

# PROGRAMME

## Football for Sustainability Summit

### July 11/12 2024

Akademie der Künste (Main Venue) and more  
Breakout Venues at Pariser Platz, Berlin

# FOOTBALL FOR SUSTAINABILITY SUMMIT

## DAY 1 / Thursday, July 11th - the Summit's Agenda

08:30-09:30	<b>Arrival</b> / Accreditation/ Coffee
09:30-09:50	Kick Off – <b>Start of the Summit</b>
09:50-10:15	<b>Pairs of Conversation:</b> Why are you here? How does success look like? ...
10:15-10:45	Guiding theme <b>Collaboration:</b> a conversation from different perspectives – who catches the ball?
10:45-11:15	Coffee Break
11:15-12:00	Interactive Interviews: <b>Athletes as Changemakers</b>
12:00-12:30	Keynote: <b>Time for Transformation</b>
12:30-13:30	Lunch Break
13:30-14:00	Personal Input from <b>Young Leaders:</b> joint future – action needed
14:00-14:20	Keynotes from the <b>Hosts:</b> „Let's leverage sports for sustainability“; Kicking off the signing of <b>Summit Statement</b>
14:20-14:35	Interview with the Summit's Partners: „ <b>UEFA EURO 2024</b> as a Starting Point
14:35-15:20	Opening Panel: <b>Sustainability needs a Diverse Team</b>
15:20-16:00	Introducing Breakout Slot 1: Sessions and Venues, incl. Coffee Break
16:00-18:00	<b>Six parallel Breakout Sessions:</b> „Best Practice – how to be scaled in collaboration?“ <i>(more on page 4!)</i>
19:30-22:30	<b>Evening Event</b> at Martin-Gropius-Bau and Radical Playgrounds: Food, Drinks, Tours, Networking, Music, Football

## WHO

Moderators: Hadnet Tesfai & Jo Appleby

All

H. Sarwar, Global Impact Partnersh. Director Reckitt; K. Simpson, Founder Systemcraft Institute, D. Amakobe, Founder Moving the Goalpost

V. Boquete, I. Echeverri, V. Bentele, A. Lasu, B. Adrion

Maja Göpel, Transformation Scientist

Zoe-Jane Littlewood, Gilson da Costa, Fatima-Azzahra Benfares

German Federal Minister Svenja Schulze (BMZ);  
German Federal Minister Nancy Faeser (BMI)

Michele Uva, Director Social & Environmental Sustainability UEFA;  
Steffen Simon, Director Public Sphere and Fans DFB

L. Klaveness, President NFF; V. Boquete, former Captain Nat. Team ES; K. Kraus, founder Football can do more; Moya Dodd, lawyer, sports administrator, former Vice-Captain Nat. Team AUS

Moderators

All

All

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# FOOTBALL FOR SUSTAINABILITY SUMMIT

## DAY 2 / Friday, July 12th - the Summit's Agenda

08:30-09:00  
09:00-09:15  
09:15-09:40  
09:40-10:10  
10:10-12:30  
12:30-13:30  
13:30-14:10  
14:10-15:45  
15:45-16:20  
16:20-16:50  
16.50-17:10  
17:10-17:25  
17:25-17:40  
17:40-18:00

**Arrival** / Accreditation/ Coffee

**Start** of the second day; first look at the "Wall of Action"

Interview: **A Vision for Football**

Introducing Breakout Slot 2: Sessions and Venues

**Six parallel Breakout Sessions: „A Challenge – to be met in collaboration“ (more on page 5!); incl. coffee break**

Lunch Break

Energizer; Wall of Action; Introducing Breakout Slot 3: Sessions and Venues

**Six parallel Breakout Sessions: „Unusual Partnerships – how to move forward together“ (more on page 6!)**

Coffee Break

**The Wall of Action**

**Pledges**

**Closing Words** from Hosts and Partners

Symbolic **Baton Handover**

**Group Photo**

## WHO

Moderators: Hadnet Tesfai & Jo Appleby

Juan Mata, Spanish footballer; Rio Ferdinand, former English footballer

Moderators

All

Moderators

All

Moderators; All

Pioneers

German Federal Minister Svenja Schulze (BMZ); State Secretary Juliane Seifert (BMI); Laura McAllister, UEFA Vice-President; Steffen Simon, Director Public Sphere&Fans DFB

Philipp Lahm, Tournament Director UEFA EURO 2024; French Ambassador for Sport Samuel Ducroquet; other future hosts

All

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# FOOTBALL FOR SUSTAINABILITY SUMMIT

## Breakout Slot 1

**July 11:  
4–6pm**

**Six parallel Breakout Sessions around “BEST PRACTICES – TO BE SCALED IN COLLABORATION.”**

**They will be dialog-oriented and facilitated.**

**Which one will you attend to bring in your perspective on the specific topic – and possibly define a (collaborative) action at the end?**

Session I:	Session II:	Session III:	Session IV:	Session V:	Session VI:
<p><b>Gender Equality in and through Sport – insights from different continents</b></p> <p>With <b>Isabella Echeverri</b>, Former football player, SOMOS EQUIDAD; <b>Dorcus Amakobe</b>, Director “Moving the Goal Post”, <b>Mariam Ibrahim</b>, GIZ Advisor Sport for Development in Africa; <b>Maria Cecilia Peña</b>, Breaking Barriers</p>	<p><b>Inclusion in Sport – challenges and successful approaches</b></p> <p>With <b>Juergen Dusel</b>, Commissioner for matters relating to persons with disabilities; <b>Charles Nyambe</b>, Managing Director, Special Olympics Africa; <b>Daniela Wurbs</b>, Project Lead KickIn!</p>	<p><b>Major Sports Events: A sustainable UEFA EURO 2024</b></p> <p>With <b>Juliane Seifert</b>: State Secretary, German Federal Ministry of the Interior and Community; <b>Michele Uva</b>, Director Social &amp; Environmental Sustainability, UEFA; <b>Stefanie Schulte</b>, Head of Department Gesellschaft, Verantwortung und Fanbelange, DFB; <b>Michael Jopp</b>, Sustainability Lead, Host City Berlin &amp; speaker of the sustainability working group</p>	<p><b>Sustainability in supply chains – a specific perspective on football and sport</b></p> <p>With <b>Mathias Diestelmann</b>, CEO, Brands Fashion; <b>Anton Klischewski</b>, Koordinator, FC Internationale Berlin 1980 e.V.; <b>Ahsan Naem</b>, CEO, Vision Technologies; <b>Anja Gfall</b>, Director Sustainability Stakeholder Engagment Adidas; <b>Olaf Deutschbein</b>, Head of Office Berlin, UNIDO; <b>Dr. Carsten Stender</b>, Head of Departement ESF, Federal Ministry of Labour and Social Affairs</p>	<p><b>(Forced) Migration: how can sport strengthen social inclusion and cohesion?</b></p> <p><b>Khalida Popal</b>, founder and director of "Girl Power", former captain of the Afghan women's national football team; <b>Jihan Ismael Alfindi</b>, Sport for Development coach and expert; <b>Ingrid Hoven</b>, Managing Director GIZ; <b>Julia Schilling</b>, Co-Director, Laureus Sport for Good Germany &amp; Austria; <b>Axel Caldas</b>, Head of Project, Sport for Development, GIZ; <b>Nick Sore</b>, Senior Refugee Sports Coordinator, UNHCR</p>	<p><b>The interplay of business objectives and sustainability measures</b></p> <p>With <b>Sharon Thorne</b>, Former Global Board Chair, Deloitte; <b>Will Mbiakob</b>, Executive Chairmann African Sports &amp; Creative Institute, former Senior Director NBA Africa; <b>Jonas Numrich</b>, Senior Director Public Affairs, Communications &amp; Sustainability Coca Cola</p>
<p>This session delves into the challenges and, more importantly, the diverse solutions of gender equity programmes implemented in different continents. Representatives from such programmes, each from distinct world regions and stakeholder groups, will share their perspectives. These diverse viewpoints contribute to our session's goal: raising awareness of cultural influences, fostering mutual learning, and identifying potential pathways for greater impact together.</p>	<p>In this Session we'll touch upon challenges as well as showcasing successful approaches that have contributed to significant advancements in inclusivity. We'll discuss the key players and resources needed to drive these efforts forward. This dialogue aims to identify starting points for continuous improvement. At the end of the session, participants will outline initial steps to maintain the momentum of these discussions and enhance collaborative efforts in the future.</p>	<p>Explore the complexities of organizing a sustainable sports event with UEFA EURO 2024 as a focal point. We'll discuss challenges, opportunities, and successful strategies. Learn about sustainability achievements, collaborative efforts, and potential improvements for future events in Africa, Asia, Europe and the Americas . Discover best practices and contribute your ideas to enhance sustainability in sports.</p>	<p>Examine the potential and challenges of sustainability in sportswear supply chains. This session will highlight innovative approaches and showcase organizations leading the way. Learn about sustainable sourcing, ethical labor practices, and green logistics integrated into football clubs and sports brands. Through case studies and knowledge exchange, we identify collaborative opportunities and inspire concrete action towards more sustainable production practices in the sportswear industry.</p>	<p>Explore best practices and innovative approaches in using sport to support societal inclusion of migrants and displaced people and enhance social cohesion. This session brings together experts to share experiences, identify further potential and inspire collaborative actions. Hear from practitioners showcasing how sport builds trust between migrants and host communities and equips displaced people with essential skills for integration. Discover concrete ways sport can foster social inclusion and cohesion.</p>	<p>In the private sector as well as in the sport industry sustainability has become a major topic. We will hear from brands that are closely connected to sport how to balance business objectives with sustainability measures. Find out about the challenges and get inspiration to align your own goals with sustainability targets.</p>

# FOOTBALL FOR SUSTAINABILITY SUMMIT

## Breakout Slot 2

**July 12:**  
**10:10–12:30pm**

**Six parallel Breakout Sessions around „A CHALLENGE – TO BE MET THROUGH COLLABORATION.“**

**They will be dialog-oriented and facilitated.**

**Which one will you attend to bring in your perspective on the specific topic – and possibly define a (collaborative) action at the end?**

Session I:	Session II:	Session III:	Session IV:	Session V:	Session VI:
<p><b>The impact of climate change on athletes – how to respond?</b></p> <p>With <b>Joachim Walltin</b>, General Secretary FIFPRO Europe; <b>Alexander Bielefeld</b>, Director Global Policy &amp; Strategic Relations (Men’s Football), FIFPRO; <b>Brett Taylor</b> Head of research, PFA Australia; and <b>Dr Walker Ross</b>, Moray House School of Education and Sport, ISPEHS, University of Edinburg</p>	<p><b>A visionary view on football’s contribution to people and planet</b></p> <p>With <b>Jan Alessie</b>, CEO, World Football Summit; <b>Jürgen Griesbeck</b>, CEO, Common Goal</p>	<p><b>Insights from “Berlin Forum”: How can we leverage grassroots football massively?</b></p> <p>With <b>Anne Bunde-Birouste</b>, Founding Director Football United, Australia; <b>Dorcas Amakobe</b>, Executive Director Moving the Goalposts, Kenya</p>	<p><b>Sustainable Major Events: a conversation among host cities</b></p> <p>With <b>Paul Wedeleit</b>, Head of UEFA EURO 2024 Team Host City Berlin; <b>Samuel Ducroquet</b>, French Ambassador f. Sport, Paris 2024; <b>Alexander Klosterkemper</b>, Head Impact Boston Host City 2024; <b>Doris Keller</b>, Tournament Director UEFA Women’s EURO 2025; <b>Maximilian Haschke</b>, Commercial Director, Saudi Pro Leagur</p>	<p><b>Does collaboration need regulation? How to foster sustainable sport events in the future</b></p> <p>With <b>Michael Kracht</b>, Head of Division, BMUV; <b>Philipp Müller-Wirth</b>, Chief of the Sport Section, UNESCO; DOSB (Board Member); <b>Hartmut Stahl</b>, Senior Researcher Oeko-Institut</p>	<p><b>Champions of Tomorrow: The role of sports in shaping next changemakers</b></p> <p>With <b>Sion Portman</b>, Chief Brand &amp; Media Officer, Right to Dream Academy; <b>Florian Zech</b>, Founder Amandla Safe Hub; Young Leader</p>
<p>This session addresses the urgent need to consider workplace safety for athletes amid changing climate conditions. We will examine the direct impacts of environmental challenges on the health and performance of professional football players and how this translates into grassroots sport. Experts will raise industry awareness and explore protective measures. Join us to discuss and develop strategies that effectively respond to these emerging challenges.</p>	<p>Explore the power of football in promoting sustainability in its different aspects. This session will touch upon innovative strategies and visionary ideas for leveraging football to benefit both people and the planet. Join us to discuss how football can drive positive change, from environmental initiatives to community development, and think about actionable steps to amplify its contributions. Together, we’ll envision a future where football plays a pivotal role in creating a better world.</p>	<p>Dive into the findings from the Berlin Forum 2024. The Forum immediately preceded the Summit and brought together the global football for good community to exchange and align on the future development of football for good globally. Forum delegates will share key challenges and best practices in using football to advance topics such as gender equity, inclusion and environmental sustainability to spark a dialogue among diverse stakeholders on how we can collaborate to boost the efforts of football for good to create a better future for all.</p>	<p>Examine the potential and challenges of sustainability in sportswear supply chains. This session will highlight innovative approaches and showcase organizations leading the way. Learn about sustainable sourcing, ethical labor practices, and green logistics integrated into football clubs and sports brands. Through case studies and knowledge exchange, we identify collaborative opportunities and inspire concrete action towards more sustainable production practices in the sportswear industry.</p>	<p>To make sport and sport events more sustainable, collaboration between various stakeholders in and beyond the sport sector is essential, as seen with UEFA EURO 2024. But is a call for collaboration enough? Or is additional push needed from within and outside the sport sector? This session will discuss the role of research, evaluation, standard setting, commitment, and legislation. With insights from distinguished experts, we will explore how to make sustainability an integral part of sport.</p>	<p>As the world’s biggest social phenomenon, sport, particularly football, has a crucial role in shaping the next generation. With significant changes needed now and, in the future, fostering a generation of changemakers is vital. This session will explore best practices and scalable models, allowing experts and attendees to exchange ideas. The focus will be on enhancing life skills, promoting social values, and instilling responsibility in young athletes, preparing them to become leaders and advocates for change.</p>

# FOOTBALL FOR SUSTAINABILITY SUMMIT

## Breakout Slot 3

**July 12:  
2:10-3:55pm**

**Six parallel Breakout Sessions around „UNUSUAL PARTNERSHIPS – HOW TO MOVE FORWARD TOGETHER.“**

**They will be dialog-oriented and facilitated.**

**Which one will you attend to bring in your perspective on the specific topic – and possibly define a (collaborative) action at the end?**

Session I:	Session II:	Session III:	Session IV:	Session V:	Session VI:
<p><b>What should sustainable fan engagement look like in the future?</b></p>	<p><b>Players, Profit – and a Purpose? Football investors discuss how to include sustainability</b></p>	<p><b>S4D initiatives to be scaled in collaboration</b></p>	<p><b>Legacy of major sport events: What to learn from past and current experiences?</b></p>	<p><b>Future Leaders in Football – how to make football more diverse?</b></p>	<p><b>Football for Climate justice, for fans and communities</b></p>
<p>With <b>Dylan Ingham</b>, CEO, Game of Our Lives/UK; <b>Katie Cross</b>, CEO, Pledgeball; <b>Sharon Tuff</b>, CCO, FA of Wales; <b>Ronan Evain</b>, Executive Director, Football Supporters Europe; <b>Poppy Mason Watts</b>, Chief Growth and Impact Officer, WaterBear Network</p>	<p>With <b>Dan Dickinson</b>, CEO, Right to Dream; <b>Lisa Währer</b>, Managing Director, FC Viktoria Berlin; <b>Shola Akinlade</b>, Owner, Sporting Lagos F.C. &amp; Aarhus Fremad</p>	<p>With GIZ; AFD; <b>Dr. Decius Chipande</b>, Head African Union Sport Council; <b>Yoan Noguier</b>, Co-Founder Yunus Sports Hub; <b>Rémy Rioux</b>, CEO Agence Française de Développement and President of FiCS Movement, <b>Ingrid Hoven</b>, Managing Director GIZ</p>	<p>With <b>Sven Albrecht</b>, Managing Director, Special Olympics Germany; <b>Filippo Veglio</b>, Head of Social &amp; Environmental Sustainability, UEFA; <b>Nasser Al-Khori</b>, Executive Director, Generation Amazing Foundation; <b>Samuel Ducroquet</b>, French Ambassador for Sport, Paris 2024; <b>Robert Skinner</b>, UN Football for the Goals, Deputy Director United Nations</p>	<p>With Future Leaders in Football: GIZ, DFB; <b>Julia Möhn</b>, Managing Director, Fußball kann mehr</p>	<p>With <b>Sean Mc Cabe</b>, Head of Climate Justice &amp; Sustainability, Bohemian FC; <b>Nguyen Hoang Phuong</b>, Director, Football for All/Vietnam; <b>Jérémy Houssin</b>, Environmental Lead, Common Goal gGmbH; <b>Leiyu Singo</b>, Racial Justice and Climate expert</p>
<p>Explore the evolving landscape of fan engagement in this interactive session. Panellists and audience members will collaboratively discuss sustainable strategies, looking at fans and fan engagement from different perspectives. With a strong line up of experts we will be looking at specific challenges and opportunities and define bold approaches to integrating sustainability into fan engagement. Contribute to shaping a more connected and sustainable future in fan engagement.</p>	<p>This session brings together football investors to explore integrating sustainability into investment strategies. Discussions will focus on how sustainable practices can influence decision-making, enhance profitability, and open new collaboration avenues. Participants will examine synergies between profit motives and sustainable goals, uncovering actionable insights that align financial objectives with broader sustainability efforts. Join us to outline steps for leveraging these insights for future sports investments.</p>	<p>This session delves into the potential for collaborative efforts to scale successful Sports for Development (S4D) initiatives. Discussions will assess existing formats for knowledge exchange and initiatives to scale S4D such as the Coalition for Sustainable Development through Sport. By looking at best practice examples and assessing the needs for and from all stakeholders, the session will explore how to further scale S4D as a tool for sustainable development globally.</p>	<p>Join a diverse group of stakeholders as we delve into the legacies left by major sporting events. This session focuses on sharing best practices and evolving perspectives that have shaped these events. Participants will examine the essential elements for creating a lasting legacy and discuss strategies derived from both successes and challenges. The goal is to ensure the enduring impact and relevance of future events, integrating these strategies into bid books and implementation plans.</p>	<p>Explore the advancement of female leadership in football, drawing on key outcomes from the Future Leaders in Football Programme and the Hamburg Sports Summit on diversity in football. This session aims to integrate these insights with perspectives from diverse stakeholders at the Football for Sustainability Summit. Discuss overcoming regional and cultural barriers to foster inclusivity, examine practical strategies, and collaborate on expanding female leadership in football. Join us to develop actionable solutions for gender equity in sport's leadership.</p>	<p>With 3.6 billion people living in climate-vulnerable areas and 2023 marked by extreme weather, the urgency for climate action is clear. This session explores how football can support climate justice, recognizing that climate change disproportionately affects marginalized communities. We'll discuss football's unique power to unite people, influence communities, and drive change. Join us to learn about innovative approaches and explore how your organization can engage in promoting climate justice.</p>