

THE SPOT

**The best
network
accelerator
in the sport
industry**

2023 Themes

Mindset and future consumer behaviour

Sustainability is at the heart of a necessary mind shift in how we approach the future. Sustainable thinking must influence how we change behaviours and adapt our lifestyles for a more durable approach. How will businesses, individuals and technologies need to adapt to influence future consumer behaviour or meet existing consumer demand?

Human capital and the future success of sport

Talents and certain skills are key components to creating a sustainable future. How can sport ensure it has the capability through the people working in it to stay relevant and compete for attention among consumers of the future? What is missing, what are the challenges, where are the opportunities and what strategies can sport explore to boost its human capital and create sustainable success?

Innovation and best practice in sustainability

Tech innovation plays a central role in sustainable practices across various industries. How can sport find the right pathways and harness technologies to achieve impactful, positive change? What is the role of sport in influencing and driving societal change and action when it comes to sustainability? Discover best practice and how to manage relevant insights in times of uncertainty.



Monday 8 May

17:00 – 20:00

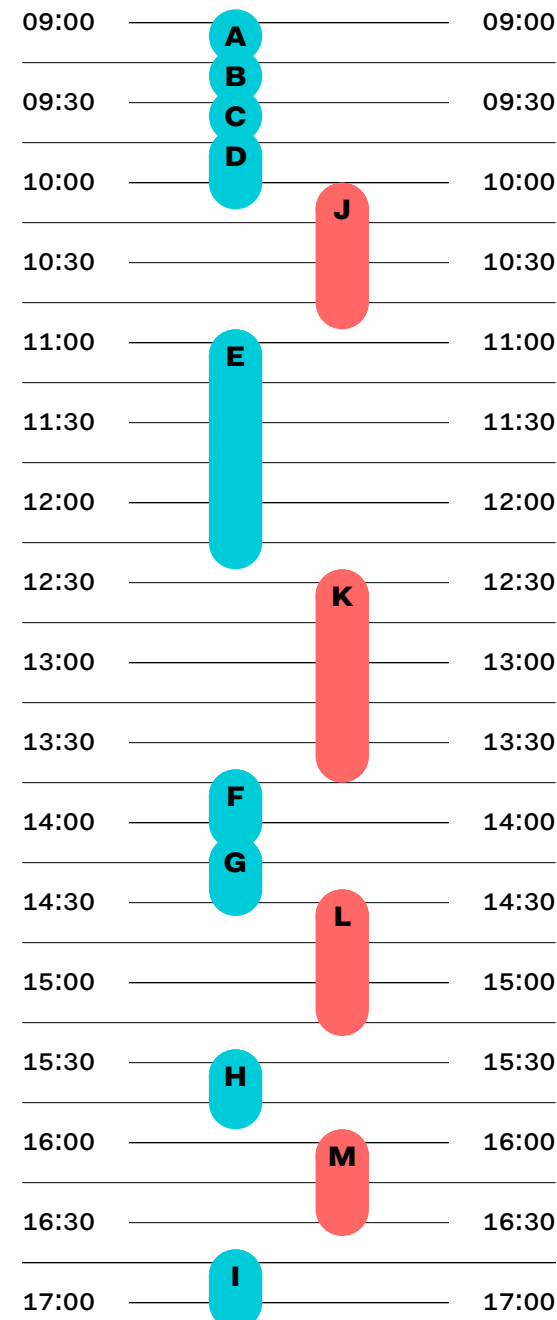
Welcome drinks @ the Olympic Museum

The importance of cross-sector collaboration

Programme subject to change

Tuesday 9 May

08:30 OPENING (CLOSING AT 17:30)



PITCH STAGE

A 09:00 – 09:10

Kick-off & Welcome

B 09:10 – 09:30

Think big, act small, stay focused

C 09:30 – 09:40

The human as a sensor

D 09:40 – 10:05

Mindset and future consumer behaviour

12:00 – 14:00
Lunch break

E 11:00 – 12:20

Sports for Nature Challenge final

POWERED BY SAILS OF CHANGE

F 13:45 – 14:05

Open Mic

G 14:10 – 14:30

Innovating with purpose: sustainable transformation in sports

H 15:30 – 15:50

Open Mic

I 16:45 – 17:05

Conclusion & Afterwork drinks

ALL DAY

Coffee bar · Business lounge · Market place · Demo zone

FISH BOWL

J 10:05 – 10:50

Mindset and future consumer behavior

K 12:30 – 13:40

Human capital and the future success of sport

L 14:30 – 15:15

Innovation and best practices in sustainability

M 16:00 – 16:45

Sustainability & innovation – Insights in times of uncertainty



Pitch Stage

Speakers' bio at thespot.ch



Programme subject to change

A 09:00 – 09:10

Kick-off & Welcome

Anna Hellman
ThinkSport · Director

Andrea Traverso
ThinkSport · President

B 09:10 – 09:30

Food for thought

Think big, act small,
stay focused

Tom Waller
Adidas · Senior Vice
President of Innovation

C 09:30 – 09:40

Food for thought

The human as a sensor

Cody Burkart
Flight Project Manager
for ARED and KRAKN
aboard the ISS ·
Chief of the NASA JSC
HumanWorks Lab

D 09:40 – 10:05

Set the Scene

Mindset and future
consumer behaviour

Lee McEwan
Publicis Groupe · Head of
Strategy and Planning

E 11:00 – 12:20

Sports for Nature Challenge final

POWERED BY SAILS OF CHANGE

JURY MEMBERS

Dona Bertarelli
Sails of Change · Co-founder

Dr Radhika Murti
IUCN · Director IUCN Centre
for Society and Governance

Marie Sallois-Dembreville
IOC · Corporate and Sustainable
Development Director

Yann Guichard
Sails of Change · Co-founder

10 FINALISTS

Athletes of the World · dimpora · IMOCA Class · Kilimanjaro Initiative ·
Mover Plastic Free Sportswear · Sport & Nature: A Symbiosis · plantipolis ·
Red Knot Racing Co. · Save the Waves Coalition · We Play Green

F 13:45 – 14:05

Open Mic

G 14:10 – 14:30

Set the Scene

Innovating with
purpose: sustainable
transformation in sports

John Tweardy
Deloitte · Managing Partner
Olympic, Paralympic &
Major Events Practice

H 15:30 – 15:50

Open Mic

I 16:45 – 17:05

Conclusion & Afterwork drinks

Anna Hellman
ThinkSport · Director

Black Lab

Side Events

8 MAY · 14:00 – 16:00

Building an autonomous data economy in sport

Open to public @
Synathlon · UNIL

Registration is mandatory

9 MAY · 18:00

Get together in town

Open to all

10 MAY · MORNING

#SportOnCreative breakfast workshop by Redtorch

Invitation only

10 MAY · 09:00 – 13:00

Sports for Nature Challenge workshop

Invitation only

10 MAY · 09:00 – 13:00

Human capital and the future success of sport workshop

Invitation only

By Lausanne
Olympic Capital and
ThinkSport, powered
by Adecco Group

THE SPOT

Fish Bowl

Speakers' bio
at thespot.ch



Programme
subject to change

J 10:05 – 10:50

Mindset and future consumer behaviour

Todd Harple
Moderator — Global Innovator

Ana Jelusic Black OLY
Moderator —
Black Peak · Founder

Lee McEwan
Publicis Groupe · Head
of Strategy & Planning

Martino Roghi
AC Milan · CSR &
Sustainability Manager

Stephane Fillastre
FIA · Head of Brand,
Licensing & Retail

Thierry Kunz
Nidecker Group ·
CMO & Board Member

Tom Waller
Adidas · Innovation Manager

K 12:30 – 13:40

Human capital and the future success of sport

SET THE SCENE

Mayi Cruz Blanco
Adecco Group · MD, Sports
Practice & Partnerships

SET THE SCENE

Kyle Israel
Moderator — Tignum ·
Business Dev. Director

Ana Jelusic Black OLY
Moderator — Black Peak · Founder

Bill Powell
Black Lab Sports · Investor

David Grevemberg
Centre for Sport and Human Rights ·
Chief Innovation and Partnerships Officer

Emma P. Zwiebler
WFSGI · VP for Strategic
and External Affairs

Jeroen Staathof
European Para Championships
2023 · Tournament Director

Lily Xu Lijia OLY
Sailing Olympic gold medallist for China

Rowena Samarasinhe
GENsport · Founder

L 14:30 – 15:15

Innovation and best practices in sustainability

Todd Harple
Moderator —
Global Innovator

Susanne Timosci
Moderator — NTT Data

David Quass
VF Corporation ·
SR Director Sustainability

Ivan Khodabakhsh
Swiss Timing ·
Head of Innovation

John Tweardy
Deloitte · Managing
Partner Olympic,
Paralympic & Major
Events Practice

Marie Owens Thomsen
IATA · SVP Sustainability
and Chief Economist

Mounir Zok
N3XT Sports · CEO

Stéphane Ruault
Alinghi Redbull Racing ·
Head of Partnerships

M 16:00 – 16:45

Sustainability & innovation — Insights in times of uncertainty

Anne-Cécile Turner
Moderator —
The SHIFT · Co-founder

Susanne Timosci
Moderator — NTT Data

Jan Mayer
TSG Hoffenheim ·
Managing Director

Frank Kalvenbach
Papstar Solutions · CEO

Karine Teow
ITTF · Head of Sustainability

Kevin Martel
Paris 2024 · Manager
Games Knowledge & Data

Mya Thompson Doelling
IOC · Global Partnerships
Manager, Purpose
Partnerships Lead