

# REWET | Innovation Observatory Event



## Sport for the Environment: From Awareness to Investment

Mobilising the sport sector to drive collaborative action and invest in economically viable wetland restoration models

**Date:** 29 th June, 2026 (TBD)

**Time:** 2-4 pm (CEST)

**Location:** Online

### Background

The sport sector is highly dependent on healthy ecosystems, yet increasingly exposed to the impacts of climate change and nature degradation. At the same time, sport holds significant untapped potential to raise awareness and mobilise resources for nature restoration.

With a growing funding gap for ecosystem restoration and increasing pressure on natural systems, there is a need to better connect **sport, science, business, and policy** to unlock new forms of collaboration and investment.

The REWET Innovation Observatory aims to explore how innovative approaches can accelerate wetland restoration. This fourth online event will focus on the role of sport as a driver for **awareness, engagement, and financing of restoration efforts**.

### Event Objectives

- Explore the **interdependencies between sport, climate change, and ecosystem health**
- Highlight opportunities to raise **awareness**, and **mobilise sport-driven sponsorship for restoration**
- Showcase perspectives from **science, sport, business, and policy**
- Foster dialogue on **new collaboration and funding models for wetland restoration**
- Collaborative development of a **nature & sports challenge** (e.g. Cycling for Wetlands in Pau da Gouxa)

### Agenda

Time	Topic	Content
14:00 - 14:10	<b>Welcome &amp; Introduction</b>	♦ REWET project overview and framing of sport-nature nexus
14:10 - 14:30	<b>Keynote: Sport &amp; a Resilient Planet</b>	♦ UNEP   Perspective on the draft resolution on

Promoting sustainable solutions through sport (TBC)

14:30 - 14:50	<b>Spotlight: Wetland Restoration in Practice</b>	♦ REWET Pilot/ Scientific Perspective
14:50 - 15:10	<b>Sport in Action: Awareness &amp; Engagement</b>	♦ Voices from sport organisations / athletes on climate risks (TBD)
15:10 - 15:30	<b>Business &amp; Sport Sponsorship Perspectives</b>	♦ Unlocking nature-positive sponsorships and funding opportunities (TBD)
15:30- 15:55	<b>REWET Agora: From Awareness to Investment</b>	♦ Interactive session to co-develop ideas linking sport, funding, and restoration. Collaborative strategy development for a Nature & Sport Challenge
15:55 - 16:00	<b>Closing</b>	♦ Summary of insights and opportunities for collaboration

