



**INSTITUTE OF FINANCE
& TECHNOLOGY**

Green Pitch: New Frontiers for Sustainable Football Conference

31 May 2024

4:30pm - 6:30pm

UCL Main Campus, Gower St
London, WC1E 6BT

Reception with drinks and canapés to follow

Maheta Molango
CEO Professional
Footballers' Association

Michele Uva
Charles Fremont
Andrea Traverso

UEFA

Francesca Medda
Director of UCL IFT

Hector Bellerin
Pro footballer for Real Betis
and shareholder Forest Green
Rovers

David Wheeler
Pro footballer for Wycombe
and Sustainability
Champion

Katie Cross
CEO Pledgeball

Alessandro Belluzzo
Founding Partner,
Belluzzo Intl' Partners

Football associations, leagues, clubs, players, as well as football fans, are increasingly pledging to help strengthen global sustainability by reducing their own environmental impacts. At present, we are, however, at an important intersection. Football can either lead by example by influencing and contributing to this global environmental pledge, or it can become exposed to possible "green sport-washing," and thus in future potentially be blamed as a contributor to the climate crisis itself. Against this background, the conference will discuss from a variety of perspectives how football, with its global reach, size and social and cultural influence, can become a fundamental advocate and participant in climate sustainability.