

11.04.2025

MASTER IN SPORT DESIGN & MANAGEMENT

Sports Infrastructures and Circular Economy

Sustainable Technologies & Innovative Management Practices

AULA MAGNA | POLITECNICO DI MILANO
BUILDING 1 | FLOOR 1 | PIAZZA LEONARDO DA VINCI 32

09:30 REGISTRATION

INSTITUTIONAL GREETINGS

09:45 **EMILIO FAROLDI**
Vice-Rector | Politecnico di Milano
Director | Master_MSDM

STEFANO CAPOLONGO
Director of DABC | Politecnico di Milano

CINZIA TALAMO
Coordinator of MSc in Management of Built Environment | Politecnico di Milano

MORNING SESSION

10:00 **DAVIDE ALLEGRI**
Researcher | DABC - Politecnico di Milano
Didactic Coordination | Master_MSDM
Sport Architecture. Research, Education and Design at Politecnico di Milano

10:30 **KATHERINE ADAMS**
Cofounder and Director | Reusefully Ltd
What do we mean by circularity in construction: how can this be applied in sporting infrastructure?

11:00 **VALESKA PACK**
Consultant and Researcher | Cardiff University and Populous Architects
The Stadium: how do we get these to Net Zero WLC?

11:30 Coffee Break

12:00 **EUGENIO MORELLO**
Associate Professor | DAStU - Politecnico di Milano
Big Sports Events and Sustainability: Approaches for the 2032 European Football Championship Bid

12:30 **NAZLY ATTA**
Researcher | DABC - Politecnico di Milano
Sustainable Sport Architectures: Design and Management strategies towards Circular Economy

13:00 Light Lunch

The International Master in Sport Design and Management is organized by Politecnico di Milano and Graduate School of Management (GSOM-POLIMI) in synergy with the most important Italian Sport Institutions: C.O.N.I. (Italian National Olympic Committee), F.I.G.C. (Italian Football Federation), I.C.S. (Institute for Sports Credit) and Lega Serie A. The program is ranked 6th in the world for master's program sport and it's constantly updated maintaining its winning approach in terms of multidisciplinary and involvement of many important stakeholders from all sectors of the sports industry.

AFTERNOON SESSION

14:30 **SIMONE MASSERINI**
Project Manager & Chief Sustainability Officer
Circular Economy applied to Big Sports Events

15:00 **RITA OCHOA**
Senior Associate | AFL Architects
Circular Economy in Stadium Design: Case Studies from Northern & Southern Europe

15:45 **HANS KRISTIAN HOGNESTAD**
Associate Professor | University of South-Eastern Norway
& EVEN SMITH WERGELAND
Associate Professor | Oslo School of Architecture and Design
The Reuse Stadium: The Future of Football Architecture?

16:45 Closing Remarks

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