

**re—new  
challenge**

Powered by



**sails of  
change**

# **SPORTS FOR NATURE**

# CONTEXT

Protecting biodiversity can help us adapt to climate change, ensuring health and food security, with healthy ecosystems becoming more resilient to climate change. Conserved or restored habitats can remove carbon dioxide from the atmosphere, helping to address climate change by storing carbon.

We are looking for innovative solutions that use sport to promote and enhance biodiversity conservation. By halting and reversing biodiversity loss, a nature-positive world may be achieved by 2030 for the benefit of the planet and the people.

That's why ThinkSport, together with the Sustainable Sport Lab (SSL) and the Sustainable Mountain Alliance (SMA), has launched the Sports for Nature Challenge.



# TOPICS

Start-ups, established companies, not-for-profit organisations, academic, public institutions and other stakeholders have until 7 March to submit their action proposals\*, which must address one of the following pressing topics:

## 1 Campaigns

Campaigns that promote biodiversity protection, increase knowledge and help enforce legal and statutory biodiversity requirements.

## 2 Infrastructure

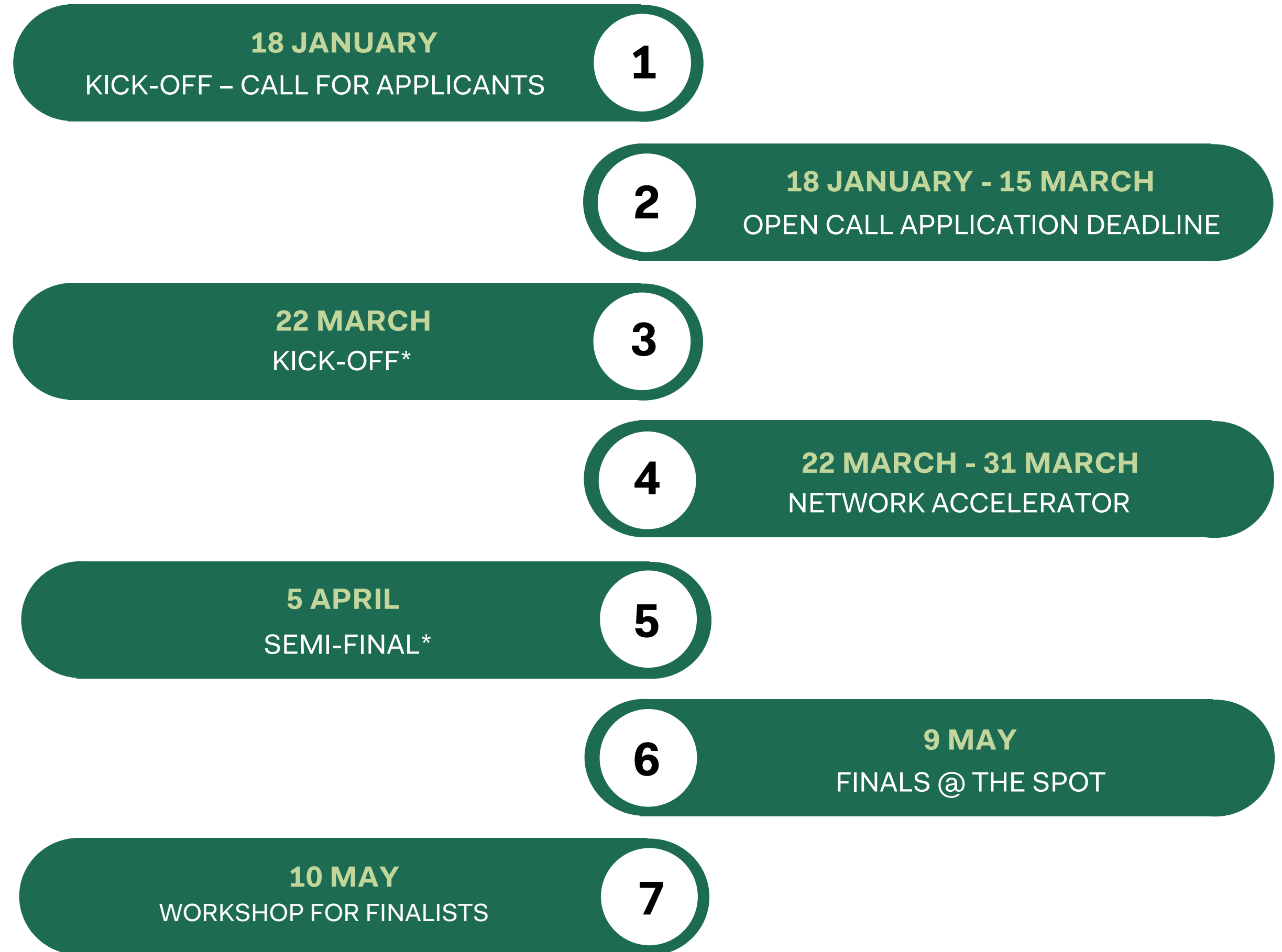
Including architecture and infrastructure that integrate biodiversity protection e.g. recovering rainwater; reduce waste water; building green rooftops; provide sustainable drainage systems; phytoremediation using plants and its microorganisms to enhance soil fertility and recover contaminated soils.

## 3 Technology

Technology including the application and promotion of digital solutions for biodiversity conservation, and the use of satellite data and artificial intelligence for biodiversity protection.

\*Invitation is particularly extended to solutions relevant to the mountain environment.

# TIMELINE



\* Online event



# TIMELINE

**18 JANUARY**

**KICK-OFF – CALL FOR APPLICANTS**

**1**

Contact with potential applicants and registration using the form.  
Communication via ThinkSport website and social media, communication relays (press, reports...), social networks, supporters, etc.

Period for applicants to register (startups, established companies, academic institutions, NGOs, public institutions)  
Open to everyone globally. Actively share the open call through our networks.

Registration: applicants will have to answer some questions and describe their projects / expertise. Announcement on the selected applicants for the next step after 15 March.

**2**

**18 JANUARY - 15 MARCH**

**OPEN CALL APPLICATION DEADLINE**

**22 MARCH**

**KICK-OFF\***

**3**

Kick-off :

- Challenge introduction
- Reverse pitch from strategic partners
- 1' pitch/teaser per applicant  
(1' pitch are recorded the day before)

# TIMELINE

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## 22 MARCH - 31 MARCH NETWORK ACCELERATOR

The pre-selected companies / organisations will participate in the online Network Accelerator to learn about the specific needs of the sport sector and to eventually improve or adjust their solution. Unique connections and exchanges with major sport stakeholders are guaranteed.

Network Accelerator:

- Online speed dating with experts (15'/session)
- Selected applicants can register to open slots with the experts of their choice.

A panel of experts will select the finalists for the final part of the Challenge.

Every applicant is evaluated based on specific criteria (impact, feasibility, sustainability, originality, creativity and presentation scores).

- 3' pitch / applicant (recorded the day before)
- 3' Q&A (Live)
- Divided in 3 categories

Semi-finals open to public (online)

## 5 APRIL SEMI-FINAL

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# TIMELINE

## 9 MAY FINALS @ THE SPOT

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Presentation of the finalists solutions in front of a jury (different from the first jury).

- 3' pitch + 3' Q&A
- Jury with main partners
- One-on-one meeting between selected ideas and supporters

3 winners in total (1 per category) who will receive prizes (financial support) and possibly the chance to develop the project with supporters.

Workshop for the 10 finalists, place to be confirmed.  
Depends on selected teams (e.g. test at supporters' events...)

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## 10 MAY WORKSHOP TO BE CONFIRMED



# YOUR ROLE AS AN APPLICANT

## **Application deadline: 15 March**

Your role: fill in the online registration form [here](#).

## **Kick-off: 22 March**

Duration of approx. 1.5h in total online

Your role: attend and meet supporters ("supported by") as well as the expert panel

## **Online network Accelerator: 22 March - 31 March**

Your role: select time slots to meet with the expert panel members and receive their feedback (each meeting lasts 15 minutes).

# YOUR ROLE AS AN APPLICANT

## **Semi-final pitches: 5 April**

Duration: approx. 1 hour per category online.

Your role: your final presentation will be pre-recorded in the days before attendance required to reply live to the questions from the expert panel.

## **THE SPOT: 9 May**

Your role: if you are among the finalists, you are invited to THE SPOT to pitch your solution in front of the crowd (1 hour on stage will be dedicated to the Challenge), to meet representatives from "Supported by" and to experience the event.

You will also have a booth to present your solution in the exhibition area.

**[www.thespot2023.org](http://www.thespot2023.org)**

# WHAT'S IN FOR YOU?

- Promotion of your solution during one month at the Maison du Sport International in Lausanne, home to many international sport federations
- Participate in shaping the future of sport whilst promoting and enhancing biodiversity conservation
- Network with experts/supporters/other candidates
- Pitch your solution at THE SPOT and experience the event
- Showcase your solution at a dedicated booth at THE SPOT
- Meet representatives from the official supporters
- The winners will participate in an exclusive workshop to frame a potential POC with one of the supporters or with a major stakeholder from the world of sport.
- Prize money



# CRITERIA

## **Originality**

Does the idea or project show creative thinking? Does it stand out from the crowd? Is your idea innovative, unique and original? Are there similar solutions for this market? Is your innovation an alternative to existing solutions or an evolution of an existing solution?

## **Feasibility and Utility**

Is there evidence of the solution's impact in promoting or protecting biodiversity? Does the solution prioritise and integrate biodiversity protection as a principal objective? Can the solution be adapted/built/used by the sports industry? Does the solution serve to protect biodiversity within the mountain environment?

# CRITERIA

## **Scalability and Impact**

Is the solution scalable, adaptable for different environments/countries? What is the cost? What is the expected impact of your solution for athletes, sports events and the environment?

## **Alignment with sustainability theme**

Does the solution consider sustainability issues in its production and operationalisation (particularly for categories 2. Infrastructure and 3. Technology) e.g. materials used; GHG emissions measured and reductions made where possible, offsetting; social and economic factors taken into consideration)? Is the overall benefit of the solution larger than possible disadvantages in the whole life-cycle of the product?

## **Presentation**

Organization of the presentation, completeness, clarity and quality of the content.



# WHAT IS THE SPOT?



THE SPOT is an international sport and innovation event.

If you have a curious mind, a stake in sport or physical activity and want to meet change-makers who deliver fresh ideas or solutions for the sports world, then this is your **MUST-attend-event!**





**Do you  
have any  
questions?**

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