

A GUIDE FOR SPORTS FANS

HOW TO USE YOUR VOICE TO MAKE A DIFFERENCE

GLOBAL
CLIMATE
Pledge



REACHING OUT & TAKING ACTION

This guide is intended to show how you, as a sports fan, can reach out to your local or favorite team and voice your opinion on climate change.

Climate change threatens all sports, so using your voice to advocate for climate action ensures the sports we love continue for generation to come.



STEP 1: KNOW WHAT YOU WANT TO ACCOMPLISH

- Is there a local team that you want to address climate change?
- Are you a fan of a sports team that still sells drinks in plastic cups?
- Do you want to reach out to a stadium to get more vegan food options offered?
- Do you simply want your team to engage with fans on the issue?

"Watch your actions, they become your habits. Watch your habits, they become your character."

– Vince Lombardi

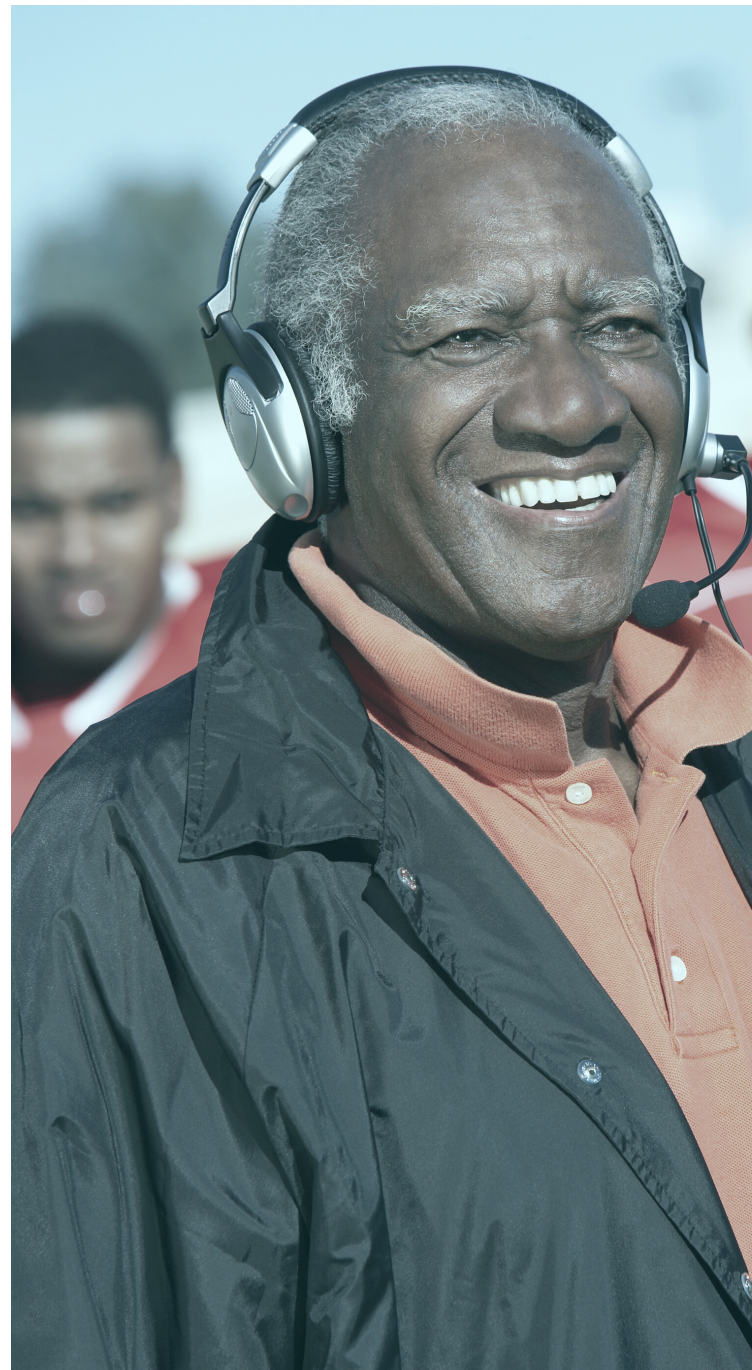
STEP 2 - FINDING THE BEST PERSON TO CONTACT

Some teams have specific contacts for certain departments such as ticketing, retail, partnerships, and other sections. If you can find a specific department pertaining to sustainability we recommend using that staff as the main contact, as they will have a better understanding of the ecology behind sports.

However many teams are slowly addressing sustainability and may not offer this area as a contact option yet, but there are other alternatives and specific departments that can be more tailored to hearing feedback and implementing certain initiatives.

NO SUSTAINABILITY STAFF?

Finding the contact for the operations or stadium manager would be a great option for voicing your opinion on climate change. If the team offers the contact information for coaches or managers, be fearless and take that opportunity head on to reach out to them. Below are some other ways to voice more specific concerns within your chosen sports team.



STEP 2 - CONTINUED

Examples:

- Concession and food distribution is a great place to give feedback for more vegan food options for fans.
- Transportation contact would be ideal if you want your team to pursue more sustainable traveling, electric car charging stations, or offer better public transportation to their games.
- Arena Operations is a great place to speak on introducing renewable energy and reducing water usage.
- Fan experience feedback could cover many aspects such as water bottle refill stations or concerns on emissions from the team in the local community.



The Seattle Sounders are a great example, as their website details various departments. They are also a climate neutral team and report carbon emissions yearly.

- Seattle Sounders have an easy to navigate website that lists many contact resources.
- They include a detailed map to find entry/exit points where to recycle, and where water fountains can be accessed.
- They have a section on best transportation methods as well as concession feedback.

STEP 3- BEST METHODS OF CONTACT

Once you know what you want to accomplish, and who would be best suited to hear your concerns, it's time to contact that person.

You can access a sports teams website and look for their sustainability or environmental team, by quickly doing a Google search.

Try Googling this:

- (Insert sports team name) Staff

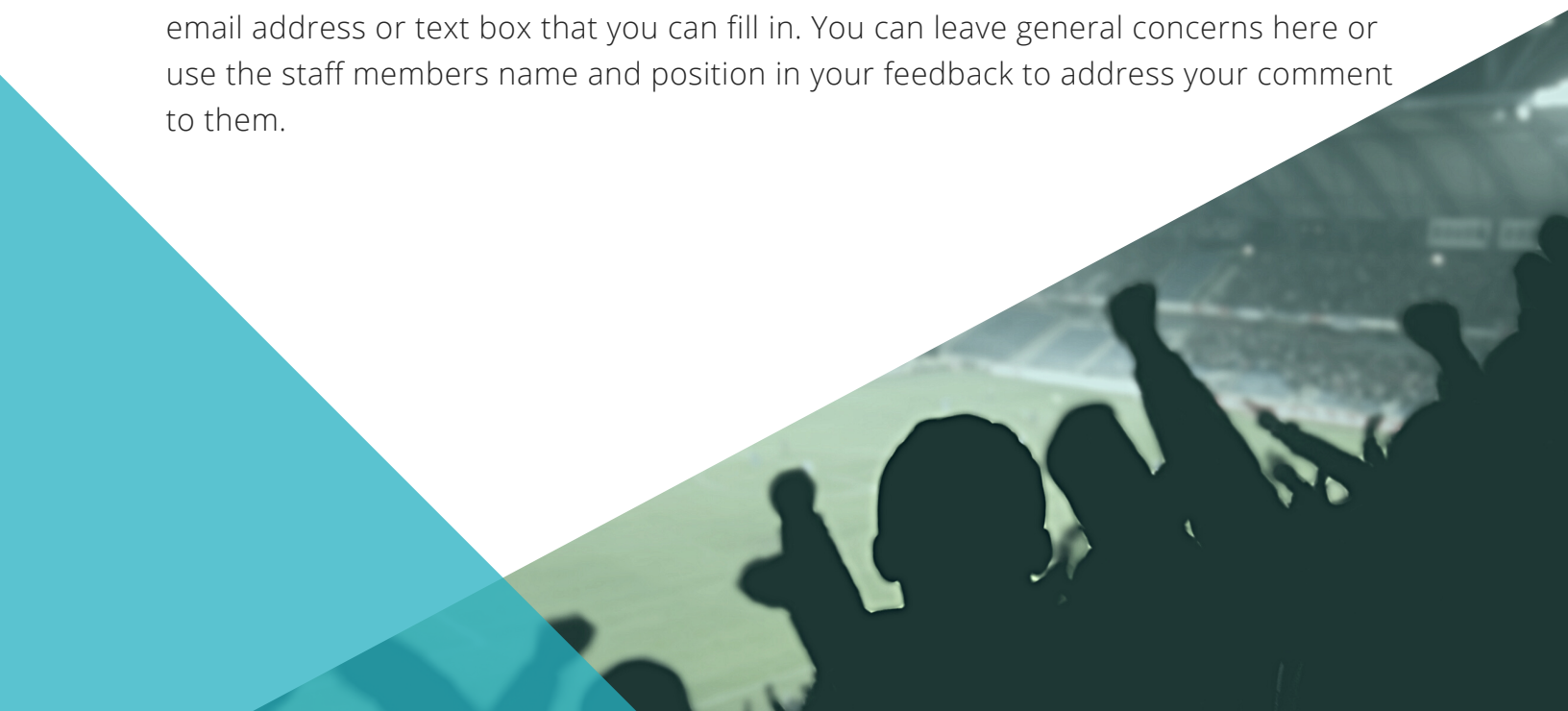
This should bring up a list of staff members where you can choose the department that best suits your concern.

Now if the person you wish to contact does not have a direct email or phone number listed, note their name and role. This will be important for the next step

Try Googling this:

- (insert sports team name) Contact
- ex: Tampa Bay Buccaneers Contact, or Arsenal F.C. Contact

This should pull up an easy link to the customer service or basic contact email / phone number for the sports team. On the Contact page you should be provided with an email address or text box that you can fill in. You can leave general concerns here or use the staff members name and position in your feedback to address your comment to them.



STEP 4 - WHAT TO SAY

The most important tool we have is our voice and it's crucial that we use it. Knowing what to say and getting your point across can be hard. Below you can find a few pre-written templates that you can use when contacting your team, just replace the underlined areas with your chosen sports team and insert the sustainable tactics you want to see implemented.





STEP 4- CONTINUED

Feel free to take these templates and improvise adding your local team and personal touches.

1- Dear beloved sports team/organization, as a fan concerned about climate change I would like to see (insert sustainable tactics) [ex: more meatless food options, Ball aluminum cups and a refillable water bottle station.] I believe this will enhance the experience and benefit the environment, thank you so much.

2- As a fan of sports team/organization, I believe it is important to consider climate change in the future of our team. Simple changes such as reusable cups, more vegan food options for spectators, and more engagement on environmental topics would be wonderful to see in the near future.

3- As a sports team/organization fan, I would like to express my personal interest in how our team handles climate change. With increased temperatures and natural disasters we should aim to take on more sustainable initiatives to mitigate our carbon footprint. Please consider the environment in the future and go team mascot/slogan!

4- Dear sports team/organization, with sports facilities putting major burdens on natural resources, I would like to express my interest in more sustainable sports initiatives. The use of solar power and composting could reap major benefits for the organization as well as the environment. Please consider the climate when making future decisions.

SUSTAINABLE INITIATIVES

This list showcases a few ideas and changes amongst some of the major categories that sports teams can work on improving. There are more sustainable initiatives out there, so feel free to do more research if needed.

ENERGY

- Power the team with renewable energy
- Use energy efficient lights for the training center and stadium

FOOD

- Provide more vegan food options
- Fight food insecurity in your area

TRAVEL

- Provide public transportation within tickets for home games
- Offset seasonal travel emissions

WATER

- Provide water bottle fill up stations
- Reduce water usage from operations, implement rainwater capture to treat fields

PLASTIC

- Introduce reusable cups or aluminum recyclable cups
- Introduce a plan to zero single use plastics

WASTE

- Divert as much waste from landfill as possible
- Introduce a zero waste plan for game and training facilities

EMISSIONS

- Offset carbon emissions
- Public annual emissions reports

ROLE MODELS WHO ARE LEADING THE WAY IN THE SPORTS INDUSTRY

ENERGY

Mercedes Benz stadium in Atlanta, home of the Atlanta Falcons and Atlanta United are fully solar powered by on site solar panels. This stadium is an exemplary role model for sports stadiums across the world.

FOOD

Forest Green Rovers have become the world's first fully vegan club, yes that means vegan meals only in their home stadium. This has resulted in an immense increase in food sales and fans making the lifestyle change as well.

WASTE

Many collegiate athletics in the US, such as **Ohio State University** and **University of Colorado**, have implemented zero waste initiatives to divert as much waste as possible. Recently a collegiate [zero waste playbook](#) was released by two students at Colorado University.

EMISSIONS

New York Yankees have pledged to measure and report their carbon emissions along with ethically offsetting their emissions while working to mitigate them in the near future.

WATER

Seattle Kraken are capturing rainwater which will become their NHL approved hockey ice. Also fans will be able to contribute rainwater to become part of the team in a very unique way.

TRAVEL

In Germany many football, or soccer, teams have local public transport included with the purchase of a **match day ticket**, limiting the number of personal cars taken to the games, limiting traffic and air pollution in these cities.

PLASTICS

Colorado Avalanche and Denver Nuggets new stadium, **Ball Arena**, is replacing all single use plastic cups, bottles, and alcohol containers with aluminum and working on expanding to major stadiums and events by 2022.



YANKEE STADIUM

LASTLY, THANK YOU

THE PROJECT

We aim to help individuals take the next step in the climate conversation. Reaching out to your local sports teams can have an immense impact in positively changing the world. Now you have the chance to make a difference.

CONTACT US

Visit our webpage [here](#).

Send us an email [here](#).

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GLOBAL CLIMATE PLEDGE

From everyone at the Global Climate Pledge organization, and millions around the world, we thank you for taking action and engaging with local icons to address climate change. It is because of people like you that we have a chance at mitigating this crisis, so thank you for all you are doing.

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