

smartcities & sport summit programme 2023

sports events as catalysts for city transformation

the organisation of sports events creates momentum. for host cities, they are opportunities to take stock of the existing facilities, to assess the short and long-term solutions, to evaluate economic, urban and societal challenges and to plan events that contribute to the transformation of the city in a way that meets local needs, both for the community and for individuals.

tuesday, 28 november

morning

from economic to social challenges, from the community to the citizen level, sports events are a tool at the service of engagement within the city.

7:00 – 8:00

warm-up session

9:00 – 9:30

welcome to the smartcities & sport summit 2023!

GRÉGOIRE JUNOD - president, world union of olympic cities

PIERRE RABADAN - deputy mayor of paris

9:30 – 10:00

hosting sports events: opportunities for the economic and social fabric

sports events offer a multitude of opportunities for communities, both economically and socially. they have the potential to strengthen social connections, promote inclusivity, and activate local and circular economics.

paris 2024 places a strong emphasis on social and environmental impact, adopting inclusive practices that consider both the economic and social landscape. local, socially conscious businesses and the provision of local employment opportunities are emphasised. for major international competitions as well as smaller, local tournaments, paris is aiming to make a lasting impact that extends far beyond the confines of the playing field.

SÉVERINE LAUGIER - project director in social innovation - sodexo group

ELISA YAVCHITZ - general manager – maison des canaux

TANIA BRAGA - head of olympic games impact and legacy - international olympic committee (*MODERATOR*)

10:00 - 11:00

engaging sponsors on and through sports and sports-related values

sponsors take centre stage as key players in major sporting events. the focus is to explore how they can be engaged in societal issues such as gender equality, environmental sustainability, circular economy, citizen programs, and community involvement. this session engages with the strategic management of sponsors, shedding light on their role in creating a lasting and meaningful impact on the world of sports and beyond. of specific interest is the role of cities and organising committees in partnering with sponsors with shared values. these are sponsors who are committed to making and instigating positive social impacts and who view societal betterment as a key aspect of the event hosting process.

ERIC DESBONNETS - vp paris 2024, operations and sustainability for the paris 2024 games - coca-cola france, non-executive director - infineo

MARIE BARSACQ - executive director, impact & legacy - paris 2024 organizing committee of the olympic and paralympic games

THIERRY HUGUENIN - head of sponsorship - la française des jeux foundation

EDDY FERHI - head of marketing france - asics france

ASSIA HAMDI - journalist sports & society (*MODERATOR*)

11:00 - 11:30

coffee & networking break

11:30 - 12:30

dialogue with thomas bach

hosting sport events can be a catalyst for change and can provide leverage for long-term, sustainable action. across every segment of the organisation of a major event, all actors can make an impact, and they can choose how they seek to make such an impact. this discussion with ioc president, thomas bach will be an occasion to gain unique insights into the ioc vision.

THOMAS BACH - president - international olympic committee

12:30 - 14:00

networking lunch

afternoon

through sports events, cities can redefine the public space, physically and mentally, give people new sport places as well as new perceptions and perspectives on sport places and sport practice.

14:00 - 14:30

toolbox - highlights paris 2024 - from events to legacy for cities

the toolbox session is an interactive and dynamic platform for the sharing of innovative ideas and novel strategies for integrating sports into their urban development initiatives. as we have the privilege of witnessing paris amidst their preparation for the upcoming olympic games, this session offers inspiration from their efforts to create an event which can lead to an enduring legacy.

OLIVIER MAIROT - co-founder - we are etendart

DIANDRA TCHATCHOUANG - team go girls project manager (french nsa and nike) - founder of take your shot and member of the paris 2024 athletes commission

SIMONE ETNA - co-director, association kabubu - friendship through sport

FLORENCE DU BUIT - diversity & inclusion manager - carrefour group

MARYSE EWANJÉ-EPÉE - specialist speaker, author and sports journalist
(*MODERATOR*)

14:30 - 15:30

sports events as boosters for social inclusion - visibility and promotion of parasports as a step towards long term impacts

this session examines how parasports can transcend the field or arena, generating broader change and societal inclusiveness. parasport events can serve as catalysts for raising awareness, increasing visibility, and celebrating these athletes. longer-term, these events can accelerate positive wider changes and lead to city policies more oriented towards inclusivity and accessibility.

ANDREW PARSONS - president - international paralympic committee

GABRIEL FREYTAG - head of the directorate for sport, berlin senate department for the interior and sport

DEEPA MALIK - president - paralympic committee of india

CHARLES OLLIVIER - head of mobility and partnerships for paris 2024 - toyota motor europe (*MODERATOR*)

15:30 - 16:00

coffee & networking break

16:00 - 17:00

redefining territories through sport events

the intersection of sports events and city planning can define or redefine a city or region. with the incorporation of architectural innovation and urban development, sport venues can be conceived of as a framework for rethinking, revitalising, and reimagining urban areas. this session acknowledges the transformative power of sports events as catalysts for lasting change, creating a legacy that extends beyond the events themselves, and offers insights into how communities and cities can harness the momentum generated by sports events to redefine their cultural, economic, and social landscapes.

NICOLAS FERRAND - chief executive officer - “société de livraison des ouvrages olympiques”, (SOLIDEO)

EMMANUEL GRÉGOIRE - first deputy mayor in charge of urban planning, architecture and greater paris - city of paris

TAYOMARA GAMA - regional sport lead europe - gensler

DANIEL CASAS VALLE - urbanist & director - the future design of streets association (*MODERATOR*)

18:15

transfer to paris city hall

19:00 – 22:00

gala dinner

wednesday, 29 november

morning

how can sports events contribute to a more responsible society

7:00 – 7:30

warm-up session

8:00

transfer to roland-garros

9:00 – 9:15

welcome to the stade roland-garros!

CAROLINE FLAISSIER - chief executive officer - french tennis federation

9:15 – 10:30

federations session - from local to international sports actors as an engine for ecological transition

in an era where environmental concerns are at the forefront, it becomes clear that sport cannot tackle environmental challenges through isolated, one-off initiatives. to initiate a real ecological transition, the coordinated contribution of all stakeholders is essential – from local entities and cities that can impact their



communities to national sports organisations, event organisers and international organisations that have a wider reach and greater capacity for action.

the sport industry can play a pivotal role in shaping a greener future for our planet, and this session emphasises how local and international sports actors can work together to create successful synergies which drive real change and inspire broader environmental action.

VIVIANE FRAISSE - head of sustainability - french tennis federation

JANA JANATOVA - engagement officer, sports for nature - iucn, international union for conservation of nature

JAIME McKEOWN - sustainability, diversity and inclusion manager - world rugby

ARNAUD BRETON - impact legacy director - rugby world cup france 2023

PETER VAN VEEN - director of sports - city of the hague, netherlands

MARTIN GIBBS - managing director - sportaccord (*MODERATOR*)

10:30 - 11:30

the marketplace and coffee break

the marketplace is an opportunity for participating cities to meet representatives from international federations. it is a unique occasion to make connections and to network.

11:30 - 12:30

engagement and sport events: citizen action, cultural bridges, and fan mobilization

multifaceted strategies are employed by cities, encompassing the period well before and long after major sporting events such as the games. this session explores how cities leverage these events to drive sport, physical activity, and community initiatives, while enhancing fan engagement and fostering innovation. the discussion examines the role of sports in promoting inclusiveness and citizen engagement within urban environments. major sport events are highlighted as catalysts for strategies that prioritise the well-being of host cities' inhabitants, fostering both tangible and intangible legacies, including knowledge transmission, skill development, and

education opportunities, all accelerated by the presence of major sports events.

ERIN BROMAGHIM - deputy mayor of international affairs - office of los angeles mayor karen bass

AMADOU FALL BA - director of festa2hvp, project manager - dakar en jeux festival, manager, maison des cultures urbaines - city of dakar

AKIKO NAGANO - director for international relations - comprehensive sports promotion division, bureau of citizens, culture and sports, tokyo metropolitan government

EMMELINE NDONGUE - education manager, paris 2024 organ (*MODERATOR*)

12:30 - 13:30

networking lunch

14:00

optional roland-garros guided visit tour or transfer to amsterdam

15:00

transfer to pullman hotel