

# Sport for the Environment: From Awareness to Investment Online

29 June 2026, 14:00–16:00  
CEST



## 01 WELCOME & INTRODUCTION

14:00 – 14:05

**BAX INNOVATION | REWET | LISA WIATSKHA**

Welcome and introduction to the REWET Innovation Observatory's fourth online event and framing the link between the \$2.3 trillion sport economy and ecosystem health.

- Why sport and nature restoration are interconnected
- Key outcomes and takeaways for participants

## 02 PROMOTING SUSTAINABLE SOLUTIONS THROUGH SPORT

14:05 – 14:20

**UNEP | GLOBAL PEATLANDS INITIATIVE | PATRICK SCHEEL**

Keynote on the UNEA resolution promoting sustainable solutions through sport, exploring its origins and significance for the sport-for-nature global agenda, the role of international bodies in advancing environmental action, and how sport can help mobilise awareness, partnerships, and investment for nature conservation and restoration.

- Background of the UNEA resolution and what it signals for policy and the sport sector
- Role of sport and individuals in raising awareness and mobilising action for nature conservation and restoration

## 03 SPORT IN ACTION

14:20 – 14:50

**IUCN | SPORTS4NATURE INITIATIVE | JANA JANOTOVA**

- Perspectives on sport's dependence on healthy ecosystems, the environmental impacts of sport activities, and opportunities to integrate biodiversity and restoration into governance and operations.



## 03 Green Trail Concept, Conservation, and Community Stewardship in Trail Running

14:50 – 15:10

KILIAN JORNET FOUNDATION | LAURA VIÑALS ROTELLAR

This session introduces the Green Trail Concept, exploring how outdoor sports events can transition from impact mitigation to drivers of positive ecological and social change. The presentation balances the challenge of recreational use against long-term conservation and highlights the critical role of community stewardship in preserving natural environments.

- Transforming trail running events to reduce their ecological footprint and improve social and economic impact.
- Strategies for managing visitor pressure, protecting biodiversity, and ensuring natural areas remain resilient for future generations.
- Engaging outdoor sports communities, organizers, and participants in active leadership for environmental preservation.

## 04 SPOTLIGHT: REGENERATION IN ACTION

15:10 – 15:30

PIONEERS OF OUR TIME | MUGA VALLEY PROJECT (TBC)

- Presentation on showcasing a holistic, systems-thinking approach to nature restoration as essential infrastructure, providing a model for large-scale, replicable solutions in the EU.

## 05 REWET AGORA: Advancing Collaboration Between Sport and Nature

15:30 – 15:55

ACTION PLANNING & Q&A SESSION

Collaborative interactive session linking sport, funding, and restoration

- Co-develop a collaborative Nature & Sport Challenge strategy
- Identify actionable steps for sport-funded restoration investment

## 06 CLOSING

15:55 – 16:00

KEY TAKEAWAYS AND OPPORTUNITIES FOR COLLABORATION

Closing remarks summarising key insights from the session and where collaboration goes from here.

- Priorities identified across sport, science, business, and policy
- Next steps for collaboration and follow-up actions