



We invite you to join the Green Sports Alliance at U.S. Bank Stadium in Minneapolis, MN on June 21-23, 2022 for our annual Summit, “Let’s Play to Zero.” This year’s summit will feature hundreds of sports industry and sustainability professionals as we gather in-person for the first time since 2019’s summit at Lincoln Financial Field in Philadelphia.

JUNE 21 – DAY ZERO

10:00 am to 12:00 pm | Stadium Tours

Day Zero offers you a first-hand, behind-the-scenes tour of these exceptional Minneapolis sports venues and discover how sustainability is central to their operations:

- Xcel Energy Center, home of NHL’s MN Wild
- Allianz Field, home of the Minnesota United FC
- CHS Field, home of the St. Paul Saints (Minor League Baseball), “The Greenest Ballpark in America”
- Huntington Bank Stadium, home of the NCAA Division 1 University of Minnesota Football

1:00 pm to 3:30 pm | The Sanneh Foundation, Conway Community Center, St. Paul, MN

You will also have an opportunity to be of service as we work with The Sanneh Foundation which is focused on empowering the next generation. Be part of this unique hands-on experience and discover how partnerships come to life in strengthening community and strengthening future potential for youth and communities. Learn more about [The Sanneh Foundation](#).

6:00pm to 9:00pm Member Networking Reception

GSA will host a member networking reception to officially kick off the 2022 GSA Summit ‘Play to Zero’.

JUNE 22 – DAY ONE

9:00 am to 6:00 pm | Summit

With this year’s Summit theme of ‘Play to Zero,’ we will explore the urgency to zero, commitment to zero, and transformation to zero. As sports holds a unique place in our culture, we will complement the movement to zero by inspiring and catalyzing action with a focus on limitless opportunities for the next generation, limitless potential, limitless well-being and more. We will also frame the discussions around what we’ve learned over the past two years to move forward and have greater impact.

The Innovation Hub will be open during Day One and Two and will showcase some of the best-in-class sustainable businesses and solutions. Discover the latest innovations available for your sustainability journey.

Welcome and Official Open of 2022 Summit

Scott Jenkins, Board Chair, Green Sports Alliance

Welcome to U.S. Bank Stadium

Mike Vekich, Chair, Minnesota Sports Facility Authority | U.S. Bank Stadium

One:Two Conversation: “Corporate Perspectives on Purpose, ESG and Sports”

This session features senior leaders from the corporate world who are focused on corporate purpose, ESG and sustainability. They will provide a context of how companies are navigating this rapidly changing business environment and offer insights into its relevance for the sports sector.

Colin Tetreault, Senior Manager, Climate Change and Sustainability, EY
Kari Niedfeldt-Thomas, Managing Director, Chief Executives for Corporate Purpose
Facilitated by Aileen McManamon, Founder and Managing Partner, 5T Sports Group

One:One Conversation: “Global Reach and Scaling Impact”

As a global organization, FIFA’s 2020-2023 vision is built around 11 goals, one is to ‘deliver sustainable tournaments.’ In this one:one conversation, we will explore FIFA’s approach to sustainability and how it is looking beyond the pitch to deliver social, financial and environmental returns for the wider community.

Federico Addiechi, Head of Sustainability, FIFA
Interviewed by Carlie Bullock-Jones, Founder and Principal, Ecoworks Studio

An Overview of Importance of Play to Zero and Our Limitless Potential

Roger McClendon, Executive Director, GSA

A Minnesota Perspective – Panel: “Collaboration to Scale Sustainability Throughout the Region”

The Minnesota Sustainable Sports and Events Coalition brings together an entire ecosystem of teams, venues, event professionals to share best-in-class ideas and collaborate in new and interesting ways. Learn about the coalition’s value in addressing shared sustainability challenges and opportunities.

Samantha Thompson, Project Manager, Allianz Field | Minnesota United FC
Gary Glawe, Senior Director, Facilities, Minnesota Twins
Tom Whaley, Owner and EVP, St. Paul Saints Baseball Club
Jim Ibister, VP, Facilities Administration, Minnesota Sports & Entertainment
Shane Stennes, Chief Sustainability Officer, University of Minnesota
Facilitated by Carla Inderrieden, Sustainability Coordinator, Minnesota Sustainable Sports and Events Coalition and Susan Heffron, Recycling Market Development Coordinator, Minnesota Pollution Control Agency

One:One Conversation: “From the Pitch to Investing in Young People and the Community”

Tony Sanneh, St. Paul native, created The Sanneh Foundation while a professional soccer player. He recognized soccer had a unique potential to create positive social change for youth. In this one:one conversation, we will discover the importance of his life’s work to empower youth and improve community well-being through culturally responsive and equitable access to programs, opportunities, and environments.

Tony Sanneh, Founder, The Sanneh Foundation and Envoy on behalf of the SportsUnited Division of the U.S. Department of State’s Bureau of Educational and Cultural Affairs

Panel: “Leadership and Investing in Sustainability”

This is a unique panel of CEOs who are leading their companies through transformation, innovation with a focus on purpose and sustainability. Get an inside perspective from these executives on what it means to be a leader in today’s changing business landscape.

Rich Altice, CEO, NatureWorks
Alison Birdwell, President and CEO, Aramark Sports + Entertainment
Brad Laporte, CEO, WinCup, maker of Phade
Facilitated by Roger McClendon, Executive Director, Green Sports Alliance

Panel: “Lifecycle of Operations – ROI of Sustainability, Scaling Impact and Moving the Industry Forward – Venue Perspectives”

Sustainability is a central guiding principle when operating today’s stadiums and arenas. While it requires investments, this session will explore how sustainability is a growing priority, what those returns on sustainability investment are, and how sports is scaling impact beyond the venues.

Andrew Bohenko, Sustainability Coordinator, Mercedes-Benz Stadium

Brandon Hamilton, VP, Stadium Operations and Facilities, Kansas City Chiefs

Jackie Ventura, Senior Director, Sustainability and Facility Health/Hygiene, Golden State Warriors

Facilitated by Scott Bosarge, SVP Business Services, AEG

Lunch Speaker: “Sports Philanthropy on Purpose: A Chalk Talk with Hall of Famer Dave Winfield”

Interviewed by Amy Hever, Director, Major League Baseball Players Trust

Dave Winfield, professional athlete, businessman and philanthropist, grew up in the Twin Cities. He is a true champion on and off the field – 22 years in the majors winning a World Series Championship, 12 All-Star Games, 7 Gold Gloves and 6 Silver Slugger Awards. In 1977, he launched the Winfield Foundation, the first active professional athlete to do so. In this lunchtime chalk talk, Dave shares his wisdom and insights on how sports and athletes can and need to leverage their platforms in new ways so together we may build a more unified and sustainable society.

One:Two Conversation: “ROI of Partnerships: 360° Partnership and Scaling Impact by Disrupting Your Own Business”

This legacy company is disrupting its own business and sees its sports sponsorships as an opportunity to invest in and scale sustainability. Dow and LPGA will offer their insights into the ROI of this key partnership that go beyond the sand traps and the golf course.

Chris Chandler, Executive Director, Dow Great Lakes Bay Invitational

Kelly Hyne, Chief Sales Officer, LPGA

Interviewed by Omar Mitchell, VP, Sustainable Infrastructure and Growth Initiatives, NHL

One:Two Conversation: “ROI of Investing in Women and Why This Matters”

This conversation will dive into the heart of why investing in women’s sports matters. With the 50th anniversary of Title IX, we are moving into a long overdue era for women as athletes and as leaders through the lens of equity and market power.

Amanda Vandervort, President, USL Super League at United Soccer League

Andrea Yoch, President and Co-Founder, Minnesota Women's Soccer | Minnesota Aurora

Facilitated by Aileen McManamon, Founder and Managing Partner, 5T Sports Group

One:One Conversation: "The Zero-to-One Moment: Setting the New Standard for Sustainability in Sports"

In this one:one conversation with Aspiration's CEO, we will explore how the company views its commitments to the climate crisis and why it is investing in sports sponsorships. How are these innovative initiatives designed to raise awareness and engage customers in making those small changes that collectively have big impacts.

Andrei Cherny, CEO, Aspiration

Interviewed by Scott Jenkins, GSA Board Chair

Panel: “Managing What You Can Measure – The Play to Zero Playbook”

This session will give you a quick overview ‘Play to Zero Playbook,’ a platform and sustainability toolkit. Green Sports Alliance’s partnership with U.S. Green Building Council’s Arc, Blue Strike Environmental and

Rubicon launched the platform to guide, measure and monitor your progress towards net zero energy, net zero water, zero waste, and a resilient future.

Chris Pyke, SVP, Product, ARC/USGBC

Alex Baxter, Director of Special Events, Blue Strike Environmental

Chris Batterson, Key Account Manager Construction & Projects, Rubicon

Facilitated by Bradley Vogel, Member Services and Events Senior Manager, GSA

SOLUTION SESSIONS – CONCURRENT BREAKOUT SESSIONS

- “The Expedition to Zero Waste: The Partners and Data You Need to Get There” with Max-R with Sustainable Sports Index and Seattle Kraken
- “The Play to Zero Playbook” with GSA, Arcskoru, Blue Strike, Rubicon
- “The Straw That Broke...Your Waste Problem” with Phade by Wincup with Atlanta Falcons
- “The Covid Playbook” with Jani-King and Dalco, a division of ImperialDade
- “ROI of Sustainability Partnerships: How to Structure and Maximize Them” with Dow and LPGA
- “Executing Your Sustainability Roadmap: Here's How” with Honeywell
- “Forecasting and What Your Venue Can Do to Avoid Supply Chain Hiccups” with Huhtamaki and Aramark
- “Recycle/Compost/Reuse, Pros and Cons, What Works Best for You” with Pactiv/Fabri-Kal and Bright Beat
- “Overcoming Obstacles and Driving Innovation to Reach Your Zero Waste Goals” with Eco-Products

Presentation: “Your Future Fans Care About Sustainability”

What's Sports Innovation Lab? An organization to help you identify and understand your fans. The sports landscape is changing and so are its fans. SIL will share new research on how to connect with and engage your future fans. And, yes they do care about sustainability.

Josh Walker, President and Co-Founder, Sports Innovation Lab

One:Two: “Beyond Logos: Activating Sustainability Through Sponsorships”

WM and the PGA Tour have a long-standing partnership built around sustainability. This session will explore the expansive benefits when sustainability requirements are embedded into sponsorships. In addition to the value to partners, there is a ripple effect with vendors, communities, and fans.

Paula Davey, Director, Brand Activation, WM

Brazos Barber, Senior Manager, Tournament Business & Sponsor Relations, PGA Tour

Interviewed by Colin Tetreault, Senior Manager, Climate Change and Sustainability, EY

Panel: “Lifecycle of Operations: Evolutions of the Sustainability Cycle”

Sustainability is more than a journey. It's a commitment to embed it into every aspect of business operations. We are entering the next evolution of the sustainability cycle with best-in-class practices to meet expectations to measure progress and be transparent about where you are in meeting sustainability goals.

Sofi Armenakian, Director, Operations and Sustainability, State Farm Arena | Atlanta Hawks

Jordan Enke, SVP, Stadium Operations, Austin FC

Ian McDoom, Director, Engineering, Chase Center Arena

Erik Distler, VP, Sustainability, AEG

Facilitated by Kunal Merchant, Partner and Chief Operating Officer, Revitate

One:Two Conversation: “Innovations and What's Next for Your Fan Gear”

It begins with an idea, then a connection and now a reality. Meet this young innovator and entrepreneur who is the future of your fan gear. Meet an NFL team that saw the possibilities. And, here we are today!

Norman Vosschulte, Director, Fan Experience and Sustainability, Philadelphia Eagles
Monika Dharia, Founder and CEO, GreenGear Supply Co.
Interviewed by Leah Ford, Senior Global Marketing Communications Manager, NatureWorks

One:One Conversation: “Maybe Zero is Not Enough (Leveraging Assets for Greater Impact): What It Means to be Climate Positive”

The ocean is vast, wide and the scene of our climate crisis. Those who race on the ocean recognize perils but also the promise of leveraging their assets and their voices to move from zero to positive.

Damian Foxall, Sailor and Ocean Consultant, Sustainability Program Manager, 11th Hour Racing Team
Interviewed by Jill Savery, GSA Board Member

Closing Remarks

Roger McClendon

6:00 pm to 9:00 pm | Reception and Play to Zero Sports Celebration

In partnership with Aramark and Game Changers Institute we will have delicious food and drinks in the Delta Club and fun on the U.S. Bank field as we recognize and celebrate leaders and innovators in the sports industry for our Play to Zero – Environmental Leadership Award and Innovator Awards. All attendees are invited.

Dinner Presentation: "You Think You Can't Make Change? Think Again!"

James Wilks, Co-Founder, Game Changers Institute

JUNE 23 – DAY TWO

8:30 am to 1:30 pm | Summit

Day Two continues the engaging dialogues from Day One on the main stage, as well as giving you the opportunity to engage in best practices peer discussions with Solution Roundtables.

Presentation: “Voices of the Next Generation”

GSA in partnership with Knit is proud to share the finding of new research on the Gen Z sports fan. It's hot off the press! You will hear the voices of young people on what's important to them, their expectations for businesses and what they expect of the sports industry – venues, teams, leagues and players.

Aneesh Dhawan, Founder and CEO, Knit

One:One Conversation: “The Time is Now – Perspectives on Environmental Justice”

A conversation about environmental justice must include a sense of urgency as we face the climate crisis. What are those considerations that bring environmental justice to the forefront and that can and should be embedded in sustainability initiatives. How can the sports sector lead in new and innovative ways?

Jerome Foster II, Executive Director & Founder, Waic Up
Interviewed by Mustafa Santiago Ali, Vice President of Environmental Justice, Climate, and Community Revitalization, National Wildlife Federation

Panel: “Global Impact – One Community at a Time (Leveraging Your Brand Equity and Connecting Your Fans to Your Sustainability Initiatives)”

A global organization and a local team, what do they have in common? They each have a vision and commitments to capitalize on their brands to drive sustainability. And, whether it's operating in a zero waste environment and building sustainable practices into their operations or leveraging their brand equity to engage and catalyze fans, get the latest insights from FIFA and the Miami Heat.

Federico Addiechi, Head of Sustainability, FIFA
Paula Gabriela de O. Freitas, Senior Sustainability Programme Manager, FIFA
Ralph Leon, Senior Director, Social Responsibility, Miami Heat | FTX Arena
Jamona Hayling, Manager, Facility Services, Miami Heat | FTX Arena
Facilitated by Carlie Bullock-Jones, Founder and Principal, Ecoworks Studio

One:Two Conversation: “ROI of Sustainability and Sponsorships”

Sustainability is a core tenet in sponsorships and partnerships. Gain insights into how owners are prioritizing sustainability in new design construction and in renovations/retrofits. How does this square with the bottom line, changes in the market and opportunities for innovation and fan engagement?

Shaun Mason, Vice President, CAA ICON
Interviewed by Drew Mitchell, Social Impact Executive, CAA

One:Two Conversation: “The Value of Partnerships Built on Sustainability”

Discover the future of sports and entertainment partnerships as companies shift to investing in the long-term and investing in sustainability. Find out what makes the partnership deliver on its sustainability promise with Ball Corp. and its partner, Kroenke Sports, the ownership group of Ball Arena, SoFi Stadium, Los Angeles Rams, and Premier League’s Arsenal FC.

Sara Axelrod, Head of Sustainability, Ball Corp.
Mike Ceiley, Senior Vice President & General Manager, Partnership Marketing & Media Sales, Kroenke Sports & Entertainment
Interviewed by Kunal Merchant, Partner and Chief Operating Officer, Revitate

SOLUTION ROUNDTABLES – CONCURRENT INFORMAL DISCUSSIONS

- “In Case You Missed It...The Play to Zero Playbook” with Green Sports Alliance et al.
- “Teams and Event Organizations Working Together for Net Positive” with 11th Hour Racing Team and The Ocean Race event
- “In Case You Missed It...The Expedition to Zero Waste: The Partners and Data You Need to Get There” with Max-R with Sustainable Sport Index
- “In Case You Missed It...Beyond Logos: Activating Sustainability Through Sponsorships” with WM and PGA Tour
- “Let’s Not Waste Those Lessons Learned” with FIFA
- “How Integrate Sustainability with The Fan Experience” with Mercedes-Benz Stadium
- “The Composting Playbook” with NatureWorks
- “Community Partnerships and Connecting to Food Distribution” with Bright Beat
- “What to Do About ESG: An ESG Toolkit” with 5T Sports Group

One:Two Conversation: “Urgency and Feasibility of Getting to Zero and Beyond”

There are many roads to zero and beyond. This session will take a quick dive into the urgency at hand and explore the feasibility to get to zero. And, yes, it’s possible, it’s doable, and here’s how.

Nick Aster, Director of Marketing North America, South Pole
Austin Wentworth, Head of North America | Climate Solutions, STX Commodities
Interviewed by Colin Tetreault, Senior Manager, Climate Change and Sustainability, EY

Panel: “Growing the Game, Growing the Business with Sustainability a Priority”

How do you grow the game and grow the business at the same time prioritize sustainability? Discover the innovations in thinking about hockey and ways to broaden its reach beyond today’s fan base.

Omar Mitchell, VP, Sustainable Infrastructure and Growth Initiatives, NHL
Brianna Treat, Manager, Transportation and Sustainability, Seattle Kraken
Interviewed by Dan Murphy, Staff Writer, ESPN

Presentation: “The Imperative of Focusing on Mental Health”

A long overdue aspect of professional well-being and achieving one’s highest potential is the realization that mental health is of singular importance. Join these two entrepreneurs and innovators to find out about their approach to mental health and how they are engaging athletes, teams and leagues.

Maya McClendon, Founder, Timeout

Mikaela Brewer, Head of Content + Research, Timeout

One:Two Conversation: “Next Generation: Working with Young People, Sports & Sustainability”

The next generation is active, engaged and cares about sustainability. This one:two conversation will explore how the Seattle Seahawks and Lumen Field are working with young people to build the next generation of fans, athletes and leaders. Joining the conversation is a high school sophomore, now a GSA ambassador, who is leading sustainability initiatives at his high school and moving forward with AI.

Christy Briggs, Logistics and Sustainability Manager, Lumen Field | Seattle Seahawks

Anjan Shroff, High School Sophomore, GSA Ambassador

Interviewed by Leah Ford, Senior Global Marketing Communications Manager, NatureWorks

Lunch and Official Close of 2022 Summit

A Special Thank You to GSA’s Summit Partners: Aramark, Dow, Ball, Honeywell, NatureWorks, Evanesce, Wicked Foods, WM, Phade by WinCup, EcoProducts, 3M, AlderTek, Anheuser-Busch, AtmosAir, Azek, BI-AX International, Blue Strike Environmental, Blue Horizon Energy, Gateway Liners, Busch Systems, Elite Turf, Excel Dryer, FOH, Game Changers Institute, Incredible Eats, Jani-King, Max-R, NASCAR, Pactiv Evergreen, Rubicon, South Pole, TURN, Watson Glove, Newlight Technologies, Fill it Forward, Clean River, BioCoTech Americas, Huhtamaki, Vincent Printing, r.Cup, ISSA, CLIF Bar, BEF, Revitate, Canopy by Hilton Minneapolis Mill District

For more information and to register:

Visit [GreenSportsAlliance.org](https://www.GreenSportsAlliance.org) | [Register for the Summit](#) | Canopy by Hilton Hotel reservations can be made [here](#)