



# 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, 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**



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- 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: TBC
  - **Advancing sustainability together with commercial partners**  
Facilitator: Rikke Rønholt, Board Member, National Olympic Committee and Sports Confederation of Denmark  
Case studies: Sport organisation: TBC  
Sponsor activation: Zoran Bartek, Marketing Director, Czech Olympic Committee and a representative of VISA Czech Republic and Slovakia
  - **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 Kjøl, President of the Norwegian Olympic and Paralympic Committee and Confederation of Sports; Chair of the 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.