

GREEN SPORTS ALLIANCE

Dr. Allen Hershkowitz
President
Green Sports Alliance



Dr. Allen Hershkowitz is the co-founder and President of the Green Sports Alliance, a coalition of hundreds of sports teams, leagues and venues committed to protecting the conditions that make life on Earth possible. He is also Distinguished Professor in Sustainability Management in the MBA Program of the Presidio Graduate School, where he teaches an MBA-level course on Sustainability and Sports and directs the Center for Sustainability in Sports and Entertainment. Dr. Hershkowitz served as a Senior Scientist at the Natural Resources Defense Council for 26 years, between 1988 and 2014, helping to grow NRDC into one of the most influential and largest environmental organizations in the world.

Dr. Hershkowitz is a leader in the movement to make environmental responsibility understandable and achievable for every individual and institution –an accomplishment that earned him the name “The Godfather of Greening” by Yoga + Joyful Living Magazine in 2009. Dr. Hershkowitz joined NRDC's senior staff in 1988, and was the force behind some of the organization's most effective and visible initiatives. Through the years, he has championed systemic change on critical issues ranging from sustainable development and recycling to forestry, paper industry impacts, mountaintop coal mining, waste incineration, and medical wastes. He was the Director of three of NRDC's influential projects: the Sports and Entertainment Greening Project, the Solid Waste Project and the Paper Industry Project.

Melding ecological expertise with a positive approach, Dr. Hershkowitz directs the greening of American icons including professional sports leagues and major entertainment groups. He is the co-founder of the Broadway Green Alliance, where he serves on the Steering Committee. Dr. Hershkowitz serves as the principal environmental advisor to numerous professional sports leagues, including Major League Baseball, the National Basketball Association, and the National Hockey League, and numerous teams. He is also the environmental advisor to the Academy of Motion Picture Arts and Sciences' Oscars telecast, and the Recording Academy's GRAMMY Awards. Dr. Hershkowitz was the architect of the greening of the 2007 - 2013 Academy Awards, and the 50th, 51st and 52nd GRAMMY Awards. His leadership in helping Major League Baseball (MLB), the National Basketball Association (NBA), the U.S. Tennis Association (USTA), the National Hockey League (NHL) and Major League Soccer establish their greening programs earned him the U.S. EPA's 2008 Environmental Merit Award. He helped lead the greening of the Warner Music Group and also served on the 2011 NCAA Final Four Sustainability Committee. In 2012 NRDC's Sports Greening

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Project, which Dr. Hershkowitz directs, won the Beyond Sport "Sport and the Environment Award" at a pre-Olympics event in London.

Dr. Hershkowitz is among the nation's progressive pioneers in environmental responsibility. His work in the field of industrial ecology has ranged from advising corporations such as DuPont, Disney, Pepsi, Coca-Cola, Hugo Neu and Sims Metal Management and numerous other firms in their sustainability efforts, to protect ecologically compromised areas in Belize, fragile Appalachian ecosystems threatened by mountaintop removal coal mining, the boreal forests and other ecologically irreplaceable areas. Dr. Hershkowitz was a lead negotiator in NRDC's historic 2006 forestry protection settlement with Bowater Paper Company, which led to breakthrough protections of the Cumberland Plateau region. His was an originator of "Testing the Waters," NRDC's influential annual documentation of beach closures.

His affiliations with the nation's most prominent leaders and agencies run deep. Dr. Hershkowitz helped author President Clinton's "Greening the Government" Presidential Executive Order in 1993, and he served for nine years on the DuPont Corporation's Bio-Based Fuels Life Cycle Assessment Advisory Board. He has served on the National Academy of Sciences' National Research Council Committee on the Health Effects of Waste Incineration. Previously he has served as the Chairman of the New York State Department of Environmental Conservation Commissioner's Advisory Board on Operating Requirements for Municipal Solid Waste Incinerators. He has also served on the EPA's Science Advisory Board Subcommittee on Sludge Incineration, as well as the Agency for Toxic Substances and Disease Registry's Peer Review Panel for its Report to Congress on the Health Implications of Medical Waste. Dr. Hershkowitz was the Principal Contractor for the United States Congressional Office of Technology Assessment's Report to Congress on Municipal Solid Waste Management. He was a member of the U.S. EPA's Regulatory Negotiations on Fugitive Emissions from Equipment Leaks at Synthetic and Organic Chemical Manufacturing Industries. Dr. Hershkowitz served on the American Society of Mechanical Engineers Committee on Worker Training and Waste-to-Energy plants, he has been invited to serve as a discussant at international gatherings of environmental officials by the Organization of Economic Cooperation and Development (OECD) and has been invited to present his research findings on sustainable industrial development before the United Nations Environment Program in Paris. Dr. Hershkowitz has received top honors from Scenic Hudson for working to protect the Hudson River and was honored with a Special Citation Award from by the American Institute of Architects for spearheading a massive Bronx recycling and sustainability initiative. Outside the U.S., Dr. Hershkowitz has a long history of consistent involvement in some of the world's foremost environmental initiatives, from Japan and Europe to Central America.

Dr. Hershkowitz was Project Director and co-author of four influential NRDC reports including NRDC's first "Testing The Waters" beach closure report (New York: NRDC, 1991); "Too Good To Throw Away: Recycling's Proven Record" (New York: NRDC, 1997); "Trash Landings" (New York: NRDC, 2006);

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"Game Changer: How the Sports Industry is Saving the Environment" (New York: NRDC, 2012); "Collegiate Game Changers: How Campus Sports is Going Green" (New York: NRDC, 2013); and "Mascots At-Risk: How the Sports Industry Can Save Species" (New York: NRDC, 2014). He is also the author of "Bronx Ecology: A Blueprint for a New Environmentalism" (Island Press, 2002). He served on the National Research Council committee that wrote "Waste Incineration & Public Health" (National Academy Press: Washington, Dec. 2000), and his other publications include "Garbage Management in Japan" (New York: INFORM, 1987), "Garbage Burning: Lessons from Europe" (New York: INFORM, 1986), and "Garbage: Practices, Problems and Remedies" (New York: INFORM, 1988). He has also published many articles in Technology Review; Environmental Impact Assessment Review (MIT); Environmental Forum; The New York Times; The Atlantic Monthly; Social Research; Newsday; The Nation; the American Book Review, and other outlets. He has also contributed essays to numerous books.

Dr. Hershkowitz has appeared often on CNN, ABC, NBC, CBS and NPR news, and has appeared in television and radio shows in more than fifty countries including "60 Minutes," "20/20," "Larry King Live," "Crossfire," "CBS Evening News with Dan Rather," "Good Morning America," "CBS This Morning," "ABC Evening News," "CNN Business News," "CNN Evening News," CNBC and National Public Radio. He is regularly quoted in newspapers and journals, including The New York Times, The Wall Street Journal, USA Today, Time, Newsweek, Rolling Stone, BusinessWeek, Forbes and Fortune, as well as the trade press.

Dr. Hershkowitz's work has been the subject of numerous profiles and feature articles including a ten-page feature about his work in The New Yorker (July 1995), features in the December 2008 issue of "Sustainability" Magazine (featured him on its cover) and in Audubon Magazine and Yoga + Joyful Living Magazine. He is the principal subject of the book Tilting at Mills: Green Dreams, Dirty Dealings and the Corporate Squeeze by Lis Harris, a book on sustainable industrial development, published by Houghton Mifflin in March 2003. He has received awards and recognition from the U.S. EPA, the American Institute of Architects, Scenic Hudson, the California Resource Recovery Association (lifetime achievement award) and the Natural Resources Defense Council. Dr. Hershkowitz served on the board of the Westchester Land Trust and served on the editorial board of OnEarth magazine from 2006-2008.

A native of New York, Dr. Hershkowitz received his Ph.D. in political economics, specializing in energy resources economics, from the City University of New York Graduate School in 1986. He earned a M. Phil. in political economics in 1982, a B.A. (cum laude) from the City College of New York in 1978 and a Certificat D'assiduite from the University of Grenoble in 1975. He shares his time between his home in New York State and San Francisco and is the father of three children.