



GREEN  
SPORTS  
ALLIANCE

**SUMMIT**



# EVENT REPORT

June 26 – 27, 2018 Atlanta, GA

#greensports #PLAYGREENER

Presented by  NatureWorks®



# THE HIGHLIGHTS

The 2018 Summit theme **“PLAY GREENER™: Get In The Game”** set the stage for two days of inclusive and engaging Summit events. Leaders from the sports industry, private sector and government, nonprofit and academia, all gathered in Atlanta to share their successes and lessons learned, and left with tangible takeaways to further promote healthy and sustainable communities where we live and play.

The new LEED Platinum certified Mercedes-Benz Stadium, home of the Atlanta Falcons and Atlanta United FC, played host to this year’s Summit and offered attendees a “bird’s-eye view” of the broader impact that one sports venue can have on an entire community. Attendees were able to dive deeper into sustainability topics through workshops with smaller group discussions in the club rooms, as well as back-of-house tours of the stadium and other local facilities.

The Arthur M. Blank Foundation, the Atlanta Falcons, Atlanta United FC, Mercedes-Benz Stadium, and the City of Atlanta have each taken on a significant role in activating the local community and implementing sustainable practices in operations, programs, and policies that are shaping Atlanta’s future. The Green Sports Alliance was proud to host such a successful Summit with these organizations, and remains committed to bringing together leaders throughout the sports industry at the Summit and new convenings in the future.

## 2018 SUMMIT BY THE NUMBERS:



2018 SUMMIT IMAGE GALLERY >

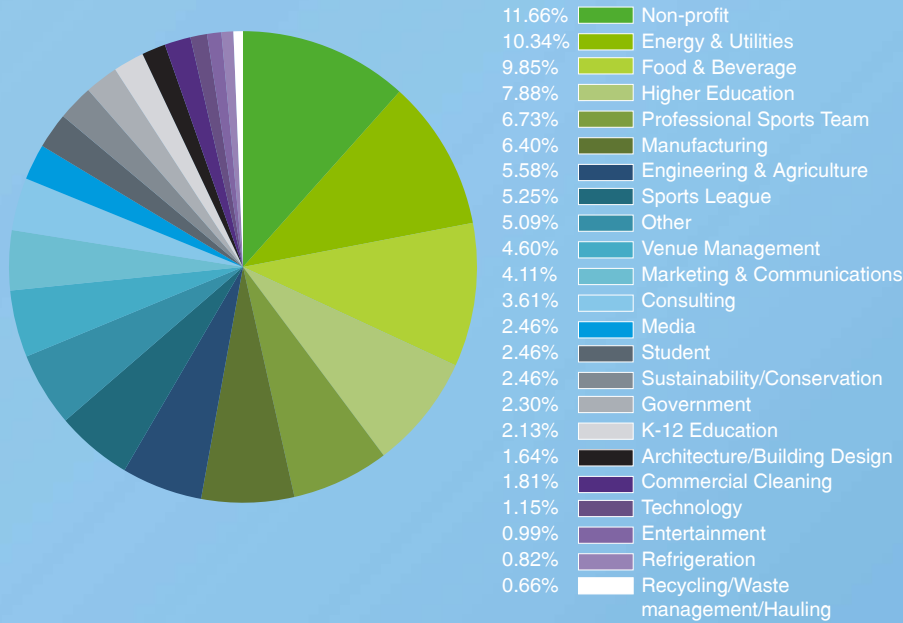


2018 SUMMIT VIDEO PLAYLIST >



# THE PLAYERS

## Attendee Breakdown



The Green Sports Alliance Summit in Atlanta was an inspiring event, bringing together a great mix of leaders and change agents to share ideas and learn from each other. It was great to be a part of this truly collaborative event and it will be exciting to see some of the great ideas that were shared come to life!

**NATHAN GASSMANN**  
Sustainability Senior Analyst, PepsiCo



**608**

REGISTERED  
ATTENDEES



**141**

SPEAKERS



**93**

SPONSORS, EXHIBITORS  
& COMMUNITY PARTNERS



**9**

COUNTRIES  
REPRESENTED



**356**

ORGANIZATIONS

# ATTENDEES:

3P Partners, Inc  
5T Sports Group  
82-0651470  
A3C Festival & Conference  
Able Services  
ABM  
AEG  
AIA  
Amalie Arena, Tampa  
Bay Storm, Tampa  
Bay Lightning  
American Airlines  
Arena/Heat Group  
American  
Maintenance  
American  
Sustainable Business  
Council  
Anaheim Ducks  
Hockey Club &  
Honda Center  
Anheuser-Busch  
Aquilini Hospitality &  
Live Entertainment  
Aramark  
Arizona  
Diamondbacks  
Arizona State  
University  
ArmaKleen Co.  
Armored Things  
Group  
Arup  
Asahi Shimbun  
Asean Corporation  
(Stalkmarket  
Compostable  
Products)  
Athens-Clarke  
County Solid Waste  
Department -  
Recycling Division  
Atlanta Braves  
Atlanta Falcons &  
Atlanta United  
Atlanta Hawks &  
Phillips Arena  
Atlanta Recycles  
Auburn University  
Aviva Stadium  
Baker Energy Team  
Baltimore  
Convention Center  
Barbizon  
Barry Callebaut  
Baseball Magazine  
sha.co.,ltd.  
BASF Corporation  
Be Green Packaging

Bentley University  
Bernard King and  
Thompson Energy  
Solutions  
Beyond Sport  
Blue Strike  
Environmental  
Bon Appetit  
Management Co  
Bonduelle Fresh  
Americas  
Boston Red Sox  
Boy Scouts  
Branch Creek  
Braskem America  
Broadleaf Game  
Brock USA  
Bursion-Marsteller  
Callebaut  
Capt Planet Fdn  
Cascadia Consulting  
Group  
Ceres  
CFBA  
ChargePoint, Inc.  
Circle Blue Media  
Circlepoint  
City of Atlanta  
City of Chattanooga  
Civic Mind  
Clark Construction  
Group  
Clean Air Group  
CleanCore  
Technologies  
Clemson University  
Cleveland Indians  
Clif Bar  
Climate,  
Environmental  
Justice & Community  
Revitalization for the  
Hip Hop Caucus  
ClimeCo  
Corporation  
Coca-Cola North  
America  
College Football  
Playoff  
Columbia University  
(NYC)  
Columbus 2020  
Constellation  
Cool Planet  
Council for  
Responsible Sport  
CoVant  
Crawford Architects,  
LLC

CS3 Youth Game  
Changers for the  
Planet  
CSM Sport &  
Entertainment  
Delaware North  
Dema Law  
Detroit Lions/Ford  
Field  
Dewey Square  
Group  
Dickies Arena  
DuPont Biomaterials  
Dynamic Energy  
Networks  
EarthX  
eco evolutions llc  
Eco-Products, Inc.  
EcoSafe Zero Waste  
EcoShield  
EcoSneakers  
Ecoworks Studio  
Embry Riddle  
Aeronautical  
University  
Enernoc  
EnerNOC/EnelX  
Enviro Squad  
Environmental Paper  
Network - North  
America  
EPIC Provisions  
Epsten Group, Inc.  
ESPN  
Essity  
Excel Dryer  
Ex-Cell Kaiser  
EY  
Fabri-Kal  
Falcon Waterfree  
Technologies  
Filita  
First and Goal, Inc.  
Food Fleet  
Food Well Alliance  
Foodprint Group  
Forager Mike's  
Forest Stewardship  
Council US  
Formetco  
Fox Networks Group  
Freelance  
FSC US  
Futamura  
Galgon HVAC  
&Mechanical /  
Flywheel  
Georgia Pacific

Georgia Recycling  
Coalition  
Georgia Southern  
University  
Georgia State  
University  
Georgia Tech  
Georgia World  
Congress Center  
Authority  
Global Ecosystem  
Solutions Inc.  
Global Sustainable  
Products, Inc.  
Goodr  
Government of  
Japan  
Green Bear Group  
Green Building  
Initiative  
Green Cleaning  
Network  
Green Events  
Green Guy Media  
Green Seal, Inc.  
Green Sports  
Alliance  
Green Sports  
Alliance Japan  
GreenCircle Certified  
Green-e | Center for  
Resource Solutions  
GreenSportsBlog  
Greenworks Tools  
Grips Fore Good  
Grow Plastics LLC  
Hannah Solar  
Harris County Sports  
and Convention  
Corporation  
Harvard University  
Henderson Engineers  
Hennepin County  
High Oaks  
Enterprises  
HOK  
Hytech  
IAVM  
Impacts Group  
Impossible Foods  
Independent  
Indiana Sports Corp  
Innovation & Tech  
Today/Sustainability  
Today  
Innovation Core SEI  
Instituto Fazer  
Acontecer  
Intentionalist

International Living  
Future Institute  
Intuit  
IUPUI  
IWWF  
Jacobsen Daniels  
Jani-King  
JLL  
Kansas City Chiefs  
Kentucky Student  
Environmental  
Coalition  
Kilowatt Events, Inc.  
Kimberly-Clark  
Kimley-Horn  
Klean Kanteen  
Kontent  
Kroenke Sports and  
Entertainment  
LA Kings  
LA Memorial  
Coliseum  
Lamar County  
Regional Solid Waste  
Authority  
Lane Powell  
Legacy Supply Team  
Levy  
Live Nation  
Live Thrive Atlanta/  
CHARM  
LiveWatts  
LNS Captioning  
Looptworks, LLC  
Lotus Advisory  
Madison Square  
Garden  
Major League  
Baseball  
Mandalay  
Entertainment  
Martin Design  
Maryland Stadium  
Authority  
Max-R  
Mazzetta Company,  
LLC  
ME Engineers  
Measurabl, Inc  
Mercedes-Benz  
Stadium, AMB Sports  
& Entertainment  
Group  
Miami Dolphins/  
Hardrock Stadium  
Michigan State  
University  
Milepost Consulting,  
Inc.

Miller Zell  
Minnesota Twins  
Minnesota Wild  
Minor League  
Baseball  
Mississippi State  
University  
Morrison & Foerster  
LLP  
Mortenson  
Mountain Waste &  
Recycling  
Musco Sports  
Lighting  
Nano Layer  
Coatings, LLC  
NASCAR  
Nascent Group  
Holdings  
National Black Latino  
Council  
National  
Environmental  
Education Fdn  
National Football  
League  
National Golf  
Foundation  
National Hockey  
League  
NatureWorks LLC  
Natur-Tec  
NBA  
New England  
Charucrie  
New York Islanders  
New York Jets  
New York Mets  
New York Yankees  
NextEra Energy  
Resources, LLC  
NEXUS India  
and Diaspora  
Engagement  
NHL Network Radio  
SiriusXM  
Nila Inc.  
Nix & Associates  
Novelis  
Oakland Athletics  
Oelrich Construction  
Office Depot  
Ohio State University  
Oilers Entertainment  
Group / Rogers  
Place  
Olympic Park  
Montreal  
OMI Industries, Fresh

Wave IAQ  
Oregon State  
University  
Ovie Mughelli  
Foundation  
Pacers Sports &  
Entertainment  
Panstadia magazine  
Peep No More  
PepsiCo  
Philadelphia Eagles  
Phononic  
Pittsburgh Pirates  
Baseball Club  
Planled  
Printpack  
Purpose + Sport  
r.Cup  
Randolph College  
Ray C. Anderson  
Foundation  
Ready Pac Foods  
Home of Bonduelle  
Fresh Americas  
Recover Brands  
Recycle Track  
Systems  
Reduction In Motion  
Renewables LLC  
Rescue Ranch  
RISE Ventures  
Rip City  
Management  
Rubicon Global  
RWDI  
Ryan Newman  
Motorsports  
Sacramento Running  
Association  
Safety-Kleen  
San Diego Padres  
Schneider Electric  
Schupan  
Sustainability  
Seattle Mariners  
SEEDS GREEN  
PRINTING  
Seeds of Wellness  
Sengo Products  
Shaw Industries  
SHIFT Energy  
Shire Gate Farm  
sloan  
SMG - US Bank  
Stadium  
Sodexo  
Solar Energy  
Industries

Association  
Solaris Paper, Inc.  
SourceAmerica  
Southface Energy  
Institute  
Sporting Cristal  
Sports Environment  
Alliance  
Sports for the Earth  
SportsBusiness  
Journal  
Spotlight Solar  
SSR, Inc.  
St. John Fisher  
College  
St. Louis Cardinals  
Stadco  
Stanford University  
Stanley Infrastructure  
Stonhard & Liquid  
Elements  
Strategic Market  
Alliance  
Sustainability Visions  
Sustainable Green  
Printing Partnership  
(SGP)  
SUSTAINABLE  
INVESTMENT GROUP  
Sustainable  
Investment Group  
(SIG)  
Taylor Call  
Consulting  
TECREATION, LLC  
TerraCycle  
Texas A&M Athletics  
The 120x80 Project  
The Ann Duffy Group  
The Carbon  
Underground  
The Carlyle Group  
The Game Changers  
movie  
The Lovett School  
The Overbrook  
Foundation  
The Service Fort  
The University of  
Alabama  
The Weather  
Channel  
Tree Sound Studios  
Two Owls  
Sustainability  
Partners  
UGA Athletic  
Association  
UNC Charlotte

Unison Advisory  
Group  
University of Central  
Florida  
University of  
Colorado Boulder  
University of Dayton  
Hanley Sustainability  
Institute  
University of Florida  
IFAS  
University of Georgia  
University of  
Louisiana  
University of  
Minnesota  
University of North  
Carolina - Chapel Hill  
University of Tampa  
University of Texas  
Athletics  
University of  
Virginia - Facilities  
Management  
University of  
Washington  
University of Waterloo  
Urban Apostles Pty.  
Ltd.  
UrthPact  
US Composting  
Council  
US Green Building  
Council  
US Marine Corps  
Utah Girls Tackle  
Football, Inc.  
Virginia Tech Office  
of Sustainability  
Volta Charging  
Wake Forest  
University  
Walter P Moore  
Waste Management  
Inc  
Waterless Co. Inc.  
WDC Solar  
We Bring It On  
WeSpire  
Western Carolina  
University/Seattle  
University  
WHITE OAK PASTURES  
World Centric  
WSP  
Yahoo/CBS  
Interactive  
Yuck Old Paint, LLC  
Zum Industries, LLC

# SPONSORS:





# THE IMPACT



310

NEW FOLLOWERS  
ON SOCIAL MEDIA  
PLATFORMS



83.9k

TWITTER  
IMPRESSIONS  
(@SPORTSALLIANCE)



7.9M+

PEOPLE  
REACHED USING  
#GREENSPORTS &  
#PLAYGREENER



\$872k+

ADVERTISING VALUE  
EQUIVALENT (AVE)  
FOR SUMMIT  
COVERAGE

## NOTABLE COVERAGE INCLUDES:

GREEN SPORTS ALLIANCE  
UPDATE 2018 >

GRASS NOT THE ONLY  
THING GREENER IN  
MODERN STADIUMS >

PROFESSIONAL SPORTS  
TEAMS ARE GOING SOLAR  
AT A RAPID RATE >

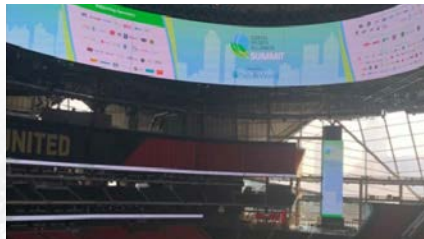
BOOMTIME FOR ATLANTA  
SPORTS VENUES >

GSA PRESENTS  
ENVIRONMENTAL  
LEADERSHIP,  
INNOVATION AWARDS >

2018 GREEN SPORTS  
ALLIANCE SUMMIT RECAP:  
SUBSTANCE AND THE ART  
OF THE POSSIBLE >

## TOP MENTION

Ryan Newman | @RyanJNewman



Starting my morning speaking  
@sportsalliance annual  
conference #PLAYGREENER

## TOP INSTAGRAM MENTION

Shane Keough | @shanekeough



Another amazing experience being a part of  
the @greensportsalliance summit recently  
in #Atlanta. The @mercedesbenzstadium is  
the most incredible stadium I have ever seen.  
It was honor to speak on the same stage as so  
many passionate innovators. I am so excited  
about what is still to come. #PLAYGREENER  
#athletesandenergy #getinthegame

## TOP TWEET

Green Sports Alliance | @sportsalliance



Our 2018 Green Sports Alliance  
Summit is in full swing!! We have  
had many amazing speakers already and  
look forward to more today and tomorrow!  
#greensports #PLAYGREENER



# ENVIRONMENTAL CONSIDERATIONS

## EXHIBITS

Summit exhibitors follow best practices to reduce their impact:

- Exhibitors asked to use non-dated, event neutral designs so leftover items may be used at future events
- Exhibitors print signage and handouts through FSC-certified printers and/or paper made of post-consumer content and use non-chlorine inks such as vegetable or soy
- Exhibitor giveaways for attendees are utilitarian items that are sustainably made and recyclable

## TERRACYCLE:

TerraCycle generously donated Zero Waste Boxes™, which can collect and recycle almost any type of waste. TerraCycle provided boxes for exhibitors and attendees to dispose of items from shipping materials to coffee cups, totaling 39.2 lbs of material throughout the two-day event. Many of these items would have ended up in the landfill, and instead were sent to TerraCycle to be repurposed following the event.

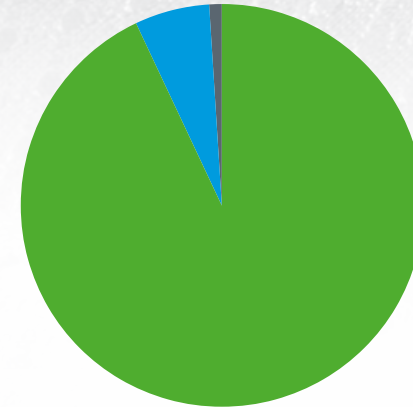
## BEF:

Through the generous support of Bonneville Environmental Foundation (BEF), the 2018 Summit offset its environmental impact with the following:

- 86 Water Restoration Certificates (WRCs) supporting water restoration to balance the unavoidable water footprint of the Summit (86,000 gallons restored)
- 172 Verified Carbon Offsets to mitigate the greenhouse gas emissions from Summit attendee travel (379,195 pounds of carbon dioxide equivalent (CO<sub>2</sub>E))
- 10 Renewable Energy Certificates (RECs) to match the electricity used at the Summit venue and in attendee hotel rooms with renewable energy (10,000 kWh matched)

## 2018 Summit Diversion Report

99% diversion rate



We came into 2018 Summit planning with a clear goal of accomplishing a zero waste event. Through NatureWorks' efforts to organize a team comprised of Erth Products, Cowart Mulch, Mercedes-Benz Stadium, Levy, TerraCycle, and the Green Sports Alliance Summit Planning Team. Our early planning efforts tied into bi-monthly conference calls allowed us to accomplish a 99% diversion rate. This has established "the bar" for future Summits, as well as valuable lessons learned for expanding these methods for larger Mercedes-Benz Stadium events.

**DOUG KUNNEMANN**

Business Development Leader - Performance Packaging, NatureWorks

# THE PROGRAM



CLICK THE ICON FOLLOWING EACH SESSION TO ACCESS ADDITIONAL RESOURCES



FOR VIDEOS FROM THE 2018 SUMMIT, VISIT OUR YOUTUBE CHANNEL

MONDAY, JUNE  
**25**



Hartsfield-Jackson, Atlanta International Airport



SunTrust Park

## Day of Service: Tree maintenance on the Westside Beltline with Trees Atlanta Youth Tree Team

Summit staff, partners, and attendees joined Trees Atlanta Youth Tree Team for a service project on the Westside Beltline. Volunteers worked alongside the Youth Tree Team maintaining trees newly planted in the Arboretum. Volunteers rolled up their sleeves and got dirty doing great work for the local Atlanta community and environment. They were rewarded with pizza, provided by local Westside Culinary Class, operated inside Mercedes-Benz Stadium.



## Hartsfield-Jackson, Atlanta International Airport Tour

## SunTrust Park Tour

## Corporate Members Network Reception | Harrah's Valley River Club, Mercedes-Benz Stadium

Invite-only gathering to thank our Corporate Members Network, primary Summit sponsors, speakers and special guests for their contribution to the success of the Green Sports Alliance and the entire green sports movement.



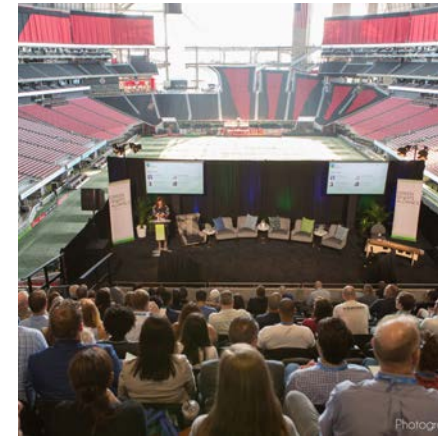
The workshops at the Summit are hands-on and insightful. I always walk away with new information I can take back to the venues I operate in.

**KELSEY GAUDE**

Program Manager - Zero Waste Department, Arizona State University



TUESDAY, JUNE  
**26**



## Registration, Breakfast, Networking & Vendor Showcase | AT&T Perch

### Summit Welcome:

Diana Dehm | *President, Climate & Sports Student Summits “CS3 Game Changers for the Planet”*; *Proud Youth Partner of the Green Sports Alliance*

Justin Zeulner | *Executive Director, Green Sports Alliance*

Ms. Fuyuki Enokido | *Agency for Cultural Affairs Government of Japan, Japan Cultural Envoy, Japanese traditional musical instrument player*

### Atlanta Welcome:

Scott Jenkins | *General Manager, Mercedes-Benz Stadium, AMB Sports & Entertainment Group, Chair of Green Sports Alliance*

Stephanie Stuckey | *Former Chief Resilience Officer, City of Atlanta*

### The State of the Environment and Climate Change

Nora Zimmet | *Senior Vice President, Programming, The Weather Channel television network*

Chris Warren | *On-camera Meteorologist, The Weather Channel television network*

## Fireside Chat: Generations of Environmental Advocacy in Atlanta

**Interviewer:** Ovie Mughelli | *Former All Pro Falcons Fullback; EcoAthlete*

John R. Seydel | *Director of Sustainability, City of Atlanta*

Laura Turner Seydel | *Chairperson, Captain Planet Foundation*

Rutherford Seydel | *Sustainability Entrepreneur and Attorney, Limited Partner of the Atlanta Hawks, and former NHL franchise owner*

The Green Sports Alliance Summit never fails to introduce me to a new concept or idea that pushes sustainability to new heights in my venues.

**JANA N. BROOKS**

Manager, Event and Tenant Services - Maryland Stadium Authority

## Athletes Through The Generations

**Introductions:** Charlee Nyquist | *First Team All American Pop Warner Tackle Football Player*

Catherine Kummer | *Senior Director, Green Innovation, NASCAR*

**Moderator:** Kunal Merchant | *Managing Director, Lotus Advisory*  
Sam Gordon | *Utah Girls Tackle Football League; Inaugural NFL Game Changer Award Winner*

Bernard King | *NBA-Naismith Basketball Hall of Famer, Former Founder of Bernard King and Thompson Energy Solutions, Emmy Award Winning Broadcaster and Memoir Author of Game Face*

Ovie Mughelli | *Former All Pro Falcons Fullback; EcoAthlete*

Ryan Newman | *Monster Energy NASCAR Cup Series Driver; Daytona 500 Champion; Co-Founder, Rescue Ranch*



Video:  
Charlee Nyquist



Video:  
Sam Gordon



Video:  
Ryan Newman

## Networking Break | Vendor Showcase & Poster Sessions | AT&T Perch

## Thought Leadership Forum: Corporate Leadership: Propelling Sports Through Private Sector Innovation

**Moderator:** Colin Tetreault | *Senior Sustainability Scholar and Global Sports Scholar, Julie Ann Wrigley Global Institute of Sustainability, Arizona State University*

Matt Ellis | *CEO & Founder, Measurabl*

Ben Jarrett | *North America Sustainability Leader, Kimberly-Clark*

Anne Kelly | *Senior Director, Policy and BICEP Network, Ceres*

Scott Mercer | *CEO & Founder, Volta Charging*

Kat West | *LEED AP BD+C, LEED AP ID+C, WELL AP, Sustainability Manager, Southeast, JLL*

## Lunch & Workshops

### Thought Leadership Forum Workshop

*Same speakers as main stage Forum*

The Thought Leadership Forum is a Green Sports Alliance Summit tradition focused on convening private sector leaders within the sports greening movement. The 2018 Thought Leadership Forum panel and workshop examined corporate leadership across sustainability and its application to the sports industry. Corporations have used sustainability as a strategy and tactic to increase revenue, drive innovation, mitigate and manage risk, and strengthen brand affinity. How can sport add to its playbook?



### Trash to Treasure: New Approaches to Collegiate Revenue Generation

**Moderator:** Dave Newport | *Director, Environmental Center, CU Boulder, Board Member of Green Sports Alliance*

Tony Johnson | *Sr. Executive Director, Logistics and Support Services, The University of Alabama*

Lauren Litcherman | *Operations and Sustainability Coordinator, The University of Texas Athletics*

Graham Oberly | *Sustainability Coordinator, The Ohio State University Department of Athletics*



### Health, Wellness & Equity: A Holistic Approach to Facilities Operations

**Moderator:** Steve Ashkin | *President, The Ashkin Group; Board Member, Green Sports Alliance*

Carlie Bullock-Jones | *Founder and Managing Principal, Ecoworks Studio*

Charles Crowe | *Senior Account Manager, SourceAmerica*

Doug Gatlin | *CEO, Green Seal*





## Networking Break | Vendor Showcase & Poster Sessions | AT&T Perch

### Workshops

#### Creating a Legacy: The Road to a Zero Waste Super Bowl and Beyond

**Moderator:** Jack Groh | *Director, Environmental Program, NFL*  
John Fitzgibbon | *District Manager for U.S. Bank Stadium, Aramark*  
Nathan Gassman | *Sustainability Senior Analyst, PepsiCo Office of Sustainability*  
Curtis Schmillen | *Director of Operations, U.S. Bank Stadium*



#### The Fan Experience: New Approaches and Benefits in Energy Efficiency

**Moderator:** Norman Vosschulte | *Director of Fan Experience, Philadelphia Eagles*  
Darren Draper | *Principal and Director of Commissioning, Epsten Group*  
Divesh Gupta | *Energy Solutions, Manager, Constellation*  
Jay Wratten | *Vice President, Sports, WSP*



#### The Living Stadium: Designing a Regenerative Future for Sports

**Moderator:** James Connelly | *Vice President of Product and Strategic Growth, International Living Future Institute*  
Chris DeVolder | *Senior Vice President, Managing Principal, HOK*  
Janice Mochizuki | *PE and LEED AP, Senior Engineer, Arup*  
Stephanie Stuckey | *Former Chief Resilience Officer, City of Atlanta*  
with guidance and input from Jason Twill | *Co-Founder & Past Chair, Green Sports Alliance, International Living Future Institute*



## Networking Break | Vendor Showcase & Poster Sessions | AT&T Perch

#### Food, Fans and Farmers: Teaming Up for a Healthier Planet

**Moderator:** Larry Kopald | *Co-Founder & President, The Carbon Underground*  
Will Harris | *Fourth Generation Cattleman, White Oak Pastures*  
Robby Sansom | *COO/CFO, Epic Provisions*  
Will Witherspoon | *Former St. Louis Rams Linebacker; Sideline Reporter for 101 ESPN and Rams Radio Network; Owner, Shire Gate Farms*



Video:  
*The Carbon Underground, Adopt-A-Meter*



Video:  
*One Hundred Thousand Beating Hearts, Peter Byck*

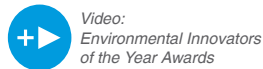
#### Interview with Atlanta Falcon's Leadership

**Interviewer:** Abe Madkour | *Executive Editor, SportsBusiness Journal*  
Arthur M. Blank | *Owner of the Atlanta Falcons and Atlanta United, Co-Founder of The Home Depot*  
Rich McKay | *President & CEO, Atlanta Falcons*

## Green Sports Celebration

On Tuesday evening, June 26, 2018, the Green Sports Alliance presented its annual Environmental Leadership Award to ESPN. The Environmental Leadership Award is among the most prestigious of sports greening awards and is given to an individual or organization that has demonstrated extraordinary leadership towards sustainability, environmental stewardship, and community engagement.

ESPN's Corporate Citizenship team, led by Vice President Kevin Martinez, champions their mission to "Serve sports fans in the community. Anytime. Anywhere." ESPN Corporate Citizenship encompasses multi-faceted community initiatives, including employee volunteerism, charitable giving, cause marketing and sustainability, while also utilizing their media assets to reach and uplift diverse communities. The core goal of their work is to use the power of sports to make the world a better place and their efforts are strategically focused across five key areas: access to sports, leadership through sports, good neighbor, environmental sustainability, and the V Foundation.



## 2018 ENVIRONMENTAL LEADERSHIP AWARD RECIPIENT:



## ENVIRONMENTAL INNOVATORS OF THE YEAR AWARD WINNERS:

- Aramark, BASF, Hampton Farms & Kansas City Chiefs - Compostable Peanut Bag
- Arizona Diamondbacks
- Greg Martin of Martin Design Partnerships
- Melbourne Cricket Club
- Pittsburgh Pirates & PNC Park - Vegan Night
- Raka 7s Rugby Tournament
- Sacramento Running Association
- U.S. Bank Stadium
- The University of Texas at Austin Department of Intercollegiate Athletics
- University of Washington Department of Athletics

## Taste of Atlanta Sustainable Food Event

Renowned regional chefs provided A Taste of Atlanta during the Green Sports Celebration. Items served showcased unique and innovative concepts in sustainable food and beverage.

## Special Film Screening - The Game Changers

Directed by Louie Psihoyos and executive produced by James Cameron, *The Game Changers* tells the story of James Wilks—elite special forces trainer and winner of *The Ultimate Fighter*— as he travels the world on a quest for the truth behind the world's most dangerous myth: that meat is necessary for protein, strength and optimal health. Meeting elite athletes, special ops soldiers, visionary scientists, cultural icons, and everyday heroes, what James discovers permanently changes his relationship with food and his definition of true strength.





WEDNESDAY, JUNE  
27



## Registration, Breakfast, Networking & Vendor Showcase | AT&T Perch

### Welcome:

Diana Dehm | *President, Climate & Sports Student Summits “CS3 Game Changers for the Planet”*; *Proud Youth Partner of the Green Sports Alliance*

Ms. Fuyuki Enokido | *Agency for Cultural Affairs Government of Japan, Japan Cultural Envoy, Japanese traditional musical instrument player*

### Sports Industry Leaders in Renewable Energy

Introduction: Shane Keough | *CEO, Global Ecosystem Solutions Inc.; Former Oakland A’s Minor Leaguer*

**Moderator:** Abigail Ross Hopper | *CEO, Solar Energy Industries Association (SEIA)*

Will Allen | *Managing Partner, Nascent Group Holdings; Former NFL Player, Pittsburgh Steelers*

Johnnie B. “Dusty” Baker Jr. | *Former MLB player and manager; Founder, Baker Energy Team*

Wilson Mallard | *Director of Renewable Development, Georgia Power*

The GSA Summit is a can’t miss opportunity to network and learn about how playing greener is evolving.

### KEITH EDWARDS

Head of Sales Specialty Polymers North America, BASF Corp

### Women, Sports and Environment Symposium Inclusive Culture: How to Create Safe and Empowered Workplaces and Fan Zones

**Moderator:** Jennifer Regan | *Principal and Chief Sustainability Officer, We Bring It On, Inc.; Board Member, Green Sports Alliance*

Laura Clise | *Founder & CEO, Intentionalist*

Angela Fannéy | *P.E., LEED AP, Vice President, Kimley-Horn*

Susan Hunt Stevens | *Founder & CEO, WeSpire*

Nzinga Shaw | *SVP, Chief Diversity & Inclusion Officer, Atlanta Hawks & Philips Arena*

## Workshops

### Women, Sports and Environment Workshop

*Same speakers as main stage Symposium*

The sixth annual Women, Sports & the Environment Symposium started on the main stage with industry leaders who are supporting organizations in overcoming unconscious bias and exploring what is truly needed to create an inclusive culture. A continuation after the main stage panel, the Workshop had participants uncover some of their unconscious bias and work together with facilitators to identify tools and tactics they can take back to their communities to create more inclusive and empowered work and play spaces.



### Selling It: Valuation, Pitch and Delivery of Sustainable Programs to Partners

**Moderator:** Aileen McManamon | *Founder and Managing Partner, 5T Sports Group*

Brett Blumberg | *Sales and Sustainability Manager, Kilowatt Events, Inc.*

Rico Tesio | *COO, Bluestrike Environmental*



### Gridiron Gauntlet: How Mercedes Benz Stadium Will Elevate The Sustainability Bar

**Moderator:** Frank Franciosi | *Executive Director, US Composting Council*

Sofi Armenakian | *Manager of Event Conversions & Sustainability, Mercedes-Benz Stadium*

Wayne King | *Owner/CEO, EARTH Products*

Doug Kunnemann | *Business Development Leader - Performance Packaging, NatureWorks*

Rhett Marlow | *Vice President of Strategic Accounts, Cowart Mulch Products Inc.*



## Lunch, Vendor Showcase & Poster Session

### International Perspectives

**Moderator:** Alexandra Chalat | *Managing Director, Beyond Sport*  
Ann Duffy | *President, The Ann Duffy Group Inc.*

Lawrie McLaren | *Managing Director / Chairman Corporate Purpose, Burson Marsteller*

Haruki Sawada | *Executive Director, Green Sports Alliance – Japan*

### Call to Action

John Goodwin | *VP of Communications & Head of Marketing, The Weather Channel television network*

### The Art of the Possible: New Business Models to Achieve Your Community's Energy Goals

**Moderator:** Anne Kelly | *Senior Director, Policy and BICEP Network, Ceres*

Mark Feasel | *Vice President, Electric Utility Segment & Smart Grid, Schneider Electric*

Andrew Marino | *Managing Director, The Carlyle Group; Board Director, Dynamic Energy Networks*

Karen Morgan | *President & CEO Dynamic Energy Networks*

## Networking Break | Vendor Showcase & Poster Sessions | AT&T Perch

The Green Sports Alliance Summit brings together all the right people who share excellent ideas on how to progress their respective sustainability initiatives. The Summit furthers the sports greening movement.

**CHASE COCKERILL**  
Sr. Account Executive, Measurabl



## Workshops

### Sustainability in Existing Buildings

**Moderator:** Elaine Aye | *Regional Manager / Associate, RWDI | Green Building Services*

Jerry Crabb | *Senior Director, Ballpark Operations, Cleveland Indians*

James Gregoire | *Facilities Services Manager, San Diego Padres*

Keioki Kakigi | *Sustainability Operations Manager, Rip City Management & Portland Trail Blazers*

Tim Trefzer | *Corporate Social Responsibility Manager, Georgia World Congress Center Authority*



### The Business of Food

**Moderator:** Martin Tull | *President, Impacts Group*

Natasha Capper | *Chocolate Ambassador, Callebaut*

Robert Flowers | *Regional Executive Chef, Levy Sports and Entertainment*

Jeffrey Haines | *Corporate Executive Chef, Bonduelle Fresh Americas*

Zachary Mazetta | *Mazzetta Company*

with guidance and input from: Jeffrey Mora | *Owner & Executive Chef, Food Fleet*

### Engagement through Operations: Staff, Fans and Community

**Moderator:** Monica Rowand | *Sustainability Coordinator, University of Louisiana at Lafayette*

Jana Brooks | *Manager, Events and Tenant Services at Camden Yards Sports Complex, Maryland Stadium Authority*

Moira Hafer | *Sustainability Specialist, Stanford University*

Tom Jones | *Director, Custodial, Recycling, Solid Waste & Special Events, Clemson University*

Greg Lettieri | *CEO and Co-Founder, Recycle Track Systems, Inc.*



## Mercedes-Benz Stadium Tours

Sponsored by:



# 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 hundreds of industry stakeholders to learn and share better practices and the latest innovations in greening operations, advancing the supply chain and engaging fans.

## Why it Matters

The sports industry is uniquely positioned to make large scale impact in the environmental performance of many of our largest public spaces. Sports teams also play a special role in influencing citizens and mobilizing communities to take action. The Summit seeks to highlight better practices for enhancing performance and fostering a dialogue with stakeholders and fans about environmental stewardship.

By convening and collaborating together, we can leverage the cultural and market influence of sports to promote healthy, sustainable communities where we live and play.

## PAST SUMMIT EVENT REPORTS & PROGRAMS:

[2017 SUMMIT >](#)[2016 SUMMIT >](#)[2015 SUMMIT >](#)[2014 SUMMIT >](#)[2013 SUMMIT >](#)[2012 SUMMIT >](#)[2011 SUMMIT >](#)

Find out more at [greensportssummit.org](https://greensportssummit.org)



# SPECIAL THANKS TO OUR PARTNERS!

## SPORTS GREENING MOVEMENT PARTNERS:



## PROGRAM PARTNERS:



The quality of the speakers and sessions at the Green Sports Alliance Summit were outstanding. I appreciated the variety of topics, specifically those related to clean energy, sustainable food systems, and women in sports. I will not miss next year's session. Thank you!

**JAIRO GARCIA**

National Black & Latino Council, Executive Director

Interested in learning more about becoming a Sports Greening Movement Partner or Program Partner?

Contact [info@greensportsalliance.org](mailto:info@greensportsalliance.org)



# SEE YOU IN PHILADELPHIA!

June 19 – 20, 2019

Lincoln Financial Field

*Home of the Super Bowl LII Champion Eagles*



*Video:  
2019 Summit  
Welcome Message*

**Lincoln Financial Field**

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