



Sport as an equalizer for social inclusion

The Real Madrid Way

Thursday 21 February

1:15pm – 2:30pm

Conference Room 12

Opening remarks:

H. E. Mrs. Isabelle PICCO

Permanent Representative of Monaco to the United Nations

Mrs. Ashley Bernhard

C. E. O. Haven Hill LLC

Presenter:

Mr. Steven Mandis

*Columbia Business School adjunct professor (Masters of Sports Management),
Author of “The Real Madrid Way”*

- How the members (called “**socios**”) shape the club and make sure it is **rooted in social inclusion**?
- How the Real Madrid **Foundation** promotes **sport and education** around the world since 1997?
- How **partnerships** have expanded **beyond sport**?

