



Circularity in sports events

Webinar n° 14: Date 28th of November 2018, 14:00-15:00 CET

Please connect to the webinar [here](#)

The Sustainable Tourism Programme of the One Planet network is delivering a series of stimulating webinars to advance sustainable consumption and production (SCP) in the tourism sector for the third consecutive year. Each session broadens the experience of professionals working in tourism by building knowledge of science-based and real solutions for translating SCP into action on the ground to accelerate the sustainability of the sector.

This year's cycle of webinars on tourism and the circular economy are the result of collaboration between the leading members of the One Planet – Sustainable Tourism Programme (UNWTO and governments of France, Morocco and Republic of Korea) and UN Environment. Within the framework of implementation of the SDGs, in particular SDG 12, enabling tourism stakeholders to embrace circular economy principles appears essential to advance the decoupling of the sector's economic growth from the use of resources and its ecological impacts. Fostering the application of innovative solutions and business models that promote closed material loops and create value through restoration, regeneration and re-use of resources is thus of utmost importance. Integrating circularity in the tourism's value chain has the potential to accelerate the pace of change given its connections with other economic sectors and high exposure to consumers, hence triggering impacts that go well beyond the sector.

Sports events attract large numbers of tourists and enhance the positioning of destinations within domestic and international markets while offering opportunities to minimize seasonality. "Mega" sports events may also "speed up the construction of social and economic infrastructures"¹, leaving the positive legacy to the host destination and contributing to its development. Such events also have the potential to catalyze the change, due to their capacity of reasoning among population and more specifically young people, awareness raising being key to insure effective integration of SCP patterns in our economies.

The objectives of the webinar are to:

- Learn about existing circular solutions applied already in large sports events
- Discuss the potential of integration of circularity in sports events (including legacy aspects for host destinations and sports communities and more broadly, awareness raising among the general public)
- Explore how large sports events may become incubators of innovative circular solutions.

Participants will have the opportunity to raise questions and more broadly obtain access to top sustainability experts working on the implementation of circular economy models.

¹ Maximizing the Benefits of Mega Events for Tourism Development - Cases from the Olympics, FIFA World Cup and Expo, 2017, World Tourism Organization (UNWTO)





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Agenda

14:00-14:05	Introduction by the moderator: <i>Carlota Estalella Alba, Project Coordinator, UN Environment</i>
14:05-14:20	Circular construction practices in London Olympic Games, <i>Katherine Adams, BRE Group</i>
14:20-14:35	Formula E: promoting energy efficiency and circularity through sports, <i>Julia Pallé, Senior Sustainability Consultant, Formula E Holdings</i>
14:35-14:50	Circularity and beyond: the role of social business in sport events, <i>Yoan Noguier, Co-Founder & Managing Director, Yunus Sports Hub</i>
14:50-15:00	Discussions and closing

Speakers:

Katherine Adams, Principal Consultant, BSc, Msc, PIEMA, LICWM



Katherine has over 20 years' experience in waste management, working in both the municipal and construction sectors. At BRE, she has managed the resource efficiency work area, including many projects for public and private clients, in the UK and abroad, for the provision of advice, consultancy and research in relation to the waste hierarchy. She has also been responsible for the software platform, SMARTWaste, which enables the collection and analysis of environmental data on construction sites. She was also

seconded to Government, to assist in the development of waste management policy





and regulation Prior to BRE, at the University of Northampton, she undertook research on municipal waste and the role of the householder and the local authority in providing better services and best value.

Katherine is currently undertaking a PhD at Loughborough University, looking at how a circular economy can be embedded in the building sector. She also continues to assist BRE in the delivery of projects, by providing her technical expertise and knowledge.

Julia Pallé, Senior Sustainability Consultant, Formula E Holdings



Julia Pallé is Senior Sustainability Consultant at the world's first fully-electric single-seater racing series, the ABB FIA Formula E Championship. Pallé has certified the championship against ISO 20121 (sustainable events international standard) making it the first ever motorsport series to achieve this prestigious certification together with a renewed three stars level for FIA's Environmental Management system. The key objectives are community engagement and legacy in host cities, supply chain involvement in improving sustainability and measurement of environmental and social impacts of the series. Formula E's vision is to fight climate change via offering solutions to air quality issues in city centres via the adoption of EVs.

She is also President of Sports and Sustainability international (SandSI), an international association of sustainable experts working to broaden and harmonising the international sport and sustainability movement. The French-born's primary area of research has focused on business & sustainability, change management and project management especially in motorsport.

Yoan Noguier, Co-Founder & Managing Director, Yunus Sports Hub



Yoan Noguier is the Co-founder and Managing Director of the Yunus Sports Hub, an organization he co-founded with Peace Nobel Laureate Prof Yunus and his Creative Advisor Hans Reitz. The Yunus Sports Hub aims to solve human problems by using the power of sport and social business. He also advocates and supports the social business movement as the Director of the Centre Yunus Paris and as a Senior Consultant for The Grameen Creative Lab, the consulting arm of the Yunus ecosystem.





Formerly in charge of Procurement for the organization of the Rio 2016 Olympic & Paralympic Games, he led the team in charge of tendering over 200 contracts for the Games organization. Before that, Yoan held managerial positions in Operations and Procurement in Europe and South America in the consumer goods industry. He was born in 1986, grew up in the south of France, holds a MSc in Management in a top french business school, speaks fluently 4 languages and played rugby at competitive level.

Moderator

Carlota Estalella Alba, Project Coordinator, UN Environment



Carlota is Project Coordinator Officer at the Communications Division of the UN Environment in Nairobi, Kenya. She coordinates communication activities during the UN Environment Assembly and the support efforts to member states countries to improve communications to combat illegal trade in wildlife. She has vast experience in capacity building, institutional development and operational support of events and communications.

For more information on the webinar, please kindly contact the Sustainable Tourism Programme Coordination Desk: oneplanetstp@unwto.org

About One Planet Sustainable Tourism Programme

The One Planet Sustainable Tourism Programme, as an implementation mechanism for SDG12, catalyses changes in tourism operations. It promotes transformation for sustainability through efficiency, innovation and adaptability. The Programme supports evidence-based decision-making; adopts a life cycle approach for continuous improvement, emphasizes collaboration among stakeholders and results-based project implementation.

