

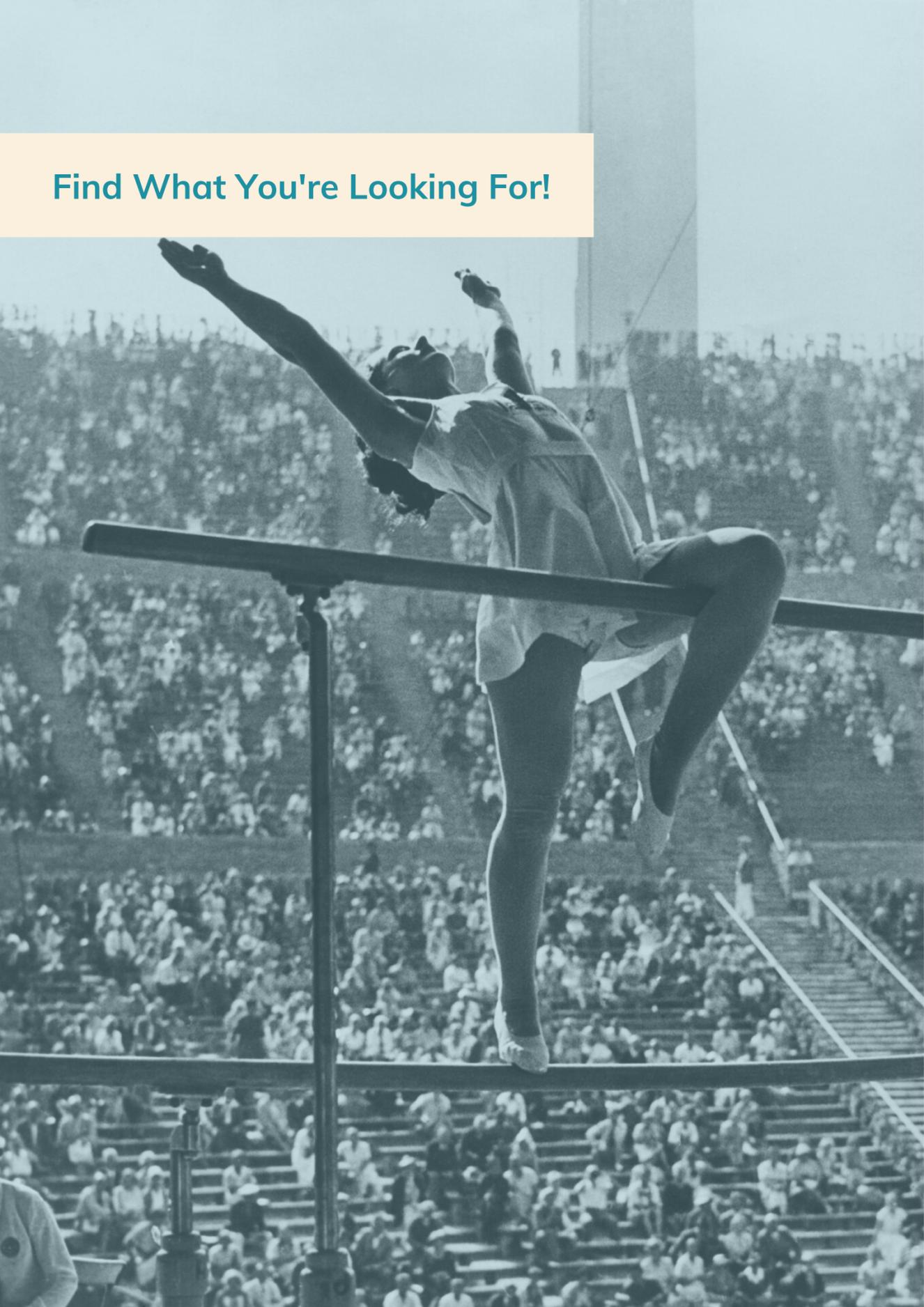
SUSTAINABLE SPORTS FAN TOOLKIT

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GLOBAL CLIMATE *Pledge*

# HOW SPORTS FANS CAN RALLY FOR CLIMATE ACTION





Find What You're Looking For!

# Toolkit Outline

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# Why are sports so important?

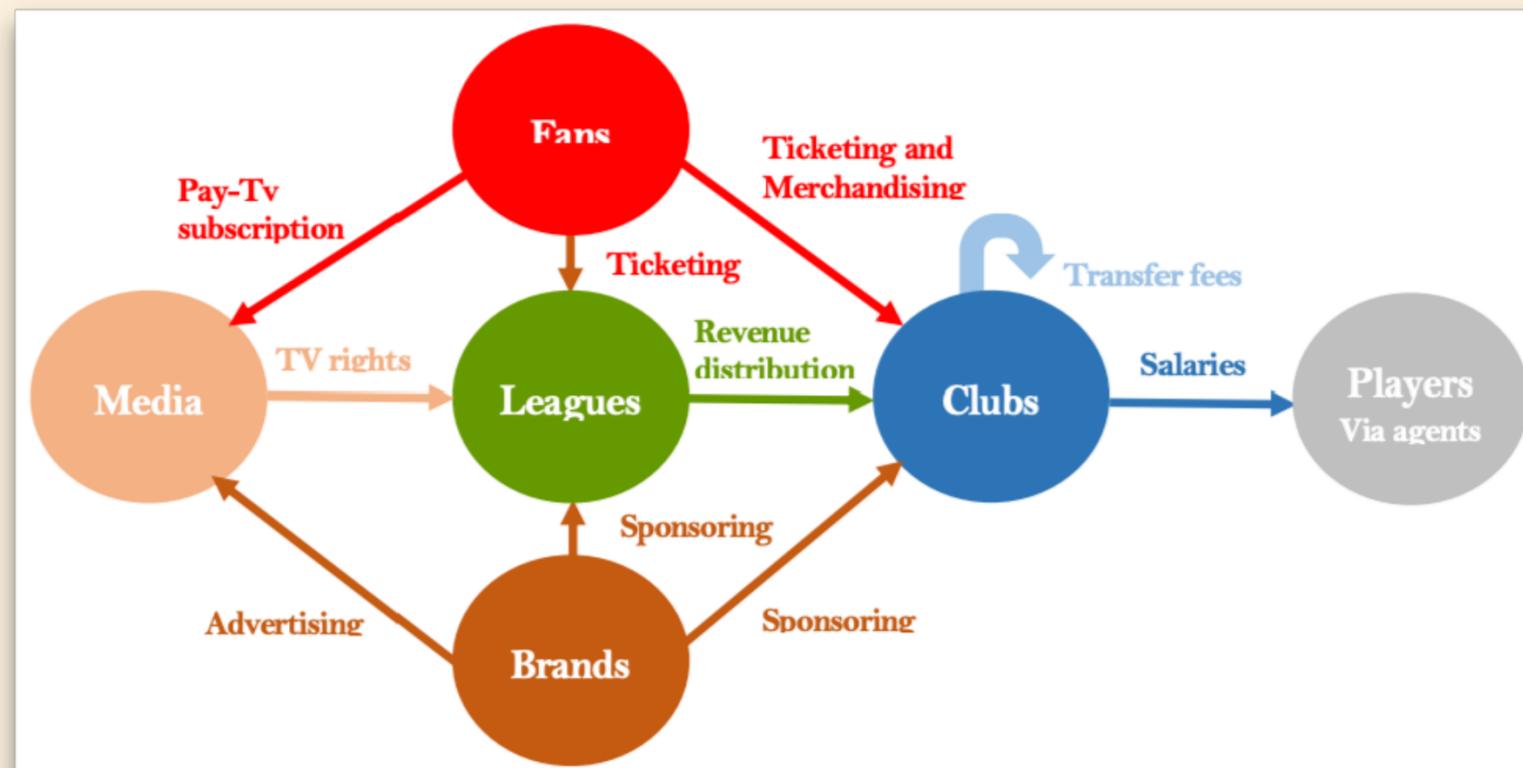
Sports are universal and attract people all around the world regardless of age, nationality, political affiliation, or socioeconomic background. They can unite and bring communities together like nothing else.

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The 2018 FIFA World Cup Russia brought in a record breaking audience of 3.5 billion people worldwide. Now, imagine the positive impact that could come from the billions of sports fans around the world coming together to take climate action.



# Sports Fans as Consumers



This graphic (Collignon & Sultan, 2014) illustrates how fans are at the top of the cycle of revenue. They contribute money through TV subscriptions, ticketing, and merchandise. Some of this revenue makes it back to pay the salaries of athletes, but not before it funds the entire sports industry.

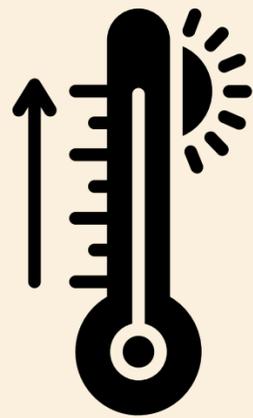
## The Power of Your Dollar

You may think of being a sports fan as simply supporting your favorite team or player(s). Instead, think of the sports industry as a large business that relies on fans to keep it going.

Sports fans engage with their team by watching their games on TV, attending live games, and buying merchandise and refreshments.

You have power in the sports world. You choose where your dollar goes, so make sure you're supporting sustainable initiatives and teams/stadiums that are going green.

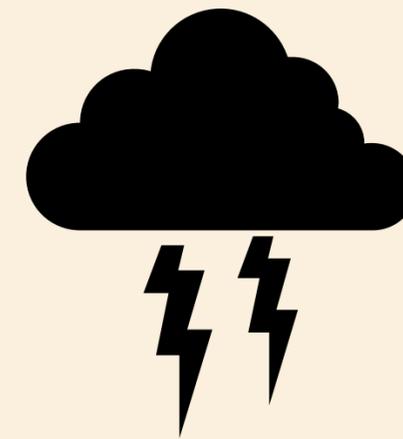
# How Does Climate Change Threaten Sports?



Dangerously high temperatures increase risk of heat stroke



Poor air quality harms athlete health & performance



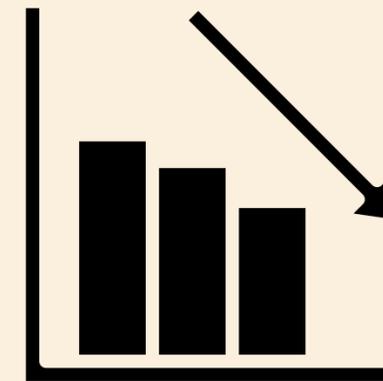
Extreme weather events cause game cancellations & hinder fan engagement



Rising temperatures shorten snow sports seasons



Sea level rise threatens sports infrastructure and development



The sports industry experiences decreased revenue and job losses



More common epidemics and pandemics disrupt seasons



Increased adaptation costs make sports less widely accessible



Future generations will have decreased and/or disrupted access to sports



# What Can Sports Fans Do?

- Sports Games/Events
- Offset Emissions
- Influence Your Team
- Use Your Voice!
- Sign the Pledge
- Share the Pledge

## Sports Games/Events

### 1 Ditch the Plastic - Bring a Reusable Bottle

Benefits of a reusable water bottle:

- Research shows you can save up to \$1,800 each year by cutting out plastic bottles.
- Switching to reusable bottles allows you to avoid harmful BPA, a chemical in plastic bottles that is linked to cancerous diseases.
- Since less than 25% of plastic bottles are recycled, reusable ones allow you to avoid contributing to the plastic waste problem around the world.



## Sports Games/Events



## 2

### Choose the Meatless Option

Did you know a plant-based burger has a carbon footprint 12x smaller than a beef burger?

Good news, vegetarian and vegan options are no longer unheard of at major sporting events and venues.

As popularity grows, the variety of meatless options is growing as well.

American major league baseball stadiums seem to be leading the way with everything from the Impossible Burger, falafel packed pitas, and meat-free Philly cheesesteaks.

## Sports Games/Events

### 3 Carpool with friends/family

Benefits of carpooling to events:

- Traveling with others can save money on gas and highway tolls/taxes
- Carpooling lowers emissions and keeps pollutants out of the air and ecosystems.
- The fun and morale can start before the game if you have a car full of fellow fans with you.



## Sports Games/Events



### 4

## Take Public Transit (if possible)

Public transit reduces greenhouse gas emissions and traffic congestion.

Taking public transit to a game can save money and help avoid the stress of parking.

Support transit validation measures and spread the word. Transit validation would give all ticket holders at a sporting event a free pass for all bus, train, or subway tickets.

This new concept would increase transit ridership, reduce traffic congestion, save energy, reduce pollution and carbon emission, and costs very little.

## Sports Games/Events

### 5 Avoid the Landfill - Recycle & Compost

Sporting venues produce massive amounts of waste at a single event, most of this waste can be diverted from the landfill if fans use the appropriate waste bins.

Most sporting events are now equipped with a multiple bin system.

If available, use recycling and compost bins first, and only use the trash bin when absolutely necessary.



## Offset Your Emissions

# It's not game over, try carbon offsetting!

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We can try to change our game day habits, but don't let your positive actions stop there. Carbon offset programs allow individuals to invest in environmental projects around the world in order to balance out their own carbon footprints.

Offsetting allows you to go above and beyond when lowering your personal emissions and if you do make a decision that has a larger environmental impact, you can get rid of the guilt when you offset.

Disclaimer: carbon offsetting should not be chosen as a substitute for making choices in your daily life to lower your personal carbon footprint.



## Offset Your Emissions



### Credible Carbon Offset Programs:

#### BEST OVERALL: NATIVEENERGY

Makes it easy to calculate the carbon footprint of your home, travel, business and events. Offsets can then be purchased once, monthly, quarterly, or annually.

#### BEST FOR AIR TRAVEL: STI

Sustainable Travel International (STI) allows you to offset the emissions from any flight. This is great for fans that use air travel often.

#### BEST FOR EVENTS: TERRAPASS

With this program you can calculate emissions for large events that are likely to have a large carbon footprint, such as sports games, watch parties, etc.

#### BEST FOR COMMUTES: CLEAR

This program allows you to calculate the footprint of any commute by using the distance and frequency of the commute. This is useful if you're driving to an event that isn't nearby.

## Influence Your Team

# Chants, Cheers & Calling for Climate Action!

Teams thrive off of their fan base and fans are capable of influencing their favorite team(s) and athletes. Just as a sports team is more powerful than a singular athlete, a fan is more powerful when they are a part of a group of fans, or fan club.

What can you do with a fan club?

1. Educate fellow fan club members on why climate action is important as a sports fan.
2. Create banners, shirts, or other propaganda with catchy slogans for educating players (& other fans) on climate change.
3. Come up with cheers or chants related to climate change to get players attention.
4. Share the pledge!





Influence Your Team

# Getting Involved with a Fan Club:

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## OPTION 1

### Start one at your local sports bar

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1. Talk to the administration of the bar about hosting an event/watch party for your specific team.
2. You can make fliers and/or an event on facebook to spread the word.
3. Once you get a few people together the group will grow as people begin bringing friends and family.
4. This is the most interactive type of fan club and allows you to start conversations and connect with other fans face-to-face.

## Influence Your Team

### OPTION 2

#### Join one through Facebook

1. FB is a common site used for people of mutual interests to meet one another and share information, plan events, etc.
2. If a fan club doesn't already exist on FB, which it probably does, then you can start a new one.
3. Creating a Facebook fan club is easy:
  - a. Open facebook -> Pages -> Create New Page -> Fill Out "Page Name", "Category", and "Description" Fields-> Create Page

### OPTION 3

#### Formally recognized clubs

1. These clubs are recognized by the teams and receive special benefits. You can join a previously recognized fan club or if you're a part of a fan club that isn't recognized you can reach out to the team management to obtain official status.
2. This type of club is more popular with certain sports. Search your team's website for more information.

## Use Your Voice!

# Reaching Out & Taking Action!

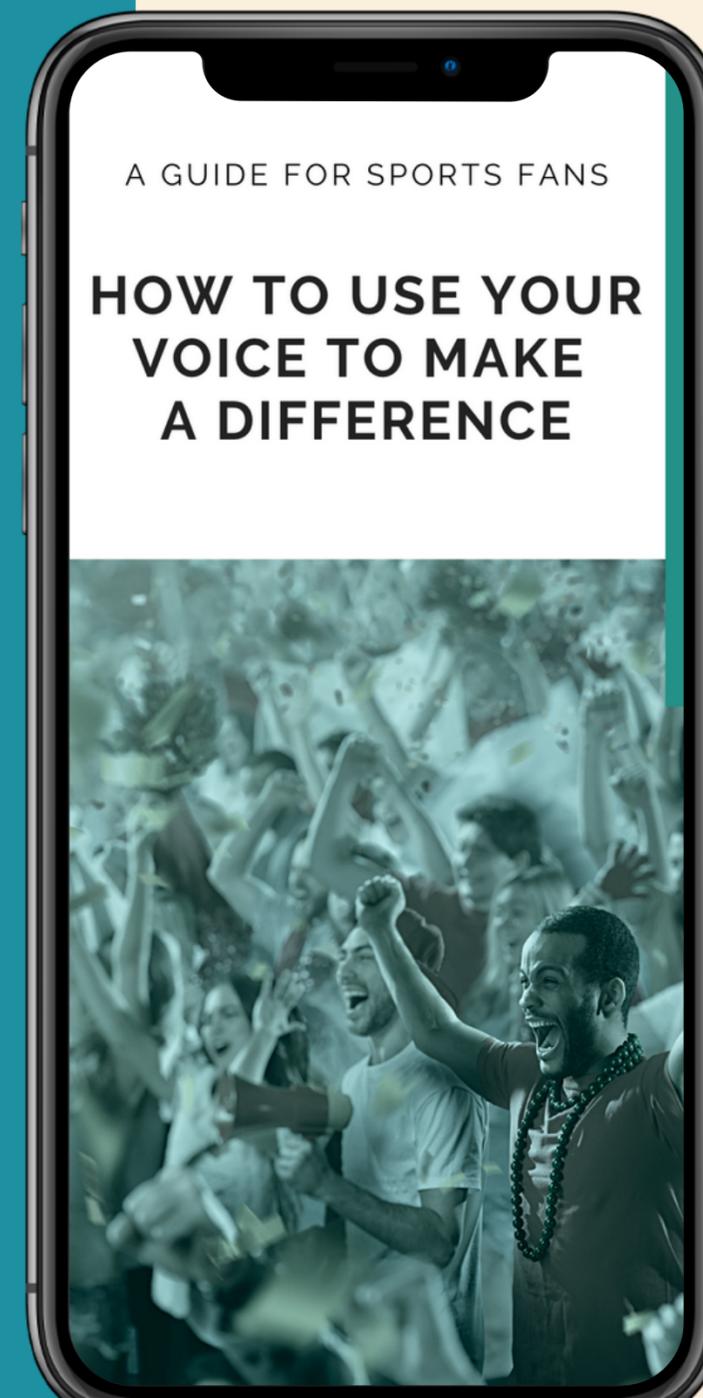
What if your local sports venue doesn't have a certain sustainable feature that you'd like to see, such as a water bottle fill-up stations, meatless food options, recycling and compost bins, or electric car charging stations?

Remember how important you are as a fan, and consumer, and reach out to your team, or venue staff, and voice your concerns and wishes.

Speaking up isn't always easy, so we've created an entire reaching out and taking action guide made specifically for sports fans like you!

The guide includes sample reach out messages, tips for finding the right person to contact, and some great examples of sustainable initiatives at other sporting venues.

[\*\*GO TO GUIDE\*\*](#)



## Taking the Pledge!



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## Sign the Pledge

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1. Visit [www.GlobalClimatePledge.com](http://www.GlobalClimatePledge.com) to sign the pledge - it only takes a few minutes!
2. The pledge allows you to choose which sustainable actions you'd like to incorporate into your life.

## Share the Pledge

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1. Share the pledge with family members, friends, or fan clubs. Sharing is easy and can be done through social media, email, or text.
2. A pledge may be an individual commitment, but encouraging others to join you establishes a larger community of people who support each other and can make a bigger difference.

# Don't stop here!

Reach out to GCP's Sustainable Sports team for more resources, ways to make a difference, or with any questions.

Go to our sports webpage to see some of our amazing sports signatories, check out our "Greening the Game" blog series, & more!

Don't forget to sign the pledge and join other individuals around the world who are making a positive change.

[Contact Us!](#)

[GCP Sports Webpage](#)

[Sign the Pledge](#)



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