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Green Sports Alliance Represents Nearly 500 Sports Teams, Venues, and Partners at UN Climate Conference Pre-Session in Bonn, Germany

November 9, 2018: Portland, OR – Last week, the Green Sports Alliance participated in a global gathering of sports leagues, federations, and associations as part of the UNFCCC Dialogue on Sport and Climate Action, a prelude to the 23rd session of the Conference of the Parties (COP 23) in Bonn, Germany, where governments are meeting over the next two weeks to advance implementation of the 2015 Paris Agreement. The two-day meeting provided a space under the United Nations umbrella for stakeholders at the intersection of sport and climate to meet and identify collaborative approaches and platforms within the sport industry to achieve the long-term goals of both the Paris Agreement and the UN Sustainable Development Goals (SDGs).

The dialogue centered around how to harness the cultural influence of sports locally and globally to create a shift towards healthier, smarter and greener practices in our communities related to energy use, water, waste, toxins, transportation, stadium design, and procurement, as well as athlete and fan engagement. The Green Sports Alliance offered the perspective gained from implementing sustainable best practices for more than a decade working with nearly 500 organizations across 15 leagues and 14 countries, including Major League Baseball, the NHL, the NBA, USTA, and Major League Soccer, among others.

“Rapidly halting greenhouse gas emissions and achieving a carbon neutral economy in the next few decades requires fundamental change from all sectors of the business world, including sports,” said Justin Zeulner, Executive Director of the Green Sport Alliance. “And few sectors cross cultural boundaries in the way that sports does. We are honored to be a continued part of these discussions, alongside the UN and a global community of partners, to accelerate our shared mission.”

Also attending the UN sessions in addition to Green Sports Alliance were the BBC, BASIS, Burson-Marsteller, the Climate Coalition, Council for Responsible Sport, DFB Bundesliga, Earth2Ocean, FIFA, FIA, French Ministry of Cities and Sport, Formula E, Forest Green Rovers, Golf Environment Organisation, GORD, International Labour Organisation, NHL, Philadelphia Eagles, Papua New Guinea Office of Climate Change and Development, Roland Garros, San

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Francisco 49ers, Seattle University, The Football Association, UEFA, VF Corporation, World Rugby, and WWF.

“The cultural influence and unifying power of sports should not be underestimated,” added Robin Raj, Green Sports Alliance Board Member and participant at the Bonn sessions. “The case studies abound. We know how to unite fans, athletes, and venue operators in drawing down emissions, while also building brand value for teams and sponsors. Now is the time to share these practices and remind ourselves that we’re playing for the next generation. We need to think of ourselves as part of ‘one team and one planet.’”

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About Green Sports Alliance

The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play. The Alliance inspires professional sports leagues, sports governing bodies, colleges, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals and other environmentally preferable practices. Alliance members now number nearly 500 organizations representing 15 leagues in 14 countries. Visit greensportsalliance.org for more information.

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