Welcome to the Participants of the third Smart Cities & Sport Summit

It is a great honor for Lausanne, the Olympic Capital, to welcome the third edition of the Smart Cities & Sport Summit.

As every year, the programme of the Smart Cities & Sport Cities Summit has been tailored to meet the needs and expectations of cities and regions interested in learning more about smart strategies that effectively connect sport and cities.

Lausanne is very proud to host this platform and to promote the dialogue between cities to develop innovative ideas, ensure the exchange of knowledge and offer you the opportunity to LEARN - SHARE - CONNECT. Throughout sport, it is the question of sustainable urban development that lies at the crux of the matter and our concern is the sustained good health of our inhabitants. Another endorsement is the value of the exchanges between cities on a very concrete basis.

For this third edition, the Smart Cities & Sport Summit will offer you a comprehensive programme focused on the latest sport trends and research. You will be able to learn from the experts with the Masterclass and the Big Debate, share your good practices during the Q&A discussion of the Toolbox, connect with the sport world and your peers at the Market Place.

As per the large variety of topics, the Smart Cities & Sport network is continuously growing with a great number of new participants and new cities joining us.

For now, things are happening live, and I wish you fruitful and constructive debates during the two days of our Smart Cities and Sport Summit!

Grégoire Junod

Mayor of Lausanne
Smart Cities & Sport Summit

MONDAY, OCTOBER 10th, 2016

7:00pm - 9:30pm

Welcome Cocktail at the Olympic Museum

TUESDAY, OCTOBER 11th, 2016

9:00am - 10:45am

Word of Welcome
Grégoire Junod, Mayor of the City of Lausanne, and Jean-François Manzoni, IMD President.

Session 1: “Sport & Health – What is the role of cities in promoting active lifestyles?”
Many actors are involved in implanting programmes in order to promote active lifestyles. Often, national governments delegate this activity to cities. Without owning all the resources that need to be put in place to implement these plans, what can cities do to reach their targets? This session aims at better understanding the role of the city in the implementation of active lifestyle programmes.

Presented by Dr. Agis Tsouros, International Adviser Health Policy and Strategy, Former Director at the World Health Organization and followed by two case studies, from Mexico City presented by Horacio de la Vega, General Director at Mexico City Sports Institute, and from Port Moresby, Papua New-Guinea, presented by Fazilah Bazari, Consultant. With the participation of Governor Powes Parkop from Port Moresby for the Q&A session.

10:45am - 11:15am

Coffee Break

11:15am - 12:15pm

Session 2: “Masterclass: How to define, measure and communicate success as a sport city?”
Cities invest more and more money in sport events and programmes. It is however difficult to assess the real impact of their investments. The aim of this session is to provide city representatives with different tools they can use to assess the impact of hosting sporting events and to communicate such impacts to various stakeholders.

Led by Prof. Mikkel Draebye, Strategy and Entrepreneurship Professor, SDA Bocconi School of Management, Milan.
12:15pm - 1:00pm

“The Toolbox”
Interactive session with four participants: three city representatives and one IF representative who will share their solutions to one of the issues raised during the Masterclass.

1:00pm - 2:00pm

Lunch

2:00pm - 3:30pm

Session 3: “Sport & integration – How to use sport to unite communities?”
The next decade will be marked by large movements of population – because of international crisis (refugees), globalization (expats), urbanization (people moving from the countryside to the city). This session will discuss how a city can use sport to integrate its new inhabitants. What are the different approaches cities can take?

Presented by Dr. Koen Breedveld, Professor in sport sociology, Managing Director of the Mulier Institute and followed by case studies that include the city of Copenhagen presented by Pia Allerslev, Mayor of Children and Youth, City of Copenhagen, and Joël Bouzou, President and Founder of Peace and Sport and President of the World Olympians Association (WOA).

3:30pm - 4:00pm

Coffee Break

4:00pm - 4:45pm

Session 4: “The Big Debate: How should cities react to the current issues affecting the international sports world?”
Doping, governance issues and corruption are terms that unfortunately have been associated with international sports organisations recently. In reaction to these concerns, some of the main stakeholders in the world of sports reacted quite drastically. But how should cities react to these issues? And how should international sports organisations adapt themselves to ensure they can still find host cities for their events?

With the participation of Sylvia Schenk, Attorney, Herbert Smith Freehills in Frankfurt, specializing in compliance and sports law and Andrew Ryan, Director of the Association of Summer Olympic International Federations (ASOIF).

7:00pm - 10:00pm

Gala Dinner at the Beau-Rivage Palace, Ouchy
Session 5: “Aligning your city's brand with international sporting events: risk or opportunity?”

International sport federations hold very powerful rights that a city can use to brand itself internationally. However, in recent years, the crises affecting such federations have diminished the interest of certain cities to host sport events. This session aims at assessing different strategies for cities in leveraging branding opportunities and reducing risks associated with sporting events.

Presentation by Steve Madincea, Founder and Group Managing Director at PRISM, London, followed by case studies presented by Janelle Janis, Manager at Edmonton Events, and Nicolas Bideau, Ambassador, Head of Presence Switzerland, Federal Department of Foreign Affairs (FDFA), Bern.

Coffee Break

“The Market Place”
Meetings between participating cities and representatives from IOC, International Federations, event organisers and sports media.

Keynote Speech: “Sport & the City”
Delivered by Kasim Reed, Mayor of the City of Atlanta.

Kasim Reed, Mayor of one of the biggest American metropolises, will address cities from around the world and present his vision to include sport at the centre of the development of a smart city. The Mayor will share his views on how the various actors of sport in his city can work together to ensure smart and sustainable development.

Lunch

Special Session: “Olympism in Action”
Special session organised by the International Olympic Committee
Many actors are involved in implanting programmes in order to promote active lifestyles. Often, national governments delegate this activity to cities. Without owning all the resources that need to be put in place to implement these plans, what can cities do to reach their targets? This session aims at better understanding the role of the city in the implementation of active lifestyle programmes.

_Agis Tsouros_
International Adviser Health Policy and Strategy, Former Director at World Health Organisation
Agis Tsouros is the former Director of the Division of Policy and Governance for Health and Wellbeing at WHO and is currently advising national and local governments on several areas including urban health policies and health cities at national and sub-national levels.

_Horacio de la Vega_
General Director at Mexico City Sports Institute and Business Affairs Delegate of the International Modern Pentathlon Union
Former Pentathlon athlete in the Atlanta and Sydney Olympic Games as well as two-time World Champion in 1995 and 1998, Horacio de la Vega graduated in Sports Management and International Commerce. He has worked for several huge sport events and organisations such as the Pan American Games and the Mexican Olympic Games and more recently the Mexico City Sports Institute which he is still General Director of.

_Fazilah Bazari_
Consultant
Focusing on the transformative power of sports and physical activity in various social community programs, Fazilah Bazari is an NLP Master Life Coach, a Certified Family Constellations Facilitator, Certified Journey Practitioner, British Wheel of Yoga Certified and Accredited Sports of England Yoga Trainer and Coach. A graduate from the University of Technology MARA with a degree in Business Management, she is determined to advocate change through a more holistically-conscious approach in order to build a better world for the next generation.

_Powes Parkop_
Governor of Port Moresby and the National Capital District
Powes Parkop is a Papua New Guinean lawyer and politician from Manus Province. He is the current Governor of Port Moresby and the National Capital District. He was elected to the National Parliament of Papua New Guinea in July 2007 and re-elected in September 2012.
Cities invest more and more money in sport events and programmes. It is however difficult to assess the real impact of their investments. The aim of this session is to provide city representatives with different tools they can use to assess the impact of hosting sporting events and to communicate such impacts to various stakeholders.

Mikkel Draebye
Professor of Strategy, Entrepreneurship & Sports Management, SDA Bocconi School of Management
Mikkel Draebye has been teaching Strategic Planning in Sports Organisation in various master’s programmes since 1998. He is a frequently-requested guest speaker and consultant in the area of strategy planning and has authored scientific articles on corporate entrepreneurship and innovation on strategic planning in sports governing bodies.

Interactive session with four participants: three city representatives and one IF representative who will share their solutions to one of the issues raised during the Masterclass.
The next decade will be marked by large movements of population – because of international crises (refugees), globalization (expats), urbanization (people moving from the countryside to the city).
This session will discuss how a city can use sport to integrate its new inhabitants. What are the different approaches cities can take?

**Dr. Koen Breedveld**  
*Professor in sport sociology, Managing Director of the Mulier Institute*  
Koen Breedveld is an expert in Sport Sociology and his research focuses on Sport & Integration. He is the Managing Director of the Mulier Institute and the Coordinator of the European Sociological Association’s Research Network on Sport & Society.

**Pia Allerslev**  
*Mayors of Children & Youth, City of Copenhagen*  
Pia Allerslev is Mayor of Children and Youth at the City of Copenhagen and member of the UCI Advocacy Commission. Until 2013, Pia Allerslev had held the position as Mayor of Culture and Leisure for 6 years. Sport is highly important in both the Mayor’s political and personal life.

**Joël Bouzou**  
*President and Founder of Peace and Sport*  
*President of the World Olympians Association (WOA)*  
After winning medals at the Olympic Games and the World Championships, Joël Bouzou founded Peace and Sport with the aim of making a difference in troubled communities through sport. He has received several awards for his involvement in Sport and Humanity.
Doping, governance issues and corruption are terms that unfortunately have been associated with international sports organisations recently. In reaction to these concerns, some of the main stakeholders in the world of sports reacted quite heavily; some sponsors and broadcasters terminated or did not renew their agreements with events or organisations. But how should cities react to these issues? And how should international sports organisations adapt themselves to ensure they can still find host cities for their events?

**Sylvia Schenk**  
Attorney, Herbert Smith Freehills in Frankfurt, specializing in compliance and sports law  
Sylvia Schenk is a German lawyer and former Olympian athlete. She set a world record in the 4x800m relay in 1971. Besides her current activities as an attorney specializing in compliance and sports law, she has been volunteering for several organisations focused on sport and Olympism.

**Andrew Ryan**  
Executive Director at the Association of Summer Olympic International Federations (ASOIF)  
Andrew Ryan graduated from the University of Sussex, UK, in economics and worked as the national team coach for Norway in the Olympic Sport of badminton from 1986 until the completion of the Barcelona Olympic Games in 1992. He then worked for the French Ministry of Youth and Sport and the International Badminton Federation until he moved to his current position at ASOIF, the umbrella organization for the 28 sports in the Summer Olympic Games programme for Rio 2016 and Tokyo 2020. He is a member of the IOC Programme Commission and the Coordination Commission for the 2014 and 2018 Commonwealth Games.
International sport federations hold very powerful rights that a city can use to brand itself internationally. However, in recent years, the crises affecting such federations have diminished the interest of certain cities to host sport events. This session aims at assessing different strategies for cities in leveraging branding opportunities and reducing risks associated with sporting events.

**Steve Madincea**
Founder & Group Managing Director at PRISM Public Relations & International Sports Marketing
A graduate from Northwood University, Steve Madincea is known for being a leader in the communications industry. He has unparalleled international business experience and has built successful companies around the world. He is specialised in international business, sports marketing and public relations.

**Nicolas Bideau**
Ambassador, Head of Presence Switzerland, Federal Department of Foreign Affairs (FDFA)
After studying political science at the Universities of Lausanne and Paris, Nicolas Bideau completed studies in history and civilization at the Academy of Social Science Paris and Beijing. Since 2011, he has been Head of Presence Switzerland in the Federal Department of Foreign Affairs (FDFA), responsible for Switzerland’s communication abroad.

**Janelle Janis**
Event Attraction Manager, Edmonton Events
While studying her Bachelor of Commerce degree at the University of Alberta, Janelle was a CIS Academic All-Canadian. Her sport business career began in event marketing and operations and she was the former Marketing Manager for the FIFA U-20 Women’s World Cup 2014 and FIFA Women’s World Cup 2015. She is currently the Event Attraction Manager at Edmonton Events, a partnership between the City of Edmonton and Edmonton Tourism with a mandate to attract and support sport and cultural events to the city.
Meetings between participating cities and representatives from IOC, International Federations, event organisers and sports media.

- AISTS
- EKS
- European Athletics
- FEI
- FIVB
- International Canoe Federation
- International Judo Federation
- SOLID
- Sport Accord Convention
- SportBusiness
- International Weightlifting Federation
- SportCal
- TSE Consulting
- World Union Wrestling
- World Archery
- World Taekwondo Federation
- International Table Tennis Federation
11:30am - 12:30pm

Keynote Speech: “Sport and the City”

Kasim Reed, Mayor of the City of Atlanta, one of the biggest American metropolises, will address cities from around the world and present his vision to include sport at the centre of the development of a smart city. The Mayor will share his views on how the various actors of sport in his city can work together to ensure smart and sustainable development.

Kasim Reed
Mayor of Atlanta

Before becoming Mayor of Atlanta in 2010, Kasim Reed was a member of the Georgia House of Representatives from 1998 to 2002 and a member of the Georgia State Senate from 2003 to 2009. Atlanta is one of the most important sport cities in the US – with professional teams in the NFL, MLB, NBA and MLS – as well as one of the most multicultural.


SPECIAL SESSION

1:30pm - 3:00pm

“Olympism in Action”

Special session organised by the International Olympic Committee.

Marie Sallois Dembreville
IOC Director, Corporate Development, Brand and Sustainability
Marie Sallois Dembreville is Director of Corporate Development, Brand and Sustainability at the IOC, which she joined in 2004. Prior to joining the IOC, she had over 10 years of experience in professional services worldwide. As a management consultant, she led major turnaround projects internationally in the public, non-profit and private sectors. With an MBA from IMD and a Master’s degree in Management from HEC in Paris, she has maintained close contacts with the academic world.

François-Marie Bourgeois
Project Manager - Corporate Development, Brand and Sustainability at International Olympic Committee
François-Marie has been working for the Corporate Development team of the IOC for more than 5 years. He has particularly been involved in the development and the follow-up of the Olympic Agenda 2020, the strategic roadmap of the IOC President, Thomas Bach. He holds a Master in Management and a sports marketing degree from the French ESSEC Business School.

Steve Marsden
Secretary General of EVALEO
Steve Marsden began a career in Sports after graduating in International Organisation Management and Sport Management from IDHEAP in Lausanne. He then worked in water sports tourism, sport nutrition management and sport consulting, before managing promotion, marketing and sponsorship at the Green Club sports centre. Since 2012, he has been working at EVALEO, developing programmes in close collaboration with TAFISA and the IOC.
Bill Morris LVO

International Events Consultant, ex-Director of Culture, Ceremonies, Education and Live Sites, LONDON 2012

Bill is currently an Expert Advisor to the International Olympic Committee and other international clients, a Non-Executive Director in the UK Government and Director of Trustee and of a number of national not-for-profit organisations. He speaks at conferences, leadership education programmes and public events.

He spent seven years as a Director of LOCOG, the Organising Committee for the London 2012 Olympic and Paralympic Games, in charge of Ceremonies, Torch Relay, Culture, Education and Live Sites. He was awarded the Olympic Order of Merit in 2012.

Before London 2012, Bill had an extensive career at the BBC originally as a journalist, broadcaster and producer, then moved into management and concluded as the BBC’s Project Director of Live Events. He was made Lieutenant of the Royal Victorian Order (LVO) in 2002 for his work for the Queen’s Golden Jubilee.

Amongst a number of industry-wide roles, Bill served as Chair of the Radio Academy and became a Fellow of the Academy. He is also a Fellow of the Royal Society of Arts.
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