

GREEN SPORTS ALLIANCE

The logo for the Green Sports Alliance is positioned between the words 'SPORTS' and 'ALLIANCE'. It consists of a stylized globe with a blue upper half and a green lower half, with a green leaf-like shape extending from the bottom right of the globe.

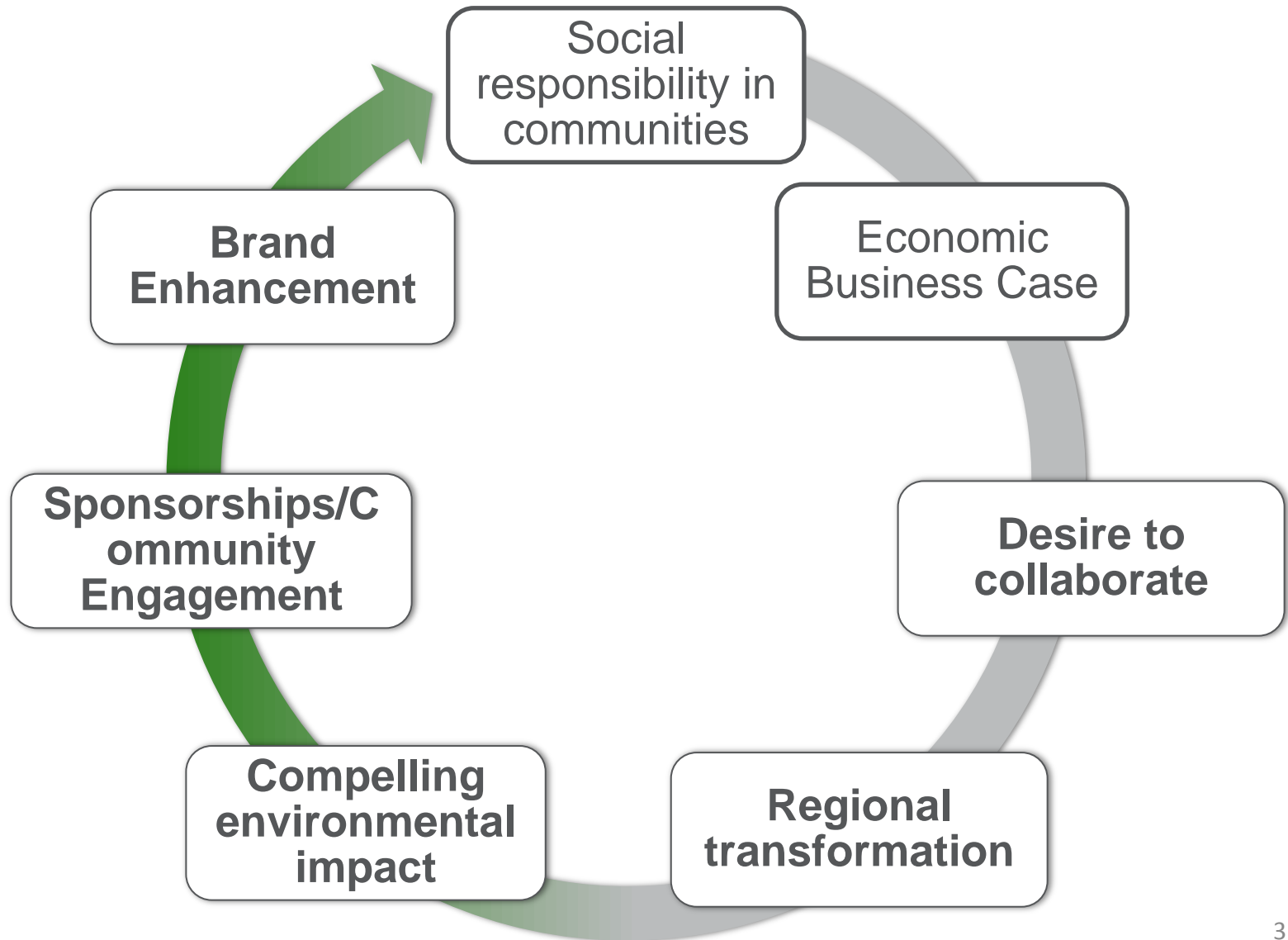
www.greensportsalliance.org @SportsAlliance #GreenSports

Outline



- Drivers of the sports greening movement in North America
- The Green Sports Alliance: who we are, what we do, how we have impact
- The role and balance between major sports events and grassroots sports
- What are the next steps/actions to be taken?

Drivers of the sports greening movement



Momentum behind the movement



- **Early successes → Community traction**
- **Recognition of leaders and operators**
- **Competitive!**

Reach & influence of sports in N. America

Reaching **Millions of Fans** on Environmental Issues



81%

of sports fans express concern about the environment



environmentally concerned fans spend

20%

more on tickets



\$340 annual spend of “less concerned” fans

\$403 annual spend of fans “more concerned” about the environment



FANS EXPECT TEAMS & LEAGUES TO:

58% use environmentally-friendly practices

50% operate LEED-certified facilities



The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where we live and play.

Nearly

400

Professional &
Collegiate
Teams, Venues,
Leagues &
Events

from

15

Leagues

and

14

Countries



Green Sports Alliance - how we play



Convener

2014 NHL SUSTAINABILITY REPORT



Program Developer



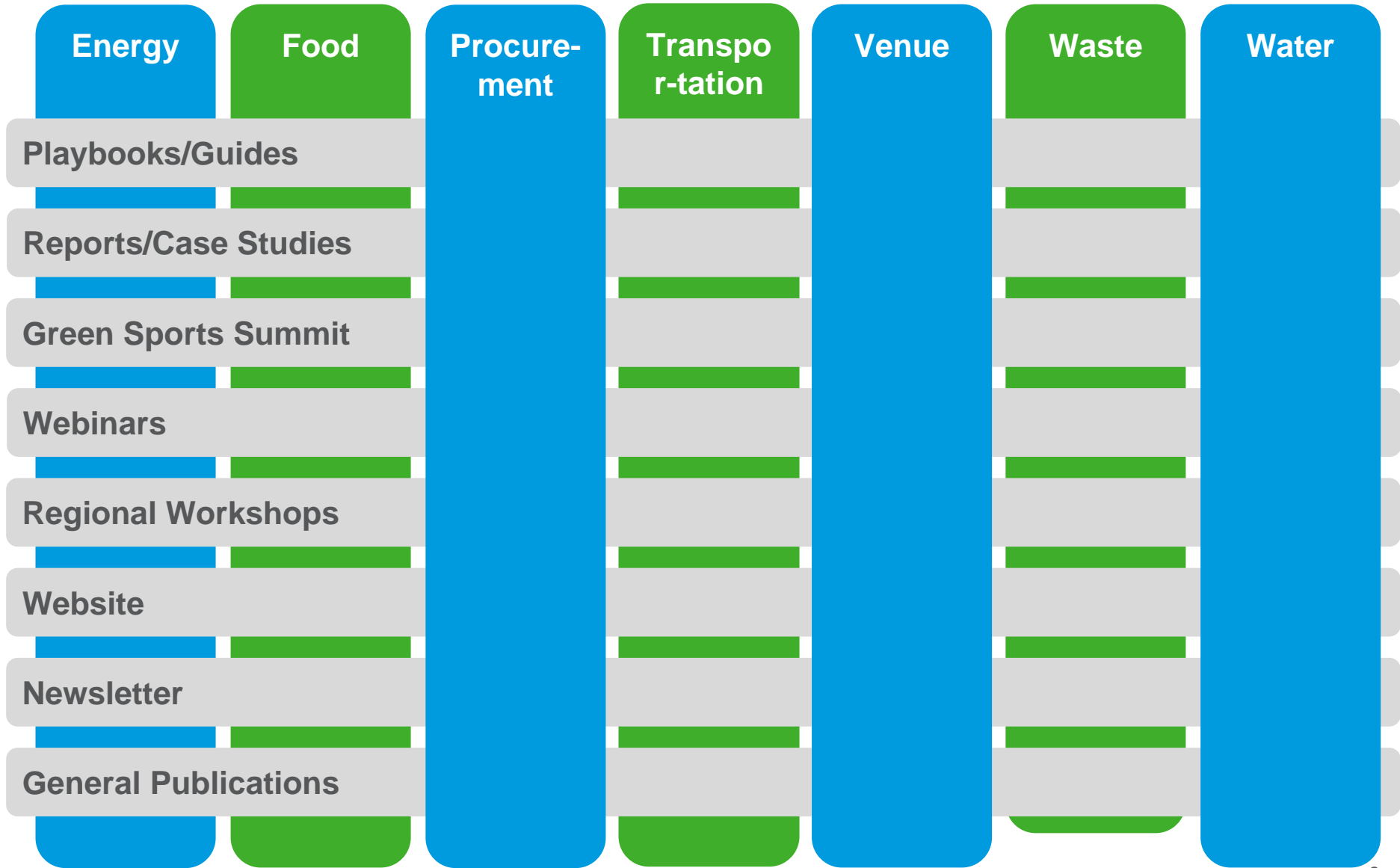
Inspirer



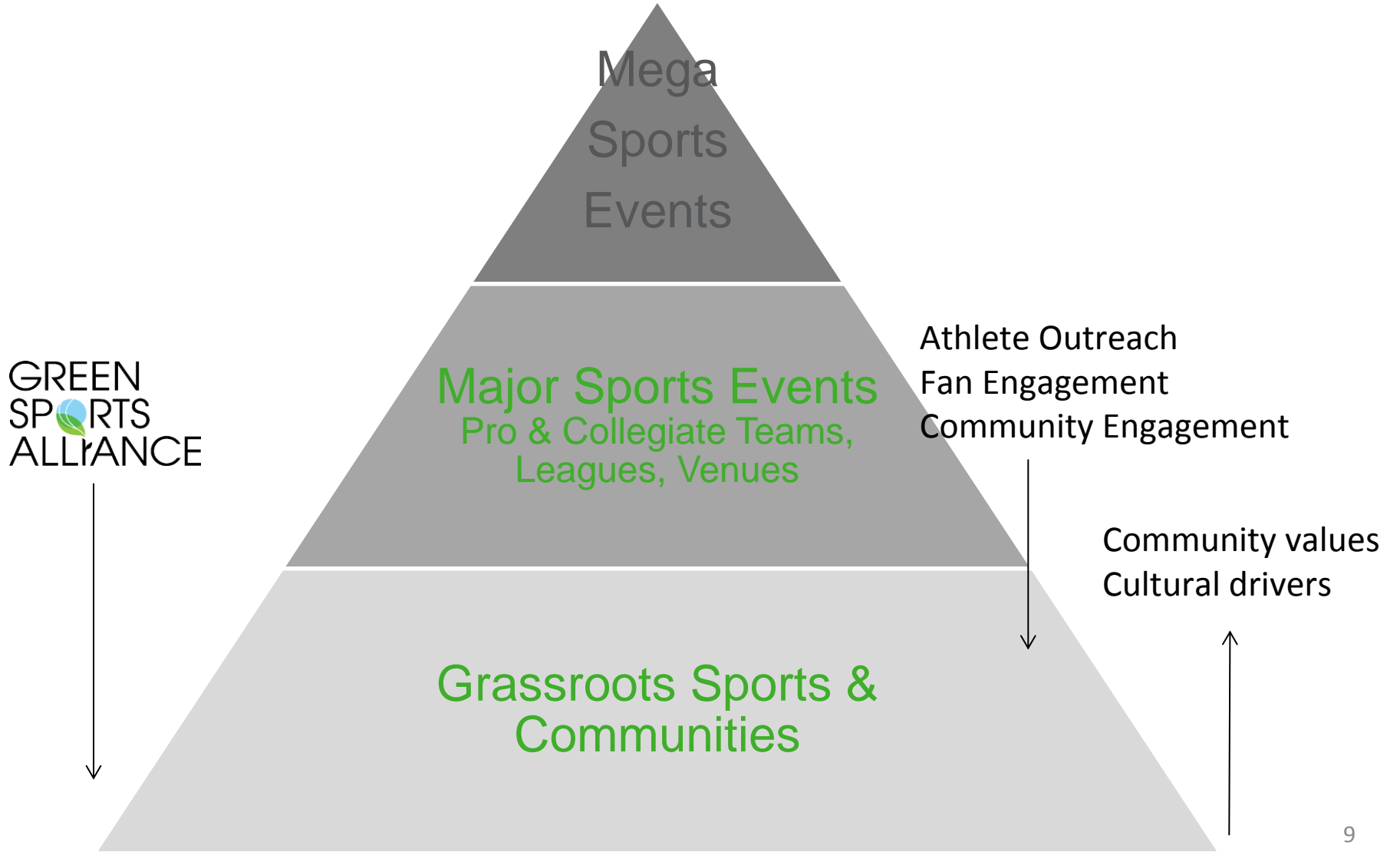
Resource Provider



We implement along 7 verticals



What is the role and balance between major sports events and grassroots sports ?





Next steps and actions to take

Leading and growing the movement means:

- Public facing: fan and community engagement
- Athlete engagement - *it's effective*
- Help others grow geographically, and global harmonization

GREEN SPORTS ALLIANCE

Learn More & Join Us at:

www.greensportsalliance.org

Facebook: Green Sports Alliance

Twitter: @SportsAlliance

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...join the conversation at #GreenSports