THE HIGHLIGHTS

2015 saw the most significant Green Sports Alliance Summit to date. Over 700 sports and sustainability industry leaders gathered in Chicago to advance the sports greening movement. Built on the theme *Growing the Team: Engaging Fans Through Sustainability*, the Summit educated and empowered attendees to use the power of sports to help create healthy, sustainable communities where we live and play.

"We were thrilled to sponsor the Summit again in 2015. The Green Sports Alliance unites the sports community around sustainability every year, collaborating to drive innovative solutions to our biggest sustainability challenges. The Summit provided an opportunity to share what we've learned on our journey and to learn from others in the industry."

BETSY WILSON Director, Global Sponsorships & Sustainability Communications, UPS

- 2015 SUMMIT IMAGE GALLERY >
- 2015 SUMMIT HIGHLIGHT VIDEO >
- 2015 SUMMIT VIDEO PLAYLIST >
- 2015 GREEN APPLE DAY OF SERVICE >

2015 SUMMIT BY THE NUMBERS:

- **1** LEGACY GREEN APPLE DAY OF SERVICE EVENT
- **2** ALLIANCE RESOURCES RELEASED
- **4** MAIN STAGE PANELS
- **4** NETWORKING HAPPY HOURS
- **1** GREEN SPORTS CELEBRATION AT SOLDIER FIELD
- **3** SYMPOSIUMS
- **6** SPONSOR MINI-SESSIONS IN THE UPS CLUBHOUSE THEATER
- **12** INTERACTIVE BREAKOUT SESSIONS
- **1** PRESIDENT'S ADDRESS
- **4** KEYNOTE ADDRESSES
- **7** ICONIC CHICAGO SPORTS VENUE TOURS
- **84** SPONSORS AND EXHIBITORS

THE PLAYERS

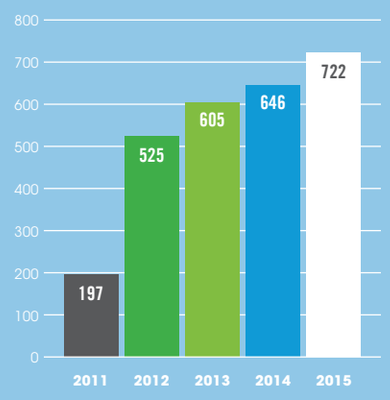
722
REGISTERED ATTENDEES

105
SPEAKERS

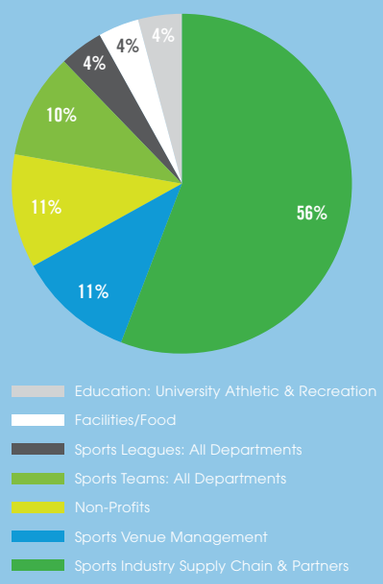
140
PRO & COLLEGIATE

LEAGUES, TEAMS, EVENTS & VENUES FROM 8 COUNTRIES

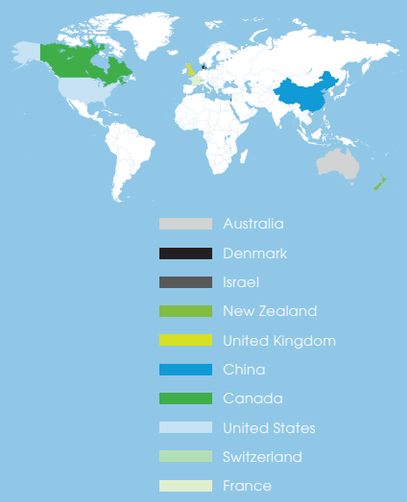
SUMMIT REGISTRATION GROWTH:



ATTENDEE BREAKDOWN:



COUNTRIES REPRESENTED:



SPONSORS:

THE IMPACT

With contributions from a broad range of attendees and sports industry representatives, the 2015 Summit expanded the public conversation about the sports greening movement.

8.5M

TOTAL MEDIA IMPRESSIONS ACROSS ONLINE, PRINT AND BROADCAST

2.7M

TOTAL SOCIAL MEDIA IMPRESSIONS WITH USE OF #GREENSPORTS

319

FACEBOOK, TWITTER AND INSTAGRAM FOLLOWERS GAINED DURING SUMMIT

NOTABLE COVERAGE INCLUDES:

- ASSOCIATED PRESS, GREEN MOVEMENT COLORING WAY SPORTS LOOKS AT ENVIRONMENT >
- BIOCYCLE, JUNE 2015 ISSUE: SPORTS TEAMS BUILD FOOD RECOVERY AWARENESS >
- MSNBC GREENHOUSE, ATHLETES IMPROVE PERFORMANCE BY GOING GREEN >
- SPORTSBUSINESS JOURNAL, SPORTS & SUSTAINABILITY IN-DEPTH >
- STADIA MAGAZINE, JULY 2015 ISSUE: REST IN PEACE? FIND OUT HOW TO EXTEND THE LIFE OF YOUR AGING FACILITY BEFORE IT'S TOO LATE >
- ESPNW, THE GREENING OF SPORTS–AND WHERE WE'RE ALL HEADED NEXT >

440

USERS DOWNLOADED SUMMIT APP & USED IT 12,326 TIMES BETWEEN JUNE 5-JULY 6

ENVIRONMENTAL CONSIDERATIONS

OFFSETS

Through the generous support of the Bonneville Environmental Foundation and Wildlife Works, the 2015 Summit offset its environmental impact with the following:

» 245 Verified Carbon Offsets to cover 539,910 lbs. or 245 metric tons of CO2e emissions associated with attendee, speaker, sponsor and staff travel via plane and car.

» 74 Water Restoration Certificates to balance the 73,308 gallons of water used at the event and in attendee hotel rooms.

» 19 Renewable Energy Certificates to ensure that renewable energy was used to generate the 18,894 kWh of electricity used at the event and in attendee hotel rooms.

WASTE

Top Tweet
EARNED 20.5K IMPRESSIONS

We can't wait for Edmonton Oilers Cpt. **@Ferknuckle**'s keynote on authenticity in **#GreenSports** at next weeks Summit! ow.ly/ONpJM

Top Photo
EARNED 991 LIKES

carolinegleich Here's a shot from the **@greensportsalliance** panel I spoke on with fellow athletes **@brendanbrazier** and**@gerglong**, moderated by **@sarahspain**. It was such an honor to speak on this panel and share our insights into how athletes can engage fans to create more sustainable communities. I spoke about some of the work I've done with **@protectourwinters** and other non-profits. I hope our discussion inspired others at the Summit to want to step outside their comfort zone and take a stand for climate change and environmental responsibility. **#greensports**

Top Follower
FOLLOWED BY 201K PEOPLE

Linda Cohn **@lindacohn**

Top Post
1,054 PEOPLE REACHED, 23 LIKES, COMMENTS AND SHARES

Green Sports Alliance, Brendan Brazier, Andrew Ference & Will Witherspoon featured on **@MSNBC**'s Greenhouse. **#GreenSports #Sportsbiz**

Waste Management, the official Green Sports Alliance Summit Zero Waste Partner worked with event and venue staff to measure and report our waste.

- 91% of waste was diverted from the landfill at all Summit events at the Hyatt, McCormick Place Convention Center and Soldier Field.
- An estimated 75% of waste was diverted from the landfill in Summit Attendee hotel rooms at the Hyatt.
- In total, 5,291.90 lbs. of waste or 88.3% diverted from the landfill at all Summit Events and Attendee hotel rooms.

EXHIBITS

- Exhibitors were sent Green Guidelines with tips on reducing their impact
- Products and booths were made of sustainable materials
- Giveaways were limited to mostly utilitarian items such as pens or notebooks.
- Remaining exhibitor products were donated to local charities, benefiting homeless and low-income families and diverting 336 pounds of waste.

THE PROGRAM

Driven by leaders in sports and sustainability, the 2015 Summit program showcased better practices, common challenges, success stories, and untapped opportunities in sports greening.

CLICK THE ICONS FOLLOWING EACH SESSION TO ACCESS ADDITIONAL RESOURCES.

SUNDAY, JUNE 29

The Green Sports Alliance launched the 2015 Summit with the Chicago Green Sports Green Apple Day of Service Presented by Connor Sports with partners Chicago Public Schools, HOK, Skanska, USGBC-Illinois and the Center for Green Schools at USGBC.

Over 100 volunteers came together at Robert Healy Elementary School to upgrade the schoolyard basketball and game courts and spruce up the courtyard with exterior building painting, a mural project and plantings.

MONDAY, JUNE 30

Thought Leadership Forum Delivered by UPS

The 2015 Thought Leadership Forum Delivered by UPS at the Green Sports Alliance Summit convened the corporate community including sports industry vendors, sponsors and partners for an interactive and engaging discussion on how innovation and collaboration across industries can advance the green sports movement.

Featured Speakers:
J.W. Cannon | *Senior Project Lead - Sponsorships and Events, UPS*
Keith Edwards | *Sales Manager - Biopolymers, BASF*
Vanessa Keitges | *President & CEO, Columbia Green*
Allen Hershkowitz, Ph.D. | *President, Green Sports Alliance*
Scott Jenkins | *Board Chair, Green Sports Alliance; Stadium GM, AMB Sports & Entertainment Group*
Joe Khirallah | *CEO, Green Bear Group*

"The National Hockey League was proud to host the 2015 NHL Sustainability Symposium in collaboration with the Green Sports Alliance. Together we are using our influence to promote healthy, sustainable communities. The symposium brought together environmental leaders from around the NHL and demonstrated our commitment to best-in-class sustainable practices and technologies."

CRAIG HARNETT
SEVP and Chief Financial Officer, NHL

NHL Sustainability Symposium Powered by Constellation

The 2015 NHL Sustainability Symposium Powered by Constellation at the Green Sports Alliance Summit celebrates five years since the official launch of NHL Green, the high-impact environmental sustainability initiative of the National Hockey League. Executives from the NHL and its Member Clubs, alongside players and key stakeholders, convened for an interactive, engaging discussion on the current state of environmental sustainability in the sport.

Featured Speakers:
Gary Bettman | *Commissioner, National Hockey League*
Darryl Benge | *GM of Amalie Arena, Tampa Bay Lightning*
Bob Black | *EVP, Edmonton Arena Corporation/Katz Group*
Linda Cohn | *ESPN SportsCenter Anchor*
Michael Doyle | *EVP & GM of Rogers Arena, Canucks Sports & Entertainment*
Andrew Ference | *Captain & Defenseman, Edmonton Oilers*
Allen Hershkowitz, Ph.D. | *President, Green Sports Alliance*
Jim Ibister | *VP Facility Administration, Minnesota Wild & GM, Saint Paul RiverCentre*
Scott Jenkins | *Board Chair, Green Sports Alliance; Stadium GM, AMB Sports & Entertainment Group*
Omar Mitchell | *Sr. Director of Sustainability, National Hockey League*
Mike Richter | *CEO & Founding Partner, Healthy Planet Partners; U.S. Hockey Hall of Famer*
Andrew Singer | *Vice President, National Accounts, Constellation*

Women, Sports & the Environment Symposium

Raising the Bar: How the Green Sports Movement Can Leverage Lessons from the Women's Leadership Movement

The Women, Sports & the Environment Symposium provided an opportunity to engage and support women and men from all sectors of the sports industry to further advance the green sports movement. This collaborative community discussed the role women can have in the development of a more sustainable future; using sports as an instrument of change to address community and environmental issues, while continuing to inspire each other to advance professionally.

The third annual Women, Sports and the Environment Symposium at the 2015 Green Sports Alliance Summit consisted of a panel discussion, roundtable conversations and networking opportunities. The program featured business leaders from sports, entertainment and other industries sharing success stories from their Women's Leadership Programs and discussing how we can leverage these lessons to support the advancement of environmental responsibility across sports.

Panelists and attendees explored how investing in female talent can advance sports greening by (a) raising awareness of issues that may not be visible in our day to day (b) creating a safe space for learning, experimentation and developing community and (c) anchoring efforts in a sense of purpose.

Facilitator: Jennifer Regan | *Principal & Chief Sustainability Officer, We Bring It On, Inc.; Board Member, Green Sports Alliance*
Moderator: Jami Leveen | *Director of Marketing and Environmental Stewardship, Aramark Sports & Entertainment*
Nancy Atufunwa | *Senior Account Manager, IMG Worldwide, Corporate Consulting Division*
Beth Heider | *Chief Sustainability Officer, Skanska*
Leisha John | *Director of Environmental Sustainability, EY*

"Protecting our environment is very important to me which is why I was thrilled to spread the word and help the cause at the NHL Sustainability Symposium at the 2015 Green Sports Alliance Summit. It was great to see two successful organizations coming together to reach the same goal of a healthy planet."

LINDA COHN
ESPN SportsCenter Anchor

Chicago Sports Venue Tours

2015 Summit attendees had a chance to get an insider's look at some of the iconic Chicago sports venues including:

Allstate Arena
DePaul University
Soldier Field
Toyota Park
Loyola University
U.S. Cellular Field
University of Illinois at Chicago (UIC)

Opening Program: Walking the Walk: Athletes Advancing More Sustainable Communities

Moderator: Sarah Spain | *espnW Columnist & ESPN TV & Radio Host*
Brendan Brazier | *Former Professional Ironman Triathlete, Two-time Canadian 50km*

Ultramarathon Champion, bestselling author of Thrive
Caroline Gleich | *Professional Big Mountain Skier*
Greg Long | *Professional Big Wave Surfer*

TUESDAY, JUNE 31

Keynote: How to Join the Green Team: Lessons from Disney's Environmental Efforts
Dr. Beth Stevens | *SVP, Corporate Citizenship, Environment & Conservation, Disney*

Plenary | Beyond the Building: How Sports Facilities Contribute to Sustainable Communities & Urban Vitalization
Moderator: Chris DeVolder | *Sustainable Design Leader for Sports and Recreation, HOK*
Greg Beadles | *EVP, CAO & CFO, Atlanta Falcons, AMB Sports & Entertainment Group*
Bob Black | *EVP, Edmonton Arena Corporation/Katz Group*
Kristine Fowler | *Associate Athletics Director for Compliance, Indiana University*
John Marler | *Senior Director of Energy and Environment, AEG*
Kunal Merchant | *VP, Strategic Initiatives, Sacramento Kings*

Plenary | Growing Healthier Communities: More Sustainable Food Plays in Sports
Moderator: Alice Henly | *Director of Programs, Green Sports Alliance*
Jennifer Cox | *VP of Culinary, Levy Restaurants*
Carl Mittleman | *President, Aramark Sports & Entertainment*
Will Witherspoon | *Former NFL Linebacker, Sustainable Farmer & Reporter for Rams Radio Network*

"It was once again a royal honor to attend the GSA Summit. Thank you all for allowing me to speak on the behalf of many and partake in such an amazing conversation. The GSA mission makes me drive mine forward as well. Looking forward to all the support I can give. Once again truly an honor to be involved with such a great organization."

WILL WITHERSPOON
Former NFL Linebacker, Sustainable Farmer & Reporter for Rams Radio Network

Breakout Sessions

Storytelling Session | Fan Engagement Part 1 - Trends in Sustainability Engagement in Sports
Moderator: Brian McCullough | *Assistant Professor, Seattle University; Founder, Forwarding Sport Sustainability*
Alexandra Chalat | *Managing Director, thinkBeyond*
Becky Dale | *Manager of Environmental Sustainability Programs, AEG*
Joey McColm | *Professional Race Car Driver, Canada's Best Racing Team*
Dave Newport | *Director, Environmental Center at University of Colorado Boulder; Board Member, Green Sports Alliance*

How-To Workshop | Putting Benchmarks & Baselines to Work: Driving Energy, Water & Waste Savings at Sports Venues
Moderator: Stefanie Young | *LEED AP BD&C, Director, Technical Solutions, US Green Building Council*
Carlie Bullock-Jones | *ASID, LEED Fellow, Founder and Principal, Ecoworks Studio*
Bina Indelicato | *PE, LEED AP, Founding Partner, eco evolutions*
Chris O'Brien | *Adjunct Professor & Former Director of Sustainability at American University; Director of Higher Education Programs, Altenex*
Jackie Ventura | *Operations & Sustainability Coordinator, AmericanAirlines Arena, The Heat Group*

Town Hall Discussion | Climate & Sports: Reducing the Carbon Impacts of Large Sports Events
Moderator: Fernão Silveira | *Integrated Public Affairs Leader, Dow Olympic & Sports Solutions*
Jeff Hansbro | *Senior Technology & Sustainability Leader, Dow Olympic & Sports Solutions*
Eva Kassens-Noor | *Assistant Professor of Urban and Transport Planning in the School of Planning, Design, and Construction, Michigan State University*
David Stubbs | *Independent Sustainability Expert; IOC Consultant; Former Head of Sustainability for London 2012*

How-To Workshop | Responsible Food Waste Management: Following the Lead of MVPs in the Great Lakes Region

Moderator: Julie Schilf | *Environmental Scientist and Regional Coordinator, U.S. EPA Region 5*
Jim Ibister | *VP of Facility Administration, Minnesota Wild & General Manager, Saint Paul RiverCentre*
Kevin Jezewski | *Director of Sustainability and Special Projects, SAVOR, McCormick Place*
Syd Mandelbaum | *CEO and Founder, Rock and Wrap It Up!*
Brad Mohr | *Manager, Stadium Operations, Cleveland Browns/FirstEnergy Stadium*

Green Sports Celebration at Soldier Field

Special Guests Included:
Prince Ea | *Rapper, Spoken Word Artist & Activist*
Shawn Heinrichs | *Emmy Award Winning Cinematographer, Photographer, Artist & Marine Conservationist*

WEDNESDAY, JULY 1

Green Sports Alliance President's Address

Allen Hershkowitz, Ph.D. | *President, Green Sports Alliance*

Keynote Address: Adding Street Cred to the Movement: The Importance of Authenticity

Andrew Ference | *Captain & Defenseman, Edmonton Oilers*

Plenary | Activating the Next Generation of Fans: Engaging Millennials Through Sustainability

Moderator: Terry Lefton | *Editor-at-Large, SportsBusiness Journal*
Megan Eisenhard | *VP - West Region, Learfield Sports*
Janette Micelli | *Manager, External Communications, Waste Management Corporate Communications*
Hector Scarano | *VP, Sales & Marketing, Andretti Autosport*
Erin Schrode | *Co-Founder, Turning Green*

"The summit was a fantastic event and I found many new ideas and inspiration, as well as meeting some great people along the way."

MICHAEL LLOYD
Arsenal, London

Breakout Sessions

Storytelling Session | Fan Engagement Part 2 - Innovative New Outreach Models and Activations

Moderator: Robin Raj | *Founder & Executive Creative Director, Citizen Group*
Sean Connolly | *SVP, Chief Marketing Officer, The Trust for Public Land*
Val Fishman | *VP of Corporate Partnerships, Bonneville Environmental Foundation; Board Member, Green Sports Alliance*
Rachel O'Reilly | *Head of Business Development, Americas & Pacific Rim, Wildlife Works*
Hamish Reid | *Co-Founder Project Litefoot Trust*
Kevin Whilden | *Co-Founder, Sustainable Surf*

How-To Workshop | Better Places to Play: Creating Healthier Venues for Athletes & Fans

Moderator: Steve Ashkin | *Executive Director, Green Cleaning Network; Board Member, Green Sports Alliance*
Barbara Cunningham | *Deputy Office Director, U.S. EPA Office of Pollution Prevention and Toxics*
Alan France | *Director of Sustainability, Environmental Services, ABM*
Chuck Gerba | *Professor, Microbiology & Environmental Sciences, University of Arizona*
Katy Severinsen | *Director of Facilities Operations, Aramark*

Storytelling Session | Advancing the Supply Chain: Environmentally Better Products for the Sports Industry

Moderator: Tim Reeve | *President, Reeve Consulting*
Roian Atwood | *Director of Sustainability, Majestic*
Brandy Lockaby | *Innovation Director, SpiceFire*
Judd Michael | *Professor of Sustainable Enterprises in the Department of Agricultural & Biological Engineering, Penn State University*
Kerri Strand | *Sustainability Solutions Manager, UPS*

How-to Workshop | The Sustainable Chicago Sports Project: A City-Wide Approach to More Sustainable Professional Sports

Moderator: Eloise Karlatiras | *President & CEO Green Chicago Restaurant Coalition*
Tom Funk | *VP of Concessions, Levy Restaurants*
Sabina Shaikh | *Ph.D., Economics Lecturer & Director, Environment, Agriculture and Food Group, University of Chicago*
Bill Shaw | *Director of Operations, Soldier Field*
Karen Weigert | *Chief Sustainability Officer, City of Chicago*

"The Chicago Summit was out of the park! Certainly EcoSafe has had the benefit of having witnessed the evolution and unbelievable growth of this unique and remarkable organization."

RIC MALLETT
Founding Partner, EcoSafe Zero Waste

Storytelling Session | Collegiate Sports Greening Lessons: Case Studies of Successful Initiatives, Projects & Partnerships

Moderator: Dave Newport | *Director, Environmental Center, University of Colorado Boulder; Board Member, Green Sports Alliance*
Mike Gulich | *Director of University Sustainability, Purdue University*
Bob Guptill | *Manager of Business Development, Purdue Sports Properties*
Dirk Kestner | *Principal, Walter P Moore*
Doug Kunnemann | *Global Segment Leader - Food Service, NatureWorks*
Maureen McGonagle | *Director, Department Leadership and Management, DePaul Campus Recreation*
Greg Whittemore | *SVP, HKS Inc.*

Town Hall Discussion | From Consumer to Producer: Moving Venues Toward Net-Zero Energy

Moderator: Ralph DiNola | *Chief Executive Officer, New Buildings Institute*
Jon Bortles | *Sustainability Program Manager, Department of Facilities Management, University of Colorado Boulder*
Ryan Gilchrist | *Assistant Director, Business Development, Urban Green Energy*
JD Schmidt | *Managing Director, Business Solutions, NRG Energy*
Brock Sansom | *President and CEO, SHIFT Energy*
Rich Walsh | *Manager, Technical Energy Sales, WGL Energy*

How-To Workshop | Controlling the Flow of Precious Resources: Implementing Innovations in Water Management at Sports Venues & Events

Moderator: Vanessa Keitges | *President & CEO, Columbia Green*
Becky Dale | *Manager of Environmental Sustainability Programs and Initiatives, AEG*
Jon Dewitt | *Sports Turf Manager, Georgia Tech Athletic Association*
Dr. Kimberly Erusha | *Managing Director, USGA Green Section*

Storytelling Session | Empowering Future Leaders: Students Tackling Sports & Sustainability

Moderator: David Muller | *Membership Director, Green Sports Alliance*
Sara Allan | *Student Coordinator, Penn Athletics EcoReps; Varsity Gymnastics Team*
Edgar Farrera | *Director of Sustainability, Circuit of the Americas*
Jeffrey Mittelstadt | *Director of Sustainability, Davidson College*
Tiffany Richardson | *Program Director, Sport Management, University of Minnesota*

Closing Program & Reception | Tailgate & Game Watching Party at the Rooftop Garden

THE HISTORY

The annual Green Sports Alliance Summit is the largest and most influential gathering for the sports community to unite around sustainability. The event brings together more than 700 industry stakeholders to learn and share better practices and the latest innovations in greening operations, advancing the supply chain and engaging fans.

GREEN SPORTS ALLIANCE SUMMIT

Find out more at **greensportssummit.org**

PAST SUMMIT PROGRAMS:

- 2014 SUMMIT PROGRAM >
- 2013 SUMMIT PROGRAM >
- 2012 SUMMIT PROGRAM >
- 2011 SUMMIT PROGRAM >