



GREEN
SPORTS
ALLIANCE

SUMMIT

August 26-28, 2013 / New York City

EVENT REPORT

Co-Presented By **nationalgrid**
HERE WITH YOU. HERE FOR YOU.



THE HIGHLIGHTS

Notable Media Coverage

Bloomberg TV's Sportfolio:
Greening of Sports Businesses >

NPR's The Takeaway with
John Hockenberry:
Greening the Sports Industry >

Greenbiz.com: Sports sustainability
gurus share their all-star plays >

Fast Company: Why Aren't
There More Pro-Environment
Sports Stars? >

BioCycle Magazine: Professional
Teams Raise Bar on Zero Waste >

Stadia Magazine:
Sustainable Stadia >

The Solutions Journal: The
Environmental Awakening in Sport >

The Washington Post: Ohio State
calls a new play for football:
the compost route >

The Wall Street Journal Market
Watch: EDTA, GoElectricDrive
Foundation Form Partnership
with Green Sports Alliance >

Reports & Resources Released

BEF, NRDC & Alliance Solar Electric
Guide for Your Stadium or Arena >

NRDC Collegiate Game Changers:
How Campus Sport is Going Green >

U.S. EPA Green Sports Website >

Eat Well Brooklyn:
Sustainable Dining Guide >



August 26-28, 2013 / New York Marriott at the Brooklyn Bridge

From August 26-28, we welcomed over **600 people** to the heart of the sports industry, New York City, for an informative, inspirational and unparalleled gathering. The 2013 Summit was our greatest event to date – influential in both size and scope.

Led through the voices of **96 speakers**, the program included **4 workshops**, **8 roundtable sessions**, **2 keynote addresses** and **7 plenary panels**. We toured **4 iconic New York area sports venues**. We honored Christina Weiss Lurie, an Owner of the Philadelphia Eagles, with the 2013 Green Sports Alliance Environmental Leadership Award at the Green Sports Gala, overlooking the Statue of Liberty and iconic NYC skyline. On the final day of the Summit, **over 80 women leaders** from the sports industry gathered for the first-ever Women, Sports and the Environment Symposium co-hosted by the U.S. EPA.

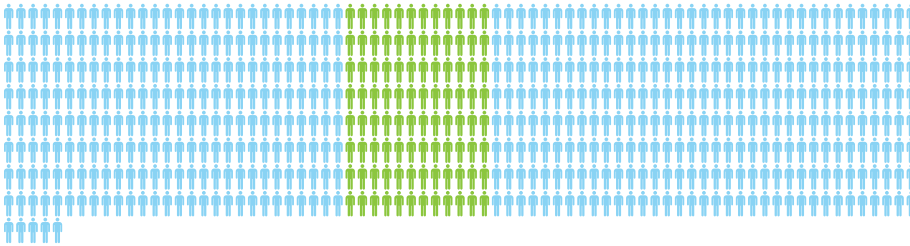
Through the program sessions, tours, exhibits and networking receptions, attendees engaged their peers in meaningful dialogue around better environmental practices and applied solutions that help to advance the green sports movement.

The following event report offers a look back at the 2013 Summit. We highlight the players who were in the room; recap the program; provide access to select session notes, presentations and videos; and summarize event feedback that we'll implement to continue to improve each year. We hope you enjoy!

The Green Sports Alliance thanks each speaker, sponsor, volunteer and attendee who helped us hit it out of the park at the 2013 Green Sports Alliance Summit. Their commitment to the green sports movement is not only driving change in the industry, but it is also the force behind our growing influence beyond game days.

We look forward to seeing you in the San Francisco Bay Area for the **2014 Green Sports Alliance Summit!**

THE PLAYERS



605

Registered Attendees



96

Speakers



70+

Pro and Collegiate Leagues,
Teams & Venues Represented



MLB

Arizona Diamondbacks
Baltimore Orioles
Boston Red Sox
Cleveland Indians
Colorado Rockies
Houston Astros
Miami Marlins
Minnesota Twins
New York Yankees
Philadelphia Phillies
Pittsburgh Pirates
San Diego Padres
Seattle Mariners
St. Louis Cardinals
Tampa Bay Rays
Texas Rangers
Washington Nationals

Houston Rockets
Miami Heat
New Orleans Pelicans
Phoenix Suns
Portland Trail Blazers

NFL

Arizona Cardinals
Atlanta Falcons
Baltimore Ravens
Kansas City Chiefs
New Orleans Saints
Philadelphia Eagles
Seattle Seahawks

NHL

Anaheim Ducks
Boston Bruins
Edmonton Oilers
Philadelphia Flyers
Tampa Bay Lightning
Toronto Maple Leafs
Vancouver Canucks

Collegiate

Arizona State University
Baylor University
Columbia University
Davidson College

MLS

Houston Dynamo
New York Red Bulls
Portland Timbers
Seattle Sounders FC

NBA

Brooklyn Nets
Charlotte Bobcats
Cleveland Cavaliers

Minnesota State University, Mankato
North Carolina State University
Penn State University
The Ohio State University
University of California, Los Angeles
University of Arizona
University of Central Florida
University of Colorado Boulder
University of Delaware
University of Florida
University of North Carolina
University of Oregon
University of Pennsylvania
Washington State University
Yale University

Other

AEG
America's Cup Event Authority
Aviva Stadium
Circuit of The Americas
Madison Square Garden
Marylebone Cricket Club
National Lacrosse League
U.S. Olympic Committee
United States Tennis Association
Waste Management Phoenix Open



Environmental Stats

Through the generous support of the **Bonneville Environmental Foundation**, the 2013 Summit offset its environmental impact with the following:

- **353 Verified Carbon Offsets** to cover the ~353 metric tons of CO₂e emissions associated with attendee, sponsor, speaker and staff air travel.
- **15 Renewable Energy Certificates** to ensure that renewable energy was used to generate the ~15,000 kWh of electricity used at the event and in attendee hotel rooms.
- **54 Water Restoration Certificates** to balance the ~54,000 gal of water used at the event and in attendee hotel rooms.

Approximately 2,310 lbs of waste generated at the Summit was diverted from the landfill through composting and recycling.

Summit T-shirts by SustainU

combined to yield the following environmental savings as compared to conventional t-shirt production:

- 523,000 gal of H₂O
- 8,820 kg of CO₂
- 5,145 oz of agrochemicals
- 367 gal of gasoline
- and created work for 30 Americans for nearly 1 month.

Summit Bags by Relan were made by repurposing over 10,000 sq ft of used vinyl banners – saving 1,100 lbs of vinyl from going to the landfill.

2013 Summit Sponsors



THE PROGRAM

Presented by leaders in the sports and sustainability industries, the 2013 Summit sessions highlighted a variety of common challenges, success stories and opportunities in sports greening.

Click the links following each session to access additional resources.



PRESENTATION



VIDEO



RECAP NOTES

*Videos from the entire 2013 Summit and all past Summits are available for Green Sports Alliance Members.

Monday, August 26th

Morning Workshops

Using Bottom Line Results To Drive Environmental Performance



Co-Lead: **Scott Jenkins** Vice President of Ballpark Operations, Seattle Mariners / Chairman, Green Sports Alliance

Co-Lead: **Justin Zeulner** Senior Director of Sustainability and Public Affairs, Portland Trail Blazers

Darryl Benge Arena General Manager, Tampa Bay Times Forum, Tampa Bay Lightning & Tampa Bay Storm

Blaine Collison Director, Green Power Partnership, U.S. Environmental Protection Agency

Craig Harnett Senior Executive VP, and CFO, National Hockey League

Terry Hudgins Senior Manager, Ernst & Young

Ben Miller Senior Manager, Climate Change and Sustainability Services, Ernst & Young

Baselines and Benchmarks:

Where we are, where do we want to go?



Lead: **Joe Abernathy** VP, Stadium Operations, St. Louis Cardinals

Dr. Allen Hershkowitz Senior Scientist, Natural Resources Defense Council

Darby Hoover Senior Resource Specialist, Natural Resources Defense Council

Andrea Schnitzer National Program Manager, ENERGY STAR Commercial Buildings Branch, U.S. Environmental Protection Agency

Jackie Ventura Sustainability & Operations Coordinator, AmericanAirlines Arena, Heat Group

Striving for Zero Waste in Collegiate Sports



Lead: **Whitney Wagoner** Senior Instructor of Sports Business/Industry Analyst, Warsaw Sports Marketing Center, University of Oregon

Andrew Bellina Senior Policy Advisor, U.S. Environmental Protection Agency

Mick Deluca Executive Director, Recreation and Campus Life, UCLA

Corey Hawkey Sustainability Coordinator, The Ohio State University

Alice Henly Coordinator of Collegiate Sports Greening, Natural Resources Defense Council

Dave Newport Director, Environmental Center, University of Colorado-Boulder

Edward von Bleichert Manager, Environmental Operations, Department of Facilities Management, University of Colorado Boulder

Implementing & Amplifying Environmental Fan Engagement Programs



Lead: **Val Fishman** Vice President, Corporate Partnerships, Bonneville Environmental Foundation

Christopher Bradlee Market Development Manager, North America, Biopolymers, BASF

Tom Carpenter Director of Growth & Development, Sustainability Services, Waste Management

Jacob Davis Facility Operations Manager, CenturyLink Field

Neill Duffy Sport, Sponsorship & Sustainability Advisor

Brandon Hamilton Director of Facilities, Kansas City Chiefs

Joe Khirallah Chief Executive Officer, Green Bear Group

Adam Kustin President, Shelton Group

Afternoon Solutions Roundtables

Schools, Gardens & PV Solar: Amplifying community relations through environmental initiatives



Moderator: **Rachel Gutter** Director, Center for Green Schools, U.S. Green Building Council

Jarian Kerekes Director, Social Responsibility, National Basketball Association

Diane Wood President, National Environmental Education Foundation

Ethan Nelson Waste Prevention and Green Building Manager, City of Eugene, OR

Christa Thoresz Director of Community Relations, Portland Timbers

Getting to the Game: Transportation Solutions



Moderator: **Dru van Hengel** NW Planning Manager, Alta Planning + Design

Nick Brown Director of Sustainability Practices, Arizona State University

Adam Lasky Director of Ballpark Operations, Washington Nationals

Brian Wynne President, Electric Drive Transportation Association

Unleashing LED Lighting at Scale

Moderator: **Kyle Hemmi** Senior Energy Engineer, CLEAResult
Jennifer R. Dolin Manager of Sustainability and Environmental Affairs, OSRAM SYLVANIA
Sean Langer Director of Operations, KFC Yum! Center
Omar Mitchell Director, Sustainability, National Hockey League

Moving to Zero-Waste: Tackling challenges to increase waste diversion rates

Moderator: **Jill Savery** Head of Sustainability, America's Cup Event Authority
Mary Milne Vice President, Operations, Tampa Bay Times Forum
Gail Clark Vice President, Project Development, Comcast-Spectacor
Michael Doyle Executive Vice President and Arena General Manager, Vancouver Canucks/Rogers Arena
Matthew Kastel Manager of Baseball Operations and Events, Maryland Stadium Authority
Lisa Feldt Associate Deputy Administrator, Office of the Administrator, U.S. Environmental Protection Agency

Eating Like the Athletes: Providing local, healthier food options at sports venues

Moderator: **Stacy Molander** Director, Strategic Initiatives, Partnership for a Healthier America
Jami Leveen Director of Marketing and Environmental Stewardship, ARAMARK Sports and Entertainment
Brendan Brazier Former Pro Ironman
Richard Hamilton Vice President, Food and Beverage, Delaware North Companies Sportservice
Joe Herman Director of Purchasing, Levy Restaurants

Selling Sustainability: The right pitch to the right stakeholders

Moderator: **Joe Khirallah** Chief Executive Officer, Green Bear Group
Scott Jenkins Vice President of Ballpark Operations, Seattle Mariners | Chairman, Green Sports Alliance
Molly Ray Environmental Solutions Manager, Office Depot
Jeff Provenzano Director of Facilities, Camden Yards Sports Complex
Christa Thoeresz Director of Community Relations, Portland Timbers

Leveraging Technology for Energy Management: Best in class IT for best in class venue operation

Moderator: **Tom Sedory** Director of IT Planning & Business Operations, NIKE, Inc.
Jacob Davis Facility Operations Manager, CenturyLink Field
Timothy Landis Director of Operations and Engineering, University of Phoenix Stadium
Shaun Oliver Vice President of Operations, Red Bull Arena, Inc.

A Breath of Fresh Air for Athletes, Fans and Staff: Innovations in green cleaning

Moderator: **Stephen Ashkin** Executive Director, Green Cleaning Network
Sissy Burkhart Cleaning Operations Manager, Pittsburgh Pirates, PNC Park
Dan Schupsky Aquatics Coordinator, Assistant Men's & Women's Swim Coach & Pottruck Building Eco-Rep, University of Pennsylvania
Jim Jones Assistant Administrator for the Office of Chemical Safety and Pollution Prevention, U.S. EPA
Bryan Leslie Director, Building Operations and Team Up Green, Air Canada Centre

Tuesday, August 27th

Opening Keynote

Lisa MacCallum Carter Vice President, Access to Sport, NIKE, Inc.
"Bringing inspiration and innovation to every athlete in the world"

Investing in the Future: Supporting sustainability from top to bottom

Moderator: **Fabian DeGarbo** Senior Manager of Global Sustainability, ESPN
Rita Benson LeBlanc Owner + Vice Chairman of the Board, New Orleans Saints + Pelicans
Bob Nutting Chairman of the Board, Pittsburgh Pirates
Christina Weiss Lurie President, Eagles Youth Partnership, Social Responsibility + An Owner, Philadelphia Eagles

Sustainability + Sports Sponsorship: How new activations, new products and new companies are integrating sustainability in sports sponsorship

Moderator: **Justin Zeulner** Senior Director of Sustainability + Public Affairs, Portland Trail Blazers
Greg Busch Executive Vice President, GMR Marketing
Jim Madej Senior Vice President + Chief Customer Officer, National Grid
David Tulauskas Director of Sustainability, General Motors Company
Mike Ulwelling Chief Executive Officer, ServiceMaster Solutions + Ideagility

4 Ways Sports Teams + Venues Can Tackle Environmental Issues

Moderator: **Dr. Allen Hershkowitz** Senior Scientist, Natural Resources Defense Council
Cheryl Coleman Acting Director of the Resource Conservation + Sustainability Division, ORCR, U.S. EPA
Richard Graves Executive Director, International Living Future Institute
Jim Puckett Executive Director, Basel Action Network
Todd Reeve Chief Executive Officer, Bonneville Environmental Foundation

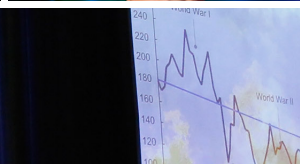
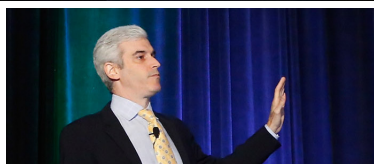
4 Ways to Green Sporting Events: Expert presentations

Moderator: **Jill Savery** Head of Sustainability, America's Cup Event Authority
Edgar Farrera Director of Sustainability, Circuit of the Americas
Tisha Ford Director, Events Business Development, National Football League
Paul Hanlon Director of Facility Operations | Major League Baseball
Lauren Kittelstad Tracy Senior Manager, Strategic Initiatives, United States Tennis Association

Beyond the Debate: Extending the life of the sports we love to play and watch (climate change panel)

Moderator: **Val Fishman** Vice President, Corporate Partnerships, Bonneville Environmental Foundation
Dan Lashof Director, Climate and Clean Air Program, Natural Resources Defense Council
Janet McCabe Deputy Assistant Administrator, Office of Air and Radiation, U.S. EPA
Chris Steinkamp Executive Director, Protect Our Winters (POW)
Justin Zeulner Senior Director of Sustainability + Public Affairs, Portland Trail Blazers

[Click here to view photos from the 2013 Green Sports Alliance Summit.](#)



Wednesday, August 28th

Keynote

Andrew Winston Founder, Winston Eco-Strategies
"The Big Pivot: Doing Business in a Hotter, Scarcer, More Open World"



Athletes Stepping up to Bat for the Planet

Moderator: **David Epstein** Senior Writer, Sports Illustrated
Kimmy Fasani Professional Snowboarder
Andrew Ference Stanley Cup Champion + Defensemen, Edmonton Oilers + Environmentalist
Michael Richter 3-time NHL All-Star & Hall of Famer + CEO, Healthy Planet Partners



A Watershed Moment: Innovative strategies in water conservation at stadiums and venues

Moderator: **Pete Muñoz** Senior Engineer, Biohabitats
Doug Hall General Manager, BBVA Compass Stadium
John McEvoy Senior Manager, Ballpark Operations, Minnesota Twins Baseball Club
Tim Trefzer Sustainability Coordinator, Georgia World Congress Center Authority (GWCCA)

Closing Remarks

Nick Keller Founder, Beyond Sport



Women, Sports and the Environment Symposium

The Symposium, hosted in collaboration with the U.S. EPA, convened women from all sectors of the sports industry to discuss the role women leaders can have in the development of a more sustainable future; using sports as an instrument of change to address community and environmental issues.

Presenters:
Alison Gannett World Champion Extreme FreeSkier; Founder, Save Our Snow Foundation
Mary Harvey Principal, Ripple Effect Consulting; Former COO, Women's Professional Soccer
Jennifer Regan Principal, We Bring It On Inc.; Former Director of Global Sustainability, AEG



2013 GREEN SPORTS Gala

August 27, 2013 / The Liberty Warehouse / Brooklyn, NY

With a view of the Statue of Liberty, we gathered to celebrate the leaders of the green sports movement and honor special guest Christina Weiss Lurie, an Owner of the Philadelphia Eagles, with the 2013 Green Sports Alliance Environmental Leadership Award.

[Click here to view photos from the 2013 Green Sports Gala.](#)



2013 Summit Venue Tours

Attendees had the opportunity to go behind-the-scenes to view the inner workings of some of the area's iconic sports venues. Tours focused on sustainable best practices and efficiency measures at each venue.



THE FEEDBACK

We're all about continuous improvement. Attendee feedback enables us to continue building a relevant event that reflects the greatest accomplishments, challenges and opportunities of the day.

95%

of survey respondents reported having a **good** or **great experience** at the 2013 Summit

89%

of survey respondents found the **event topics** relevant or **very relevant**

86%

of survey respondents who visited the exhibits indicated that they were able to find **products and services** to improve their operations

36%

of survey respondents indicated that **information from workshops and roundtables** was the **most valuable aspect** of the Summit – **41% said it was the networking**

We asked attendees what they found to be valuable aspects of the Summit, and how we could make the event more relevant.

Here's a quick look at what people are saying:

“ The **abundance of information and best practices** we gleaned at the Summit, along with networking opportunities with several best-in-class green sports organizations, are helping us begin to tackle [our conservation effort] challenges. ”

“ Workshops and Roundtables **provided great discussions and valuable engagement with attendees**... Great to hear directly from other facilities about their successes and challenges. ”

“ [Greatest value in] the ability to **experience the passion of all the participants** for the overall objective of creating a “greener” and more “sustainable” world and the commitments that the path to achieving those goals begins within each individuals' workplace and with them individually. ”

“ [Greatest value in] hearing first-hand the **challenges and the successes of various 'green' programs** deployed within facilities. Understanding through listening to the various speakers and attendees what makes a good 'green' investment and **how those investments go beyond ROI** to raising the community's awareness of the club's culture to bring sustainable solutions to the forefront. Professionally, the speakers and conversations I had assured me that I provide something that they're interested in and can help achieve their goals. ”

“ Focus more on the **implementation process**. How to get the ball rolling rather than why it's important start these programs. ”

“ **More collegiate speakers** in each session, not just as a breakout. I found that a lot of Pro sports case studies, though they may have a similar result (like a water reclamation project), have very different approaches and challenges while instituting these programs. ”

“ Knowing the large majority of attendees are in operations/ ownership of teams/facilities, a case study of renovation/smaller design and construction projects may be further reaching to this group than a case study of an entire building design. **Smaller project case studies** can talk about design/construction/ procurement/operations at a scale almost everyone at the Summit can understand and relate back to their day to day business. ”

“ Further **conversation around transportation**. Definitely a challenging topic but very important. ”

“ More **social media inclusion!** (i.e. hashtags, call to actions to tweet in thoughts and insight, awareness of panelists' handles within the program, etc). ”

“ More **athlete** participation! ”



For additional information, please visit www.greensportssummit.org or contact info@greensportssummit.org

Here's how we'll improve our game:

Change the date.

We're moving the Summit to earlier in the summer (July 21-23, 2014) to allow for greater participation from various teams, venues, leagues and events.

Increase the number of smaller, interactive sessions.

In addition to the high-profile plenary sessions, we'll add more workshops, roundtables and case study presentations that allow attendees to dig into specific topics and walk away with solutions to implement back home. Similarly, we'll be hosting the Women, Sports and the Environment Symposium again next year.

Feature new stories and case studies.

We'll continue to identify the leaders in the space and bring in new stories from across the sports industry that illustrate how greening programs and initiatives are being integrated across various departments at teams, venues and leagues. We're also not afraid to push the envelope in the 2014 Program - striving for innovation by addressing the hard topics.

Increase collegiate sports content.

We'll have greater collegiate representation on panels and create breakouts that address the opportunities and needs of this specific audience. We'll also add opportunities for college students to attend and participate in the event.

Bring the right partners to the table.

We'll continue to fill the exhibit hall with the companies and partners that can be of most help for implementing greening projects and initiatives, and will create valuable engagement opportunities through venue set-up and programming.

Create for a system for capturing insights and discussion.

We'll use social media and on-site features to encourage attendees to share insights and key take-aways, and start an ongoing discussion on how we can continue to advance the green sports movement.

Ensure the 'sports' atmosphere.

We'll continue to harness the power of sports to create excitement and encourage change – the reason we are all gathering in the first place. We'll make sure to include more venue tours, athlete involvement, physical activity, and imagery that reflects the inherent entertainment value and power of sports.