



#MakingSportSustainable

The GAMES Final Conference

Tuesday 10 December

Malmö Arena Hotel, Hyllie Boulevard 12, 215 32 Malmö | Join us in person or online

Explore the intersection of sport and sustainability at the Malmö Arena, where experts from the GAMES Erasmus+ funded project, along with invited guests, will discuss strategies for reducing the carbon footprint of sports through improved governance and operational practices.

Launched in June 2022, the GAMES project has been working to help three key sports – floorball, biathlon and athletics – implement sustainable practices and minimise their environmental impact.

Join us at this final conference to discover the outcomes of this pioneering initiative and learn about the tangible results achieved.

Conference agenda

Welcome to the conference (9:00-9:20)

- Matthew Campelli (Touchline)
- Karin Mårtensson (Malmö Arena)

Decarbonising sport – the results of the GAMES project (9:20-9:45)

- Tiberio Daddi (Sant'Anna School of Advanced Studies)

Organising sports events more sustainably (9:45-10:30)

- Amanda Emet (Men's World Floorball Championships Malmö 2024)
- Ola Ohlson (Greentime)
- Bob Ramsak (World Athletics)

Advancing sustainability in sport through EU funding (10:30-11:15)

- Alessio Novi (Sant'Anna School of Advanced Studies)
- Magdalena Nour (Malmö FF)
- Karin Book (Malmö University)

Networking break (11:15-11:45)

Engaging sports fans in sustainability (11:45-12:10)

- Riikka Rakic (International Biathlon Union)

The role of floorball in the GAMES project (12:10-12:35)

- Tero Kalsta (International Floorball Federation)

Key takeaways and closing the conference (12:35-12:45)

- Matthew Campelli (Touchline)

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Conference speakers



Karin Mårtensson is the managing director of the Malmö Arena, the venue that will host the Men's World Floorball Championships 2024. Opened in 2008 and with a capacity of up to 13,000 for sports events, the Malmö Arena has a sustainability policy that focuses on climate-smart, energy-efficient solutions, conserving finite resources, avoiding hazardous substances and reducing emissions to air and water.



Tiberio Daddi is an Associate Professor at Sant'Anna School of Advanced Studies, specialising in sustainability, circular economy and environmental management, coordinating EU projects, publishing extensively and teaching PhD and Masters courses.



Magdalena Nour, head of sustainability at Malmö FF, brings 25 years of experience in business development, change management and sustainability. She is a certified impact auditor and an IOC athlete career coach.



Amanda Emet is the coordinator and sustainability officer for the 2024 Floorball World Championship in Sweden, with expertise in marketing, sustainability and strategic communication, currently pursuing a Master's in Strategic Communication.



Karin Book, a senior lecturer in sport science with a PhD in human geography, specialises in urban development, spatial issues in sport, and leads research on sports management, equality and school transitions. He is also involved in an Erasmus+ project on sustainable sport management and another on change readiness in grassroots sport organisations.



Ola Ohlson has a background in sustainable meetings and travel within travel agencies and in companies for many years and is certified in sustainable tourism through GSTC (Global Sustainable Tourism Council). Greentime assists organisers in implementing sustainable practices. This is achieved through our planning tool at Greentime and our certification Sustainable Event.



Riikka Rakic, head of strategy, sustainability and governance at the International Biathlon Union (IBU), oversees the IBU's Target 26 and Target 2030 strategies, with over 15 years of snow sports industry experience.



Bob Ramsak is the head of sustainability at World Athletics, overseeing climate initiatives and the Athlete Refugee Team programme, with a background in journalism, advocacy and a lifelong passion for track and field.



Tero Kalsta is the manager of sales & sustainability at the International Floorball Federation, and has more than 15 years of experience in account management, strategy execution and team leadership.



Alessio Novi, is a researcher with a PhD in Innovation and Sustainability Management at Sant'Anna School of Advanced Studies. He is part of several European projects on sports sustainability management.



Matthew Campelli is the sustainability partner at Touchline and managing director of Touchline Earth, an agency that specialises in sustainability and sport.