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:

- **1** LEGACY DAY OF SERVICE EVENT WITH TREES ATLANTA YOUTH TREE TEAM
- **1** FILM SCREENING: THE GAME CHANGERS
- **1** TASTE OF ATLANTA SUSTAINABLE FOOD EVENT
- **1** CLIMATE AND SPORTS STUDENT SUMMIT
- **3** SUSTAINABLE FACILITY TOURS
- **3** KEYNOTES
- **3** NETWORKING RECEPTIONS
- **8** MAIN STAGE PANELS
- **12** INTERACTIVE BREAKOUT SESSIONS
- **12** PRESTIGIOUS AWARDS GIVEN AT THE GREEN SPORTS CELEBRATION
- **23** NONPROFIT AND GOVERNMENT COMMUNITY PARTNERS
- **45** VENDOR SHOWCASE EXHIBITORS
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

Attendee Breakdown

608 REGISTERED ATTENDEES
141 SPEAKERS
93 SPONSORS, EXHIBITORS & COMMUNITY PARTNERS
9 COUNTRIES REPRESENTED
356 ORGANIZATIONS
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

TOP MENTION
Ryan Newman | @RyanJNewman

TOP INSTAGRAM MENTION
Shane Keough | @shanekeough

TOP TWEET
Green Sports Alliance | @sportsalliance

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 >

Starting my morning speaking @sportsalliance annual conference #PLAYGREENER

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 #getinthehappy

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 (CO₂E))
- 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)

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
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.

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

Hartsfield-Jackson, Atlanta International Airport Tour
SunTrust Park Tour
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 Zimmett | 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

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 Vossschulte | 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

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.

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**2018 ENVIRONMENTAL LEADERSHIP AWARD RECIPIENT:**

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**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

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**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.
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.

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

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, ERTH Products
Doug Kunnemann | Business Development Leader - Performance Packaging, NatureWorks
Rhett Marlow | Vice President of Strategic Accounts, Cowart Mulch Products Inc.

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

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**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

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**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.

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**Mercedes-Benz Stadium Tours**

Sponsored by:
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.

Find out more at greensportssummit.org
SPECIAL THANKS TO OUR PARTNERS!

SPORTS GREENING MOVEMENT PARTNERS:

[Images of logos for ESPN, MLS Works, NASCAR Green, NatureWorks, and NHL]

PROGRAM PARTNERS:

[Images of logos for Aramark, BASF, and O h+k]

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
SEE YOU IN PHILADELPHIA!
June 19 – 20, 2019
Lincoln Financial Field
Home of the Super Bowl LII Champion Eagles

Video: 2019 Summit Welcome Message