



GREEN
SPORTS
ALLIANCE

SUMMIT

July 21-23, 2014 / Santa Clara, CA

EVENT REPORT

Delivered By



@SportsAlliance #GreenSports

THE HIGHLIGHTS



GREEN
SPORTS
ALLIANCE

SUMMIT

July 21-23, 2014 / Santa Clara, CA

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[My Earth Changing Moments
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99%

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

“It’s really impressive to see the whole sports community and the Green Sports Alliance really crystalize around a vision.”

James Curleigh, President of Levi’s® Brand



2014 saw the most significant Green Sports Alliance Summit to date. Over **650 industry leaders** gathered in the San Francisco Bay Area to discuss the greening of the sports industry. Built on the theme *Winning Today, Playing for Tomorrow: Creating a Legacy Through Sustainability*, the Summit program presented the latest in expertise from industry frontrunners in the areas of sustainability leadership, renewable energy, composting, marketing, sponsorship, athlete engagement, sustainability reporting and more to drive better environmental practices and proven solutions that are advancing the green sports movement.

Led by the voices of **100 distinguished speakers**, the program included the second annual **Women, Sports and the Environment Symposium**, **2 inspiring keynote addresses**, **5 leadership plenaries** and **12 interactive breakout sessions**. We toured **6 new and iconic professional and collegiate sports venues** in the San Francisco Bay Area. We honored **NHL Commissioner Gary Bettman** with the 2014 Environmental Leadership Award for his visionary work and guidance in establishing NHL Green and promoting sustainable business practices across the League. The exhibit hall was bustling with over **70 sponsors and exhibitors**. Through the program sessions, tours, exhibits and networking receptions, attendees engaged their peers in meaningful dialogue to help propel the sports industry forward.

The following event report offers a look back at the 2014 Summit. We highlight the players who were in the room; recap the program; provide access to select session presentations and videos; and share some of the social conversation that was generated. 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 2014 Green Sports Alliance Summit. With the development and integration of greening and sustainability initiatives, we are all already winning today, but we are really playing for tomorrow. Through its inspiring efforts along with those of other key players, the sports industry is taking a leadership position on sustainability and environmental responsibility.

We look forward to seeing you in Chicago for the **2015 Green Sports Alliance Summit!**

THE PLAYERS

650 Registered Attendees

110+ Pro and Collegiate Leagues, Teams & Venues Represented

100 Speakers

2014 Summit attendees represented organizations including:

360 Architecture / 5T Sports Group / ABM / **AEG** / Aeris / AgRecycle / Alliance to Save Energy / Alpine of the Americas Project / **Anaheim Ducks** / **Andretti Autosport** / ARAMARK Sports and Entertainment / Arell Logic / **Arizona Diamondbacks** / **Arizona State University** / Asean Corporation / **Aviva Stadium** / B-Lab / **Barclays Center** / Bauer's Intelligent Transportation / Bayer MaterialScience / **BBVA Compass Stadium** / **BC Place** / BEF / BI-AX International Inc. / bluemia / Bluon Energy / Bright Beat Bristlecone Strategies, Inc. / **Buffalo Sports Properties** / Learfield Sports / **California State University, Monterey Bay** CalRecycle / CannedWater4Kids / **Canucks Sports & Entertainment** / Cascadia Consulting / Centerplate / ChargePoint, Inc. / **Circuit of The Americas** / **Citi Field** / Citizen Group / City of San Jose / CLEAResult / **Cleveland Indians** / ClimeCo Corporation / Coca-Cola Recycling / **Comcast-Spectacor** / Cork Forest Conservation Alliance / Council for Responsible Sport / CSE / Cvent / **Davidson College** / Delaware North Companies, Inc. / Earth Day Texas / EarthShare California / Eco Evolutions LLC / Eco-Products / EcoArenas EcoLogic Solutions / Ecoworks Studio / **Edmonton Oilers** / EDTA / ELKAY / ENVIRON / Environmental Systems / EPEAT / Ephesus Lighting / Excel Dryer, Inc. / Falcon Waterfree Technologies / Fan Cans, LLC / Filta / Future 500 / Gensler / **Georgia World Congress Center Authority** / Global Green / **Golden State Warriors** / Green Bear Group / Green Building Services, Inc. / Green Sports Alliance / Greencore Plastics / GreenDrop Recycling / GreenSportsBlog / Grind2Energy | InSinkErator / Healthy Planet Partners / Henderson Engineers / Hive Lighting Inc. / HKS Architects, Inc. / **Honda Center** / **Houston Astros** / **Houston Rockets** / Hyatt Regency Santa Clara / iCompli / IdealSeat / IMG / **Indiana Pacers** / Infinite Scale / International Paper / International Speedway Corporation / **Ithaca College** / Johnson Controls / **KFC Yum! Center** / Klean Kanteen / Levi's® Brand / Levy Restaurants / Liquid Technology / LNS Captioning Looptworks / **Los Angeles Dodgers** / **Madison Square Garden** / **Maryland Stadium Authority** / Max-R / **Miami Marlins** / **Minnesota Twins** / **Minnesota Wild** / **Mizzou Athletics** / **MLB** / MSW Power / National Environmental Education Foundation / Natur-Tec / NatureWorks LLC / **NBA** / **New York Mets** / **NFL** / **NHL** / Nila Inc. / NIRSA / NRDC / NRG / **O.co Coliseum** Office Depot / OSISoft, LLC. / OWARECO, LLC / **Pacific National Exhibition** / PathoSans / PeopleTowels / **Philadelphia Eagles** / **Philadelphia Phillies** / **Pittsburgh Pirates** / Planglow USA / PlanLED / PMI / **Portland Trail Blazers** / Presidio Graduate School PrimeLink Solutions, LLC / Reduction In Motion / Reebok / Reeve Consulting / Relan / Richwoods High School / Ripple Effect Consulting / RP Global / **Sacramento Kings** / Sacramento Municipal Utility District / **Sacramento River Cats** / Sailors for the Sea / **San Diego Padres** / **San Francisco 49ers** / **San Francisco Giants** / **San Francisco State University** / **San Francisco Bay Area Super Bowl 50 Host Committee** / **San Jose Earthquakes** / **San Jose Sharks** / **Santa Clara University** / **Santa Cruz Warriors** / **SAP Center** / SCS Global Services / **Seattle Mariners** / **Seattle Seahawks** / **Seattle University** Shawmut Design and Construction / SHIFT Energy Inc. / **Sierra Nevada College** / Skanska / SL Capital / **Sonoma Raceway** **Southern Methodist University** / Sloan Valve Company / **SportsBusiness Journal/Daily** / Spotlight Solar / **Sprint Center** **Stanford University** / **STAPLES Center** / **St. Louis Cardinals** / **St. Louis Rams** / Steinberg Sports and Entertainment SUSTAIN, PMI / Sustainable Generation / SYLVANIA Lighting Services / **Tampa Bay Rays** / **Tampa Bay Times Forum** / **Target Center** / TerraCarbon LLC / The Ann Duffy Group / The Dow Chemical Company / Totally Green / **Township of Langley** / Turnkey Intelligence / U.S. EPA / U.S. Green Building Council / UGE / **USTA** / **University of British Columbia** / **University of California, Berkeley** / **University of California, Los Angeles** / **University of Colorado Boulder** / **University of Denver** / **University of Florida** / **University of Kansas** / **University of Minnesota** / **University of North Carolina** / **University of Oregon** / **University of the Pacific** / **University of Southern California** / **University of Texas** / **University of Tulsa** / **University of Washington** / University of California Office of the President / UPS / V&FO ARCHITECS / Vega / WarpSpeed **Washington Nationals** / **Washington State University** / Waste Management / Waterless Co. / We Bring It On, Inc. / **West Coast Conference** / Wharton/IGEL / World Centric

2014 Summit Sponsors



THE IMPACT

With the contributions of a broad range of attendees and sports industry representatives, the 2014 Summit ramped up the public conversation around sports greening.

Notable Media Coverage

BioCycle: Winning with Zero Waste ▶

CBC Radio: ON THE COAST: NHL Sustainability ▶

Greenbiz.com: How the 49ers are upping the game by going green ▶

SportsBusiness Journal: Study: 'Green' fans willing to spend ▶

SportsBusiness Journal: Bettman, NHL Honored With Green Sports Alliance Environmental Leadership Award ▶

SportsBusiness Journal: Sports can be the leader for sustainable initiative ▶

Sports Techie: Green Technology Changing the Sports World Landscape ▶

Triple Pundit: A Proud Day to be a Hockey Fan ▶

Industry Reports & Resources Released

2014 AEG Sustainability Report ▶

2014 NHL Sustainability Report ▶

NRDC Guide to Recycling Green Team at Sports Venues ▶

Turnkey Intelligence Sports Fans & the Environment Survey ▶

Social Conversation Recap

- **#GreenSports** used 1,581 times
- Summit app downloaded **336** times and used **3,312** times

Top Tweets

@NRDCGreenSports:

@SJEarthquakes President Dave Kaval "Stadiums are a learning laboratory for sustainability & **#GreenSports**"
@sportsalliance #GreenBiz @NRDC

@knuppcakes:

@SacramentoKings aiming for 90% of concessions to come from within 90 miles of arena? **#dang #GreenSports @USGBC @sportsalliance**

@NHL:

#NHLGreen RT **@NRDC: @NHL** is leading **#GreenSports** effort with their 1st sustainability report **TwitPic**

@superbowl50:

@KeithTBruce, @JedYork & @NFLGreen talk importance of sustainability in the sports industry **#GreenSports Summit TwitPic**

@FishmanVal:

@JayCoenGilbert thank you for inspiring a standing ovation at **#GreenSports** Summit and asking what game we are playing

@QuakesPrez:

@sportsalliance @cgkings @blazerschris @ScottAJenkins Will be a great event!

@AEG: 2014 AEG Sustainability Report just launched! <http://www.aegworldwide.com/sustainabilityreport/> ... via **@AEG1Earth #1EARTHReport #GreenSports**

Environmental Considerations

Through the generous support of the **Bonneville Environmental Foundation**, the 2014 Summit offset its environmental impact with the following:

- **279 Verified Carbon Offsets** to cover 613,358 lbs. or 279 metric tons of CO₂e emissions associated with attendee, speaker, sponsor and staff travel via plane, car, and conference shuttles.
- **72 Water Restoration Certificates** to balance the 71,547 gallons of water used at the event and in attendee hotel rooms.
- **17 Renewable Energy Certificates** to ensure that renewable energy was used to generate the 16,655 kWh of electricity used at the event and in attendee hotel rooms.

Approximately 1,672 lbs of waste (93% of total) generated at the Summit was diverted from the landfill through composting (1,583 lbs) and recycling (89 lbs).

Summit Bags by Relan were made by repurposing over 14,300 square feet of used banners – saving 1,600+ lbs of vinyl and fabric from the landfill.

Summit T-Shirts by Aeris were made from 100% post-consumer waste with RPET yarn made from post-consumer plastic bottles.

Summit Bottles by Liberty BottleWorks were authentically American made with BPA free materials and recycled aluminum. Each 2014 Summit bottle contributed to yield the following environmental savings:

- 14 aluminum cans recycled
- 25 gallons of oil saved
- 1,500 gallons of water saved
- 825 plastic bottles kept from landfill
- 50 jobs for veterans and previously unemployed Americans and still growing

95%

of survey respondents reported having a good or **great experience at the 2014 Summit**

77%

of Summit survey respondents indicated that the networking opportunities provided by the event were the **most valuable aspect of the 2014 Summit**

THE PROGRAM

Driven by leaders in sports and sustainability, the 2014 Summit program showcased better practices for common challenges, success stories, and untapped opportunities in sports greening.

Click the links following each session to access additional resources.



**Videos from past Summits are available to Green Sports Alliance Members.*

Sunday, July 20th

The Green Sports Alliance teamed with U.S. Green Building Council (USGBC), San Jose Earthquakes, 360 Architecture & Veggielution Community Farm to launch the 2014 Green Sports Alliance Summit with a day of Service at Aptitud Community Academy school garden!



Monday, July 21st

Women, Sports & the Environment Symposium

The Better Choice: Making decisions that support & promote healthier lifestyles

Val Fishman Vice President of Corporate Partnerships, Bonneville Environmental Foundation
Mary Harvey Founder, Ripple Effect Consulting
Jennifer Regan Principal & Chief Sustainability Officer, We Bring It On, Inc.
Gail Hunter VP of Public Affairs & Event Management, Golden State Warriors
Kathleen Tullie Director of Social Responsibility, Reebok International; Founder & Executive Director, BOKS, Build Our Kids' Success

Opening Program & Leaders Panel

Leaders to Leaders: Sports industry executives discuss the future of the industry and how sustainability is coming into the spotlight

Moderator: **Scott Jenkins** General Manager of New Atlanta Stadium, ABM Sports Entertainment Group; Chairman, Green Sports Alliance
Chris Granger President, Sacramento Kings
Dave Kaval Club President, San Jose Earthquakes
Chris McGowan President & CEO, Portland Trail Blazers



Tuesday, July 22nd

Opening Keynote

James Curleigh President of Levi's® Brand



From Tactical to Strategic: Sustainability plays that are helping Super Bowl 50 and the San Francisco Bay Area plan for a lasting legacy

Moderator: **Abraham Madkour** Executive Editor, SportsBusiness Journal
Keith Bruce CEO & President, San Francisco Bay Area Super Bowl 50 Host Committee
Jack Groh Director, Environmental Program, NFL
Mark Rossolo Global Director of Public Affairs, Underwriters Laboratories
Jed York CEO, San Francisco 49ers



Case Study Presentation

The Power of Partnerships: Financial structures, partners and activations that make onsite energy systems work

Facilitator: **John Mikulin, Jr.** Environmental Protection Specialist, Clean Energy & Climate Change Office - Air Division, US EPA, Region 9
Pat Rogan Director, Engineering Operations, San Francisco 49ers
Rich Sotelo Vice President of Building Operations, SAP Center



Case Study Presentation

Driving Real Change Through Transportation Initiatives & Fan Engagement

Facilitator: **Matt Dolf** Director, Sustainability, Special Olympics Canada 2014 Summer Games; Manager, UBC Centre for Sport and Sustainability
Matt Felker Senior Director, Arena Operations, Barclays Center
Tess White Solid Waste Coordinator, Township of Langley



Case Study Presentation

Putting Some Muscle Behind the Movement: Engaging athletes in green sports

Facilitator: **Robin Raj** Founder & Executive Creative Director, Citizen Group
Christine Brown Director of Sponsorships, Strategic Events & Community, NRG
Jarlan Kerekes Director, Social Responsibility, NBA
Kris Loomis Senior Manager of Signature Programs & Events, Anaheim Ducks
Kevin Whilden Co-Founder and Executive Director, Sustainable Surf
Will Witherspoon St. Louis Rams Linebacker



Case Study Presentation

Playing Like A Team: Engaging key stakeholders to advance collegiate sports greening

Facilitator: **Kathleen Hatch** Assistant Vice President & Executive Director of University Recreation, Washington State University
Facilitator: **Alice Henly** Resource Specialist, NRDC
Karen Baebler Assistant Athletic Director for Sports Operations, University of Washington
Matthew Williams Director, Office of Sustainability, University of Florida



Workshop

Sustainability Reporting: Sharing the commitment, enhancing the message

Facilitator: **Lindsay Arell** Principal & Founder, Arell Logic
Facilitator: **Jill Savery** CEO, Bristlecone Strategies, Inc.
Elaine Aye President, Green Building Services, Inc.
Bob Beals Associate AD for Facilities, Oregon Athletics
Jim Ibister Vice President Facility Administration, Minnesota Wild & General Manager, Saint Paul RiverCentre
John Marler Senior Director, Energy & Environment, AEG
Omar Mitchell Director of Sustainability, NHL
Joe Monfort Manager, Sustainability Communications, UPS



Workshop

Designing & Operating Healthy Buildings: Creating a lasting impact through facility renovations

Facilitator: **Chris DeVolder** Architect & Project Leader, 360 Architecture
Tom Buning Senior Associate AD for Facilities, Operations & Capital Projects, SMU
Rich Mylin Associate Director Facility & Event Operations, UCLA
Jeff Provenzano Vice President - Facilities, Camden Yards Sports Complex
Jackie Ventura Sustainability & Operations Coordinator, AmerianAirlines Arena, Heat Group



Workshop

Creating & Executing Powerful Community Legacies

Facilitator: **Ann Duffy** President, The Ann Duffy Group
Edgar Farrera Director of Sustainability, Circuit of the Americas
Paul Hanlon Director of Facility Operations, MLB
Ian McKee Founder, EcosArenas & Director, IGSE (Institute for Sustainability Management in Sport) Brasil
Graham Rossini VP Special Projects & Fan Experience, Arizona Diamondbacks
Shelley Villalobos Certification Director, Council for Responsible Sport & Athletics Liaison, University of Oregon - Office of Sustainability



Workshop

Digging Deeper into Composting: Exploring challenges & successes in program development and execution

Facilitator: **Darby Hoover** Senior Resource Specialist, NRDC
Steve Davies Director, Marketing & Public Affairs, NatureWorks LLC
Randy Gomez Director, Maintenance, San Francisco Giants
Derek Hillestad Director of Operations, TCF Bank Stadium, University of Minnesota
Lindsey Kalkbrenner Director, Center for Sustainability, Santa Clara University
Katy Severinsen Director of Facilities Operations, ARAMARK
Brian Thurston National Business Development Manager, Waste Management Sustainable Services
Sissy Burkhart Cleaning Operations Manager, Pittsburgh Pirates



Environmental Leadership Award Honoring NHL Commissioner Gary Bettman & NHL Green Panel



The Green Sports Alliance honored NHL Commissioner Gary Bettman with the 2014 Environmental Leadership Award. NHL Director of Sustainability Omar Mitchell accepted the esteemed award of a Chihuly studio edition on the Commissioner's behalf and joined a panel of industry leaders to share how the League has started on a journey toward greater sustainability.

Moderator: **Abraham Madkour** Executive Editor, SportsBusiness Journal
Michael Doyle EVP and Arena GM, Vancouver Canucks/Rogers Arena
Dr. Allen Hershkowitz Senior Scientist, NRDC
Omar Mitchell Director of Sustainability, NHL
Michael Richter 3-time NHL All-Star & Hall of Famer & CEO, Healthy Planet Partners



Wednesday, July 23rd

Keynote

Jay Coen Gilbert Co-Founder, B-Lab; Former Co-Founder & CEO, AND1



The Sports Marketing Perspective: How sustainability is presenting new opportunities

Moderator: **Neill Duffy** Sport, Sponsorship & Sustainability Advisor
J.W. Cannon Senior Project Lead, Sponsorships and Events, UPS
David Doan Account Director, Marketing, CSE
Michael Lewellen Vice President of Corporate Communications and Public Engagement, Portland Trail Blazers
Hector Scarano Sales and Marketing Manager, Andretti Autosport



Accelerating the Conversation: Sports, sustainability & the automotive industry

Moderator: **Adam Lippard** Executive Vice President, GMR
Tony Weeks Senior Manager, Electric Vehicle Marketing & Sales Strategy, Nissan
Brian Wynne President, Electric Drive Transportation Association
Justin Zeulner Senior Project Developer of Campaigns, Vulcan, Inc.



Workshop

Leveraging the Buying Power: Sustainable purchasing & sourcing at sports venues and events



Facilitator: **Joe Abernathy** Vice President of Stadium Operations, St. Louis Cardinals
Facilitator: **Tim Reeve** President, Reeve Consulting
Corey Brinkema President, Forest Stewardship Council - United States
Matt Bogoshian Senior Policy Counsel, US EPA
Tom Carpenter Director of Growth & Development, Waste Management Sustainability Services
Anne Marie McManus Director of Environmental Affairs & Sustainability, Delaware North Companies Inc.
John Samoryk Chief Procurement Officer, Maryland Stadium Authority

Workshop

Marketing & Sponsorship: Activating the sustainability story



Facilitator: **Neill Duffy** Sport, Sponsorship & Sustainability Advisor
Facilitator: **Joe Khirallah** CEO, Green Bear Group
Presenter: **Steve Seiferheld** Senior Vice President, Turnkey Intelligence
Megan Eisenhard General Manager, Buffalo Sports Properties
Dave Newport Director, Environmental Center, University of Colorado Boulder
Steve Page President & General Manager, Sonoma Raceway
Gina Rotolo Marketing, PR & Booking, BBVA Compass Stadium

Workshop

Sustainable Food Strategies: Understanding and delivering the optimum food journey for fans



Facilitator: **David Russell** Founder, The Russell Partnership (UK) Limited
Michael Doyle EVP and Arena GM, Vancouver Canucks/Rogers Arena
Julie Margolin Director, Food & Beverage, Anaheim Ducks
O'Brien Tingling Regional Executive Chef, West Region, ARAMARK Sports & Entertainment
Ron Vance Chief, Materials Conservation and Recycling Branch, EPA

Workshop

Lights, Camera, Action! Maximizing performance, efficiency and the show in sports venues and on the fields of play



Facilitator: **Justin Zeulner** Senior Project Developer of Campaigns, Vulcan Inc.
Darryl Benge Arena General Manager, Tampa Bay Times Forum
Jacob Davis Facility Operations Manager, CenturyLink Field
John Hwang Founder & CEO, PlanLED & Executive Director, Human Centric Lighting
Joe Myhra Vice President of Ballpark Operations, Seattle Mariners
Bill Pottorff Vice President, Engineering, AEG STAPLES Center & Nokia Theatre
Erin Schnieders Sr. Director of Global Venue Development, NBA

Closing Program

The Future of the Green Sports Movement: 2015 & Beyond



Scott Jenkins General Manager of New Atlanta Stadium, ABM Sports & Entertainment Group; Chairman, Green Sports Alliance

“ Had a great time, once again...made some really good contacts and came away feeling juiced about some possibilities. The Green Sports Alliance Summit is the best around as far as I'm concerned. ”

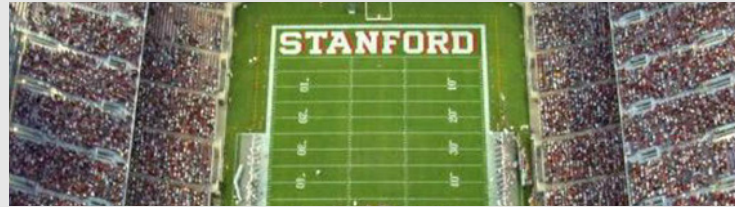
Adam Lasky, Director Ballpark Operations, Washington Nationals Baseball Club

“ The collaborative work that we have been doing over the past year with the Vancouver Canucks exposed us to their passion for sustainability. The GSA Summit, excellent in its program and execution, painted the picture for us on how the Green Sports Alliance can trumpet the world's sustainability focus we so desperately need. ”

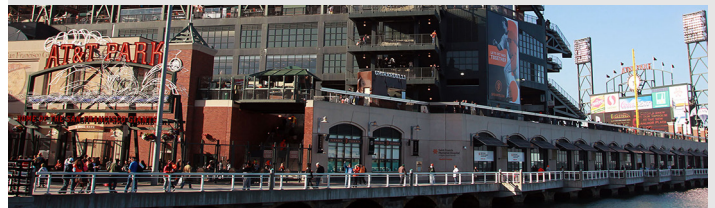
Brock Sansom, President & CEO, SHIFT Energy Inc.

2014 Summit Venue Tours

The San Francisco Bay Area is home to numerous iconic and brand new professional and collegiate sports venues, and 2014 Summit attendees got the chance to take an insider's look at these venues and their sustainability programs.



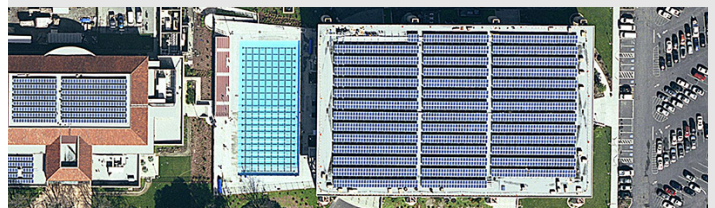
Stanford Stadium



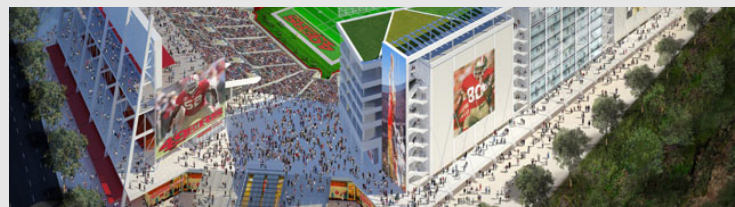
AT&T Park



SAP Center at San Jose



Santa Clara University



Levi's Stadium



New Earthquakes Stadium