

SUSTAINABLE SPORTS & EVENTS

Managing Sport Sustainability

31 MARCH - 1 APRIL 2021
ONLINE PROGRAM



GENERAL DESCRIPTION

The seminar is structured in multiple sessions across two consecutive days. It illustrates the need for sport organisations to design and implement sustainable management practices in order to achieve significant improvement as regards sustainability performances.

On the first day, a general overview on organizations' need for sustainability management and the processes used to manage sustainability performance are explored. More in detail, a case study is discussed in class to explore the key managerial issues and organisational tensions that managers need to address while integrating sustainability aspects in business decision-making. In addition, real examples of sustainability management practices implemented by sport organisations are explored to identify the variety of measures taken by these organisations to embrace sustainability and debate about their effectiveness.

On day two, a specific focus on the most popular measurement and reporting practices for sustainability performances is conducted. This includes an overview of the mostly diffused reporting standards and the key indicators used by sport organisations to disclose publicly about the performance of their activities, as well as those used by event organisers to disclose about the outcomes achieved.



AGENDA

DAY 1

WEDNESDAY 31 MARCH

A broader view of (corporate) sustainability and a deep dive across sport organisations.

09:00 - 10:30	- Introduction to the seminar. - What is "sustainability" for organisations? A broader look at the concept of (corporate) sustainability. - The need for sport sustainability management.	G.B Derchi
11:00 - 12:30	How to achieve sustainability? A case study on sustainability management.	G.B Derchi
14:00 - 15:30	- Sustainable management practices in sport organisations: the case of Formula E. - Closing of Day 1	G.B Derchi Julia Pallé

DAY 2

THURSDAY 1 APRIL

Measuring and reporting sustainability performance.

09:00 - 10:30	- Sum up and intro to Day 2 - "What gets measured, gets managed!" Measuring and reporting sustainability performance.	G.B Derchi
11:00 - 12:30	Preparing and issuing a sustainability report.	G.B Derchi
14:00 - 15:30	- Sustainability reporting in international sport federations. - Closing of the seminar	G.B Derchi Andrea Maschietto

OBJECTIVES

The objectives of the seminar are manifold. First, participants will access to a comprehensive and critical review of organisations' interpretation of social responsibility and sustainability issues as well as the need to manage social and environmental performances. **Second,** participants will develop a sound understanding and appreciation of the risks and opportunities for both corporations and sport organisations associated with the use of social and environmental information in decision-making. **Third,** they will get acknowledge about the different managerial practices designed by companies and sport organisations to integrate sustainability aspects in organizational processes and foster sustainability strategy execution. **Fourth,** they will discover the growing interests of market participants, as well as policy makers in sustainability management and focus on the need as well as the consequences of accurate sustainability performance measurement and informative reporting systems. **Finally,** the seminar aims to motivate participants to share in class their opinions and constructively discuss the use of sustainability measurement and reporting in international sport organisations.

After completing this seminar, participants are expected to have a more comprehensive knowledge of sustainability management practices and to be encouraged to promote an effective use of social and environmental information within sport organisations.

KEY LEARNINGS

- To understand the concept of sustainability for corporations and sport organisations.
- To understand organisations' need for sustainable management practices.
- To learn about the managerial complexity associated with integrating sustainability aspects in decision-making.
- To learn about the organisational processes and the management practices to implement a sustainability strategy effectively.
- To understand the importance and characteristics of accurate measuring and transparent reporting of organisational sustainability performances.
- To learn about the state-of-the-art of sustainability reporting system in international sport federation.



WHY SHOULD I ATTEND?

You will have access to a comprehensive and critical review of organisations' interpretation of social responsibility and sustainability issues and the need to manage social and environmental performances.

You will develop a sound understanding and appreciation of the risks and opportunities for corporations and sport organisations associated with the use of social and environmental information in decision-making.

You will get acknowledge about the different managerial practices designed by companies to integrate sustainability information in organizational processes and foster sustainability execution.

You will discover the growing interests of market participants, as well as policy makers in sustainability management and focus on the need as well as the consequences of accurate sustainability performance measurement and informative reporting systems.

WHO SHOULD ATTEND?

Managers of sport organisations and business leaders seeking to broaden their understanding of how to foster the implementation of their organisation's sustainability strategy.

Policymakers seeking more comprehensive knowledge of how sport organisations may become more sustainable.

WHAT SHOULD I PREPARE?

Participants will focus on the most popular measurement and reporting practices for sustainability performances during the second day. Therefore, they will be provided with a list of mandatory readings before the course to secure a practical class discussion.

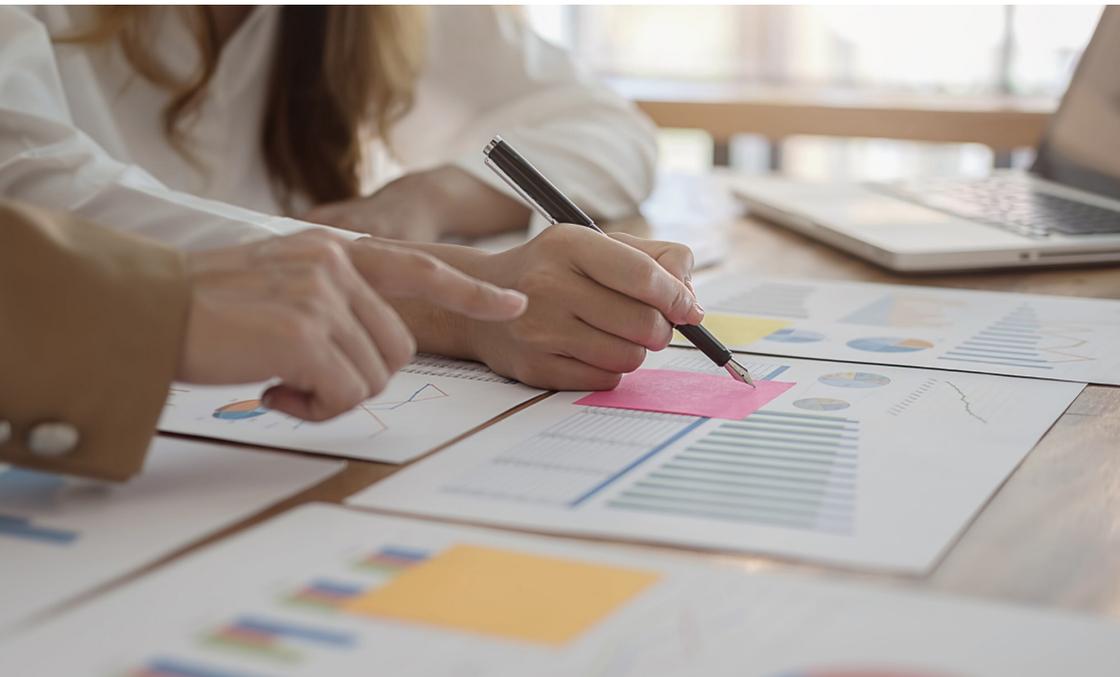
HOW DO I ATTEND?

Register online : www.aists.org/sseopen
Fee : CHF 480

IFs, NFs & NOC Discount: Employees of International and National Sports Federations and National Olympic Committees receive a discount of 10%. Contact us at info@aists.org to receive a promo code.

CONTACT US

✉ Email info@aists.org for further information.



COURSE LEADER



Giovanni-Battista DERCHI

*Assistant Professor of Management Control
at EHL Group*

Giovanni-Battista Derchi is Assistant Professor of Management Control at EHL. He obtained a PhD in Management from HEC Lausanne and a Degree in Business Administration from Bocconi University. He is also visiting lecturer of advanced management accounting and strategic control at HEC Lausanne and SDA Bocconi School of Management. Dr Derchi is a Scientific Advisor and member of the Scientific Committee of the AISTS.

His research interests are in the fields of performance evaluation, incentives and compensation systems, measurement and reporting of social and environmental performance, planning and budgeting systems. More specifically, he seeks to understand whether, how, and the extent to which organizations design effective management practices to implement sustainability strategies. His academic studies evolve around three main themes:

- Understanding the multiple factors affecting organizations to integrate social and environmental aspects into their planning and control systems;
- Evaluating the effect of using social and environmental information in control systems;
- Measurement of social and environmental performance and impact evaluation. Dr. Derchi publishes in top-tier peer-reviewed academic journals like the Journal of Business Ethics as well as practical reports assessing the economic impact of international sport federations and large sport events.

GUEST SPEAKERS



Julia Pallé

*Sustainability Director
at ABB FIA Formula E Championship*

She certified the championship “net zero” being the first sports in the world to achieve this since inception after having achieved “sustainable events” certification (ISO 20121 third party) making it the first ever motorsport series to achieve this prestigious standard together with a renewed three stars level for FIA’s Environmental Management system. Formula E’s mission is to push elective vehicle adoption globally to improve air quality in city centres and contribute in fighting climate change.



Andrea Maschietto

*Sustainability Manager
at Juventus FC*

He is a sustainability practitioner with previous experience in the consultancy and industrial sector. He joined the club in 2017 and together with its team, he is developing and implementing the sustainability journey of Juventus as a football company.

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