



smartcities & sport summit 2024 programme

ifs & cities : mix and match

In the world of sports events, there is no one-size-fits-all approach, or one specific handbook to follow. Instead, success results from constant dialogue, beginning with defining the scale and scope of an event to align seamlessly with the unique possibilities cities can offer. Collaboration is the key. Through each stage of the process, cities and federations provide the impetus for change in one another's realms.

The institutional structures of cities and international federations are completely different. Their composition may vary in terms of local authorities or associations, and they differ in terms of operations, means, and expectations. But when it comes to working together towards a common goal – the success of a sporting event – they share a common ambition.

This is what “mix and match” means: the successful unification of different entities for the harmonious achievement of a greater shared aim.

monday, 11 november

19:30 – 21:30

Welcome dinner at the World Archery Excellence Centre



tuesday, 12 november

9:30 - 9:45

Welcome to the smartcities & sport summit 2024!

Participants will be welcomed at the FIBA headquarters and introduced to the themes of the day's sessions.

- Grégoire Junod, *Mayor — City of Lausanne, President — World Union of Olympic Cities*
- Jorge Garbajosa, *Vice President — FIBA*
- Catie Friend, *Presenter & Sports commentator — Master of Ceremony*

9:45 - 10:15

Welcome to FIBA: the FIBA commercial strategy

- Frank Leenders, *Media & Marketing Services Director General — FIBA*
- Catie Friend, *Presenter & Sports commentator*

10:15 – 10:45

creating long-term benefits: Paris 2024 and the future of cities through sport

A unique conversation with Pierre Rabadan, Vice-Mayor of Paris, to reflect on Paris 2024 and on how the event sparked public-private partnerships that addressed urban challenges. From public engagement to sustainable infrastructure, this session will uncover how the Games acted as a catalyst for creating long-term benefits and legacies, offering inspiration for future host cities.

- Pierre Rabadan, *Vice Mayor in Charge of Sport, Olympic & Paralympic Games, and the Seine — City of Paris*
- Catie Friend, *Presenter & Sports commentator*



10:45 - 11:00

Coffee Break

11:00 - 12:30

Building Early Bridges: Establishing Robust Dialogue and Cooperation between IFs and Cities During the Bid Process

International Federations (IFs) and cities can establish partnerships that benefit both parties at an early stage in the bidding for an event. The bid process has deeply evolved over the past years and this session will explore how cities and IFs can dialogue, negotiate and adapt to find the best win-win partnerships to organize major competitions

- Jacqueline Barrett, Future Olympic Games Host Director — International Olympic Committee
- Adrian Schrinner, Lord Mayor — *City of Brisbane*
- Mark Hurst, Head of Bidding — World Athletics
- Michael Reilly, CEO — Tracktown USA

12:30 - 13:30

Networking Lunch

13:30 - 14:15

Developing Active Communities: How IFs and Cities Can Shape Healthy Lifestyles

Focusing on the long-term relationship between IFs and cities, this session will examine how collaboration can foster active communities and promote healthier lifestyles. We'll discuss how cities can align with IFs to leverage grassroots programs and events to improve public health and create more dynamic urban environments

- Marie-Louise Hinterauer, *Organising Committee President — Gymnaestrada 2007 & 2019 - Dornbirn*
- Eva Thurnher, *Office management and international contacts — Gymnaestrada 2007 & 2019 - Dornbirn*
- Rogerio Valerio, *Executive Committee Member — FIG, President — Gymnastic for all*



- Saurabh Mishra, *Sports Director — International School Sport Federation*
- Riika Rakic, *Head of Strategy, Sustainability and Governance — International Biathlon Union* (Moderator)

14:15 - 15:00

Meeting the Physical and Urban Challenges of Tomorrow: Innovative Sports and Tech

The rise of alternative sports such as e-sports, Spartan races, and obstacle courses, are now re-shaping today's leisure activities. This session will explore these new trends and how new technology can support them and meet the evolving needs of both cities and IFs, offering opportunities for diverse populations to engage in physical activity

- Joe de Sena, *CEO — Spartan*
- Suzanne Marie Ramos-Liwanag, *Events Head – Bases Conversion & Development Authority — New Clarke City*
- Aurélia Ruetsch, *Board member — Global Esports Federation*
- Claudine Breton, *General Director — Thinksport* (Moderator)

15:00 - 15:30

Coffee Break

15:30 - 16:15

Assessing impact of sport events: the key factors to success

Conducting impact assessments for sporting events provides valuable insights for all stakeholders, including IFs and host cities. This session will highlight the key success factors for a comprehensive impact assessment, covering essential requirements, key monitoring criteria, and optimal timing. It will also explore the distinction between event evaluation and impact measurement, ensuring the development of consistent, benchmarkable, and communicable metrics.

- Cédric Vanden Bogaerde, *Executive Director — AISTS*



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- Giovanni Battista Derchi, *Associate Professor of Management Control* — *EHL Hospitality Business School*

16:15 - 16:30

Closing remarks/wrap-up

- Catie Friend, *Presenter & Sports commentator*

19:30

Gala dinner at the Beau-Rivage Palace

wednesday, 13 november

9:00 - 9:15

Welcome to the MSI!

Participants will be greeted at the MSI (Maison du Sport International) and introduced to their thematic group, setting an interactive tone for the morning.

9:15 - 10:00

Set the scene

In this opening session, participants, in small groups, will delve into one of the optional themes such as: Technology & Innovation, Tourism & Economic Development, Community Engagement & Integration, Diversity & Inclusivity, Sport & Climate. This introduction phase, led by thematic experts, lays the groundwork for ideas which will evolve throughout the day.

10:00 - 10:20

Networking Break

10:20 - 11:00

Collaboration, Challenges, & Evolution



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This second session allows groups to take on new points of view, sparking fresh perspectives as well as constructive feedback, as a way of consolidating their views, ideas, and understanding of their topic of focus

11:00 - 11:20 Networking Break

11:20 - 12:30 Defining Visions, Actions, & Projects

Finally, based on the previous sessions and exchanges, concrete ideas and actionable concepts will be identified in each group and will be shared with the hope of inspiring all participants.

12:30 - 13:30 Lunch