem. She concluded by forecasting industry directions, recognising the significant mobilization of public and private funds, and the significant economic potential in the implementation of sustainability strategies.

In the next segment of the interview, Concha responded to the value of sustainability reporting by identifying 3 significant values: compliance with regulatory requirements, the strategic need for stakeholder monitoring, and its use as a lever for positive change internally, promoting integrated efforts and ensuring that sustainability is a shared concern within organisations.

In terms of recommendations for organisations in the sport industry to respond to sustainability regulatory requirements, Concha underlined the importance of raising awareness and training to maintain the dialogue and momentum towards sustainability. She also noted the need for organisations to have realistic sustainability roadmaps in place to avoid "green washing" penalties.

Asked about the challenges in adjusting to the new paradigm and the requirements between the ESG axes, she highlighted the strategic challenge of integrating the three axes along the supply chain. She emphasised the obstacles in collecting and interpreting data, especially environmental data, and the challenge of defining and standardising "social" sustainability across all sectors.



Panel 3– Sustainability and Sporting Events: Destinations and Organizers Vision [MIXED LANGUAGES]

Eva-Lotta Strömlid | Commercial Manager at the Ladies European Tour (LET)

Ignacio Mochales Cuesta | General Director of LEWaterpolo – RFEN

Patricia Cavada Montañés | Mayor of San Fernando, Cádiz

José María Arrabal | General Secretary of Sport at Junta de Andalucía

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MODERATOR: Carlos Cantó | CEO of SPSG Consulting

Carlos initiated the panel by highlighting the important economic impact of sport in Spain, specifically how sport contributes to about 3% of the country's GDP and sport tourism activities generate 10% of the tourism GDP.

Eva-Lotta, representing the LET, emphasised the importance of sustainability in all three strands, but particularly highlighted the social power of sport, citing the positive impact that golf, specifically through the LET, has on local communities and its important role as a communication platform for environmental causes.

Ignacio, representing the LEW, explained the sustainability initiatives within the water polo league, highlighting its focus on strategic sustainability, achieving COE's Sustainable Sport Events Seal. The league aims to help clubs become more sustainable while reducing their energy and water costs.

Patricia, Mayor of the medium-sized city of San Fernando (Spain), detailed their commitment to sustainability by integrating the 2030 SDGs into their urban agenda. As Mayor, she highlighted the importance of sporting events in raising awareness and promoting urban development, recognising the key role played by public entities in the management of 93% of sporting venues in Spain.

José María, from the Junta de Andalucía (regional government),



highlighted the growth and positive impact of international events over the past 5 years and underlined the importance of these events in saving healthcare costs, reducing the gender gap in sport and generating high-performance athletes. Focused on the importance of integrating sustainability measures into local events, fostering long-term positive outcomes beyond mere one-off events.

Eva-Lotta illustrated the LET's focus on the needs of local government and provided examples of how the events fostered sustainability and raised awareness in specific destinations, e.g. the "Celebrating Green", a project sponsored by Dow Chemical. Ignacio outlined the LEWaterpolo's sustainability projects and the positive competitive advantage they brought to sport entertainment.

Patricia emphasised the need for a holistic approach, pointing out that a city's attractiveness for hosting events does not depend solely on sustainability factors. José María further underlined the need for strategic and sustainable planning of events and the benefits they bring in the long term.

The conversation also touched on the importance of sponsorship, the balance between the economic benefits of events and the challenges of managing sporting events with environmental impact in mind.

Questions from the audience concerned how sporting events strike a balance between tourists and local communities and the challenges of combining sustainability reporting with reducing bureaucracy, especially for small and medium-sized companies.





Day 2

19 October 2023



COMITÉ OLÍMPICO
ESPAÑOL

DAY 2

Presentation 4– Sustainable Perspective of the 2030 FIFA World Cup bid

[SPANISH LANGUAGE]

Antonio Laranjo | Managing Director of the FIFA 2030 World Cup Bid Spain, Portugal & Morocco



Beginning with an exploration of the origins of the project in 2021, Antonio outlined the critical milestones of the bid, with a special mention of His Majesty Felipe VI of Spain and the President of Portugal, who showed their support. The bid was significantly strengthened in March 2023 with the inclusion of the Moroccan National Football Federation, endorsed by His Majesty Mohamed VI.

The 2030 bid rests on 4 interconnected pillars, with a substantial emphasis on legacy. Antonio delved into the details of each pillar. He highlighted the Environmental and Governance Legacy as one of the main focuses, noting the partnership with Deloitte and COE to address key

elements, including the implementation of the 2030 Agenda and the SDGs. The bid emphasises a holistic approach to environmental, social and economic development and plans to go beyond FIFA's basic sustainability requirements.

The next pillar focuses on investment, highlighting the importance of justifiable investments with a long-term social legacy in mind. Antonio stressed that, beyond stadiums, investments in facilities, transportation, healthcare and mobility are essential for social benefits.

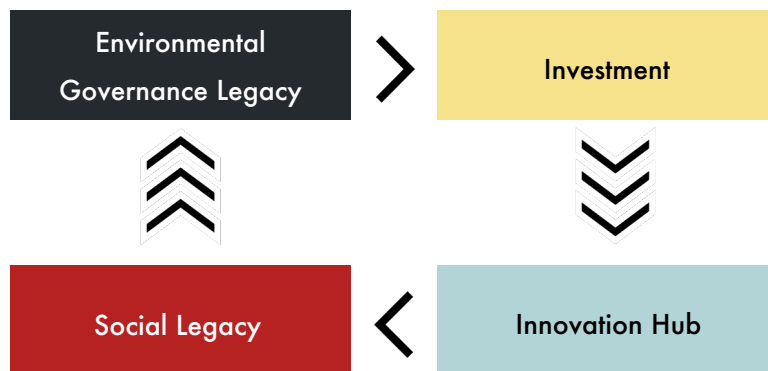
The bid has an Innovation Hub pillar, aimed at promoting research to improve sport practice and experiences in stadiums. Its objective is to involve private partners in research and technological development in sport, mainly in football.

The final pillar, Social Legacy, highlights the bid's goal of promoting physical activity, diversity and social transformation. It aims to boost public investment in sustainable infrastructure and convey values of engagement, resilience and inspiration.

Antonio pointed out the interdependence of the ESG pillars, emphasising their commitment to realistic targets and integrated efforts. The classification of the bid stadiums into 4 groups based on their status and FIFA's requirements was also outlined, which facilitates their decision making.

He concluded by underlining the fundamental role of governments in the success of such bids, especially in terms of investment and support in key areas such as mobility, health, security and volunteering. FIFA removed the competitive advantage that the bid had, but Antonio said that this will serve as fuel to present the best bid that history has ever seen.

Antonio's detailed presentation provided a comprehensive understanding of the multi-faceted pillars of the bid and the complex considerations in preparing to successfully host a football World Cup.



“WE HAVE NOT WON YET, BUT BECAUSE WE ARE GOOD AT WHAT WE DO, WE’RE GOING TO ACHIEVE IT”

Panel 4– Investors, Funds and Sustainability in Sport

[MIXED LANGUAGES]

Julio Senn | Partner at Senn Ferrero Asociados

Sandra Damijan | Partner at Redifin and Sport4Impact

Eduardo Brunet | Director at Green Finance Institute (GFI) Spain

Christopher Vernon | Executive Director in ESG Solutions at Banco Santander

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MODERATOR: Antonio Lucio | Member of the Sustainability Commission at COE

This panel discussion featured the views of several distinguished professionals from the finance and sport industry. Christopher, representing Santander, began by introducing ESG Solutions, focusing on explaining technical concepts such as "use of proceeds" and "sustainability linking instruments" in financial agreements. He highlighted the infancy of assessing and defining KPIs in sustainability due to limited regulation and underlined the challenges of establishing legitimate KPIs in social sustainability. Despite the growing demand for sustainable and green financial products, more evidence is needed to reliably define sustainability metrics.

Eduardo shared the role of the Green Finance Institute (GFI) in translating the complex concepts of green finance into practical strategies. The GFI works as a catalyst between the public sector, policy and the financial industry, with the aim of bridging the gap between policy and real economic needs.

Sandra highlighted the significant growth of the sport market and its potential through impact investing. She introduced Sport4Impact, an international platform that treats sport as a development issue, focusing on ESG factors in the investment portfolio of its sports properties.

Julio offered an insight into the financial side of the sport industry, highlighting the importance of financial institutions in the expansion of the industry and how the combination of public and private financing is contributing to its growth.



The discussion moved into various aspects of financial sustainability in sport. Christopher explained the challenges of defining key performance indicators related to social impact and the importance of using "target population filters" to ensure positive social outcomes.

Eduardo further developed the need to reinvest in the sustainable renovation of sport venues due to their significant environmental impact, proposing a mixed approach to sustainability in sport.

Sandra discussed the role of universities as catalysts for innovation and highlighted the challenges and importance of grassroots sport. She explained that intentionality is what differentiates impact investing from other asset classes, and concluded by commenting on the effect of the pandemic in shifting the focus towards social sustainability.

Julio concluded the panel by addressing the stringent regulatory oversight in the EU compared to other regions. He highlighted the transition of the sport industry to a new era, where private capital enables sustainable practices, community structures and overall growth.



"WE'RE NOT THE 'SMARTEST GUY', WE DON'T HAVE ALL THE SOLUTIONS, BUT WE'RE REALLY GOOD AT BRINGING PEOPLE TOGETHER TO CO-CREATE AND PILOT INNOVATIVE PRODUCTS TO SHOW MARKETS THAT THEY CAN WORK".

Presentation 5– Biodiversity in Sport: Key Points and Challenges

[MIXED LANGUAGES]

Carlos Duarte PhD | Professor of Marine Science at King Abdullah University, Saudi Arabia

INTERVIEWS: Julie Duffus | Olympic Movement Sustainability Senior Manager at the International Olympic Committee (IOC)

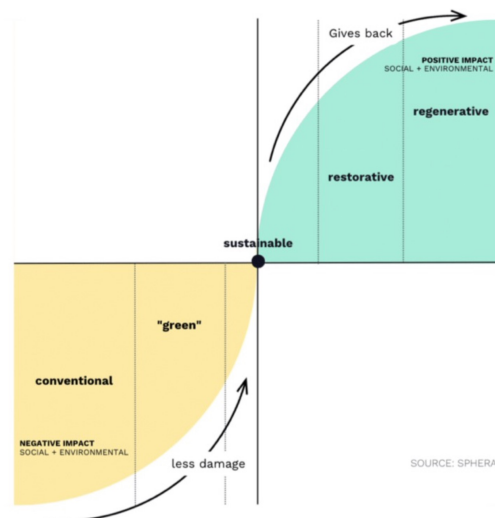
Carlos' presentation provided an overview of the critical issues related to natural capital, focusing on biodiversity and the urgency of its regeneration in the context of sport.

His presentation explored the concept of Blue Natural Capital and the importance of biodiversity, considering its role in the maintenance of ecosystems. The urgency of the issue was underlined by statistics showing the considerable loss of natural capital since the 1970s, especially in the context of biodiversity. Carlos outlined the various causes and consequences of the loss of natural capital, from deforestation and pollution to climate change, underlining its critical impact on climate change, food production and even mental health.

The interaction of the sport industry with the environment was highlighted and the need for the industry to embrace biodiversity conservation was underlined.

Carlos outlined how the sustainability contract has been breached and advocated for a paradigm shift from sustainability to regenerative practices in the sport ecosystem. He provided a clear plan to foster a regenerative mindset in sport, based on the principles of regeneration.

He went on to outline the connection between regenerative sport and the achievement of the SDGs, focusing on the role of biodiversity.



SOURCE: SPHERA 2021

**“WE ARE NOT JUST IN A CLIMATE CRISIS.
WE ARE IN A BIODIVERSITY CRISIS”**

He explained how the sport industry can make a tangible contribution to biodiversity regeneration, providing examples such as investment in regenerative activities in e-motorsports. The subsequent interview addressed the question of whether regenerative efforts are feasible in urban environments and the impact of biodiversity in the recruitment of athletes to support the cause.

The audience Q&A section highlighted the need to engage in conversations about stakeholder issues and create working groups to integrate these regenerative principles into the sport ecosystem on a larger scale.



Panel 5- Athletes' perspective on Sustainability

[SPANISH LANGUAGE]

Sergio Garrote | Elite Paracycling Athlete and Paralympic Medallist

Marc Gasol | Elite Basketball Player and President of Bàsquet Girona

Lydia Valentín | Olympic medallist in Weightlifting

Andrea Emone | Sailing Data Analyst and Crew at Alinghi RedBull Racing

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MODERATES: Gaspar Díez | Sport Editor-in-chief at Europa Press

The panel discussion addressed various aspects of sustainability in sport, with opinions from elite athletes and executives on the integration of sustainable practices in the sector. Gaspar led the conversation by posing questions to each of the panellists. Andrea, an elite sailing athlete, acknowledged that until now she was not aware of the impact of sport on the environment, especially on the oceans. However, she expressed her gratitude for having discovered this knowledge and highlighted the awareness-raising efforts aimed at young talent, emphasising the resources available to encourage further action in the sector.

She also spoke of potential catastrophic consequences of colliding with plastic litter in the oceans and praised initiatives such as the Ocean Race's efforts to collect litter and plastic.



Sergio discussed the responsibility of athletes as social icons and their potential impact on the UN 2030 SDGs. He emphasised the role of athletes as role models and talked about his advocacy for the promotion of sustainable mobility through cycling, which he believes contributes to wider social benefits.

Marc then shared his impressions of his transition from being an athlete to business owner, pointing out how sustainability is integrated into the governance structure of Bàsquet Girona.

He highlighted the club's alignment with the SDGs and the involvement of players in the selection of focus areas for each season.

Marc stressed the importance of a consistent governance philosophy irrespective of sporting performance and described the challenges and rewards of aligning the club's philosophy with sustainability initiatives.



Lydia reflected on the power of athletes to inspire action, especially among children. She highlighted the cumulative effect of small changes and underlined the role of awareness-raising and the constant introduction of incremental improvements in everyday activities in order to make a significant impact.



The discussion also addressed the role of technology in sport, with Andrea expressing mixed feelings about technological advances and their effectiveness in training, especially in sailing. She highlighted the progress made in the development of environmentally friendly hydrogen-powered speedboats and positive efforts in the sailing sector, such as SailGP's "Impact League", which assesses only the "sustainable performance" of a team.

The conversation covered the financial aspect of sustainability and the impact of a person's sustainability on their personal finances.

Sergio ratified the cost-effectiveness of many sustainable practices, focusing on his promotion of cycling as an alternative mode of transport, while Marc stressed the importance of transparent, motivated and qualified governance to maintain sustainability goals.

The discussion also focused on the importance of dialogue between athletes. Marc, Lydia and Sergio agreed on the positive impact of communication and dialogue to promote well-being, values and knowledge sharing among athletes and, of course, the wider community.

The panel addressed the participation of athletes in large-scale events such as the Olympic Games and the importance of leaving a legacy for future generations. Andrea, Sergio and Marc expressed their aspirations for gender equality, inclusion and dialogue across sporting disciplines, emphasising the role of athletes as role models and the need for constant improvement from all stakeholders.

The panel concluded with questions from the audience. Athletes discussed the power of social media as a communication tool and the importance of listening to the needs of the younger generation. They also shared their view on training athletes on how to effectively communicate sustainability issues and their perspectives on incorporating sustainability ratings into sport competitions.



Closing remarks by the host of the Sport Sustainability Summit, Manuel Parga, highlighted the specific sustainability activities that COE is undertaking associated with each of the speakers' interventions, including workshops on diversity and inclusion, collaborative manifestos for federations' interdisciplinary dialogue on sustainability, ambassadorships for gender equality projects (SDG 5) and efforts to reduce transport using sustainable fuels.



SUMMIT CLOSING

Keynote 1 – Alejandro Blanco

President of the Spanish Olympic Committee [SPANISH LANGUAGE]

The President's speech has been translated and quoted.

“The easiest speech of these two days is mine. It is easy because I can only thank the team, the speakers, the attendees, Santander, the FEMP and the CSD, all the collaborators and volunteers.

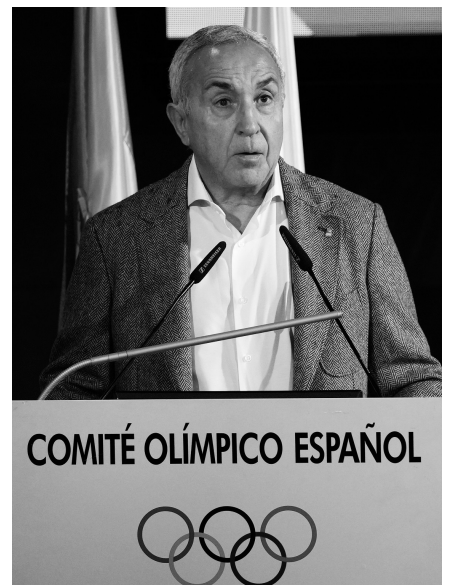
When I arrived in 2005, I felt the dynamics of COE had to change:

1. By becoming the home of all Spanish athletes: training, assistance, athlete service office. Through the creation of the ADO programme. It is for me a moment of great pride when an athlete now refers to COE as their home.
2. Becoming a meeting point for all federations.
3. Empowering Spain through sports, turning Spain into a country with values.

Olympism, however, is much more than that. It is a force that breaks down walls, overcomes obstacles. It is the biggest movement in the world, an engine of life, it creates light, it is the home for everyone who practices and feels sports.

We cannot forget that the International Olympic Committee was created at a university, and even then, they based its creation on three pillars: Education, culture, and sports. The environment joined as a fourth pillar not long after. And that was 129 years ago.

These two days have been – without a doubt – spectacular. We've had the best speakers: for their ability, their commitment, their knowledge, their dedication.”



We must take into account the definition of sustainability, which suits us very well, because it speaks of the present and the future, and those are our greatest challenge.

When people mention the biggest sporting events worldwide, they talk about the Olympic Games and, in second place, the FIFA World Cup, something that has also been present in this Summit through Antonio Laranjo's presentation of the 2030 Bid. The Spanish Olympic Committee has the privilege of contributing to the coordination, definition and implementation of this bid, within which we need to articulate sustainability. This is our objective, our challenge.

We cannot face sustainability alone. We have asked Deloitte, scientific research leaders in sustainability, and other leaders in the subject for help. We ask other experts for help so we are the basis for future organizations. This exciting challenge is what places us in a position that a few years ago seemed almost unthinkable. We have moved forward, been recognised by the IOC, and now find ourselves in a position where emotions overcome us, while commitment keeps us doing the right thing and thinking of it 24h a day.

I want to finish by talking directly to the Minister, now that she is here with us, from the heart: thank you for being here and accompanying us. A week ago, I asked you to join us, and it wasn't difficult to convince you at all, which I really valued.

We also want to ask for your help because you are a great international reference, and with your assistance, we can get Spain's candidacy to truly be the best ever presented for the World Cup, especially on the sustainability front. We need you, your team, your advisors and all the help we can get. **This is a candidacy by everyone, for everyone.**

Thank you all for being here, thank you for accompanying us, thank you for thinking. **I am convinced that if we stay together, if we think together, if we dream together, and we work together...Spain is unbeatable."**

Keynote 2 – Teresa Ribera

Current Minister of Ecological Transition and Demographic Challenge at the Spanish Government [SPANISH LANGUAGE]

The speech highlighted the significance of sustainability in organising events like the World Cup, emphasising the role of the hosting organisation in meeting the challenges posed. Teresa, spoke on behalf of COE, highlighting the alignment of sport values with sustainability goals and the need for a multidisciplinary approach to address the complex issues surrounding sustainability. Teresa stressed the need to view events like the World Cup as opportunities to achieve the Sustainable Development Goals (SDGs) and leveraged sport as an ambassador for these goals. She acknowledged the high demand, environmental impact, and intricate communication involved in such events, citing examples like the CO2 emissions



from the Champions League in 2019 and the use of materials negatively affecting the circular economy.

The Minister also emphasised the necessity for a team of specialists to tackle various aspects of sustainability, including fabrics, resources, water usage, and corporate responsibility. She highlighted the commitment of Spanish sport towards sustainability, aligning with the challenge outlined in the UN's Climate Action framework. The collaboration of various stakeholders, including the corporate world and event sponsors, is deemed vital in achieving sustainability goals.

Teresa reinforced the responsibility COE and Spain hold, urging a long-term perspective beyond the immediate event and sport performance, aiming for a lasting legacy that extends beyond the competition. She concluded by affirming support from the Ministry of Ecological Transition and other actors in the collective pursuit of sustainability.

Essentially, Teresa championed the integration of sustainability into sport events, stressing the responsibility, challenges, and opportunities for achieving sustainable goals through collaborative efforts.

“When athletes stop being athletes, and when the lights are turned off after the match, the rest of the world remains in front of us, waiting for a change”

WORKSHOPS

The Sport Sustainability Summit included active participation from key sport industry stakeholders to ensure the Summit's purpose transcended the informational and awareness dimensions. The following conclusions are an overview of the complex debates that underwent during the 4 invitation-only workshops, led by Rocío Rivera – Head Coach at High Performance Inc.

COE would like to express its gratitude to all the participants and entities involved.

Workshop 1 | Sustainable Procurement

Conclusions: Cooperate with suppliers to devise better and newer solutions + define and understand stakeholders' needs to outline strategies + ensuring the strategy designed is implemented and feedback is collected + evaluate and monetise compliance.

Workshop 2 | Diversity and Inclusion

Conclusions: COE, as an institution, is in a position to use sport values to create a diverse, inclusive and safe environment + construct an educational program + reflect on and thoroughly investigate the current structure to understand where the gaps are and where inclusion can be promoted.

Workshop 3 | Social Action and Sustainability

Conclusions: Create local academies + provide fair sport resources for everyone + construct female role models + facilitate the funding/grant seeking process + foster strategic alliances + communicate the projects that are underway.

Workshop 4 | Sustainable Destinations

Conclusions: Drafting a specific business plan + seeking strategic alliances at all levels for cities to become hosts of sustainable sport events.



EXHIBITORS

An exhibition fair was built to showcase sustainability solutions of goods and services of businesses and partners of the Spanish Olympic Committee. COE extends its gratitude to all participating brands. [Click for more information.](#)



JOMA

[OFFICIAL OLYMPIC APPAREL PARTNER]



SANTANDER

[OFFICIAL BANKING & SUSTAINABILITY PARTNER]



DELOITTE

[OFFICIAL CONSULTANCY & INNOVATION PARTNER]



ACCIONA

[OFFICIAL SUSTAINABLE WATER SOLUTIONS PARTNER]



IBERDROLA

[OFFICIAL ENERGY PARTNER & GENDER EQUALITY CHAMPION]



TRUEWORLD

[CARBON EMISSIONS CALCULATION PARTNER]



BIOW

[HIGH PERFORMANCE SLEEP DEVICE DEVELOPERS]



CIFAL MÁLAGA

[RESOURCE, EDUCATION & OPPORTUNITY PROVIDER BY UNITAR]



ADDITIONAL RESOURCES

Links of Interest

- Official website of the [Sport Sustainability Summit](#)
- Summit recordings at [COE TV](#)
- Spanish Olympic Committee [Sustainability](#)
- International Olympic Committee [Sustainability Strategy](#)

Contacts

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#WeAreSustainableSport