

LET'S BE BETTER

CHANGING THE CULTURE OF SPORT

- Leadership, diversity and gender in sport



At Hanaholmen Swedish-Finnish Cultural Centre, Espoo, Finland and online

PROGRAMME - TUESDAY, September 19th 2023

The seminar will be moderated by Antti Sahlström, Yle Urheilu

9:00-10:00 *Morning coffee and breakfast (on location)*

10:00 GRAND OPENING

Sandra Bergqvist, Minister of Youth, Sport and Physical Activity, Member of Parliament

Saara-Sofia Sirén, President of the National Council of Women of Finland

Susan Bridenstine, Public Affairs Officer at U.S. Embassy in Finland

Gunvor Kronman, CEO, Hanaholmen – Swedish-Finnish Cultural Centre

10:15 TOWARDS MORE GENDER EQUALITY IN SPORT – Transgender participation

Joanna Harper, researcher in transgender in sport and adviser to the IOC on matters of gender and sport

Sarah Townsend, Vice President of European Lesbian and Gay Sports Federation

Alex Oksanen, expert in transgender sport, former athlete

The discussion is led by **Gabriel Airaksinen**

10:45 SAFEGUARDING – Tackling harassment and abuse in sport

Dr Kari Fasting, professor emerita at the Department of Sport and Social Sciences, Norwegian School of Sport Sciences

Discussion

Taina Susiluoto, General Secretary of the Finnish Olympic Committee

Matti Heikkinen, Director, High Performance Unit, Finnish Olympic Committee

Teemu Japison, General Secretary of FINCIS (Finnish Center for Integrity in Sports)

The word of an athlete

Sini Pyy, Finnish Para Nordic skier

11:20-11:30 BREAK

11:30 INTRODUCTION TO MODERN LEADERSHIP – Leadership today and tomorrow

Janne Tienari, professor of management and organization at Hanken School of Economics in Helsinki

Discussion

Henrika Backlund, General Secretary of Finlands Svenska Idrott, Swedish Sportsorganisation in Finland

Sari Rautio, President of The Finnish Paralympic Committee

Stefan Bergh, President of the European Non-Governmental Sports Organisation (ENGSO)

The word of an athlete

Lotta Schelin, Swedish former professional footballer

12:30 LUNCH BREAK

13:30 DANCE SHOW

13:45 MEDIA COVERAGE

- How to improve diversity in sports coverage

Elsa Arapi, Senior Sports Rights Manager, Women in Sport Project Lead at EBU

Joose Palonen, Head of Sport, Yle

Filip Saxén, Chief of Sports Journalism, Hufvudstadsbladet

VIDEO CLIP

Heli Romu, Sports Coordinator at Finnish Deaf Sports Federation

14:15 U.S. EMBASSY IN FINLAND REPRESENTS SPORT CULTURE AND DIVERSITY ISSUES IN THE USA

"The Path Forward: Advancing Gender Equality through the Power of Sports"

Val Ackerman, Commissioner of the BIG EAST Conference, The founding President of the Women's National Basketball Association (WNBA)

14:50-15:00 CLOSING WORDS

Birgitta Kervinen, IOC Women and Sport World Trophy Winner

Terhi Heinilä, member of the EU High Level Group on Gender Equality in Sport 2021-2022

Henrika Backlund, General Secretary of Finlands Svenska Idrott, Swedish Sportsorganisation in Finland