

DOHA
GOALS FORUM

Gathering Of All Leaders in Sport

by ASPIRE

PROGRAM

DECEMBER 10-12, 2012

Aspire Zone Foundation, Doha, Qatar



PRODUCED BY

Richard Attias & Associates

DECEMBER 10-12, 2012 PROGRAM

Aspire Zone Foundation, Doha, Qatar

INTRODUCING DOHA GOALS

Today, there are too many barriers that divide us but sport is the one unifying force. With influence over global economies, politics, and local communities, sport is a tool for promoting peace, social unity, and cultural tolerance while inspiring ideals and promoting a better lifestyle. Doha GOALS has been created as the premier platform for world leaders to advance social initiatives through sport.

Sport is in Qatar's DNA: from investments in top clubs to grassroots programs, and state-of-the-art athletic venues to cutting-edge sport medicine facilities. Rather than acting as a conference where ideas are traded but rarely enacted Doha GOALS is an initiative with the express intent of empowering stakeholders to create a roadmap for social improvement through sport, and launch cross-border initiatives.

DAY 1 MONDAY, DECEMBER 10

09:00

REGISTRATION OPENS

Aspire Dome

Morning:

DOHA GOALS FOOTBALL CHALLENGE (details to be announced)

Parallel tournaments for students and for participants

This first initiative of the Doha GOALS community is the Student Ambassador Program: 400 high school and university students in 40 countries have been selected for athletic, academic and community skills, and will join Doha GOALS to represent the voice of the next generation. Many of them will take place in an informal football tournament, alongside a parallel tournament for participants.

16:00 – 18:00 **COMMUNITY**

POWER INTRODUCTION: CREATING THE DOHA GOALS COMMUNITY

Aspire Ballroom, Torch Hotel (open to all participants)

This opening “power introduction” session will enable participants to **meet one another**, have **a chance to network**, but also discuss the issues that they deem important, and play a part in shaping the discussions of the Forum. Participants will **work in groups**, aided by our proprietary brainstorming methodology, and will take the first big step in building the Doha GOALS community. Topics that could be discussed: innovations in healthcare and treatment,

encouraging more ‘equal’ participation in sports perceived as elitist, racism, levels of competition, supporting grass-root clubs, youth training schemes, making sport more appealing to sponsors and so on.

Introduced by **Richard Attias**, Executive Producer, Doha GOALS and Executive Chairman, Richard Attias and Associates

Facilitated by **Doug Solomon**, IDEO Fellow

16:15 – 18:15 **THINKTANK 1: REINVENTING THE NGO**

Madar Room, Torch Hotel

Closed session, by invitation only

During the Forum, we will host two thinktanks designed to bring together a small group of industry leaders to focus on creating a vision for the future, and to challenge conventional thinking. To facilitate the free exchange of ideas among peers, the thinktanks will be shaped by a “provocateur” to encourage participants to explore new possibilities. Both taskforces will report back to participants on the discussions, and their conclusions will form part of the Doha GOALS roadmap.

Reinventing the NGO: this thinktank will brainstorm how non-profits can adapt their approach and corporate structure to maximise their reach, effectiveness, and bottom line.

Introduced by **Richard Attias**, Executive Producer, Doha GOALS and Executive Chairman, Richard Attias and Associates

and **Kirstie Hepburn**, Program Director, Doha GOALS

- **Iñigo Arenillas**, Head of International Projects in Africa and Middle East, Real Madrid Foundation
- **Wesley Chirchir**, CEO, Kenya Community Sports Foundation
- **Martin Davidson**, Chief Executive, British Council
- **David Duke**, Founder & CEO, Street Soccer Scotland
- **Fred Engh**, Founder & President, International Alliance for Youth Sports
- **Jakob Lund**, Founder, Play31
- **Johann Koss**, CEO, Right to Play
- **Tegla Loroupe**, UNICEF Goodwill Ambassador, Champion, Marathon Runner, and Founder, Tegla Loroupe Peace Foundation
- **Jonathan Sinivassane**, Director India and Middle East region, International Investment Promotion, Paris Développement
- **Claudia Solanes**, Coordinator Master in Sport for Social Coexistence and Conflict Resolution, UNESCO-FFCB-UOC Chair
- **Matt Winkler**, Associate Dean, Sports Industry Management, Georgetown University
- **Mel Young**, Co-founder and President, Homeless World Cup

Facilitated by: **Kevin Carroll**, Founder and CEO, Kevin Carroll Katalyst

19.30 WELCOME RECEPTION

Aspire Ballroom, Torch Hotel (open to all participants)

This is the opening social event of Doha GOALS and is the launch of the Doha GOALS community. Gathering together to socialise and swap ideas, this community of sporting champions, policymakers, corporate heads and NGOs will create a vibrant group of interested parties, coming together to share existing ideas and best practice, and create new solutions.

DAY 2 TUESDAY, DECEMBER 11 Aspire Zone Foundation, Doha, Qatar

09:00 – 10:00 OFFICIAL OPENING

Plenary Hall

OPENING SPEECHES

H.E. Sheikh Faisal Al-Thani, Executive Director, Doha GOALS

Presentation of the Doha GOALS Forum: **Richard Attias**, Executive Producer, Doha GOALS and Executive Chairman, Richard Attias and Associates

SPECIAL REMARKS

His Excellency Ali Bongo Ondimba, President, Gabonese Republic

Eric Shanks, Co-President and COO, Fox Sports Media Group

THE PRESIDENTIAL CHALLENGE

Nicolas Sarkozy, President of the French Republic, 2007 - 2012

Sepp Blatter, President of FIFA

IN CONVERSATION

Lord Coe, Chairman of the London Organizing Committee for the Olympic Games and Olympic Champion

Interviewed by: **Nik Gowing**, International Journalist and Broadcaster

FORMAL OPENING OF THE INAUGURAL DOHA GOALS FORUM 2012

His Highness Sheikh Hamad bin Khalifa Al-Thani
The Emir of Qatar

10.00 – 10.35 **BREAK**

10:35 – 11:00 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

- **Carl Lewis**, Sportsman of the Century (IOC), Olympic Champion, Track & Field
- **Marie-José Pérec**, triple Olympic Champion, track & field

Interviewed by: **Sade Baderinwa**, Anchor, WABC-TV

11:00 – 12:00 **CHANGE**

Plenary Hall

PLENARY: HOW CAN SPORT BE AN AGENT OF CHANGE FOR SOCIETY?

Sport demands investment, infrastructure and management and is one of the pillars of economic growth, especially in developing nations.

- But does it benefit communities at the grass roots, in wealthy and impoverished areas?
- Or is it just a luxury?
- How can we measure its benefit to society?
- How can sport play a part in social progress, and inclusion of minority groups, including the physically impaired?

- **H.E. Sheikh Hamad bin Jabor bin Jassim Al-Thani**, President, Qatar Statistics Authority
- **Sir Philip Craven**, President, International Paralympic Committee (IPC)
- **Nawal El Moutawakel**, Vice President, IOC
- **Johann Koss**, CEO, Right to Play
- **Wilfried Lemke**, UN Special Advisor on Sport for Development and Peace

Moderated by: **Nik Gowing**, International Journalist and Broadcaster

12:00 – 12:20 **STAYING IN TOP GEAR**

Plenary Hall

Two of the greatest motorsport champions of recent years discuss what inspires them to continue to push the boundaries. Sebastien Loeb has a record nine world rally titles; his teammate at Citroen, Nasser Al-Attiyah, has won the Dakar rally, but also won Olympic bronze this summer in the shooting.

- **Nasser Al-Attiyah**, winner of the Dakar Rally and world rally contender, Citroen, and Olympic bronze medallist, clay pigeon shooting.
- **Sebastien Loeb**, nine-time world rally champion, Citroen

Moderated by: **Pedro Pinto**, Anchor, CNN World Sport

12:25 – 13:00 **DISCUSSION**

Formula One is the most elite sport in the world: open to few, but followed by many. How can its teams and administrators play a role in keeping the sport relevant? And how can they promote and develop the other, less commercial, areas of motorsport?

- **Jean Todt**, President, FIA

interviewed by: **Nik Gowing**, International Journalist and Broadcaster

followed by:

Every year, 1.3 million people are killed on roads and another 50 million are injured. Following the UN General Assembly's declaration of a Decade of Action for Road Safety (2011-2020), the FIA has developed a 10-year international action plan, supported by industry leaders including Williams F1. This landmark resolution has a target of saving five million lives over the decade.

- **Jean Todt**, President, FIA

- **Sir Frank Williams**, Team Principal, Williams F1

- **Michelle Yeoh**, Global Road Safety Ambassador, FIA

Moderated by: **Nik Gowing**, International Journalist and Broadcaster

13.00 - 14.30 **LUNCH** *Aspire Dome*

14:30 – 16:00 **TASKFORCES ROUND 1 – IDEATION**

Supported by Wharton Sports Business Initiative (WSBI)

Doha GOALS Taskforces are highly interactive small group discussions that will focus on defining tangible opportunities and solutions. Each Taskforce will produce a plan of action to guide the next steps that participants and their respective organizations can take to ensure success in the near and longer-term.

Our expert moderators will direct participants in small groups to identify the greatest opportunities and challenges the topic presents. Each taskforce will be introduced by a short panel discussion on the topic. Moderators will be actively involved in sparking and guiding the discussion, while participants enter their ideas on iPads or tablets, and then these ideas are disseminated into themes and trends in real time by our Theme Team. Each session will close with a panel discussion on the findings, and an electronic vote on the best course of action by the participants. The first round of taskforces, **IDEATION**, is designed to stimulate the taskforces to generate a flood of ideas and challenge pre-conceptions – to brainstorm with no restrictions.

The Wharton Sports Business Initiative (WSBI) is a partnership among top level business leaders, Wharton faculty and students that generates and disseminates knowledge about the sports industry through educational programs, strategic corporate partnerships, high-level student consulting assignments, global forums, and research. The Wharton Sports Business Initiative is a research and executive education focused "think tank."

Please note: the four selected topics were those identified by the Pre-Forum in January. Participants will brainstorm in these groups through the Forum, to define clear actions to address some of the challenges and opportunities. Brainstorming will be in two stages: IDEATION and IMPLEMENTATION as an initiative.

TASKFORCE 1 *Volleyball Court*

HOW CAN FEDERATIONS AND SPORTING GOVERNING BODIES ACHIEVE MORE?

This taskforce will focus on the role that federations and sporting governing bodies (at the corporate, federation and national level) can play in creating sports structures that run efficiently, with transparency and cost-effectiveness.

- To what standards must international federations be held accountable?
- How can we encourage best practice in private sporting entities?
- What are the biggest challenges and opportunities? (Possible solutions will be brainstormed the following day)

Analysis:

- **Kelly Fairweather**, CEO, International Hockey Federation
- **Victor Grove**, Senior Vice President, Training, PrivatAir
- **Ayman Jada**, Consultant, Al Jazeera Sports Channel
- **Elynah Shiveka**, Vice Chairperson, Kenya Hockey Union, and broadcast journalist
- **Christian Voigt**, Senior Head of Global Sports Marketing, Sports Licensing & Sports Law, PUMA International Division, PUMA North America Inc.

Led in discussion by: **Kenneth Shropshire**, Director, WSBI

TASKFORCE 2 *Gymnasium*

HOW DO WE ENCOURAGE MORE WOMEN AND GIRLS TO PARTICIPATE IN SPORT?

This taskforce will consider successful models of giving females a platform to be leaders and role models through sport.

- How can communities – including in the Arab world – facilitate the integration of women through their participation in sport?
- How effective are mandates?
- What socio-economic benefits arise from increased female participation in sport?
- What are the biggest challenges and opportunities? (Possible solutions will be brainstormed the following day)

Analysis:

- **Donna de Varona**, executive board member, Special Olympics, member of the International Olympic Committee Women and Sports Commission, and Olympic champion swimmer
- **Fatou Gaye**, committee member, FIFA, and international referee
- **Nancy Hogshead-Makar**, Professor of Law, Florida Coastal School of Law, Senior Director of Advocacy, Women's Sports Foundation, and Olympic champion
- **Catherine Mabwi**, Head Coach of The Talent Academy Volleyball Team, Kenya
- **Margaret Talbot**, President, International Council of Sport Science and Physical Education (ICSSPE)
 - **Travis Tygart**, President, US Anti Doping Agency
 - **Nada Zeidan**, first female GCC rally driver and archer in two Asian Games

Led in discussion by: - **Mori Taheripour**, Senior Advisor, Sport for Development, USAID, and Affiliated Faculty Member, WSBI

TASKFORCE 3 *Handball Court*

HOW DO WE USE SPORTS TO ALLEVIATE SOCIAL CHALLENGES FACING CHILDREN AND YOUNG ADULTS?

It has been proven that participation in sport in childhood significantly reduces the likelihood of social problems in adults and promotes physical and mental wellbeing.

- How can we integrate the practice of sport, and the qualities it develops, in schools and in the community?
- How can we develop sport in the lowest-income areas?
- How do we measure and track the transformative power of sport in this area?
- What are the biggest challenges and opportunities? (Possible solutions will be brainstormed the following day)

Analysis:

- **H.E. Dr. Abdulla Al-Thani**, Vice-President, Education, Qatar Foundation
- **Wesley Chirchir**, CEO, Kenya Community Sports Foundation
- **Sir Philip Craven**, President, International Paralympic Committee (IPC)
- **Tegla Loroupe**, UNICEF Goodwill Ambassador, Champion Marathon Runner, Founder of the Tegla Loroupe Peace Foundation
- **Jakob Lund**, Founder, Play31
- **Carsten Schmidt**, Director, Sky Foundation & Chief Officer Sports, Sky Deutschland
- **Mel Young**, Co-founder and President, Homeless World Cup

Led in discussion by **Derrick Heggans**, Managing Director, WSBI

TASKFORCE 4 *Basketball Court*

HOW CAN WE IMPROVE THE BALANCE SHEET FOR SPORT?

This taskforce will look at ways to increase the profitability of sports, and to increase its value as a strategic option for businesses looking to use sport as a marketing platform.

- How can we maximise the income derived from coverage rights and ticket sales without sports becoming more elitist?
- What roles do national organisations and national broadcasters play in protecting access to sports for all?
- What is the future of corporate sponsorship?
- How can we create new business opportunities and financing models?
- What are the biggest challenges and opportunities? (Possible solutions will be brainstormed the following day)

Analysis:

- **Hassan Al-Thawadi**, Secretary General, Qatar 2022 Supreme Committee
 - **Alex Burns**, CEO, Williams F1
 - **Simon Chadwick**, Professor of Sport Business Strategy and Marketing, Coventry University
 - **Diamil Faye**, President and CEO, JAPPO Events and Sports Management Co
 - **Marcus Pfisterer**, Director Qatar, gmp international GmbH architects and engineers
- Led in discussion by **Scott Rosner**, Associate Director, WSBI

THINKTANK 2: REINVENTING THE OLYMPICS *Location to be announced**Closed session, by invitation only*

During the Forum, we will host two thinktanks designed to bring together a small group of industry leaders to focus on creating a vision for the future, and to challenge conventional thinking. To facilitate the free exchange of ideas among peers, the thinktanks will be shaped by a “provocateur” to encourage participants to explore new possibilities. Both taskforces will report back to participants on the discussions, and their conclusions will form part of the Doha GOALS roadmap.

Reinventing the Olympics: IOC members and executives host countries of large events such as the FIFA World Cup and the Olympics will brainstorm how they feel global gatherings can incorporate new opportunities, and how host cities can share best practices.

- **H.E. Sheikh Saoud bin Abdulrahman Al-Thani**, Secretary General of the Qatar Olympic Committee
- **Lord Coe**, Chairman of the London Organizing Committee for the Olympic Games and former Olympic Champion
- **Deedee Corradini**, President, International Women’s Forum and former Mayor of Salt Lake City
- **Martin Davidson**, Chief Executive, British Council
- **Guy Drut**, member of the IOC’s Evaluation Commission for Rio 2016, and former Minister of Youth Affairs and Sports, France
- **Wei Du**, Chairman of Beijing Bel Ao Group and Vice President, Beijing Olympic Economy Research Association
- **Jonathan Edwards**, Chair of the Athletes’ Committee, London 2012, and world record holder, triple jump
- **Rene Fasel**, President, International Ice Hockey Federation
- **Essar Gabriel**, General Secretary, IAAF and former head of the Youth Olympic Games
- **Bin Hou**, Triple Paralympic champion in high jump
- **Nick Keller**, Founder, Beyond Sport
- **Lassana Palenfo**, President, Association of National Olympic Committees of Africa (ANOCA) and IOC Honorary Member
- **Hugh Robertson**, Minister for Sport, Olympic Legacy and Tourism, UK
- **Claude Ruibal**, Head of Sports, Google and YouTube
- **Jim Sloman**, Chief Operating Officer, Sydney 2000

Facilitated by: **Stephen A. Greyser**, Richard P Chapman Professor Emeritus, Harvard Business School, with **Doug Solomon**, IDEO Fellow

16.00 – 16.30 BREAK

16.30 – 16:45 **SOUTH AFRICA** *Plenary Hall*

TIME OUT: CHANGING MINDSETS: THE SOUTH AFRICAN EXAMPLE

Francois Pienaar, captain of the Rugby World Cup-winning Springboks team and the inspiration for the film *Invictus*

Interviewed by: **Lesley Visser**, Hall of Fame Sportscaster, CBS

16:45 – 17.15 **OLYMPICS**

THINKTANK FINDINGS: REINVENTING THE OLYMPICS

Exclusively, IOC members and executives from past and future host cities present the findings of the thinktank and how they feel global gatherings such as the Olympics must change to remain relevant, including a presentation on the *Save The Dream* initiative by Qatar Olympic Committee and ICSS.

- **H.E. Sheikh Saoud bin Abdulrahman Al-Thani**, Secretary General of the Qatar Olympic Committee
- **Lord Coe**, Chairman of the London Organizing Committee for the Olympic Games and former Olympic Champion
- **Guy Drut**, member of the IOC's Evaluation Commission for Rio 2016, and former Minister of Youth Affairs and Sports, France
- **Hugh Robertson**, Minister for Sport, Olympic Legacy and Tourism, UK

Moderated by: **Lesley Visser**, Hall of Fame Sportscaster, CBS

17:15 – 18:00 **MONEY**

DEBATE: IS THE PURSUIT OF MONEY KILLING SPORT OR CAN MONEY BUY SUCCESS?

Ever-increasing ticket prices are shutting out many of the fans, while wages in sports are spiraling as club owners plough money into buying players – yet may not see the return on investment.

- Bonanza sponsorship deals and rights negotiations benefit those at the top of the pyramid, but is enough investment being made in grass-root sports?
- What efforts are being made to counter corruption in sport?
- Are we likely to see a public backlash, and how can we protect the core values of sport – fair and honest competition?
- How can we protect the existence of amateur competition and athletes?

- **Hassan Al-Thawadi**, Secretary General, Qatar 2022 Supreme Committee
- **Philippe Blatter**, CEO & President, InFront Sports
- **Javier Faus**, SVP Finance, FC Barcelona
- **G. William Hunter**, Executive Director, National Basketball Players Association

- **Dan Jones**, Partner, Deloitte

- **Wen Wang**, Chairman, Holyland Sports Corporation

Moderated by: **Nik Gowing**, International Journalist and Broadcaster

18:00 – 18.45 **INVESTMENT**

DEBATE: WHERE IS THE SMART INVESTMENT GOING IN SPORT, AT A LOCAL, FEDERAL AND GLOBAL LEVEL?

Estimated annual spending on sports is currently between €350 billion and €450 billion and growing, sport hasn't been hit as badly by the economic downturn as other leisure activities.

- How can we bridge the gap between the revenue of premier teams and sports, and that of lower-level team?
- How can we stimulate spending throughout sport to ensure the survival of grass-roots sports and clubs?
- What role can private equity play in this, and what should governments do to secure funding?

- **Cecilia Attias**, Founder, Cecilia Attias Foundation for Women

- **Jean-Jacques Bouya**, Minister for Spatial Planning and Delegate-General for Major Projects, Republic of the Congo

- **Lord Mandelson**, Chairman, Global Counsel LLP

- **Eric Shanks**, Co-President and COO, Fox Sports Media Group

- **Frédéric Thiriez**, President, French Football League

Moderated by: **Nik Gowing**, International Journalist and Broadcaster

19.45 **RECEPTION AND OFFICIAL DINNER**

Katara Hall, Cultural Village

Featuring a presentation by **Nadia Jacoby**, Vice President of Paris 1 Panthéon-Sorbonne University, to present the University and its activities in the field of sports, and a presentation by **Laurent Vidal**, Chairman of the Sorbonne-ICSS Research Program on Sport Integrity, of the research programme.

** buses will leave for the official dinner from Aspire Zone Dome straight after the last session.*

DAY 3 WEDNESDAY, DECEMBER 12 Aspire Zone Foundation

9.00 – 9.05 *Plenary Hall*

OPENING SPEECH

- **Hilal Al Kuwari**, President, Aspire Zone Foundation

9.05 – 9.25

TIME OUT

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

- **Mark Spitz**, multiple Olympic champion, swimming

- **Ian Thorpe**, multiple Olympic champion, swimming

Interviewed by: **Sade Baderinwa**, Anchor, WABC-TV

9.25 – 10.35 **LEGACY**

PLENARY: BRANDING AND LEGACY

After hosting a global gathering like the Olympics or the FIFA World Cup, how can a city and country use that investment to develop a legacy that will last for a generation or more?

- What is the social and business impact of hosting a major event?
- How have nations and cities used sport as a driver of tourism and of economic growth?
- What lessons can be learned, and what knowledge transferred, between host cities?
- How can we measure the success of a legacy “campaign”?
- What concrete examples do we have of mindsets being changed through sport?
- How do we evaluate intangible goals, such as better awareness of disability, and other benefits to society?

- **H.E. Sheikh Saoud Bin Abdulrahman Al-Thani** Secretary General of the Qatar Olympic Committee

- **Boutros Boutros**, SVP, Emirates Airlines

- **Stephen A. Greyser**, Richard P Chapman Professor Emeritus, Harvard Business School

- **Deedee Corradini**, President, International Women’s Forum and former Mayor of Salt Lake City

- **Bin Hou**, triple Paralympic champion, high jump

- **Jim Sloman**, Chief Operating Officer, Sydney 2000

Moderated by: **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS

10.35 – 11.00 **BREAK**

11.00 – 12.30 TASKFORCES ROUND 2: IMPLEMENTATION

Supported by Wharton Sports Business Initiative (WSBI)

The previous day's taskforces will produce a list of the biggest challenges in each area. Today's second round of taskforces, **IMPLEMENTATION**, has been designed to come up with solutions to some of those challenges, which will be selected at the end of the previous taskforce through a vote.

TASKFORCE 1 *Volleyball Court***HOW CAN FEDERATIONS AND SPORTING GOVERNING BODIES ACHIEVE MORE?**

This taskforce will focus on the role that federations and sporting governing bodies (at the corporate, federation and national level) can play in creating sports structures that run efficiently, with transparency and cost-effectiveness.

- Session output: roadmap of solutions

Analysis:

- **Stéphane Bermon**, Sports Physician and Exercise Physiologist at the Monaco Institute of Sports Medicine and Surgery
- **Jean-Jacques Bertrand**, Lawyer, FIFPRO (World Football Players Association)
- **Bertrand Moingeon**, Professor of Strategic Management and Deputy Dean, HEC Paris
- **Lassana Palenfo**, President, Association of National Olympic Committees of Africa (ANOCA) and IOC Honorary Member
- **Christopher Ramsey**, CEO, USA Water Polo

Led in discussion by **Kenneth Shropshire**, Director, WSBI

TASKFORCE 2 *Gymnasium***HOW DO WE ENCOURAGE MORE WOMEN AND GIRLS TO PARTICIPATE IN SPORT?**

This taskforce will consider successful models of giving females a platform to be leaders and role models through sport.

- Session output: roadmap of solutions

Analysis:

- **Beth Brooke**, Global Vice Chair of Public Policy, Ernst & Young
- **Nawal El Moutawakel**, Vice President, IOC
- **Elana Meyer**, CEO, JAG Foundation and Olympic champion
- **Maud Fontenoy**, Spokeswoman of the Oceans for the Intergovernmental Oceanographic Commission of UNESCO
- **Kathleen Ann Stroia**, Senior Vice President, Sport Sciences, WTA

Led in discussion by **Mori Taheripour**, Senior Advisor, Sport for Development, USAID, and Affiliated Faculty Member, WSBI

TASKFORCE 3 *Handball Court*

HOW DO WE USE SPORTS TO ALLEVIATE SOCIAL CHALLENGES FACING CHILDREN AND YOUNG ADULTS?

It has been proven that participation in sport in childhood significantly reduces the likelihood of social problems in adults and promote physical and mental wellbeing.

- Session output: roadmap of solutions

Analysis:

- **Bernt Aasen**, Regional Director, Latin America and the Caribbean, UNICEF
 - **Iñigo Arenillas**, Head of International Projects in Africa and Middle East, Real Madrid Foundation
 - **David Duke**, Founder & CEO, Street Soccer Scotland
 - **Nancy Hogshead-Makar**, Professor of Law, Florida Coastal School of Law, Senior Director of Advocacy, Women's Sports Foundation
 - **Stephane Houdet**, world number one wheelchair tennis player
 - **Nick Keller**, Founder, Beyond Sport
 - **Nicholas Leong**, co-Founder, Kenyan Riders
 - **Zaid Mohseni**, Co-founder and COO, MOBY Group and co-founder, Afghan Premier League
 - **Mikael Silvestre**, French international footballer, and founder, Schools for Hope
- Led in discussion by: **Derrick Heggans**, Managing Director, WSBI

TASKFORCE 4 *Basketball Court*

HOW CAN WE IMPROVE THE BALANCE SHEET FOR SPORT?

This taskforce will look at ways to increase the profitability of sports, and to increase its value as a strategic option for businesses looking to use sport as a marketing platform.

- Session output: roadmap of solutions

Analysis:

- **Noora Al Mannai**, CEO, Enterprise Qatar and former CEO, Qatar 2020 bid
 - **Simon Chadwick**, Professor of Sport Business Strategy and Marketing, Coventry University
 - **Amy Millslagle**, Marketing Vice President, Olympic Operations, The Dow Chemicals Company
 - **Claude Ruibal**, Head of Sports YouTube/Google, Google
- Led in discussion by **Scott Rosner**, Associate Director, WSBI

12.30 – 14.00 LUNCH *Aspire Dome*

14.00 – 15.00 **ATHLETES** *Plenary Hall*

DEBATE: ATHLETES AS INDIVIDUALS: ARE WE DOING ENOUGH TO SUPPORT THEM?

How can we best support athletes to ensure they reach their full potential, and continue in their career for as long as possible? How do we protect young athletes, through media training and business awareness, to ensure they can play a role in their own careers, as well as assist retired athletes in retraining to take up a new career after their competition days are over?

- **Phil de Picciotto**, Founder and President, Octagon
- **Jonathan Edwards**, chair of the athletes' committee, London 2012, and world record holder, triple jump
- **Juwan Howard**, NBA player with Miami Heat, founder, Juwan Howard Foundation and winner, NBA Cares Community Assist Award
- **Ian Thorpe**, multiple Olympic champion, swimming, and broadcaster
- **Travis Tygart**, President, US Anti Doping Agency

Moderated by: **Pedro Pinto**, Anchor, CNN World Sport

15.00 – 15:45 **CORPORATIONS**

THE ROLE OF THE CORPORATIONS

Sport is increasingly part of a corporation's CSR programme, both for employees and into the community. Organisations discuss the role they give to sport on the business agenda.

- What role does sport have in a company's CSR programme?
- How are multinationals using their influence in the community to build the participation of sport?
- How can corporations balance commercial interest with community interests?

- . **Hitmi bin Ali Al-Hitmi**, Founder and Group Chairman, Barwa Real Estate Company
- **Pierre Blayau**, CEO, SNCF Geodis, and Chairman, Geodis
- **Michel Combes**, CEO, Europe, Vodafone
- **Daryl Jelinek**, General Manager, Olympics and Paralympics Games Team, Coca-Cola
- **Bernard Mariette**, President and CEO, Coalision
- **Amy Millslagle**, Marketing Vice President, Olympic Operations, The Dow Chemicals Company

Moderated by: Al Jazeera

15:45 – 16:00 **TIME OUT**

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Oscar Pistorius, record-breaking multiple Paralympian in athletics, and the first double amputee to compete in the Olympics

Interviewed by: **Lesley Visser**, Hall of Fame Sportscaster, CBS

16.00 – 16.30 **BREAK**

16.30 – 18:40 **CLOSING SESSION** *Plenary Hall*

16.30 – 17.45 **VALUES**

VALUES I: HOW DO WE PROTECT INTEGRITY IN SPORT?

Match-fixing, betting, corruption and doping – sport's image is constantly under threat. How can we improve sport's image, and protect the integrity of the people and institutions within?

- **Mireille Ballestrazzi**, President, Interpol
 - **Andy Cunningham**, Global Head of Integrity, Betfair
 - **Olivier Rabin**, Science Director, World Anti-Doping Agency
 - **Claudio Sulser**, Chairman of the Ethics Committee, FIFA
 - **Laurent Vidal**, Chairman, Sorbonne-ICSS Research Program on Ethics and Sport Integrity, Paris 1 Panthéon-Sorbonne University
- Moderated by: **Sade Baderinwa**, Anchor, WABC-TV

VALUES II: THE NEXT GENERATION

What role should sport should play in education and in the life of a young person?

- How can we take the values of sport (fair play, healthy competition, team work, focus) and integrate them into the youth of today?
- How do today's youngsters view sport?
- Do they believe it should be compulsory at school, and do they feel the benefits from those values?
- What role would they like government to take?
- And how do we support children and teenagers who were aspiring athletes but never succeeded in their goal? How can we ensure that investment in ambitious school sports programmes develops well-rounded individuals, as the reality is most students will not end up competing in high-level sports?

- **Bernt Aasen**, Regional Director, Latin America and the Caribbean, UNICEF
- **Fred Engh**, Founder & President, International Alliance for Youth Sports
- **Essar Gabriel**, General Secretary, IAAF and former head of the Youth Olympic Games
- **John Steele**, CEO, Youth Sport Trust and two of the Young Ambassadors, William Finnie and Abda Kazemi

Moderated by: **Sade Baderinwa**, Anchor, WABC-TV

17.45 – 17.55 **ROADMAP****REVEALING THE DOHA GOALS ROADMAP & INITIATIVES**

Discussion of the findings of the taskforces and brainstorming sessions, as well as commitments for action from participants, and the roadmap for the next 12 months until Doha GOALS 2013.

- Session output: The Doha GOALS Roadmap, which will incorporate recommendations from all four taskforces as well as plenary sessions and debates from the last 48 hours.
- This will also represent a Call to Action, to encourage participants to make commitments as to the steps they can take to deliver on the Roadmap's action points.

- **Sheikh Faisal bin Mubarak Al-Thani**, Executive Director, Doha GOALS

- **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS

17.55 – 18.45 **INSPIRATION****PART I: SPORTING INSPIRATIONS**

A head of state, a superstar athlete, and a group of students (one per continent) will discuss live on stage who are their sporting heroes and who inspires them to achieve more.

- **Carl Lewis**, Sportsman of the Century (I.O.C), Olympic Champion, Track & Field

- **Olusegun Obasanjo**, former President of Nigeria, Special Envoy for the U.N. and founder of the Olusegun Obasanjo Foundation

- **His Excellency Ali Bongo Ondimba**, President, Gabonese Republic

Moderated by: **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS

18:50

PART II: SPORTING CHALLENGE *Aspire horse track, outside the Aspire Dome*

In a world first, Doha GOALS Forum will host Sasol Qatar's Run Like the Wind race, featuring two very different sporting champions, Oscar Pistorius (the "Blade Runner") and an Arabian stallion. They are running against each other for the very first time as part of Sasol's Definitely Able campaign. A fitting end to the inaugural Doha GOALS Forum and an unmissable event!

19:00 **CLOSE**

The language of the conference is English; plenary sessions will have translation into Arabic, Chinese and French.