

SUSTAINABLE ATHLETE TOOLKIT

**HOW ATHLETES CAN ENGAGE  
IN AND MOTIVATE OTHERS  
TO TAKE CLIMATE ACTION**

Global Climate Pledge





# TOOLKIT OUTLINE

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## SIGNIFICANCE OF SPORTS & CLIMATE

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## ACTIONS ATHLETES CAN TAKE

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## MOTIVATE FANS TO TAKE ACTION

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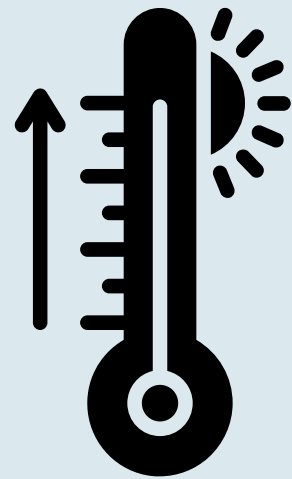
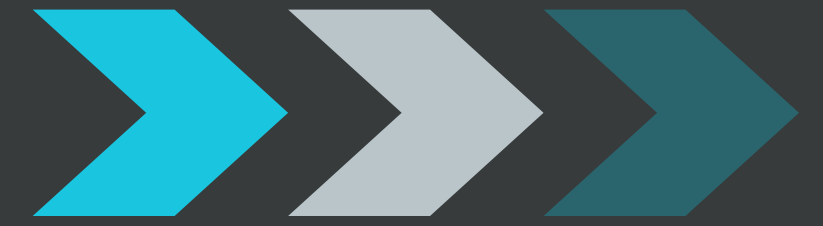


# WHY ARE SPORTS IMPORTANT TO CLIMATE ACTION?

Globally, billions of people participate and engage in one sport or another. 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 and athletes around the world coming together to take climate action.



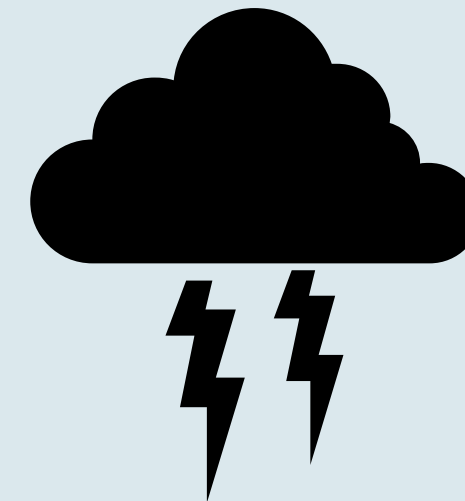
# HOW DOES CLIMATE CHANGE THREATEN SPORTS?



Dangerously high temperatures increase risk of heat stroke



Poor air quality harms athlete health & performance



Extreme weather events cause game cancellations & hinder fan engagement

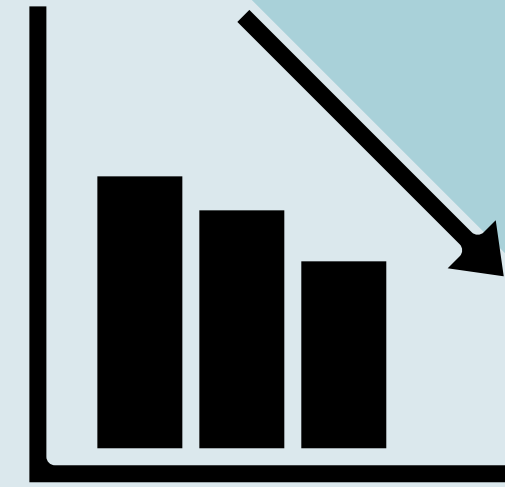




Rising temperatures shorten snow sports seasons



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

# THE IMPACTS GO BOTH WAYS. SPORTS IMPACT CLIMATE CHANGE AS WELL.



## VENUES: FIELDS, STADIUMS, ETC.

The energy, water, and waste management that venues require starting with construction and lasting throughout their lifetime contributes significant negative impacts to the planet.

## TRAVEL: FANS & ATHLETES

Sporting events attract thousands of people who contribute large amounts of emissions when they flock to a venue to see their favorite teams and athletes.

## WASTE: CREATION & DISPOSAL

Sporting events create enormous amounts of waste, and if not properly sorted leads to massive amounts of waste entering landfills.

## EQUIPMENT & GEAR

Athletes go through large amounts of equipment and gear each season, and the production and disposal of these products can have significant environmental impacts.

# HOW CAN ATHLETES START MAKING A POSITIVE CLIMATE IMPACT?



## SIGN THE PLEDGE

Visit [www.GlobalClimatePledge.com](http://www.GlobalClimatePledge.com) and sign the pledge, it can be done from your phone or computer and only takes a few minutes.



## COMMIT TO ACTIONS

The pledge allows you to choose which sustainable actions you'd like to incorporate into your life. Find something that works with your busy lifestyle!



# GLOBAL CLIMATE PLEDGE ACTIONS

RECOMMENDATIONS  
FOR ATHLETES





# COMMUNITY



## VOTE:

- Regularly
- For positive climate initiatives
- For informed candidates that support climate action

## SHARE:

- This Pledge and get at least one new person to sign
- Climate information with others

## SUPPORT:

- A local climate organization
- Local businesses (& businesses that promote sustainability)





# HOME

- Recycle & compost
- Replace bottled water with reusable water bottle
- Unplug electronics & appliances when not in use
- Repair instead of buy new products
- Use your own shopping bags



# TRANSPORTATION



WALK, BIKE, OR TAKE PUBLIC TRANSIT TO PRACTICES



FLY LESS WHEN POSSIBLE



CARPOOL WITH TEAMMATES TO PRACTICE AND GAMES



OFFSET YOUR EMISSIONS FROM DRIVING AND FLYING

# TRANSPORTATION

## 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 EVENTS: TERRAPASS**

With this you can calculate emissions for large events that are likely to have a large carbon footprint, such as sporting events.

### ★ **BEST FOR AIR TRAVEL: STI**

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

### ★ **BEST FOR COMMUTES: CLEAR**

This program allows you to calculate the footprint of any commute by using the distance and frequency of the commute.



# NUTRITION



- PARTICIPATE IN MEATLESS MONDAYS
- GO VEGETARIAN OR VEGAN
- SWITCH FROM RED MEAT TO FISH OR CHICKEN

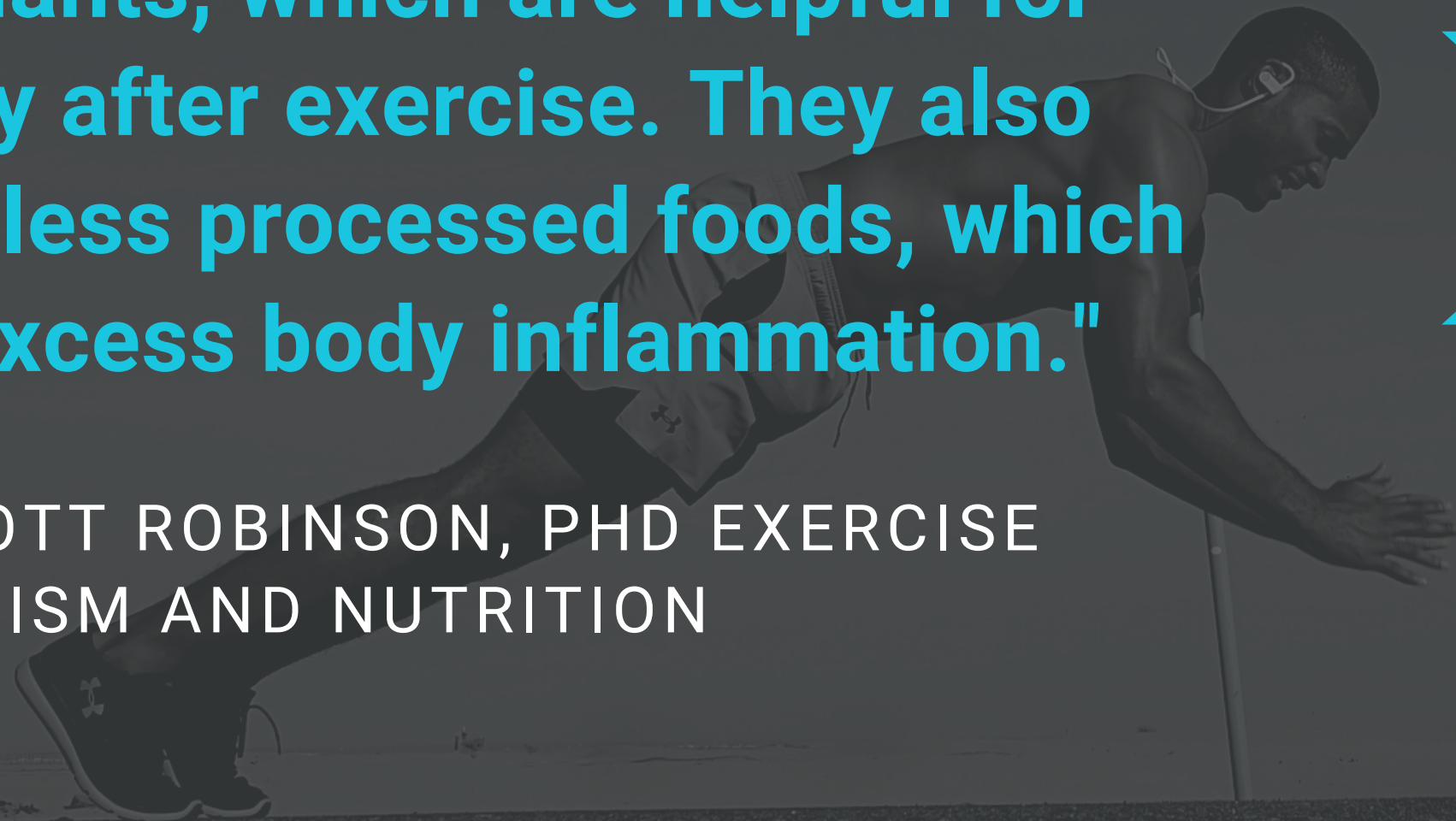
\*NOT ONLY DOES REDUCING MEAT CONSUMPTION BENEFIT THE ENVIRONMENT, BUT IT CAN ALSO HAVE POSITIVE EFFECTS ON AN ATHLETE'S HEALTH AND FITNESS.



## RESEARCH SHOWS:

**“Vegan diets provide beneficial antioxidants, which are helpful for recovery after exercise. They also include less processed foods, which cause excess body inflammation.”**

- DR. SCOTT ROBINSON, PHD EXERCISE METABOLISM AND NUTRITION





# WHICH ATHLETES ADVOCATE FOR LESS MEAT?



## GRAND SLAM WINNER: VENUS WILLIAMS

Plant-based tennis all-star who has now opened her own vegan food company.



## PRO-FOOTBALLER: LIONEL MESSI

Known as the world's best soccer player, Messi has cut out most meat from his diet.



## AMERICAN FOOTBALL STAR TOM BRADY

Created his own diet plan called the "TB12 diet" which is a high-protein, plant-based diet.



## English Football League The Forest Green Rovers

- In 2017 the FGR became the first fully **vegan football team**.
- Rueben Reid, FGR striker, says since going vegan his stamina, energy, and recovery time have improved.
- They now serve veggie burgers, fajitas, and locally sourced produce in the stadium for games.
- Since the switch to healthy and fresh food, sales have increased fourfold.



Credit: Forest Green Rovers

Athlete Action Recommendations



# WASTE

A person in winter gear is shown in silhouette, drinking from a water bottle. They are standing in a snowy mountain landscape. The image is overlaid with a teal gradient.

## TIPS TO REDUCE YOUR WASTE

- STRIVE FOR LESS PLASTIC AND PACKAGING
- TAKE CARE OF YOUR GEAR TO MAXIMIZE LIFETIME OF EACH PRODUCT
- AVOID THE LANDFILL WHENEVER POSSIBLE (DONATE, REPURPOSE, OR RECYCLE)



# SWITCH TO REUSABLE WATER BOTTLES



## TRY THESE BRANDS:

### KLEAN KANTEEN (\$28)

- Certified B Corp
- Supports 1% of the planet by giving a portion of profits
- Climate Neutral Certified
- Stainless steel

### SOMA BOTTLE (\$35)

- Certified B Corp
- Supports "Water" a nonprofit that brings safe drinking water to developing areas
- Made with glass materials & comes with lifetime warranty

### ARQ REUSABLE WATER BOTTLE (\$78)

- Supports 1% for the planet
- UV-C LED cap that filters water every two hours to remove harmful bacteria and viruses
- Removes 99.9% of germs, bacteria, and viruses

Look for water bottle companies that are “Certified B Corporations” meaning that they meet high standards of social and environmental performance and balance profit and purpose.

These bottles do have a more expensive upfront cost, but they can last years and avoid the harmful cost to the environment.



# TRY REUSABLE ANKLE/KNEE WRAPS INSTEAD OF TAPE

## EXAMPLES OF SUSTAINABLE KT AND ATHLETIC TAPE:

### WAVEWEAR:

- Reusable kinesiology tape with compression wear into one unified product
- Developed by sports medicine professionals that realized KT tape is not sustainable and does not fit to the body well

### ENERSKIN:

- Compression wear that uses elastic to maximize benefits of compression
- Reduces risk of injury
- Products for knees, wrists, ankles, shins, and more.



# SWAP PLASTIC BAGS FOR A REUSABLE ICE PACK

Often times in competition, bags of ice are offered in plastic bags, but using reusable and washable ice bags could help reduce waste

## TRY THESE ICE PACKS:

### FlexiKold Gel Ice Pack (\$10):

- Can be purchased online
- Washable & reusable
- Colder for longer, More durable, More flexible

### Roscoe Reusable Cold Pack (\$7):

- Can be purchased online
- Washable & reusable
- Colder for longer, More durable, More flexible







# DITCH SINGLE USE, PLASTIC-HEAVY SPORTS DRINKS FOR CONCENTRATED/POWDERED SPORTS DRINKS

## A COUPLE CHOICES:

### VITALITE ELECTROLYTE:

- Powdered electrolyte drink
- Less expensive than purchasing bottled drinks

### GATORADE ENDURANCE:

- Powdered electrolyte drink
- Comes in single-packs or large multi-use container
- Less plastic than gatorade bottles, same great taste





## MORE ECO-FRIENDLY SWAPS

### Protein Bars:

- Homemade: limits plastic & ensures minimal & clean ingredients
- Sustainable brands: Aloha Organic, GoMacro Bar

### Energy Drinks:

- Runa Zero Organic Clean: Every purchase supports small farmers & rainforest preservation.
- Yerba Mate: Caffeinated leaves from small indigenous farms. Profits used to rebuild communities.
- Sambazon Organic Amazon Energy: Fair trade, vegan, & non-GMO.

### Protein Powder:

- Vivo Life: Vegan, proceeds used to plant trees, compostable packaging
- Motion Nutrition: Carbon Neutral deliver, plastic free packaging
- Misfits: Plastic free, very affordable, vegan



Zero-waste swaps for athletes



# HOW CAN ATHLETES INFLUENCE OTHERS TO TAKE CLIMATE ACTION?

Athletes have a unique influence over their fans and teammates, and they should use this to motivate others to take positive action!



## FRIENDS & FAMILY

Start by educating the people you're closest with such as friends and family. Have one-on-one conversations and share why climate action is important to you.



## TEAM & TEAMMATES

Let your teammates know that climate action is urgent and will impact the sports they care about. Challenges are easier to overcome when working with your team!



## FANS & OTHERS

Share the pledge on your social media accounts and educate your friends and fans on why climate action is important to you and the sport(s) you care about.





# DON'T STOP HERE!

## [SIGN THE PLEDGE!](#)

It's an easy start to making a huge difference!

## [CONTACT US!](#)

Reach out to GCP's Sustainable Sports team for more resources, ways to make a difference, and personalized social media graphics made just for you (& your team!)

## [GO TO OUR SPORTS WEBSITE PAGE!](#)

See some of our amazing sports signatories, check out our "Greening the Game" blog series, and more!





# GLOBAL CLIMATE *Pledge*

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