

# SPORT SUS TAIN ABI- LITY SUMMIT`23

#SomosDeporteSostenible



18 y 19 October 2023  
09:30 am - 17:30 pm



Com ité Olím pico  
Español Headquarters  
C/de Arequipa 13 -  
Madrid



# TOPICS

## Strategy and sustainability in the sports industry: a holistic approach

The convergence of strategy and sustainability in the sports industry promotes a holistic approach that seeks to balance business success with environmental and social responsibility for long-term positive impact.

## Technology and sustainability in sports

The integration of technology and sustainability in sports represents an innovative synergy that boosts efficiency, minimizes environmental impact, and maximizes the well-being of participants and communities involved.

## Sustainability in the operation of sports clubs and facilities

Sports entities (clubs, federations) and their sustainable operations on and off the field: specific cases of responsible use of resources, reduction of environmental footprint, social sustainability and an environment conducive to the development of sports as a lever for social progress.

## Taxonomy, measurement and reporting on the sport and sustainability binomial

A fundamental part of assessing, comparing, and communicating the positive impact of sports actions on the environment encouraging the adoption of more responsible and sustainable practices.

## Sustainability and sporting events: destinations and organizers vision

The organization of sporting events has an impact on the destinations that host them from an economic, social, environmental, tourism, and image perspective.

## Sustainable perspective FIFA World Cup bid

Proposal and presentation of the sustainability plan for the Bid of Spain, Portugal and Morocco for the FIFA World Cup 2030.

## Investment funds, investors and sustainability in sport

The importance of the sustainability component (environmental, social, economic) in the investment decision process in the sports industry.

## Biodiversity and sport: keys and challenges

Adopting proactive measures to protect ecosystems, promote responsible practices, and raise awareness of the importance of preserving nature for well-being and the future. The strategic importance of the so-called "blue carbon".

## Sustainability from athletes' perspective

Top athletes share their experiences and vision of sustainability in the world of sport and its social, environmental, and economic implications.

**WORKSHOPS**  
(Access with invitation)

+

**EXHIBITION**  
(400 M2)