

**SPORT+
POSITIVE
SUMMIT 2024**

**8-9 OCTOBER
2024**

KIA OVAL, LONDON & ONLINE

POST-SUMMIT REPORT



THANK YOU TO OUR PARTNERS



UNICEPTA



Sport Positive Awards Partner:



In collaboration with



INTERNATIONAL OLYMPIC COMMITTEE

PHEW, ANOTHER GREAT YEAR

2024 was another stand out year for Sport Positive Summit, thank you for being part of it. We gathered 570+ global sports leaders at The Kia Oval with even more joining online, to increase action and ambition on sustainability, climate change, biodiversity, environmental justice and DEI.

Our vision is to support the continued growth of sport as a leader on sustainable business, innovation and mass mobilisation on these key issues. You are a crucial part of making this vision a reality.

From your feedback, you tell us we have cemented ourselves as the no.1 global convener on these issues for sport, and will continue to improve and evolve to take things to the next level. That is our commitment to you, read on to find out more.



“

WHAT OUR ATTENDEES SAID

The Sport Positive Summit is the year's most valuable gathering of sustainability and sport advocates.

If you only attend one conference this year, make it the Sport Positive Summit. Flawless delivery on and offline.

Without doubt, any given day, Sport Positive is the single reference point as concerns sports and sustainability.

A can't miss event, every year. Sport Positive never fails. The perfect blend of learning, sharing, networking and socialising.

A key fixture on the sport and sustainability calendar, Sport Positive Summit is a must for those serious about embedding sustainability across their sport engagement, whatever their starting position.

The Sport Positive Summit is a must-attend for anyone who includes the word 'sustainability' in any of their strategy or marketing materials. Whether you are curious to learn more or a seasoned practitioner, it should be the number one conference on your agenda each and every year.

”

SURVEY RESULTS

9/10

was the average event rating

97.2%

of attendees believe the Summit (content, learnings, connections made) has materially helped focus/drive forward their own efforts

71%

of attendees rated the Summit 9/10 or 10/10

NOT JUST A CONFERENCE, A VIBE

A large audience is seated in a modern hall, facing a stage. On the stage, a speaker is visible, and two large screens display the 'SPORT+ POSITIVE SUMMIT 2024' logo. The hall has a high ceiling with exposed ductwork and lighting rigs. Large windows on the right side of the stage provide natural light.

An infectiously radiant and positive atmosphere was apparent throughout the Summit. All attendees, partners, press and speakers as well as all staff at the summit were incredibly approachable and polite which contributed to insightful and engaging discussions on important topics.

Inspiring speakers, knowledgeable panelists, and plenty of opportunity to learn from others. Most importantly, you leave with a tangible sense of optimism.

The breadth, dynamism, and collaborative spirit at Sport Positive make it worth your energy each year- a definite must on the international sport and sustainability event calendar.

2024 IN NUMBERS



20
Hours of networking



24
Hours of content



6
Streams of content



1253
**Messages exchanged
on event app**



18
Partners



2024 Photo Gallery - Summit [Day One](#) | [Day Two](#) | [Awards](#)



2
Awards Ceremonies

- **Sport Positive Awards**
- **BBC Green Sport Awards**



1
**UNFCCC Sports for Climate
Action signatory AGM**



3
**Sustainability-focussed venue
site visits**



2.5m+
Social media impressions

ATTENDEES - BY NUMBERS



570

Attendees In-Person



100+

Attendees Online



100

Speakers



35

Countries Represented

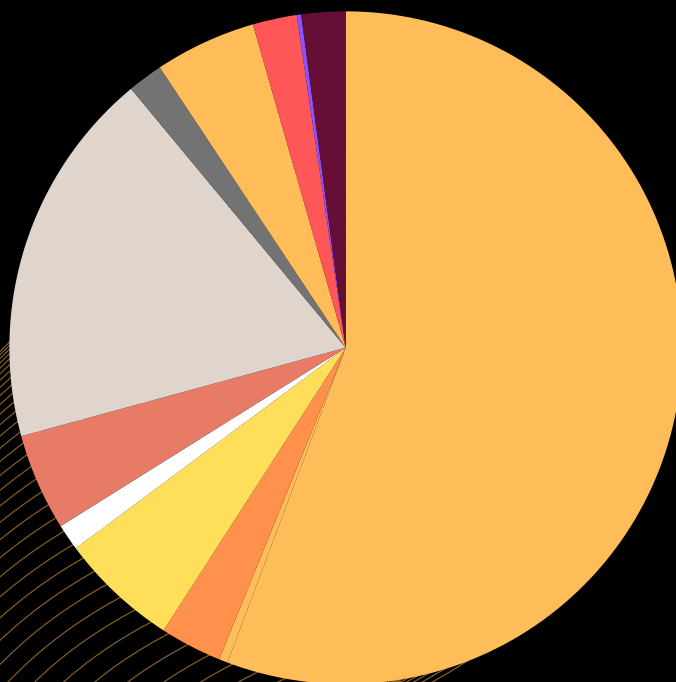


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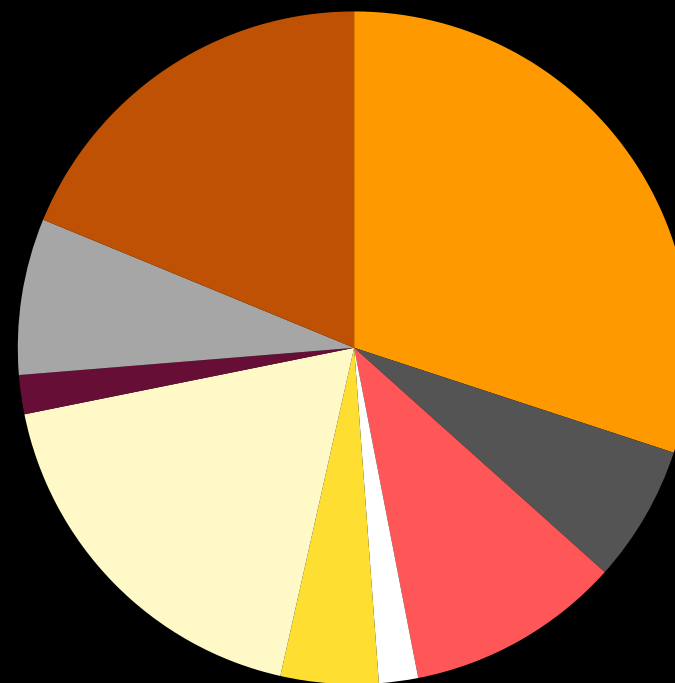
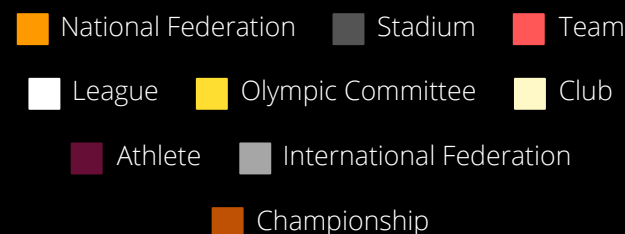
Sports Represented

ATTENDEES - BY TYPE

Organisational Breakdown



Sports Org Breakdown





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WHAT ATTENDEES THINK ABOUT... OTHER ATTENDEES

Sport Positive Summit provides extraordinary opportunity to connect to influential people on sport sustainability worldwide.

Sport Positive Summit is the year's most valuable gathering of sustainability and sport advocates.

The Sport Positive Summit is by far the best platform to demonstrate that you are not alone in the sport & sustainability space, there are lots of incredible people doing some amazing work, everyone is tuned in to supporting & collaborating to ensure sport takes a leading role in tackling the climate emergency.

A must to attend if you want to meet professionals who share your passion and also your challenges!

The 2024 Summit was tremendous. It brought together an excellent and eclectic gathering of people from different professions and industries with like-minded views and different levels of experience sharing the same goals and visions - and that does help move the needle.

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SAMPLE OF 2024 ATTENDEE JOB TITLES

Account Director
Account Manager
Advocacy Manager
Ambassador
Assistant Director
Assistant Director of Leisure, Sport & Culture
Assistant Project Manager
Assistant to Administration, Marketing and Sustainability
Associate Director
Associate Director, NFL Environmental
Associate Producer
Associate Professor
Athlete (GB Rowing Team)
Blogger
Business Development
Business Development Manager
Business Development Manager EMEA
Business Development Manager Sports CEO
Chair, Environment and Sustainability Commission
Chair
Chairman
Chief Executive Officer
Chief of Staff
Chief Operating Officer
Chief Player Officer
Chief Scientist
Chief Sustainability Consultant
Client Manager
Director, NFL Environmental Program
Diversity and Inclusion Manager
Co-Chair and CEO
Co-Chair and General Counsel
Co-Director
Co-Founder
Committee member/ Member of the board
Commodore
Communications Director
Communications Manager
Consultant
COO
Coordinator, Player Relations
Councillor and Lead Member for Environment
CSR and Impact Officer
CSR Manager
Deputy Director
Deputy President for Sport
Deputy Stadium Manager
Development and International Relations
Project Manager
Development Director
Digital Lead, Cricket
Director

Director Legal and Corporate Affairs
Director of Content, Production & Ops
Director of Customer Success
Director of Fan Experience
Director of International Relations
Director of Operations
Director of Production
Director of Sport
Director of Strategy and Business Development
Director, Corporate Social Responsibility & Development Projects
Director, Environmental Center
Global Innovation Principal
Global Sport Marketing
Diversity and Inclusion Manager
Editor
Education, Training & Employment Manager
Environment & Sustainability Manager
Environment Manager
Environmental Science Advisor
Environmental Sustainability Manager
Environmental Sustainability Specialist
Environmental Technician
Event & Sustainability Manager
Event Planning CAD Technician
Event Producer/Director
Events & Dispensing Solutions
Executive Director
Executive Director, Communications
Executive Vice President, Business Development & Operations
Feature Producer
Festivals & Events Manager
Finance Business Partner
Financial Director
Football Business Expert
ISO 20121 Advisor
Founder
Founder & CEO
Founder & Director
Founder/Managing Partner
General Manager
Global CEO
Global Executive Director of the Women's Game
Lawyer
Leader of Council
Lead Member for Public Health & Leisure

Global Sustainability Manager
Group Head of Sustainability
Head of Football Social Responsibility
Head of News and Digital Content
Head of Circular Economy
Head of Communications
Head of CSR
Head of Development
Head of Digital Services
Head of Events
Head of Events
Head of Global Sales
Head of Inspirational Business
Head of Marketing
Head of Media, Ghana Table Tennis Association
Head of Operations
Head of Procurement and Sustainability
Head of Production Operations
Head of Foundation
Head of Sales
Head of Sponsorship
Head of Strategy & Business Development
Head of Strategy and Business Dev
Head of Sustainability
Head of Sustainability Committee
Head of Urban Alliance
Head of World Sailing Trust
Hospitality Production Assistant
Independent Sustainability Expert
Installations Engineer
Interim Director Operating Office
International Business Developer
International Lead
ISO 20121 Project Manager
Journalist
Lecturer
Lecturer in Sport Management
Manager - Sustainability
Manager Events Classification & Sustainability
Manager Sustainability, Human Rights, Intl. CSR Projects
Manager, Corporate Social Responsibility
Manager, CSR
Manager, Player Relations
Manager, Tennis Development
Managing Director
Managing Director, Sport
Managing Principal
Marketing & Sustainability Director
Marketing Lead
Marketing Manager
Medical Manager, Health and Science Department

Member of the Sustainability Committee
Membership & Partnership
News Reporter
Non Executive Director
Operational Director
Operational Standards and Compliance Manager
Operations Director
Operations Manager
Partnerships Director
Partnerships Manager
Performance Innovation Consultant
PR & Communications Director
PA to Head Coach & Team Travel Manager
Partner
Senior Sustainability Consultant
Senior Project Manager
Senior Sustainability Manager
Social Responsibility Consultant
Social responsibility Manager
Spain Sports Global General Manager
Spokesman
Presenter/Reporter
President
President and CEO
Principal
Principal Environmental Consultant
Producer
Production Executive
Program Director
Project and Social Media Manager
Project Manager
Project Manager - Major Events
Public Policy Manager
R&D Lead
Reporter
Sales Manager
Sales Manager, UK & Ireland
SDGs Project Manager
Senior Account Executive
Senior Equality and Diversity Manager
Senior Manager, Communications and Marketing
Senior key account manager
Senior Partnership Development Manager
Senior Partnership Manager
Senior Press Officer
Senior Sports Sponsorship Manager
Senior Sustainability Advocacy Manager
Social Responsibility Manager
Sponsorship Manager
Sport and Events Sustainability Researcher
Sport Sustainability Professional

Sports Business & Sports Law student
Sports Correspondent
Sports Editor/Senior Reporter
Sports Sustainability Director
Sr. Corporate Human Resource Manager
Sr. Director of Marketing
Staff Writer (Investigative/News Enterprise Unit)
Strategic Advisor
Strategy, Planning, and Organization Operations
Sustainability
Sustainability Adviser and Trainer
Sustainability Advisor
Sustainability and External Relations Manager
Sustainability and Legacy Manager
Sustainability Director
Sustainability Executive
Sustainability Manager
Sustainability Manager
Sustainability Officer
Sustainability Strategy Manager
Sustainable Development Manager
SVP Ocean Responsibility
Sport Event Coordinator
Technical Sustainability Advisor
UNDP Resident Representative
Vice Chair
Vice President
Vice President, Energy and Environment
VP Brand Partnerships
VP, Corporate Communications

Geographical breakdown



SAMPLE OF 2024 ATTENDEE ORGANISATIONS

11th Hour Racing
Activ Sustainability
AEG Europe
Active Humber
Alfred H Knight
All England Lawn Tennis Club
Atletico Madrid
Athletics Kenya
Aquatics GB
Aston Martin Aramco Formula One Team
AS Roma
Aston Martin Formula One Team
ATP Tour
Aurora Media Worldwide
Australian Olympic Committee
Barclays Women's Super League and
Championship
BBC
Big Hearts / Heart of Midlothian FC
Birmingham County Football Association
Brazil Olympic Committee
Brentford FC
Brighton & Hove Albion FC
Bristol Sport
British Horseracing Authority
British Triathlon
Canada Games Council
Canadian Olympic Committee
Carbon Literacy Project
Centre for Sports and Human Rights
Chelsea FC
Chukyo Univeristy
Cleveland Cavaliers and Rock
Entertainment Group
Club Atlético de Madrid
Commonwealth Games England
Cork Rugby Stadium Company DAC
Delegation of EU to UK
Department for Culture, Media, Sport -
UK
Department for Transport, Ireland
Desert Vipers
Deutsche Fußball Liga
Dona Bertarelli Philanthropy

DP World Tour and Ryder Cup
Edgbaston Stadium
Emirates GBR SailGP Team
England and Wales Cricket Board
England Athletics
England Squash
Envision Racing
Emirates GBR SailGP Team
Euroleague Basketball
European Aquatics
European Professional Club Rugby (EPCR)
European Tour Group
FC Internationale Berlin
FC Porto
FIA
FIFA
FIS
FISU- International University Sports
Federation
Football Association of Wales
Formula E
Fulham Reach Boat Club
Fundacion La Liga
GEO Sustainable Golf Foundation
Hawkeye Innovations
Heard
IMG
IMOCA CLASS
International Biathlon Union
International Blind Football Foundation
International Olympic Committee
International Ski and Snowboard Federation
International Surfing Association
International Union for Conservation of
Nature
Ipswich Town Football Club
JAPANESE OLYMPIC COMMITTEE
Johann Crujff ArenA
JUVENTUS FC
Kia Oval
Lawn Tennis Association
Liverpool Football Club
London Marathon Events
Loughborough University

Marylebone Cricket Club
Mastercard
McLaren Racing
Melbourne Cricket Club
Mental Health and Physical Activity
Research Centre - University of Toronto
Motorsport UK
Munster Rugby
Nadace Tipsport Foundation
National Football League
National Tsing-hua university
NBA
New York Yankees
New York Road Runners
New Zealand Rugby
NFL
NOC and Sports Confederation of
Denmark
Northampton Saints RFC
Norwegian Motorsport Federation
Newcastle United FC
Oak View Group
Parley for the Oceans
Paris 2024
PGA TOUR International
Platform London
Portland Trailblazers
Premier League
Protect Our Winters UK
QTV
Racing Club
Real Betis Balompie
Romanian Football Federation
Rotterdam Business School, Sport
Marketing & Management
Royal Mid-Surrey Golf Club
Run 4 Wales
SailGP
Sant Anna Pisa
Sauber Motorsport
Scottish FA
Scottish Rugby
Sheffield United
Silverstone Circuits
Singapore Sports Council

Southampton FC
Sport England
Sport Singapore
SportBusiness
Sported
Sport e Salute
SPORTFIVE Germany GmbH
Stadio Olimpico
Surrey County Cricket Club
Taiwan Road Runners
Team GB
The Barbados Olympic Association
Inc.
The British Mountaineering Council
The Football Association (The FA)
The Kia Oval
The R&A
TOKAI University
Tottenham Hotspur Football Club
Tour de France
UCI
UEFA
UK Centre for Climate Change and
Social Transformations (CAST)
UK Sport
UNEP
UNFCCC
Univeersity of Michigan
VIDC - Vienna Institute for
international Dialogue and
Cooperation
WaterAid
Williams Racing F1
World Athletics
World Curling
World Economic Forum
World Rowing
World Rugby
World Sailing
World Taekwondo
World Triathlon
Wycombe Wanderers
Yale University
Yorkshire Sport Foundation



“

WHAT ATTENDEES THINK ABOUT... OUR CONTENT

Inspirational and world leading ideas.

The Summit was fantastic for discussing opportunities around climate action in sport - the level of interactivity in the sessions was genuinely useful in progressing ideas and connections

The Sport Positive Summit is a fantastic way to immerse yourself at the leading edge of what is happening in sport and sustainability around the world. It is 2 days of the best updating, networking, idea generating and collaborating that you will spend!

An incredibly inspiring and valuable conference, with lots of useful nuggets to take away and leaves you wanting more!

”

WHY PEOPLE ATTEND



NETWORK WITH THE BEST

We are the largest gathering of global sports organisations and leaders from leagues, governing bodies, federations, associations, teams, clubs, competitions, agencies, brands, athletes, broadcasters, media, NGOs, UN bodies and more with one thing in common: they're driving forward sustainability



GET THE LATEST INDUSTRY INFO

We're learning a lot as we go as sport takes action on climate, sustainability, biodiversity and environmental justice, so being part of these live discussions is crucial to know you are working in the most effective way. The richness of discussion is always mind-blowing



DELVE DEEP INTO DISCUSSIONS

Even where organisations broadly agree on the way forward, there are differences and there is nuance; joining roundtables, breakouts, workshops and networking enables you to listen, input, process and ensure you are putting the best strategy for your organisation into action



BE INSPIRED

Some people have been tackling these challenges for decades, others have laser focus on change, some are leveraging technology and innovation, others making big impacts on behavioural change. Inspiration is abundant



BE PART OF THE MOVEMENT

Beyond all the other direct benefits to you personally, joining the Summit makes you a part of the evolution of sustainability in sport that supports the movement overall. The wider our audience, the more likely change is to be effected. Be a part of it.

WE ARE ALL ABOUT COLLABORATION

Global Climate **Action**
United Nations Climate Change



INTERNATIONAL OLYMPIC COMMITTEE

Sport Positive Summit is brought to you in collaboration with UNFCCC Global Climate Action and International Olympic Committee.

It is the annual meeting place for the UN Sports for Climate Action Initiative signatories, as well as the wider sports community who are pursuing heightened sustainability efforts.



BBC Sport, in partnership with Sport Positive Summit, will be celebrating individuals and organisations from across the globe who are actively contributing to a more sustainable future through their sporting profile and practises. The Awards ceremony took place during the Summit.



@sportpossummit

www.sportpositivesummit.com

“One of the premier opportunities to engage with some of the biggest and most innovative clubs in the world about bridging the gap between sports and sustainability.”



2024 STATS FROM OUR EVENT APP

76% of attendees chose to use our event app, Brella

The meeting acceptance rate at the Summit was 54.7%

- **The Brella average is 37%**

Engagement was 9.6 in 2024, in 2023 it was 15.6 and in 2022 it was 12.3

- **The Brella average is 11.5**

22% of attendees arranged meetings through the app

- **The Brella average is 20.6%**

79.7% of attendees opted in for networking, in 2023 78% of attendees opted in

- **The Brella average is 72%**

The most popular interest areas selected were:

- **Sustainability strategy, major sports events, communicating on climate change and data measurement & reporting**

ALSO Brella planted a tree via One Tree Planted for every 10 meetings that took place on the app - 34 trees planted



IMPACT OF SPORT POSITIVE SUMMIT 2024

- When people registered for the Summit they were asked how far they are travelling, by which modes of transport, and in which class, as well as the accommodation they booked for how many nights and in what class of hotel. From this information, **we have accounted for and compensated for travel emissions in collaboration with AQ Green TeC, using Gold Standard and Verified Carbon Standard projects on wind energy, forest protection and cookstoves.**
- We encouraged attendees to consider their **carbon footprint when you choose routes/class of travel**, and opt for more sustainable options, which we saw happen with many opting for train routes within Europe rather than flights
- The Summit is a global event, thus our speaker faculty is made up of people from around the world, however we prioritise speakers from UK/mainland Europe, to **reduce travel miles**. Any travel that did happen, was **compensated for** in the same way as for attendees
- We **live-streamed** key elements of our Summit, so that those who didn't travel could still take part in the Summit
- For any suppliers used, we **prioritised local**, or suppliers that already work with the Summit venue who could add our needs into their existing deliveries, to reduce transport miles for supplies
- The food provided at the Summit consisted of **plant-based** catering
- **No single use plastic** drinks containers/plates/cutlery were used at the Summit
- We provided a **water station** for attendees and reminded people in advance to bring their own reusable bottles
- We worked with our signage partner to **reduce the amount of signage** needed at the Summit, and all signage used that was necessary for the event was recycled or will be reused
- We worked with the in-house AV team at the Summit venue to make use of materials/rigging already in place, and to **reduce transport**
- We are delighted that 99% of Sport Positive branded **lanyards were returned** for reuse in 2025 - thank you

SPORT POSITIVE '24 FEEDBACK

We asked attendees what they want next year. They answered:

- **More in-depth presentations or case studies with detail to learn about specifics**
- **More time for Q&A with speakers**
- **More information on initiatives and perspectives from global counterparts**
- **Almost universally people replied that they love the Roundtables, with a few asking for rapporteurs/someone to lead**
 - *SPS Thoughts: There are pros and cons to this, we will consider ways to evolve and improve*
- **Every session recorded to watch back**
 - *SPS Thoughts: Live-streaming/recording/editing and loading is very expensive, and historically the numbers of people who actually watch sessions back is very low. We will track again this year, and see if the demand is there, work to try and afford to do that next year*

Thanks to those who shared. Changes will be reflected in our '25 Summit

NEW FOR 2024: SPORT POSITIVE AWARDS

We had a fantastic time at the Kia Oval celebrating, uplifting and shining a light on those using the power of sport to tackle the biggest issues of our time -- the climate and biodiversity crises and environmental/climate justice at the sold-out event.

With 18 different categories open to individuals and organisations across the globe, there are opportunities for all to showcase their achievements.



REGISTER INTEREST FOR SPORT POSITIVE AWARDS 2025

www.sportpositivesummit.com

SPORT POSITIVE AWARDS 2024

Transformation • Climate Impact Reduction • Community Initiative • Purpose-Led Partnership • Education and Training
• Biodiversity Project • Regional Leader – Africa • Regional Leader – Asia • Regional Leader – Europe
• Regional Leader – South America • Regional Leader – North America • Regional Leader – Oceania • Next Generation
Trailblazer • Inspired Innovation • Story of the Year • Report of the Year • Research Paper of the Year • Campaign of the Year

2024 SHORTLISTS

2024 WINNERS

2024 OFFICIAL PHOTO GALLERY

2024 PARTNERS AND SPONSORS

www.sportpositivesummit.com

THANKS TO OUR 2024 PARTNERS



UNICEPTA



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Sport Positive Awards Partner:



REGISTER INTEREST TO PARTNER ON 2025 SUMMIT AND AWARDS

THANKS TO OUR ALLIES



DID YOU KNOW WE ALSO DO



Sport Positive Leagues

We collate and rank environmental sustainability initiatives of professional football leagues in Europe, so you can easily see what clubs are doing. With all data received directly from clubs, see why BBC, Sky Sports and more share our work.

[VISIT WEBSITE](#)



The Climate of Sport Podcast

Get the inside track on all things sustainability and climate action related in the world of sports. Hosted by Claire Poole and joined by special guests to cover topics you care about, insights, opinions and news.

[LISTEN NOW](#)



Intelligence Bulletin

Receive our sports and climate intelligence bulletin straight to your inbox every two weeks for free. With top news stories, links to new reports, upcoming events, job listings and more, take the legwork out of keeping updated.

[SUBSCRIBE](#)

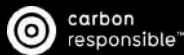
www.sportpositive.org

TO ENQUIRE ABOUT SPORT POSITIVE '25 OR OTHER SPORT POSITIVE WORK

CONTACT THE TEAM AT
INFO@SPORTPOSITIVESUMMIT.COM

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