

***FASTER,
FURTHER,
TOGETHER***



GREEN SPORTS ALLIANCE SUMMIT | 2024

IMPACT REPORT

2024

**JUNE 11 - 13
L.A. LIVE
LOS ANGELES, CA**

TABLE OF CONTENTS

03

Summit by the Numbers

04

Attendee Breakdown

06

Sponsors and Exhibitors

08

Day Zero, One & Two

14

Play to Zero Awards

15

Digital Impact

16

Sustainability Commitment & Initiatives

19

Environmental Impact & Considerations

24

Summit History

26

Appendix



SUMMIT BY THE NUMBERS



Sports is very unique in its ability to bring people together in a way that very few industries can. And so I think that creates an incredibly powerful platform for our industry to make meaningful impact in the area of sustainability."

- Martha Saucedo, Chief External Affairs Officer at AEG

1

Networking Reception

7

Networking Breaks

4

Community Partners

1

Community Impact Event

3

Local Sports Venue Tours

23

Prestigious Awardees

The 2024 Green Sports Alliance Summit spanned three days in Los Angeles, California, and the theme "Faster, Further, Together" encouraged participants to boldly pursue their goals with the support of the sustainability community. We brought together players, leaders, and champions from the sports and entertainment sectors to highlight how venues, teams, leagues, organizations, athletes, and corporate partners worldwide are actively addressing and making a difference in the environmental and social challenges faced by our communities.

At LA Live and Crypto.com Arena, the Green Sports Alliance and AEG hosted a networking reception, panel discussions, fireside chats, solution sessions, exhibitor halls, and delicious, plant-forward food menus for our diverse group of attendees.

The Green Sports Alliance was proud to host our largest Summit yet in Los Angeles and remains committed to bringing together leaders throughout the sports and entertainment industries at future Summits and new convenings in the future.

42

Sponsors & Partners

36

Innovation Exhibitors

31

Main Stage Sessions

33

Solution Sessions

4

Workshops



ATTENDEE BREAKDOWN



881

Registered Attendees



TOP 5 INDUSTRIES

1. Sports & Entertainment
2. Sustainability & Environmental Services
3. Food & Beverage
4. Consulting & Advisory Services
5. Higher Education

COMMON JOB TITLES

- Executives
- Directors
- Founders
- Athletes
- Students

164

Cities Represented

15

Countries Represented

383

Different Companies



Just an enormously wonderful event with diverse and dynamic people and projects. An event for the ages that we all need now! Keep it up.

- Eric Griffin, Colorado State University

THANK YOU, VOLUNTEERS!



36
Volunteers

The volunteers for the 2024 Green Sports Alliance Summit played a vital role in ensuring the success and smooth operation of the event.

14
Schools Represented

Their dedication and commitment to upholding the highest standards of professionalism and conduct were crucial in creating a positive and inclusive environment for all participants.

SPONSORS

IN PARTNERSHIP WITH



TOKENS
&
ICONS



EXHIBITORS



SUMMIT PROGRAM

DAY ZERO

Venue Tours: An opportunity to visit and learn about the sustainable aspects of local stadiums and arenas. They offer insight into local best practices for waste diversion, energy efficiency, and water use and reduction best practices.

- **SoFi Stadium**, Home to the Los Angeles Rams & Los Angeles Chargers
- **The Los Angeles Memorial Coliseum**, Home to USC Trojans
- **Dignity Health Sports Park**, Home to LA Galaxy

Community Impact Event: The Green Sports Alliance Foundation proudly partnered with the [Los Angeles Neighborhood Land Trust](#) to beautify Estrella Park, known as 'The Park That Kids Built' for 41 years. In collaboration with [Blue Shield California](#) and [AEG](#), attendees had the opportunity to join a 3-hour hands-on project including mulching, painting and more.



Sponsored by:



2024 Summit Kickoff Networking Reception: Over 500 attendees engaged in an evening of networking at the crossroads of sports, entertainment, and sustainability at the legendary Crypto.com Arena. Guests Indulged in delectable, locally sourced cuisine, crafted to reflect the essence of Los Angeles, while enjoying drinks courtesy of the Green Sports Alliance. Guests were invited to show team spirit by representing their favorite team by wearing jerseys or team colors.



SUMMIT PROGRAM

DAY ZERO

COMMUNITY IMPACT REPORT



The Green Sports Alliance Foundation proudly partnered with the [Los Angeles Neighborhood Land Trust](#) to beautify of Estrella Park.

In collaboration with Blue Shield California and [AEG](#), **76 attendees** joined a 3-hour, hands-on project including mulching, weeding, painting, organizing, and cleaning the **12,000 square foot park**. On the mile-long walk from LA Live to Estrella Park, attendees conducted a litter clean-up, picking up trash from the sidewalks, streets, and planter beds along the route. Attendees **filled one roll-away dumpster** with debris, weeds, dead plants, etc.

[Green Sports Alliance Foundation](#) also partnered with Los Angeles Native Nurseries to donate native plants to green spaces in downtown Los Angeles after Summit.

500

Square Feet of Mulch

2,100

Square Feet of Paint



I believe that parks and gardens bring a lot of hope into the community. Because when you create a space that is a place where a community can gather to both celebrate but also to breathe and have fun together, it creates relationships, neighborhoods and the kind of community synergy that builds hope."

-Alina Bodke, Former Executive Director of Los Angeles Neighborhood Land Trust

SUMMIT PROGRAM

DAY ONE

Emcees:

- Georgia Galanoudis, New York Women in Communications
- Alex Meacham, Shining Star Sports Inc.
- Jessica Ryan, Brodaway Unlocked

Guest Speakers:

- Sandonne Goad, Gabrielino/Tongva Nation
- Chris Paul, National Basketball Association

Main Stage Sessions:

- The Forecast is Cloudy with a 100% Chance of Climate Crises
- Sustainability Across the Enterprise with AEG Leadership
- Sports Trifecta: Radical Collaboration with Broadcasters
- Sustainability Operations: Iconic Los Angeles Venues
- Planting Seeds of Change: A Fireside Chat with Support + Feed's Maggie Baird
- Can Live Events Accelerate Innovation?
- Win-Win-Win: How to Design a Sustainable Sponsorship
- Shot Clock
- New Green Sports Alliance Playbook: Reuse, Reuse, Reuse
- Their Platforms, Their Voices, Your Vote
- League Lightning Round
- Turning Waste Into Fashion Forward
- Featured Guest Speaker - Wave of The Future for High Performing Athletes
- Intentional Conversations, Intentional Impact

Solution Sessions:

- Decarbonize, Divert, and Deliver: How Bio-based Materials Can Help Reduce Your Carbon Footprint, Increase Food Waste Diversion Through Composting, and Deliver on Your Sustainability Goals
 - Shannon Pine, Scott Jenkins, Carla Castagnero, Eric Klingenberg
- Event Signage Comes Full Circle
 - Cameron Funk, Craig Furst, Heather Vaughan, Mike Sherman, Randy Carrasco
- Harnessing Commercial Partnerships for Sustainable Success
 - Lindsay Arell, Neil Lakin, Brian Grant, Carl Thomas
- LIVE! From Measurement to Action: Peer-Powered Solutions to Advance Your Sustainability Initiatives
 - Lee Spivak, Monica Rowand, Aly Criscuolo, Riley Nelson, Logan Waddle, Brazos Barber, Esi Langston, Nikki Chernick, Tessa Rainbolt, Kristin Hanczor
- Standing Out on Your Sustainability Journey
 - Eric Van Diggelen
- Building your Impact Agenda Through Women in Sports
 - Heather Corder, Victoria Diaz, Bri Hamilton, Keimaira Haylock, Abigail Lozano Vazquez, Hilary Meyer
- The Back of House AND Fan Facing Packaging Problem, Solved!
 - Brandon Hamilton, Wayne Shilka, Barry Ostrander, Susan Thoman
- Big Old Buildings: Implementing Sustainability in Older Venues
 - Christy Briggs, Ashley Gladney, Danielle Doza, Bradley Vogel
- Demystifying Decarbonization
 - Lachlan Coffey
- How to Credibly Communicate Climate Action
 - Colleen Cochran, Jaime Nack, Julia Goldstein, Stacy Embretson
- Collecting the Compost Dots
 - Laila Lakhani-Ali, Blake Ludeman, Susan Thoman, Candy Castellanos Kratz, Tim Trefzer, John Brigham
- Marathon Running: No Better Metaphor for the Sustainability Journey
 - Yu Huang, Cat Morris, Tina Muir, Murphy Reinschreiber, Aly Criscuolo
- Different Venues, Different Concessionaires, Same Goal
 - Kevin Adams, Travis A Alexander, Kelly McLinden, Krystle Johnson

Workshops

- Building a Strategic Sustainability Action Plan: A Practical Guide for Teams and Venues
 - Kate Gaertner, Ryan Heither, Jana Janotova, Elizabeth Miles, Cynthia Miller, Paul Moinester, Isaac James Murray, Cigdem Ozkan, Jason Parkin, Jason Twill
- Communicating Sustainability in Sports
 - Courtney Mueller, Dan Murphy, Madeleine Orr

Main Stage Speakers:

- Chase Cain, National Climate Reporter, Meteorologist, NBC
- Erik Distler, Vice President, Sustainability, AEG
- Kelly Cheeseman, COO, AEG Sports
- Melissa Ormond, COO, GoldenVoice and COO Festivals, AEG Presents
- Russell Silvers, Co-COO, Global Partnerships, AEG
- Matthew Halperin, Director, Sustainability, Fox Corporation
- Zena Harris, Founder, Green Spark Group
- Carrie Lanman, Manager, Environmental Sustainability, The Walt Disney Company
- Nelson Ventress, Program Manager, Sustainability, Crypto.com Arena, Peacock Theater, and LA LIVE
- Melanie Vaughn, Sustainability Specialist, SoFi Stadium & Hollywood Park
- Ignacio Guerra, Sr. Vice President, Operation & Engineering, Crypto.com Arena
- Matthew Buswell, Director of Operations, Los Angeles Memorial Coliseum
- David Edford, Director of Facilities, Los Angeles Dodgers
- Carlie Bullock-Jones, Founder and Managing Principal, Ecoworks Studio
- Maggie Baird, Founder and President, Support + Feed
- Kelci Zile, Chief Development Officer, Sound Future
- Amy Morrison, President, Music Sustainability Alliance
- Denise Melanson, VP, Social Impact and Sustainability, Wasserman
- Lee Spivak, Director, Advisory Services, WM
- Melanie Lee, Director, Ballpark Operations, MLB
- Paul Sambanis, VP of Sustainability, Sloan
- Monica Rowand, Sustainability Consultant, WM
- Leo Amatullo, Client Partnerships & Sports Sustainability Lead, MaCher
- Ricky Marton, CEO, Koru
- Mikayla Byfield, Sustainability Strategist + Environmental Justice Advocate, Columbia University
- Lindsay Arell, CSO, ASM Global
- Mary McCarthy, Vice President, Sustainability, Levy
- Brittany Saulsbury, Sustainability Operations Manager, Portland Trail Blazers
- Michael Martin, Founder and CEO, r.World
- Lewis Blaustein, CEO, GreenSportsBlog
- Jasmyne Spencer, Professional Soccer Player, Angel City FC
- J.J. Huggins, PR and Communications Manager, Patagonia
- Brazos Barber, Director of Sustainability, PGA Tour
- Hilary Meyer, SVP of Impact, Athletes Unlimited
- Omar Mitchell, VP, Industry Growth and Sustainability, National Hockey League
- Riley Nelson, Head of Sustainability, Nascar
- Annie Horn, Director, Social Responsibility and Sustainability, NBA/WNBA
- Claire Poole, Founder and CEO of Sport Positive Summit
- Mark Litos, Co-Owner, Refried Apparel
- Daniel Schindler, CEO, Buoy
- Parintha Patil, COO, Co-Founder, Function Health
- Justine Lucas, Founder and CEO, Q15 Impact
- Daniel Blackman, Advocacy and Strategic Partnership Director, The King Center



[Click here to watch Day One recap on Youtube](#)

SUMMIT PROGRAM

DAY ONE



When I think of the Green Sports Alliance, when I think of this Summit, I think of a place that can convene us around something that brings people together, black and white, rich and poor, young and old, sports is the ultimate convener of fans and of good ideas. And when you put those things together, I think you can really have an impact and change the world.

-Daniel Blackman, Founder of Renaissance 94



[Click here to watch Day One recap on Youtube](#)

SUMMIT PROGRAM

DAY TWO

Guest Speakers:

- **Jessica O. Matthews, Founder & CEO, Uncharted**
- **Leah Thomas, Author, Environmentalist, Climate Consultant**

Main Stage Sessions:

- **What the Sports and Entertainment Industry Get Right, but the Energy Industry Gets Wrong**
- **Why Sports and Entertainment are Critical Allies of the Ocean**
- **Applying the Sustainability Lens Across the Music Lifecycle**
- **A Ray of Light: Advancing Sustainable and Equitable Energy**
- **Green Sports Alliance Playbook: Decarbonizing Energy in Sports and Entertainment Venues**
- **Diversity Fuels Success**
- **Greening the Heart of Texas: Texas A&M's Milestone Athletics Sustainability Master Plan**
- **Purposeful Leadership**
- **8 Guiding Principles for Climate Action and Carbon Neutrality**
- **Creating What's Next for Global Events: LA28 Olympic and Paralympic Games**
- **Global Game Changers Uniting Green Sports**
- **Sustainability Requires New Skills**
- **The Future of the Green Sports Movement: Perspectives of Past Chairs**
- **Moneyball for Sustainability**
- **St. Louis is a Gateway to the Future**
- **The Next Generation is Driving in the Fast Lane**
- **Arizona State University and Green Sports Alliance Venture Challenge**

Solution Sessions:

- **Sustainability is Not Built in Isolation: Partnerships for the Win**
 - *Mark Handler, Holly Hayes, Michael Hodges, Nicole Kellen, Grace Squires*
- **Morgan Stanley -- Solutions for Carbon Offsets: How To Find The Right Projects That Make A True Impact**
 - *John D. Bunzel, Yuhau Lin*
- **ISO 20121 Certified: With an International Perspective**
 - *Melanie Vaughan, Diana Dehm, Luca Guzzabocca, Chyenne Lolita Sala, Davide Casetti, Paolo Poli*
- **Turning Waste into Opportunity: E-Waste Recovery**
 - *Brittany Saulsbury, Russell Hutchinson*
- **Max-R: Data, Composting and Revenue Generation**
 - *Lucas Kuriga*
- **Renewable Energy Procurement Strategies that MAY SHOCK YOU**
 - *Alexis Reyes, Micah Elan*
- **Full Court Press for Sustainability: A Purpose driven Partnership with the Atlanta Hawks and Honeywell**
 - *Chris Lo Piano, Andrew Saltzman, Kristen Picard*
- **You can become a Zero Waste Venue: Learn from those who have done it**
 - *Andrew Duncan, Matthew Buswell, Brian Grant*
- **Bringing 5G Indoors with Sustainable Solutions**
 - *Kevin Swank*
- **Centering Community Impact in Sports**
 - *Stephanie Miles-Richardson, Carrie Salone*
- **Maneuvering the Playing Field of Climate Change Challenges: Elevating Sports Fan Experience and Safety**
 - *Crystal Egger, David Monaco, Kevin Tully*
- **The "Green" in Green Sports: Biodiversity Creates Environmental and Economic Resilience in Communities**
 - *Parker Cohn, Meredith McCurdy, Kush Parekh, Noah Wilson-Rich*
- **Behind the Lights: An Energy Decarbonization Playbook Deeper Dive**
 - *Nate Huyler, Josh Mosko, Erica Skowron, Larry Murphy, Brian Thurston*
- **The Catalyst to Influence Sustainable Transportation: Closing Loops on Waste Streams to Sustainable Fuel**
 - *Jason Florito*
- **Green Efficiency: Harnessing Smart Restroom Technology and Emerging Technologies for Sustainable Venue Management**
 - *Rex Moon, Jeff Farrell, Dominic Mittiga, Andrew Duncan, Melanie Vaughn*
- **Winning Together: Teaming Up with Cities for Climate Action in Sports**
 - *Rita Kampalath, Risa Baron, Alyah Kanso, Becky Patlan, Carlos Collard*

Workshops

- **Zero Waste is a Team Sport - How To Achieve TRUE Certification**
 - *Lizzy Anast, Greg Behl, E.V. Bennett, Andrew Bohenko, Dawn Brown, Carlie Bullock-Jones, Tianna Ditalia, Nick Otte, Susie Vincent, Natascha Wilson, Kevin Adams*
- **Tracking and Utilizing Data for Maximum Effectiveness**
 - *Elaine Aye, Christy Briggs, Joel Good, Jen Marhenke, Cat Morris, Susanna Pilkerton, Tessa Rainbolt, Avatar Simpson, Laura Sivals*

Main Stage Speakers:

- **Jason Twill**, Board Member, Green Sports Alliance
- **Roger McClendon**, Executive Director, Green Sports Alliance
- **Michael Kraus**, Director of Sustainable Events & Analytics, Green Sports Alliance
- **Jessica O. Matthews**, Founder & CEO, Uncharted
- **George Leonard**, Chief Scientist, Ocean Conservancy
- **Neill Duffy**, CEO & Co-Founder, 17 Sport
- **Michael Ilves**, Director of Festivals, Goldenvoice
- **Towalame Austin**, EVP, Global Philanthropy and Social Impact, Sony Music Entertainment
- **Jaime Nack**, President, Three Squares Inc.
- **Meghan Tierney**, Senior Manager, Live Events, Sustainability, AEG
- **Utopia Hill**, CEO, Reactivate
- **Kunal Merchant**, Partner & COO, Revitate
- **Joel Good**, Principal and Sustainability Practice Lead, RWDI
- **Jason Clark**, Managing Director, Built Environment and Energy, 3R Sustainability
- **Caroline Traube**, Principal, Director of Zero+ Planning, McKinstry
- **Dena Ciampa**, Energy, Water, and Waste Administrator, Kraft Sports + Entertainment
- **Ian McDoom**, Director of Engineering, Golden State Warriors
- **Yadira Diaz**, Founder & CEO, Gradible
- **Aneishai Smith**, Founder & CEO, GO See The City
- **Fikile Mthwalo**, Founder & CEO, Glubbs
- **Leah Thomas**, Author, Environmentalist, Climate Consultant
- **Kelly Wellman**, Sustainability Director, Texas A&M University
- **Lauren Lichterman**, Collegiate Sustainability and Engagement Specialist, Green Sports Alliance
- **Stefani Chinn**, SVP & Head of Global Marketing Communications, World Surf League
- **Aly Criscuolo**, Sustainability & CSR Director, New York Road Runners
- **Sophie Goldschmidt**, President & CEO, U.S. Ski & Snowboard
- **Sierra Quitiquit**, Professional Skier & Founding CEO, Time for Better
- **Kari Niedfeldt-Thomas**, Managing Director & COO, Chief Executives for Corporate Purpose
- **Kristin Cushman**, CEO, Blue Strike Environmental
- **Brian Yost**, COO, Las Vegas Convention and Visitors Authority
- **Sheila Nguyen**, Co-founder & Non-Executive Director, Sport Environmental Alliance
- **Becky Dale**, VP of Sustainability, LA28
- **David Stubbs**, Independent Sustainability Expert, Sustainability Experts Ltd
- **Shay Strawser**, GSA Summit Director, Green Sports Alliance
- **Gillian Orris**, Senior Advisor, Sustainability and Impact, Canada Games
- **Jonathan Smith**, Executive Director, GEO Sustainable Golf Foundation
- **Maddy Orr**, Assistant Professor/Sport Ecology & Founder/Director, University of Toronto/Sport Ecology Group
- **Kristy Drutman**, Co-Founder & Co-CEO, Green Jobs Board
- **Lina Taylor**, CEO, Climate Executive Coaching
- **Katie Neck**, Founder & Managing Director, Sustained Futures
- **Aileen McManamon**, Board Chair, Green Sports Alliance / Founder, 5T Sports Group
- **Scott Jenkins**, Former Board Chair, Green Sports Alliance / General Manager, Kansas City Current
- **Robin Raj**, Former Board Chair, Green Sports Alliance / Founder & Executive Creative Director, Citizen Group
- **Maria Sapienza**, Director of Analysis and Planning Operations, Chicago Cubs
- **Leah Ford**, Sr. Global Marketing and Communications Manager, Natureworks
- **Alison Weber**, Chief Creative Officer, Levy
- **Lisa VanBladeren**, Sr. Manager, ESG, YETI
- **Art Rodriguez**, VP Operations, ABM
- **Joe Abernathy**, VP Stadium Operations, St. Louis CITY SC
- **Matt Sebek**, Chief Experience Officer, St. Louis CITY SC
- **Michele Spiezia**, Team Principal, Ellysium Racing
- **Ellis Spiezia**, Electric Racing Driver, Ellysium Racing
- **Rebecca Graham Forde**, Freelance Executive Producer and Head of Strategy & Development, Social Impact Entertainment Society
- **Kristeen Reynolds**, Co-Founder, DrinkKicks
- **Hazel Bagwell**, Director Of Strategic Partnerships & US Sales Lead, Circular Unity
- **Jeff Kunowski**, Associate Director, Innovation Programs, Global Sport Institute J. Orin Edson Entrepreneurship + Innovation Institute, Arizona State University

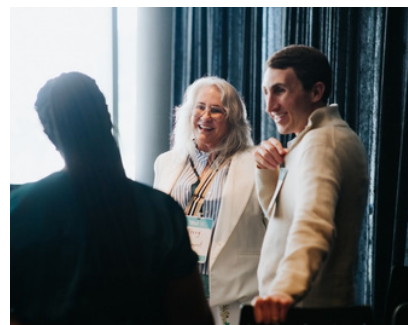
SUMMIT PROGRAM

DAY TWO

“

We do this work focused on energy, waste, and water reductions. We're constantly looking at the environmental footprint and trying to be a good steward, but we would be remiss if we didn't do this in a way that communicated and inspired our fans—the patrons who enter our buildings, who enjoy their love for sports and entertainment, inspired them to go home and in their own lives, take on practices, take on new behaviors that are helping to do their part.

- Erik Distler, Head of Sustainability at AEG



[Click here to watch 2024 Summit Series on YouTube](#)

AWARDS CELEBRATION

The annual **Play to Zero Awards** are for sports organizations that can show through the Play to Zero platform or other tracking platforms 30-100% reduction or diversion in Waste, Water, or Energy at their venue. These quantitative reductions are based on a year-to-year comparison of a baseline usage figure to a performance period figure. Because sports venues are dynamic and have varying events, attendance, and local climate considerations, it is nearly impossible to compare against one another. As such, the Play to Zero Awards aim to highlight continuous improvement for each venue, based on its own baseline performance.

- **Player** - 30% reduction for energy or water or 30% diversion rate
- **Leader** - 50% reduction for energy or water or 50% diversion rate
- **Champion** - 100% reduction for energy or water or 90% waste diversion rate

The **Play to Zero Innovation Awards** are for teams, venues, individuals, initiatives or programs that have shown leadership in their organization regarding sustainability, social justice, or environmental justice. These qualitative awards aim to highlight initiatives/programs that are having a positive impact outside of the quantitative Play to Zero Awards.



Play to Zero Awards

- 🏆 **Play to Zero Energy Champions:** Allegiant Stadium and San Diego Padres
- 🏆 **Play to Zero Waste Champions:** UBS Arena, The Ohio State University, Levi's® Stadium, Mercedes-Benz Stadium, Los Angeles Memorial Coliseum
- 🏆 **Play to Zero Energy Leader:** Xcel Energy Center
- 🏆 **Play to Zero Waste Leader:** Q2 Stadium, Allianz Field, Kansas City Chiefs, University of Minnesota, Xcel Energy Center, Allegiant Stadium
- 🏆 **Play to Zero Energy Player:** Levi's® Stadium, Gillette Stadium, Lumen Field
- 🏆 **Play to Zero Waste Player:** St. Louis CITY SC, Crypto.com Arena, Gillette Stadium, Levi's® Stadium, Dignity Health Sports Park

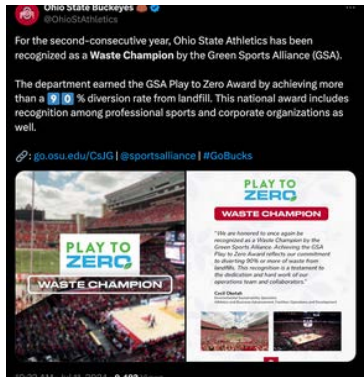
Play to Zero Innovation Awards

- 🏆 **Environmental Leadership Award:** Lee Zeidman with AEG
- 🏆 **Environmental Legacy Award:** Dave Newport, LEED AP with University of Colorado Boulder
- 🏆 **Innovation Award Recipients:** World Surf League, WM, Alena Olsen, Mercedes-Benz Stadium



DIGITAL IMPACT

The 2024 Green Sports Alliance Summit, featuring a diverse collective of attendees and representatives from the sports and entertainment industries, advanced the public dialogue on sustainability.



Media Features:

AEG and Green Sports Alliance Unite Sports and Entertainment Around Sustainability at 2024 Green Sports Alliance Summit

NBA Legend Chris Paul Is Stepping Into A New Space-Environmentalism

Green Sports Alliance Summit: UVM SI-MBA Students Take Center Stage

Green Sports Alliance Recognizes Leaders in Sustainability at 2024 Awards Celebration

Ohio State Honored with Second Play to Zero Award

Burns, Tomlak Represent Duke at 2024 GSA Summit

Law Firm Participates in Sustainability Event



#24GSASummit

96.5K

LinkedIn Impressions

9%

Follower Increase

51.2K

Instagram Reach

ENVIRONMENTAL SUSTAINABILITY COMMITMENT

Together, the Green Sports Alliance and L.A. Live were committed to lowering our environmental impact by reducing, calculating, and offsetting our GHG emissions and water usage and creating minimal waste.

We committed to procurement, services, and practices that were healthier for the environment, reduced waste, conserved resources, lessened pollution, and minimized carbon emissions.

THANK YOU EVENT GREENING PARTNERS:



AQ Green TeC, our Gold Standard Carbon Credits Sponsor and Carbon Management Services Provider, supplies the tools that allow event attendees to measure, reduce, and offset their own travel-related GHG emissions.



ASM Global, our Circularity Sponsor, provides the resources and attendee education to ensure we reuse, reduce, compost, and recycle all possible materials.



Bonneville Environmental Foundation, our Water Footprint Sponsor, mitigates our water usage with Water Restoration Certificates.

Please see the Appendix for all relevant data supporting the 2024 Green Sports Alliance Environmental Impact Report.

EVENT SUSTAINABILITY INITIATIVES

GHG Tracking: Material Scope 1, 2, and 3

By using AQ Green TeC's Widget, the Green Sports Alliance was able to track the GHG emissions directly and indirectly caused by the 2024 Green Sports Alliance Summit. This included:

- Partnering with AQ Green TeC to track all material Scope 1, 2, and 3 Emissions.
 - This tracking included direct venue data (kWh, therms, etc), travel (flights, local transportation), and procurement-related (merchandise) emissions.
- Collecting energy, waste, and water data from L.A. Live and other relevant host sites.

Offer Individual Carbon Calculation and Offset to all Attendees

- Attendees were encouraged to use the AQ Green TeC Widget to calculate their carbon impact in advance of Summit or during the event by scanning a QR code, and by doing so, they were entered for a chance to win tickets to the Gold Over America Tour featuring Simone Biles.

Gold Standard Carbon Credits

- AQ Green TeC sponsored the remaining balance of the Gold Standard Carbon Credits after the offset by attendees of the 2024 Green Sports Alliance Summit via the AQ Green TeC Widget.

Transportation

- Summit hotels and LA Live were all within walking distance. The intention was to make it simple for attendees to walk each day to the Summit.
- We provided public transportation to the Day 0 Community Event to avoid individual vehicle emissions.

Plant Forward Food Options

- We served Wicked Kitchen plant-based food on our plant-forward menu by Levy.

Water

- Like GHG, we tracked all water usage across our footprint. We also encouraged water reduction practices such as using reusable water bottles and carefully selecting responsible host sites. At last year's summit, we launched our "Water Playbook" to help venues and teams adopt more responsible practices. You can find it [here](#).
- BEF is mitigated our water footprint by providing sufficient [Water Restoration Certificates](#), amounting to at least 330 certificates, which is equivalent to 330,000 gallons of water.
- The Water Restoration Certificates are from the [Middle Deschutes River Project](#) in central Oregon.

EVENT SUSTAINABILITY INITIATIVES

Bring Your Own Water Bottle

Attendees were allowed at L.A. Live to bring in your own water bottle! Here are their policies:

- Reusable (non-glass) water bottles are permitted. Bottles must be no larger than 32 oz and must empty upon entry, including ice.
- FloWater is provided additional water refill stations at the Peacock Theater.
- Open Water provided refillable/recyclable aluminum water bottles at the Community Impact event on Day 0.

Sort Your Waste

Our Circularity Sponsor ASM Global provided color-coded waste bins and simple signage to ensure waste sorting was simple. Plus, the use of all reusable items made this very easy.

Bring Your Own Lanyard

All attendees were encouraged to bring their own lanyard. We did not procure lanyards for the event.

Existing Venue Sustainability Initiatives

Please see [2024 Summit Attendee Sustainability Guidelines](#)

Zero Waste

- We recognize that our purchasing decisions have significant environmental and social implications. At this year's Summit, in conjunction with releasing our Reuse Playbook, we are using all reusable serviceware for our meals, including plates, cutlery, and cups. We are committed to:
 - Sourcing products and services that are environmentally responsible, sustainable, and safe
 - Minimizing waste, conserving resources, and reducing our carbon footprint throughout the entire supply chain
 - Supporting local and diverse businesses that share our commitment to environmental sustainability
 - Encouraging innovation and continuous improvement in environmental performance through collaboration with suppliers, partners, and industry associations
- Additionally, partnering with LA Live and Crypto.com Arena, all waste materials were hand-sorted to ensure maximum diversion. Lastly, we tracked the waste to ensure it goes to the right end-processing facility.

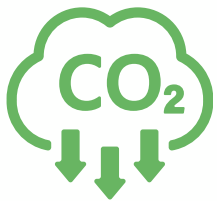
ENVIRONMENTAL IMPACT

Energy



**Gold Standard Carbon Credits Sponsor
and Carbon Management Services Provider**

AQ Green TeC sponsored the remaining balance of the Gold Standard Carbon Credits after the offset by attendees of the 2024 Green Sports Alliance Summit via the AQ Green TeC Widget and as our preferred carbon management services provider for the Summit, conducted a comprehensive greenhouse gas (GHG) emissions assessment for the event across various activities.



561

MTCDE

Carbon Credits Retired

Total GHG Emissions calculated using the following inputs:

- Business travel
- Purchased goods and services
- Upstream transport and distribution
- Waste generated in operations

The AQ Green TeC Widget provided an innovative approach to engage with the Summit attendees through use of the tool, where attendees could not only measure their impact but also offset their travel-related GHG emissions.

The Gold Standard Carbon Credits sponsored by AQ Green TeC and used in their Widget fund climate protection projects that reduce greenhouse gas emissions and create sustainable development benefits for the communities that need it most. Each Gold Standard project has a verified contribution to a minimum of three of the United Nation's Sustainable Development Goals.

Please see the Appendix for all relevant data supporting the 2024 Green Sports Alliance Environmental Impact Report.

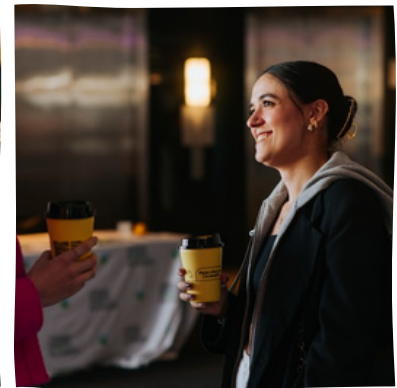
ENVIRONMENTAL IMPACT

Waste

Waste: In alignment with our 2024 publication of the Reuse Playbook, we used all reusable serviceware for our meals, including plates, cutlery, and cups. Additionally, all waste materials were hand-sorted to ensure maximum diversion. Our Circularity Sponsor, ASM Global, provided signage at each of the bins to ensure waste sorting was simple.

100% use of reusable food and beverage serviceware for the entire event.

 **86%**
Waste Diversion Rate



Please see the Appendix for all relevant data supporting the 2024 Green Sports Alliance Environmental Impact Report.

ENVIRONMENTAL IMPACT

Water

Offset: Bonneville Environmental Foundation (BEF) offset our water footprint by restoring water to critically dewatered rivers and streams through their Water Restoration Certificates® (WRCs). These certificates help restore the ecological, recreational and economic health of critical freshwater ecosystems.

BEF provided 330 WRCs, equivalent to 330,000 gallons of water restored to critically dewatered rivers and streams or the equivalent in 66,000 4-gallon water cooler containers.

All WRC projects are certified by a qualified third party against a strict set of criteria to ensure flow is restored to the environment in locations and at a time that will have an optimum environmental benefit. For more information regarding our WRC supply sources, visit: b-e-f.org/water-portfolio.

 **23,851** **GALLONS**
Total Water Usage

Water usage from Crypto.com Arena and Peacock Theater

Related to: restrooms, sanitation, food service (preparation and dishwashing), and HVAC systems.

Reduction: FloWater provided their advanced purification water refill station. 1,649 plastic water bottles were avoided through refill efforts, equalling over 219 gallons.

Please see the Appendix for all relevant data supporting the 2024 Green Sports Alliance Environmental Impact Report.

ENVIRONMENTAL CONSIDERATIONS



Environmental Policy

Crypto.com Arena and Peacock Theater believe it's every team member's responsibility to go the extra inch to exceed the expectations of our guests and contribute to our sustainability efforts. We are committed to continually improving our environmental performance. Also, to align our efforts across the LA LIVE campus as one team in support of AEG Sustainability.

Energy

Peacock Theater has policies in place to control and manage electrical consumption, like energy-efficient LED lights, and seasonal HVAC control systems.

The 832 solar panels on its rooftop, in conjunction with the 1,727 panels on Crypto.com Arena's rooftop, the net clean energy benefits equates to 170 acres of mature trees.

In 2015 Crypto.com Arena installed a 500 kW bank of Bloom Energy fuel cells. This impact equates to avoiding burning 797,922 pounds of coal and removing 213 cars from the road for one year.

Crypto.com Arena's LED sports lighting system, new work and aisle lights saved over 135.32 kilowatts of energy since installation.

Water

AEG's & NHL's LA Kings' joint venture with Energetico Technology Group has saved hundreds of thousands of gallons of water and also lowered their carbon footprint.

Crypto.com Arena also has 178 zero-gallons per use urinals created by Falcon Waterfree Technologies.

Waste

Crypto.com Arena's operations team works with various partners to separate and divert waste from landfills. In full compliance with California SB 1383 and California AB 2176, they work every year to document and achieve a minimum of a 50 percent diversion rate.



"We are dedicated to greening AEG's venues, both here at Crypto .com Arena, Peacock Theater, and across the world."

- Russ Silvers, COO of AEG

ENVIRONMENTAL CONSIDERATIONS

Provided a procurement guide to vendors ([click to read](#))

Commitment: Together, the Green Sports Alliance and L.A. Live are committed to lowering our environmental impact and creating minimal waste. We commit to purchasing safer products and services for the environment and attendees, reducing waste, conserving resources, lessening pollution, reducing water usage, and minimizing carbon emissions.

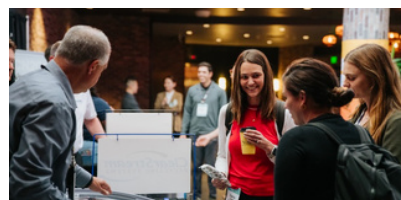
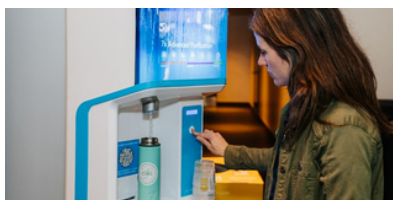
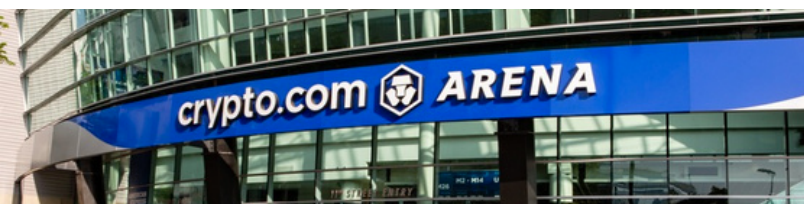
Purpose: This policy outlines our guidelines and expectations for all purchasing activities at L.A. Live to reduce environmental impacts. Additionally, we seek to leverage our Summit and the sports platform to be models for best practices for the industry.

Food and Beverage Serviceware: We encouraged vendors to use reusable and refillable containers for food and beverage items. For compostable packaging, vendors had to use only BPI-certified compostable packaging, which could not contain any plastics, including biodegradable or oxo-degradable plastics, or PFAs. And for recyclable materials, vendors had to use recyclable materials such as glass, aluminum, and paper for their products.

Food: We served Wicked Kitchen plant-based food on our plant-forward menu by Levy.

Booths and Brand Displays: We encouraged vendors to opt for durable and reusable options and to use local vendors to limit shipping.

Swag and Giveaways: We encouraged the avoidance of physical giveaways and to opt for digital swag.



SUMMIT HISTORY

[Download 2011 Report](#)

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“

"We think sports is uniquely placed to entice people into action. People have a real passion for sports, and we think that that passion point is a way to get people to collaborate and participate in something which is a really important challenge, which is facing the climate issue that we have."

- David Grundlingh, Chief Executive Officer at AQ Green TeC

SPECIAL THANK YOU

THANK YOU TO COMMUNITY PARTNERS



THANK YOU TO MEDIA PARTNERS



THANK YOU TO GREEN SPORTS ALLIANCE PARTNERS



APPENDIX

Energy



	Venue	Organiser	Attendee	Total	%
TOTAL EMISSIONS (tCO₂e)	9.155	29.496	521.394	560.045	100%
Purchased goods and services	7.083	5.221		12.304	2.2%
Grid electricity	5.979			5.979	
Natural gas	1.090			1.090	
Water consumption	0.014			0.014	
Paper, board, plastic, PVC		0.282		0.282	
Apparel		0.825		0.825	
Meals		4.114		4.114	
Upstream transport and distribution		0.470		0.470	0.1%
Transport of event-related equipment & general errands		0.470		0.470	
Waste generated in operations	2.072			2.072	0.4%
Waste to landfill	0.708			0.708	
Waste composted	1.326			1.326	
Waste recycled	0.038			0.038	
Business travel		23.805	521.394	545.199	97.3%
Travel		17.169	510.284	527.453	
Air travel		16.487	503.745	520.232	
Ground travel		0.682	6.539	7.221	
Accommodation		6.636	11.110	17.746	
Hotel stay		6.636	11.110	17.746	

*Total calculated emissions amount to 560.045t CO₂e with 561 carbon credits retired to ensure full offsetting.

GHG Emissions: Methodology

Purchased electricity

- The event utilized a combination of standard grid-supplied electricity and renewable energy generated from on-site rooftop solar panels
- The grid emission factor specific to the eGRID region, WECC California, as provided by the Environmental Protection Agency (EPA), was applied to calculate emissions from grid-supplied electricity
- GHG emissions from the use of solar energy were assumed to be zero

Purchased heat and steam

- Natural gas was the primary fuel source used for heating/cooling for the duration of the event
- GHG emissions were calculated using the EPA 2024 emission factor for natural gas

Purchased goods and services

- Water consumption data for the duration of the event was collected and included in the emissions assessment
- Emissions for event-specific items, such as graphics, decals, and signage, were calculated based on the weight of the primary input materials, using researched assumptions for each item
- Emissions data for clothing items (e.g., t-shirts) was derived from event activity data and published research, incorporating emissions (and other industry) data
- Emissions from meals were calculated using emission factors and supporting data for both meat and non-meat meals. It was reported that 80% of the meals provided were meat-free, with the remaining 20% assumed to contain meat. Emission calculations were applied accordingly

continued on next page...

APPENDIX

Energy



GHG Emissions: Methodology (*continued from previous page*)

Upstream transport and distribution

- Emissions from the transport of event equipment and general errands were calculated based on the tonne-kilometre and miles travelled, considering vehicle type, fuel type, and including Well-to-Tank (WTT) emissions
- The delivery distance for awards and t-shirts was estimated using the distance provided for UPS/FedEx delivery of badges, which was recorded as 7 miles
- In cases where freight weight data was not provided, such as for signage, assumptions were made, estimating the signage freight weight at approximately 94 pounds

Waste generated in operations

- Data on landfill, food waste, and mixed recycled waste was provided and used in the emissions calculations
- It was assumed that food waste was destined for landfill disposal
- Waste emission factors, differentiated by waste destination, were sourced from the EPA 2024 database and applied to the respective waste streams

Business travel

Air and ground travel

- Emissions from air and ground travel to and from the event for attendees and staff were calculated using:
 - Data obtained from the AQGT Event Widget
 - Actual and estimated travel data provided by GSA
 - Estimations and assumptions developed by AQGT
- The Great Circle Distance (GCD) method was employed for air travel calculations, incorporating provisions for upstream WTT emissions and radiative forcing (RF) to account for non-CO₂ climate change effects
- All flights were assumed to be direct and in economy class
- For international attendees, a primary airport of the departure country was selected as the departure airport, with Los Angeles International Airport (LAX) as the arrival airport
- For North American attendees, the primary state airport was selected as the departure airport, with LAX as the arrival airport
- For attendees from California, those traveling from within a 300-mile radius were assumed to have travelled by road. Attendees outside this radius but still within California were assumed to depart from the nearest commercial airport to their city of origin, with LAX as the arrival airport
- Attendees from Los Angeles were assumed to each have travelled an average ground return distance of 20 miles to and from the event
- A provision for emissions from ground travel was included for all attendees traveling by air. Each passenger was assumed to have travelled a total of 50 miles – a 25-mile return trip for both the departure and arrival airports
- For attendees whose departure city or state was not provided, it was assumed they were from Los Angeles
- For staff air travel, specific departure and arrival airports were provided, along with data on ground travel using personal vehicles and airport transfers to the event
- Ground travel emissions were calculated based on the mode of transport, distance travelled, and WTT emissions

Accommodation

- The total number of room-nights for board members, VIP guests, speakers, staff, and interns was provided by GSA
- For all air travel attendees, a two-night stay was assumed
- An average hotel-stay emission factor for Los Angeles, California, was applied, sourced from the Hotel Footprinting Tool using data from the Cornell Hotel Sustainability Benchmarking (CHSB) Index 2024

Emission factors

- The UK Department for Environment, Food and Rural Affairs (DEFRA) emission factors are utilised as default factors, unless specific product, industry, or regional emission factors are specified (and available)
- Exclusions
 - Apart from fuel used by shuttle buses for site visits, no other data was provided for direct mobile or stationary fuel consumption

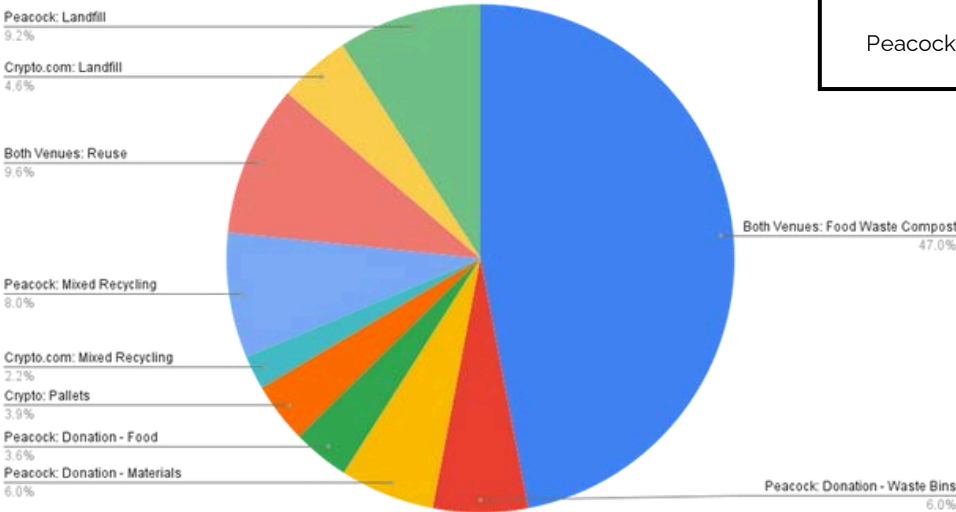
APPENDIX

Waste

Waste Diversion

Statistics from Peacock Theatre and Crypto.com Arena

86% Waste Diversion Rate
3.59 tons diverted out 4.15 tons total



Location	Category	Tonnage
Both	Food Waste Compost	1.95
Peacock	Donation - Waste Bins	0.25
Peacock	Donation - Materials	0.25
Peacock	Donation - Food	0.15
Crypto.com	Pallets	0.16
Crypto.com	Mixed Recycling	0.09
Peacock	Mixed Recycling	0.33
Both	Reuse	0.4
Crypto.com	Landfill	0.19
Peacock	Landfill	0.38
TOTAL		4.15
Diverted		3.59
Diversion Rate		86%

APPENDIX

Waste



IMPACT REPORT

Green Sports
Alliance Summit

JUNE 11-13TH 2024

3904 lbs

food waste diverted from landfills

3123 Gallons

of water saved versus off-site organics processing



IMPACT

**1.27
metric tons**

CO₂e emissions avoided



That's equivalent to

**3253
miles
undriven**



**21.1
trees
planted**

GET IN TOUCH

hello@dyrt.co

APPENDIX

Water



DETAILS OF WATER RESTORATION CERTIFICATES® ORDER:

Middle Deschutes River

A 35-mile section of the river between the city of Bend and Lake Billy Chinook, Oregon. Over 115 cubic feet per second flowed in the Middle Deschutes during the summer months of a recent irrigation season, helping foster a healthy ecosystem for people, plants and wildlife.

APPENDIX

Water



Over 219 Gallons of tap water transformed into FloWater.



1,649 plastic water bottles saved from entering the environment.



APPENDIX



Environmental Impact Report

**FASTER,
FURTHER,
TOGETHER**
GREEN SPORTS ALLIANCE SUMMIT | 2024

MAY 2024



Single-Use Items
Eliminated:

21,639

Pounds of
Waste
Diverted:

797



Pounds of
CO2 Eliminated:

2,027



Gallons of Water Saved:

18,734



KWh of
Energy Saved

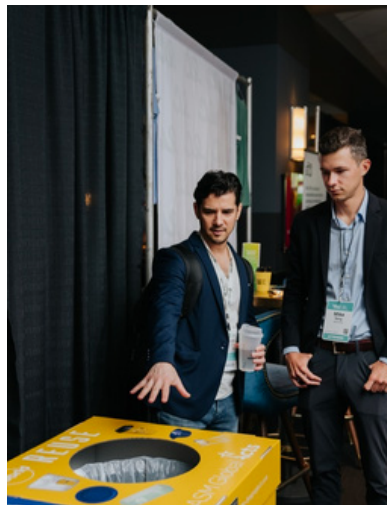
5,333



Liters of
Crude Oil Saved

1,204

A better future is in your hands.



FASTER, FURTHER, TOGETHER



GREEN SPORTS ALLIANCE SUMMIT | 2024

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2025 GREEN SPORTS ALLIANCE SUMMIT
JUNE 10-12 IN MIAMI, FLORIDA