EVENT IMPACT REPORT

2022

JUNE 21 - 23
U.S. BANK STADIUM
MINNEAPOLIS, MN
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Summit by the Numbers</td>
</tr>
<tr>
<td>05</td>
<td>Attendee Breakdown</td>
</tr>
<tr>
<td>06</td>
<td>Sponsors</td>
</tr>
<tr>
<td>08</td>
<td>Digital Impact</td>
</tr>
<tr>
<td>09</td>
<td>Environmental Considerations</td>
</tr>
<tr>
<td>12</td>
<td>Day Zero</td>
</tr>
<tr>
<td>15</td>
<td>Day One</td>
</tr>
<tr>
<td>21</td>
<td>Day Two</td>
</tr>
<tr>
<td>24</td>
<td>GSA Summit History</td>
</tr>
<tr>
<td>25</td>
<td>Thanks</td>
</tr>
</tbody>
</table>
The 2022 Summit focused on Let’s Play to Zero, where we gathered the players in the sports greening movement in Minneapolis, Minnesota to showcase how sports venues, teams, leagues, and corporate partners around the world are taking ambitious action on both environmental and social issues to create a more sustainable, just and resilient future for all.

Attendees learned how the scope of the sports greening movement continues to expand, including improved operational performance measurement, tracking, and reporting in addition to commitments to equity and increased diversity across the sports industry including its teams, leagues, venues, players, and corporate partners.

The Green Sports Alliance was proud to host a successful Summit in Minneapolis and remains committed to bringing together leaders throughout the sports industry at the Summit and new convening in the future. Together, we Play for the Next Generation!

“With this 12th rendition of the Summit, we have clearly seen the conversation evolve from a strong foundation rooted in energy, water and waste management toward meaningful, holistic. And scaled climate action aligned with our Play to Zero platform.

I also really greatly appreciated the continued and sustained focus on diversity, equity, inclusion and climate justice in sport. Also, the networking, food, tours and backdrop of U.S. Bank Stadium was superb!”

- Jason Twill, Director of World Cup Program, Qatar Foundation
ATTENDEE BREAKDOWN

- Sustainability Products, Tech & Services: 170
- Energy & Utilities: 9
- Engineering, Architecture, & Agriculture: 9
- Environmental Consulting: 46
- Food & Beverage: 12
- Government: 7
- Higher Ed & Students: 29
- Media, Marketing & Comms: 11
- Nonprofits: 46
- Pro Sports: 96
- Sports League: 21

Inspirational, informative, and heartwarming speakers share their stories at the intersection of sports and sustainability. Great work is being done, but there’s so much more we can and must do to ensure a bright future.

- Scott Jenkins, Green Sports Alliance Board Chair

469 ATTENDEES
76 SPEAKERS
52 SPONSORS, EXHIBITORS & COMMUNITY PARTNERS
13 COUNTRIES REPRESENTED
247 ORGANIZATIONS
SPONSORS

Green Sports Alliance Summit — Event Impact Report 2022
DIGITAL IMPACT

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@sportsalliance
@greensportsalliance__

Top Twitter Mention

Amanda Vandervort
@vandey01 Jun 22
Ready to rock this panel with @ayoch on the ROI of investing in women 🎖️
#fortheW @sportsalliance #GSAsummit22 @usbankstadium @MNAuroraFC #titleIX
pic.twitter.com/fowE4UW2FBy

#GSAsummit22

Top Tweet

#PlayToZero award winners — making huge progress in the movement to zero and who are shaping the future!
@WellsFargoCtr @TargetFieldEVNT @UWG_TheColiseum @usbankstadium @MBStadium @StateFarmArena

#GSAsummit22
pic.twitter.com/Q8mfZqiGW8

EVENTS
APP
STATS

86% of Summit Attendees Downloaded the App
81% of App Users Found it Useful
10K Total Sponsor Impressions
The GSA aims to minimize and reduce its environmental impact in the following areas of operations. Any areas that were not able to be eliminated or reduced were offset.

ENERGY & TRAVEL
Southpole offset all calculated GHGs related to this event. Scope 1, Scope 2, and several key Scope 3 categories were included such as all attendee flight and local travel and food and beverage. US Bank Stadium uses LED lights and has a robust energy + lighting policy.

LOCAL INFRASTRUCTURE
Strategically chose a site that has full public transportation access from the airport and to all Summit Tour locations.

WASTE
A dedicated team sorted all event-related waste to ensure its proper disposal for food waste + compostable products, co-mingled recycling, cardboard, and landfill. Having lacked a scale, the event estimates to have diverted 75-85% of all total waste.

WATER
Besides flush and flow fixtures, cooking and dishwashing, the water footprint was extremely minimal.

PROCUREMENT AND SOURCING
US Bank Stadium has a strict recycling and compost program and uses only certified compostable products and easily recycled materials.

Please see the appendix for data to support our environmental considerations.
There was a vegetarian-forward menu for all the Summit meals and snacks. Only one meat option was available, and true to Minnesota form, it was a walleye slider.

This menu was designed intentionally with support from Aramark, Wicked Kitchen, and the Game Changers Institute to promote a healthier, greener, and most of all delicious way to approach catered and arena/venue/stadium events.

Alder-Tek, Incredible Eats, and Eco-Products supported meals with eco-friendly cutlery and food service products.
The Green Sports Alliance is advancing its partnership with the Sanneh Foundation by gifting 200 reusable fabric bags to the kids and families in St. Paul, Minnesota on Green Sports Day. Recycled from fabric signage at the 2022 Green Sports Alliance Summit, the reusable bags are given another life, rather than heading to a landfill, in partnership with The Vomela Companies. Vomela went above and beyond to ensure the circularity of signage at the Summit.
TOUR #1: HUNTINGTON BANK STADIUM
University of Minnesota
First LEED Certified Football Stadium

TOUR #2: XCEL ENERGY CENTER
Home of the Minnesota Wild
LEED Platinum Arena

TOUR #3: ALLIANZ FIELD
Home of the Minnesota United
One of the most sustainably designed, built and operated soccer-specific stadiums in the US

TOUR #4: CHS FIELD
Home of the St. Paul Saints
"The Greenest Ball Park in America"
The GSA partnered with the Sanneh foundation to provide a donation, as well as resources and educational opportunities to the 8,000+ kids in the Minneapolis region that the Sanneh Foundation serves.

Attendees at the Summit enjoyed a hands-on and inspiring experience with the Sanneh Foundation on Day Zero.
GSA hosted its annual **Corporate Member Networking Reception** at the Canopy by Hilton Minneapolis Mill District. With over 200 attendees, the event featured remarks by Green Sports Alliance Executive Director, Roger McClendon, Matt Romberger VP of Global Sales and Marketing at NatureWorks, and Eddie Moye, Director of Community Impact at Anheuser-Busch.

To help plan and execute the event, Jenifer Freeman, Aramark General Manager at U.S. Bank Stadium, mobilized her team onsite, and got an assist from Director of Culinary Innovation Chef Rich Grab, who also spoke at the summit about plant-forward food and menus, which can be both better for people and for the planet.

“The Green Sports Alliance and their summit are important ways for people in the industry to get together to explore ways to bring about meaningful change in the area of environmental sustainability,” said Birdwell. “The group’s mission fits perfectly with Aramark’s own sustainability goals, so it was a pleasure to be so involved this year.”
Welcome & Official Open
Scott Jenkins, GSA Board Chair

Welcome to US Bank Stadium
John Drum, General Manager, US Bank Stadium

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

Global Reach and Scaling Impact
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

Collaboration to Scale Sustainability Throughout the Region
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

From the Pitch to Investing in Young People and the Community
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
Interviewed by Lea B. Olsen, Sports Broadcaster and Founder, Rethink the Win

Networking Break, Innovation Hall
Leadership and Investing in Sustainability
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

Lifecycle of Operations -- ROI of Sustainability, Scaling Impact and Moving the Industry Forward -- Venues Perspective
Brandon Hamilton, VP, Stadium Operations and Facilities, Kansas City Chiefs
Jackie Ventura, Senior Director, Sustainability and Facility Health/Hygiene, Golden State Warriors
Facilitated by Andrew Bohenko, Sustainability Coordinator, Mercedes-Benz Stadium

Lunch
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

ROI of Partnerships: 360 Partnership and Scaling Impact by Disrupting your own Business
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

ROI of Investing in Women and Why This Matters
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

The Zero-to-One Moment: Setting the New Standard for Sustainability in Sports
Introduction by Lou Raiola, Founder, ESG Solutions Group & Strategic Advisor, ESG, Green Sports Alliance
Andrei Cherny, CEO, Aspiration
Interviewed by Scott Jenkins, GSA Board Chair
Managing What You Can Measure -- The Play to Zero Playbook
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
- “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 Imperial Dade
- “Where to Get Started with Your Values-Based Marketing: Shaping Your Vision, Selecting the Right Partners and Finding Champions” with Dow, LPGA and NHL
- “Forecasting and What Your Venue Can Do to Avoid Supply Chain Hiccups” with Huhtamaki and Aramark
- “Recyclable, Compostable, Reusable, Oh My! Considerations along the Road to Zero Waste” with Pactiv Evergreen, NatureWorks, Delaware North, MN Twins, S.E.T. and Bright Beat
- “Overcoming Obstacles and Driving Innovation to Reach Your Zero Waste Goals” with Eco-Products

Your Future Fans Care about Sustainability
Josh Walker, President and Co-Founder, Sports Innovation Lab

Beyond Logos: Activating Sponsorships Through Sustainability
Paula Davey, Director, Brand Activation, WM
Brazos Barber, Senior Manager, Social Responsibility & Sustainability, PGA Tour
Interviewed by Colin Tetreault, Senior Manager, Climate Change and Sustainability, EY

Lifecycle of Operations: Evolutions of the Sustainability Cycle
Introductions by Erik Distler, VP, Sustainability, AEG
Sofi Armenakian, Director, Operations and Sustainability, State Farm Arena | Atlanta Hawks
Jordan Enke, SVP, Stadium Operations, Austin FC
Ian McDoome, Director, Engineering, Chase Center Arena
Ignacio Guerra, SVP Operations and Building Engineering, Crypto.com Arena
Facilitated by Kunal Merchant, Partner and COO, Revitate
Innovations and What's Next for your Fan Gear
Norman Vossschulte, 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

Maybe Zero is Not Enough (Leveraging Assets for Greater Impact): What it Means to be Climate Positive
Damian Foxall, Sailor and Ocean Consultant, Sustainability Program Manager, 11th Hour Racing Team
Interviewed by Meegan Jones, The Ocean Race event

Investing in the Future of Sustainability and Closing Remarks
Brett Featherston, Global VP of Sales, Evanesce
with Roger McClendon, Executive Director, GSA

Reception and Play to Zero Sports Celebration
PLAY TO ZERO AWARDS

Celebrating innovations in sustainability as we move and commit to net-zero energy, water and waste in the sports industry.

2022 PLAY TO ZERO CHAMPIONS:

Play to Zero Champion: Energy
- Mercedes-Benz Stadium: achieving 100% reduction, reuse, and offset of all water sources

Play to Zero Champion: Waste
- Mercedes-Benz Stadium: achieving greater than 90% waste diversion rate
- Target Field Events: achieving greater than 90% diversion rate
- The Coliseum at the University of Southern California: achieving greater than 90% diversion rate
- State Farm Arena: achieving greater than 90% diversion rate

Play to Zero Champion: Energy
- Wells Fargo Center: achieving 100% reduction and offset for all energy sources

Champion: Waste
- US Bank Stadium: having a greater than 50% waste diversion rate.

Awards were received based on measurable improvements against their own facilities operating baseline. Reductions/Diversion rates based on year over year comparison if >= 30% (Leader), >= 50% (Champion), and 100% and 90% for waste diversion (Play to Zero Champion).
The Environmental Leadership Award

Is amongst the most prestigious sports greening awards and is given to an individual or organization that has demonstrated extraordinary leadership towards sustainability, environmental stewardship, and community engagement.

2022 Awardee: Timothy Leiweke

Timothy Leiweke with Oak View Group has led a transformative role in the development of Climate Pledge Arena with a sense of urgency and a commitment to zero. Thank you for your leadership, Timothy Leiweke, and your work in continuing to advance sustainable sports venues!
Open Remarks
Scott Jenkins, GSA Board Chair

Voices of the Next Generation
Aneesh Dhawan, Founder and CEO, Knit

The Time is Now -- Perspectives on Environmental Justice
Jerome Foster II, Executive Director & Founder, Waic Up and Environmental Justice Advisor to President Joseph R. Biden
Interviewed by Mustafa Santigo Ali, Vice President of Environmental Justice, Climate, and Community Revitalization, National Wildlife Federation

Global Impact -- One Community at a Time (Leverage Your Brand Equity and Connecting Your Fans to Your Sustainability Initiatives)
Paula Gabriela 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

ROI of Sustainability and Sponsorships
Shaun Mason, Vice President, CAA ICON
Interviewed by Drew Mitchell, Social Impact Executive, CAA

The Value of Partnerships Built on Sustainability
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

Networking Break
Roundtable 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...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
- “In Case You Missed It...Rethinking Where You Can Have Impact” with Evanesce

Urgency and Feasibility of Getting to Zero and Beyond
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

Growing the Game, Growing the Business with Sustainability a Priority
Omar Mitchell, VP, Sustainable Infrastructure and Growth Initiatives, NHL
Brianna Treat, Manager, Transportation and Sustainability, Seattle Kraken
Interviewed by Dan Murphy, Staff Writer, ESPN

The Imperative of Focusing on Mental Health
Maya McClendon, Founder, Timeout
Mikaela Brewer, Head of Content + Research, Timeout

Next Generation: Working with Kids, Sports & Sustainability
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

Official Close of 2022 Summit
The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play.

"When you're bringing together hundreds of thousands of people every year, you have the ability to build climate change fighting actions into those experiences."

- Andrei Cherny, CEO of Aspiration
SPECIAL THANKS!

SPORTS GREENING MOVEMENT PARTNERS

PREMIER SUMMIT SPONSORS

I think it is really important that we are more mindful about what we serve, how we serve it, and what's left afterwards.

- Alison Birdwell, Aramark Sports + Entertainment
DID YOU MISS THE SUMMIT?

You can now watch the entire event on Leaderpass!

- Hear what experts have to say
- Dive deeper into topics you care about
- Access bonus content

Access 25+ sessions, bonus content, and workbooks, just click here!
SEE YOU IN JUNE 2023!
HOSTED AT CLIMATE PLEDGE ARENA IN PARTNERSHIP WITH THE OAK VIEW GROUP

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greensportsalliance.org
# Carbon Analysis

**Scope:** Staff, Attendees and Speakers

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<tr>
<th>Source</th>
<th>MT CO2e</th>
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<tr>
<td>Venue Utilities (US Bank Stadium)</td>
<td>53.10</td>
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<td>Food and Beverage</td>
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<td>Onsite Fuel</td>
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<tr>
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<td>Flights</td>
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<td>Waste Diversion</td>
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