



High Level Event and Peer Learning Activity

Economic and Social Impact of Sport

22 – 24 February 2026, Lipica - Slovenia

DRAFT PROGRAMME

Day 1, 22 February 2026

15:00 – 17:00 | Arrival and registration of participants, Hotel Maestoso, Lipica Stud farm

17:30 – 19:00 | Tour of the Lipica Stud Farm

19:30 | Cocktail reception and Dinner

Day 2, 23 February 2026

High-Level Event

Economic and Social Impact of Sport in the EU

9:00 – 10:00 | Registration and morning coffee

10:00 – 11:00 | High-Level Panel on Economic and Social Impacts of Sport in EU

Key aspects:

- Benefits of sport on different sectors of society – from education to economy
- Highlighting the positive effects of sport on economy and tourism: Slovenian example
- Recognizing the role of sport in EU policies

Keynote speakers:

- Mr Matjaž Han, Minister of Economy, Tourism and Sport of Republic of Slovenia
- Mr Glenn Micallef, European Commissioner for Sport (*tbc*)

11:00 – 11:30 | Press release and media activities



Peer Learning Activity

Measuring the Impact of Sport: From Economic to Social Perspectives

Day 2, 23 February 2026

12:00 – 13:30 | Lunch and Networking

13:30 – 13:50 | Opening of the PLA

- mag. Dejan Židan, State Secretary, Ministry of Economy, Tourism and Sport of Republic of Slovenia
- Ms Pia Ahrenkilde-Hansen, Director General – DG Education, Youth, Sport and Culture (tbc)

13:50 – 14:15 | Keynote speaker:

- Academic keynote speech: Economic and Social Perspectives in the EU context, Dr Richard Parrish

14:15 – 15:30 | Leveraging the Economic impact of sport through SSA

Key aspects:

- Why is measuring of economic impacts through SSA important: the use of SSA for policy purposes
- Key challenges in SSA methodology and implementation
- Towards common EU methodology: recent developments from the “*Support to the development of harmonised sport statistics in the EU*» task force in terms of SSA and Vilnius definition of sport
- Presentation of different good practices of SSA implementation – recent examples

Keynote speakers:

- Dr Anna Kleissner, Econmove GmbH
- Mr Vassos Koutsoundas, PhD, Cyprus Sport Organisation
- Ms Mariana Kotzeva, Director-General, Eurostat - European statistics (tbc)
- ADEPS - Administration de l'Éducation physique, du Sport et de la Vie en Plein Air

15:30 – 16:00 | Coffee Break

16:00 – 17:15 | Capturing the Full Value of Sport: from SSA to SROI

Key aspects:

- The need for measuring broader impacts: social return on investment method
- Presentation of recent developments at the EU level within the “*Support to the development of harmonised sport statistics in the EU*» task force
- Presentation of good practices of SROI implementation on different levels
- Measuring social return on investment in major international sporting events
- Challenges and future directions in SROI for sport



Keynote speakers:

- Dr Themis Kokolakis, Sheffield Hallam University
- Dr Alfonso Jiménez, Research Centre in Sports Science - King Juan Carlos University in Madrid
- Ms Teodora Pletosu, Public Affairs & National Associations Strategic Development / UEFA GROW
- Professor Remco Hoekman, Mulier institute of the Netherlands (*tbc*)

18:00 | Departure from Lipica to Škocjanske jame

18:30 – 19:30 | Tour of Škocjanske jame

20:00 – 22:00 | Dinner

22:00 | Departure to Lipica Stud Farm, Hotel Maestoso

Day 3, 24 February 2026

9:00 – 9:45 | Breakfast and coffee

9:45 – 10:30 | Presentation of national best practices and examples

10:30 – 12:00 | Workshops: Roadmap for SSA and SROI Implementation

Key aspects:

- Identifying key steps to implement SSA and SROI methodology in a national context
- Design of a toolkit for organizations, professionals, and policymakers on how to measure the economic and social benefits of sport
- Data Collection and Measuring Impact
- Calculating and Interpreting SROI
- Reporting Results

12:00 – 12:30 | Closing of PLA (Conclusion and Next Steps)

- Luka Živić, Counsellor for Education, Youth and Sport - Rapporteur from the Workshop
- Mag. Dejan Plastovski, Director General for Sport, Ministry of Economy, Tourism and Sport of Republic of Slovenia

12:30 – 14:00 | Lunch

14:00 | Departure of participants