



National Sustainable Sport Conference

30 April 2024
Emirates Old Trafford | Manchester

Conference Programme

BASIS

British Association
for Sustainable Sport



With Thanks To Our Partners



About BASIS

The British Association for Sustainable Sport (BASIS) works to **educate, engage and empower** sport in the UK to become world-leading in sustainability.

Our membership is drawn from every level of the UK sporting landscape and includes a host of Premier League Clubs (Arsenal, Brentford, Brighton & Hove Albion, Chelsea, Fulham, Newcastle United and Tottenham Hotspur), First Class Cricket Counties (Glamorgan, Gloucestershire, Hampshire, Kent, Lancashire, Middlesex, Somerset, Surrey and Warwickshire), iconic venues (including MCC, the All England Lawn Tennis Club, Ascot Racecourse and the Principality Stadium), Governing Bodies (including The Football Association, RFU, RFL, The EFL, The R&A, British Cycling, British Swimming, England Athletics, England Golf, England Netball, The European Tour and The England & Wales Cricket Board), community organisations (including Sported Foundation, Active Partnerships and StreetGames), and broadcasters including BBC Sport, Sky Sports and ITV Sport.

We help our members **introduce and share sustainability best practices and integrate sustainable development principles** into all aspects of the sports industry.

We **facilitate collaboration** between a range of sports, clubs, venues and solution providers - all those interested in and concerned with sustainability and sport.

We use the reach of sport to **empower communities, participants and fans on sustainability issues** and drive the debate on climate change and sport.

We support our members through **flagship events, bespoke training and dedicated guidance** to help build a more sustainable future, protecting and enhancing the sports we love.

About The Conference

The BASIS National Sustainable Sport Conference 2024 at Emirates Old Trafford, home of Lancashire County Cricket Club, runs from 29-30th April 2024.

Day One will convene BASIS members for a series of facilitated roundtables to help sustainability leaders across sport share challenges, actions and solutions, followed by a drinks reception which is open to all conference delegates.

Day Two brings together a packed programme of leaders and experts, including Dame Katherine Grainger, Chris Boardman and speakers from DCMS, UEFA, the EFL, The R&A, Silverstone, MCC, ATP Tour, the RYA, Edgbaston, The Jockey Club, RSPB and WWF.

With 200+ delegates from across the UK's sport and sustainability sectors, the BASIS Conference seeks to offer the very best knowledge and expertise from at home and around the world, to help sustainability practitioners turn ambition into action at every level of sport across the country.

Conference Host



Qasa Alom is an established broadcaster who presents the iconic *Today at Wimbledon* BBC Tennis programme and *The Travel Show*, and has worked on events the Commonwealth Games, the London Marathon and several General Elections. Qasa has a keen passion for environmental conservation and hosts the BBC Green Sport Awards as well as presenting programmes for *The Climate Question*, *Costing the Earth* and chairing panels for the UN at COP 26 & COP 27. As well as hosting the conference, he will chair the Biodiversity and Broadcasting Panels.

Morning Programme



Opening Remarks

Dr Russell Seymour, Founder & Chair, BASIS
Stuart Andrew MP, Minister for Sport

time

0900

Session 1

Leadership Panel

time

0910

Session 2

Keynote: Delivering Radical Change

time

1000

Break

Networking & Exhibitors

time

1030

Session 3

Transport & Travel

time

1100

Session 4

Biodiversity In Sport

time

1145

Lunch, Networking & Exhibitors

1230

Afternoon Programme



Session 5

Social Transformation

time

1330

Session 6

Athletes & The Power Of Sport

time

1415

Session 7

Sport's Carbon Footprint

time

1500

Break

Networking & Exhibitors

time

1545

Session 8

Profit With Purpose

time

1615

Session 9

Sustainable Broadcasting

time

1700

Closing Remarks

1745

1: LEADERSHIP PANEL

0910-1000

Leaders from the bodies responsible for the funding, policy, direction and success of sport across the country share their vision for sustainability in sport across the nation, and outline the support available for clubs, governing bodies, venues, competitions and associations at all levels.



Dame Katherine Grainger is the Chair of UK Sport and one of Britain's most decorated Olympians, with one Gold and four Silvers medallist, as well as being a six-time rowing World Champion.



Chris Boardman MBE is the Chair of Sport England, the Commissioner of Active Travel England, an Olympic Cycling Champion, former World Record holder and three-time Tour de France stage winner.



Sian Joseph is the Deputy Director for Sport at the Department for Culture, Media, and Sport, overseeing the implementation of the Government Sport Strategy, Get Active



Dr Russell Seymour is the Founder & Chair of BASIS. The first Sustainability Manager at a major UK sports venue, he oversaw the transition to 100% renewable energy at Lord's Cricket Ground.

2: DELIVERING RADICAL CHANGE

1000-1030

Delegates will hear a powerful vision for radical, purpose-driven, action-oriented progress, equipping delegates with practical tools to create change in their communities and organisations.



Dr. Graeme Heyes ([Litmus Sustainability](#)) has more than 15 years expertise in helping organisations understand their environmental risks and to think creatively about how they can become thriving enterprises in a low-carbon economy.

His work is founded on over a decade of practitioner-focused academic research with organisations including the European Commission and a range of global, national and local organisations. Graeme's work is multi-award winning, including European SDG Initiative of the Year and UK Net-Zero Business Collaboration of the Year 2023.

Graeme is a certified trainer in Doughnut Economics, and has a history of working in sport and sustainability, having worked with the Football League Trust to create a vision of sustainability for UK football,. He created the world's first Carbon Literacy in football course, for Birmingham County Football Association.

3: TRANSPORT & TRAVEL

1100-1145

Following a case study presentation from Edgbaston Stadium, leaders from sport and transport examine how to facilitate investment in and uptake of active travel, and how sport can influence local and national authorities to deliver transformational changes in infrastructure and culture.



Panel Chair: Amanda Curtis has been driving sustainability and creating change within events & business over the last 20 years, and currently leads the ATP Tennis Tour sustainability programme. Amanda is a BASIS Board Member.



Chris Boardman MBE is the Chair of Sport England, the Commissioner of Active Travel England, an Olympic Cycling Champion, former World Record holder and three-time Tour de France stage winner.



Mark Epps is Director of Communications at ATP Tour, with a strong background in communications and sponsorship, and extensive experience in relationship building and stakeholder management in sport.



Ellen Cumber is a senior policy advisor at the Department for Transport, working on place-based decarbonisation projects which empower local areas to decarbonise their transport systems.



Lydia Carrington is the award-winning Sustainability Manager at Warwickshire County Cricket Club, leading on Edgbaston Stadium's sustainability strategy and targets.

4: BIODIVERSITY & SPORT

1150-1230

Leading experts share their insights on the threat we face from biodiversity loss, and how sport can play its part in helping to protect, restore and enhance the natural world.



Dr Marie Athorn manages the RSPB and The R&A partnership. Marie is a keen golfer with expertise in conservation and ecology, and combines these passions in her work



Libi Newell is Head of Corporate Sustainability at The R&A, leading on the Greenlinks programme tournaments including The Open, The AIG Women's Open and The R&A's Amateur Championships



Holly McKinlay is Director of Strategic Communications and Brand, WWF-UK, with 20 years' experience in driving communications and brand strategies for organisations in the corporate, government and not for profit sectors.



Kirstin McEvoy is Sustainability and Corporate Social Values Manager for The Jockey Club, delivering reductions in energy consumption and improvements in waste management. Kirstin is also Treasurer of BASIS.

5: SOCIAL TRANSFORMATION

1330-1415

Following the presentation of a case study exploring Bohemian FC's inspiring work, experts and practitioners examine how we can harness the power and popularity of sport as a catalyst for social and environmental transformation.



Panel Chair: Katie Cross is Founder & CEO of Pledgeball, a research-backed charity that supports sports bodies to engage fans to take action on environmental sustainability and climate change.



Seán McCabe is the Head of Climate Justice and Sustainability at Bohemian Football Club, where he works on local and international projects focused on engaging fans and their communities in the climate transition



Professor Lorraine Whitmarsh MBE is a British psychologist and environmental scientist at the University of Bath, serving as Director of the Centre for Climate Change and Social Transformations



Ben Fisher is the Environmental Sustainability Officer at the English Football League (EFL) and its charitable arm the EFL Trust. His work aims to help football clubs reduce their environmental impact

6: ATHLETES & THE POWER OF SPORT

1420-1500

Hear from elite athletes about how they can use their platform to inspire millions of fans, about what speaking out about climate change means to them, and how we need more athletes to become sustainability champions.



Panel Chair: Kate Strong is a multiple world record cyclist, age-group World Champion triathlete, ex-aerospace engineer, climate-activist adventurer and leadership coach.



Melissa Wilson is a former GB rower. After retiring as a professional athlete in 2021, she co-founded Athletes of the World and co-hosted of Series 2 of the Emergency on Planet Sport Podcast



Pragnya Mohan is an Indian triathlete and Chartered Accountant. She is India's highest ever ranked international triathlete, and is the three time - and current - South Asian & Indian Triathlon Champion.



David Wheeler plays as a midfielder for Wycombe Wanderers FC. He is the PFA's Sustainability Champion and Ambassador for Football for Future & Planet League.

7: SPORT'S CARBON FOOTPRINT

1500-1545

Following a special presentation of UEFA's sustainability work, including the Carbon Calculator, panellists will explore how we can effectively measure emissions, and the steps we can take to reduce sport's carbon footprint.



Panel Chair: Zoe Lee is Head of Strategy Communications at Planet Mark, who holds a PhD in Environmental Dynamics. Zoe is a former Team GB Rower who won a Silver Medal at the 2016 Olympics



Stephane Bazire is Head of Business Sustainability at Silverstone Circuit, leading the transformation of the home of British Motorsport and host of the F1 British GP into a sustainable business and leisure destination.



Stuart Dunlop is the Sustainability and Accessibility Manager at MCC (Lord's). His work includes the delivery of multiple strategies and the coordination of Environmental, Social, and Governance policy at the Club



Phil Horton is Sustainability Manager at the RYA, where he developed the Carbon Pathway to Zero Strategy. Phil is a Chartered Engineer who previously worked for the BBC. He holds an MSC in Environment and Development



Filippo Veglio is Head of Social and Environmental Sustainability at UEFA, delivering UEFA's Football Sustainability Strategy 2030. He is a former professional tennis player.

8: PROFIT WITH PURPOSE

1620-1700

Experts will dive into the detail of the triple bottom line, with evidence of how environmentally sustainable business decisions are good for people, planet and profit, and examine purpose-driven commercial partnerships & activation; and explore the ethics of sports sponsorships.



Panel Chair: Sarah Peasey is Head of Europe ESG Investing for Neuberger Berman. She leads ESG integration and client engagement across Europe, working closely with investment teams and analysts. Sarah is a BASIS Board Member.



Scott Over is CEO of Sporting Giants. A global sports leader with a strong commercial, performance and sustainability background, Scott is dedicated to the development and performance of international sports



Freddie Daley leads the sports campaign at Badvertising and facilitates the Cool Down Sport For Climate Action Network. Freddie also works as an academic at the University of Sussex.



James Savage is Assistant Director at Deloitte's Sports Business Group, having previously worked on the Organising Committee for the London 2012 Olympic & Paralympic Games.

9: SUSTAINABLE BROADCASTING

1700-1745

An examination of the steps sport's most prominent broadcasters are taking to make their productions more sustainable, and the how they can maximise the influence they have on sport and viewers to promote sustainability



Dave Lockwood is the BBC Sport's first Editorial Lead for Sustainability, a role responsible for increasing BBC's audiences engagement and understanding of Environmental issues through sport.



David Garrido is a Sky Sports presenter with almost 25 years' experience in the industry. He is widely considered one of the leading communicators and content-makers for sport and sustainability in the UK and Europe



Fergus Garber is Head of Production for TNT Sport (formally BT Sport) and Chair of BAFTA Albert Sport Working Group.



Lewis Hurt is a Director at ITV Sport. He is responsible for Studio and Outside Broadcast Directing across a multitude of major sports including Football, Rugby, Snooker, Darts, Motorsport and Horse Racing.



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