



# THE SHOW NOTES



EVERYTHING THERE IS TO KNOW ABOUT  
**CLIMATE CHAMPIONS PODCAST**

BY THE SPORT ECOLOGY GROUP

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# An Introduction to Climate Champions

Dear listener,

Hello and welcome! On behalf of the Sport Ecology Group, we're delighted to introduce you to our latest public education initiative, the Climate Champions podcast. We're glad you have joined us in this important conversation.

Nearly 20 years ago, scientists reached a near-consensus on climate change, and recently, the scientific community has called for immediate action to combat its most devastating effects – rising sea levels, worsening storm activity, biodiversity loss, health challenges, economic stress, and more.

Fortunately, innovative solutions to climate change exist, and there is evidence to suggest that change is possible. However, many concerned citizens remain under-informed on the issue and its proposed solutions. This is partially due to the fact most academics publish in expensive academic journals that are inaccessible to the general public, and partially because mainstream media is busy with more current stories. As a result, politically-charged narratives dominate the public discourse, and regularly obscure the facts, making it easy to dismiss climate change conversations altogether.

This first season of the Climate Champions Podcast is an 11-episode limited series featuring conversations with the sport industry's best and brightest climate advocates. Climate Champions leverages the public's adoration of sport to delve into conversations about climate change, its impacts, and its solutions.

We hope that you feel armed with more fact to positively add to the conversation of climate change. If you are a student or an educator, we hope this content will be helpful in your classrooms and add value to your learning experience.

Yours in sustainability,  
Maddy Orr & Brian McCullough  
Co-Directors of The Sport Ecology Group

## About The Sport Ecology Group

The SEG is a research collective of sport scholars who focus on the relationship between sport and the natural environment. We are driven by the following mission:

To produce high-quality research in sport ecology, catalyze industry-academy knowledge exchange, raise public awareness of sport ecology-related topics, and create opportunities for students to learn and grow as professionals.



### About the host: Madeleine Orr

Madeleine Orr is the Co-Director of the Sport Ecology Group and a PhD candidate in Sport Management at the University of Minnesota. Maddy studies the impacts of climate change on the sport sector, and splits her time between teaching in the Faculty of Management at Laurentian University (Canada) and studying in the Twin Cities. Prior to beginning her doctoral program, Maddy worked in tourism operations in the ski industry, sold and activated sponsorship in the racing industry, and managed a fan-development project at the Rio 2016 Olympics. She holds Masters degrees in Natural Resource Science and Event Management, and has lived in Canada, the U.S., France and England.

# 01

# THE SPORT SUSTAINABILITY MOVEMENT

## About Erik Distler

Erik Distler is the Director of Partnerships for the Green Sports Alliance. Erik was most recently with PwC as a consultant within the firm's Sustainable Business Solutions advisory practice. Erik also holds a Master of Public Administration in sustainable management from Presidio Graduate School.



## About Garrett Wong

Garrett Wong is the Member Services Manager of the Green Sports Alliance. Garrett is a graduate from Arizona State University's School of Sustainability. Garrett recently led the Sustainability Committee for the 2017 Final Four in achieving the Council of Responsible Sport's Evergreen Certification.



## Key Points

- Teaching organizations to act and think different can be challenging because it is difficult to change human nature.
- There are many levels of interest among all levels of sport from professional level, to minor league schools.

## Resources and further reading

GSA Website - <https://greensportsalliance.org/>

Summit Page - <https://greensportsalliance.org/summit/>

Corporate Members Network - <https://greensportsalliance.org/corporate/>

ACC Sustainability Conference - <https://sustainability.ncsu.edu/get-involved/events/acc-sustainability/>

Pac 12 Sustainability Conference - <https://pac-12sustainabilityconference.com/>

## Conversation Starters and Teaching Questions

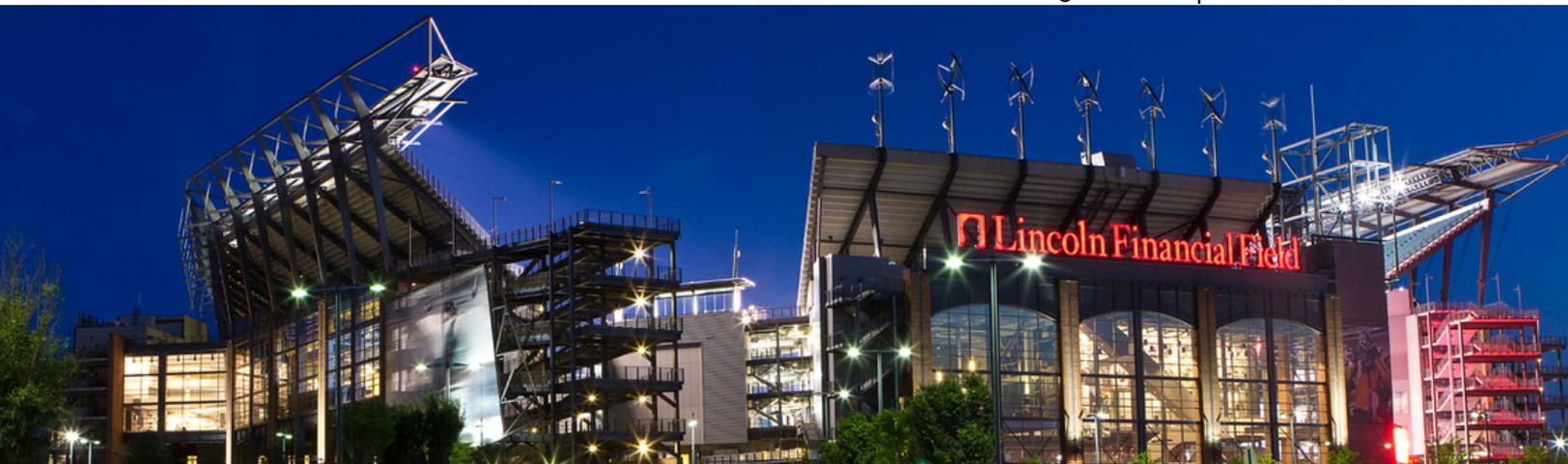
1. How can green and sustainable sport be used to enhance the fan experience?
2. Can sport organizations have an influence on their fan base to change their own lifestyles?
3. Does it make more sense for teams to be more sustainable at the expense of potential revenues?
4. What are some ways teams can be more environmentally friendly?
5. What steps can teams take to make sure their facilities are sustainable?



## Takeaways

- Sustainability should not be seen as an inhibitor, but as a catalyst to enhance the fan experience.
- The GSA sees sustainability as the greening of sports, both within and outside sport organizations.
- Teams have an influence on their fans that can make them "turn the lights off" and follow in their favourite team's footsteps on their own time.
- Some changes people are making involve switching to low-energy lighting systems, purchasing green cleaning products, reducing water use, diverting garbage from landfills.
- The Summit strives to identify and share best practices and ideas from across the industry, and has inspired organizations to adopt sustainable management principles.
- The GSA has a global reach, most recently launching in Japan, and doing work in Europe.

Lincoln Financial Field, home of the 2019 Green Sports Alliance Summit



# 02 WHAT'S AT RISK

## About Dr. Daniel Scott

Dr. Daniel Scott is a University Research Chair and Executive Director of the Interdisciplinary Centre on Climate Change at the University of Waterloo. He has worked extensively in the areas of climate change and the global tourism sector, including leading collaborations with the United Nations Environment Programme, the World Travel and Tourism Council.



Dr. Scott has been a contributing author and expert reviewer for the Intergovernmental Panel on Climate Change Third, Fourth, and Fifth Assessment Reports, as well as the recent special on 1.5°C. Scott's work has been featured in many leading media outlets, including The Economist, New York Times, Washington Post, Wall Street Journal, BBC International, Climate Central, Sports Illustrated, Time, Huffington Post.

## Key Points

- Only 13 Olympic Winter Games would have reliable snow conditions under a low-emission future.
- With some tourist destinations being seasonal, some sport organizations such as ski hills and certain golf courses could lose their business.

## Resources and further reading

Protect Our Winters Canada - <https://protectourwinters.ca/>

The changing geography of the Winter Olympic and Paralympic Games in a warmer world - <https://uwaterloo.ca/water-institute/news/changing-geography-winter-olympic-and-paralympic-games>

Climate change threatens future Winter Olympics - <https://www.sciencenewsforstudents.org/article/climate-change-threatens-future-winter-olympics>

University of Waterloo Interdisciplinary Centre on Climate Change - <https://uwaterloo.ca/climate-centre/>

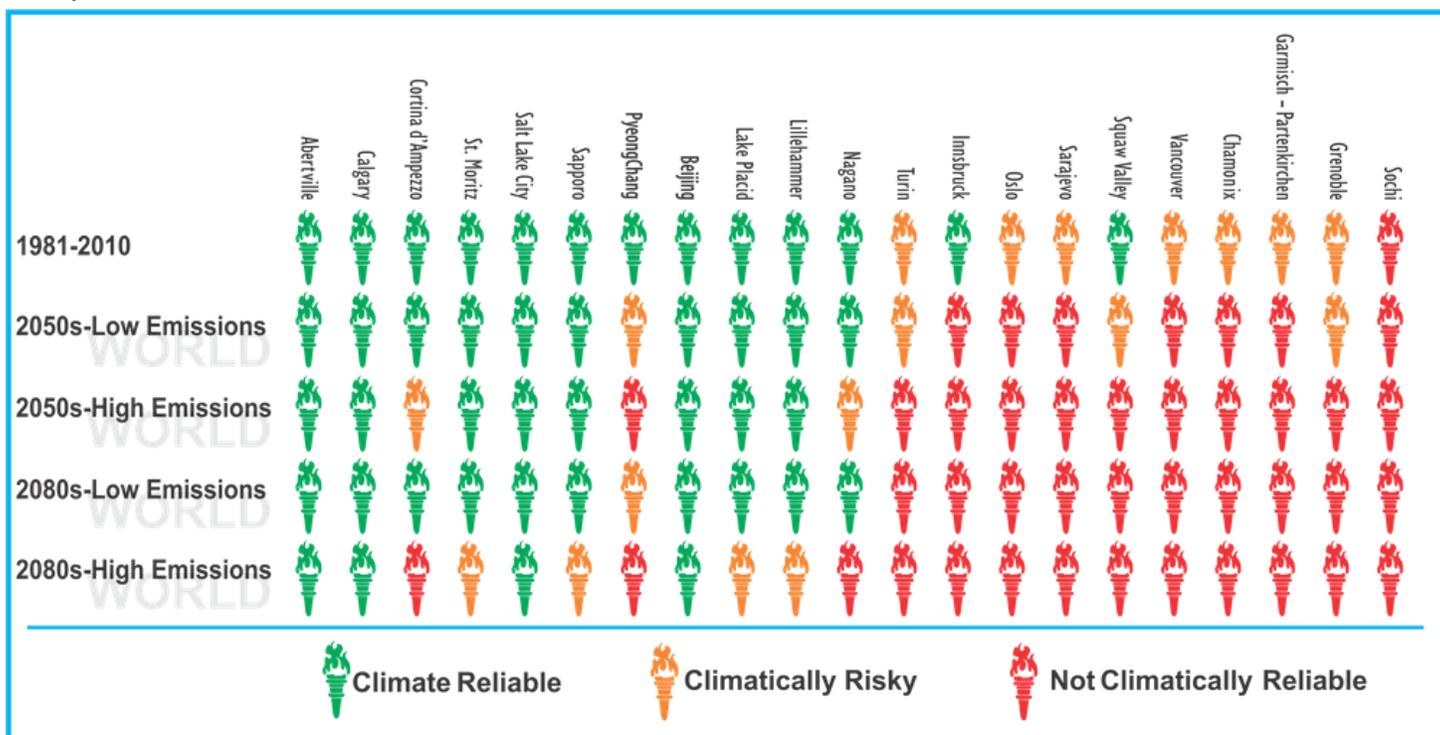
## Conversation Starters and Teaching Questions

1. What is the difference between climate and weather? Give an example of a statement about each.
2. How can climate change affect the tourism industry?
3. Is the skiing industry in danger due to climate change? If so, what should they do to innovate and adapt?
4. Will the Olympic Winter Games be sustainable in future?
5. What role do athletes play in creating a discussion on climate change?



## Takeaways

- Climate change is the change in the mean temperatures or precipitation over periods of time (typically 30 year periods).
- The geography of the tourism industry will likely change, particularly for winter sports (e.g. pond hockey, skiing), and eventually reaching coastal tourism (e.g. surfing, golf).
- If we cannot ski in the U.S. North East anymore, and everyone flies to Colorado, that only increases the participant's carbon footprint.
- People adapt to weather situations.
- The Olympics may have to become more creative when it comes to planning the games if emissions continue to increase.
- Athletes love to see change but they know their lifestyle was apart of the problem (e.g. with frequent flights) so they are taking action personally and some are stepping back and/or offsetting the travel component.



# 03 GETTING PEOPLE TO PAY ATTENTION

## About Lew Blaustein

After a successful career in sports marketing communications and advertising sales, Lew became passionate about the environment and climate change as a patriotic reaction to the 9/11 attack. Blaustein sells green themed-sponsorships, helps corporations tell their sustainability stories more powerfully, and generates media coverage for sustainable events on behalf of clients ranging from Whole Foods Market to Bright Power, from the Empire State Building to the Wildlife Conservation Society.



GreenSportsBlog, which Blaustein launched in 2013, has become "the source for news and commentary at the intersection of Green + Sports." Its monthly of up to 8,000 includes sports commissioners, team and league executives, sustainability leaders, eco-athletes and more. He also volunteers with Citizens' Climate Lobby, lobbying members of the US House and Senate on behalf of the "Energy Innovation and Carbon Dividend Act of 2019".

## Key Points

- Sport has a huge gravitational pull. Sport is where the world convenes.
- Sustainability is not just installing solar panels on roofs.

## Resources and further reading

GreenSportsBlog - <https://greensportsblog.com/>

GreenBiz Lew Blaustein - <https://www.greenbiz.com/users/lew-blaustein>

The Climate Reality Project - <https://www.climateRealityproject.org/>

Citizens' Climate Lobby - <https://citizensclimatelobby.org/>

## Conversation Starters and Teaching Questions

1. What can teams do to generate more conversation around climate change and sustainability?
2. Can sport networks become involved in this movement?
3. How can teams do more than just recycle?
4. With this becoming a political topic, how can sport advance the conversation without becoming entangled in politics?
5. Sport has been known to catalyze race issues and gender-based discrimination, can it also be the driving force for environmental issues?

# GreenSportsBlog

## Takeaways

- For this movement to gain traction, and scale its impact on mitigating and curbing climate change, we must engage fans. Not only fans who attend games, but those who view the games from home.
- CU Boulder and the Forest Green Rovers are examples of sport organizations that have excelled in advancing a sustainable sport agenda.
- The NHL has struggled with their sustainability reports, but are currently working to improve.
- In 2011, the Green Sports Alliance was founded, and in 2013, Blaustein started the GreenSportsBlog. At the time, it was a "niche within a niche".
- There is a danger that the slow temperature rise is causing people to not notice the severity of the issue.

The new Forest Green Rovers stadium.



# 04 ON GREENING THE GAME

## About Dave Newport

Hired to launch the University of Florida Gators' first sustainability program in 1999, Dave Newport became the Florida Gators' first sustainability director. He worked in the Swamp to pilot zero-waste football and cemented the first corporate sponsorship of an in-game sustainability activation in 2002. Today, Dave helps the Buffalos expand the impact of sports sustainability to motivate fans to practice sustainability in their homes, work and play.



Dave is also a founder and Chief Sustainability Officer of Phase 3 Sports LLC, a sports sustainability marketing firm. Dave also founded and led an award-winning Environmental Publishing Inc, for nearly 15 years. He holds an AS from Santa Fe College, a BA from Syracuse University, and did his graduate work in Energy Resource Management & Policy at the University of Maryland.

## Key Points

- Greening in college sports is more complicated than pro sport, there are just more teams!
- More and more people want to know how they can solve problems now.

## Resources and further reading

University of Colorado Buffaloes - <https://cubuffs.com/>

Sports for Climate Action - <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>

Ralphie's Green Stampede GreenSportsBlog - <https://greensportsblog.com/2015/01/15/the-university-of-colorado-buffaloes-making-green-from-green-sports/>

CU Buffs Water for the West video - <https://www.youtube.com/watch?v=GBEaqxCQXT4>

## Conversation Starters and Teaching Questions

1. Will we see pro leagues take the next step to enforce sustainable practices amongst their teams?
2. Is it easier to promote sustainability in college or pro sports?
3. What can teams and stadiums do to promote sustainability and environmentally friendly habits among their fans?
4. How important is the Gen Z demographic for a topic like this?
5. How important is it to have an impact on Gen Z right now?



## Takeaways

- Pro sports tend to be quicker to adopt sustainability measures especially at the league level.
- Most clubs run things the way they want to in their own stadiums, which allows them to implement sustainability changes more quickly than college sport, where there are more sports, more facilities, and more stakeholders involved.
- The next step in sport sustainability is to find ways to monetize the efforts. Monetizing sustainability will not only help teams go green, but it can potentially generate new revenue streams and new partnerships that wouldn't exist otherwise.
- Sport fans demonstrate more brand loyalty than for most other products and companies. The sport industry can leverage that loyalty to encourage fans to go green.

# Sports for Climate Action

## Framework

Global Climate Action  
United Nations Climate Change

**WE JOINED**

# 05 ON THE NUTS AND BOLTS OF COLLEGE SPORT SUSTAINABILITY

## About Monica Rowand

Monica Rowand is a community-based social marketing and communications specialist with experience in higher education, sports marketing, non-profits, and sustainability consulting. Her passions are for green sports, youth development and environmental education, sustainable business, and social entrepreneurship; and her mission is to leverage sustainability in sports to affect fan behaviour at home, work, and play.



Monica is known for her creativity, leadership, and unwavering drive to accomplish her goals. Monica also has an MBA in Social Responsibility and Strategy from the University of Colorado and a bachelors degree in Geography/Environmental studies from UCLA.

## Key Points

- Zero-waste is sending less than 10% of all waste to a landfill.
- To get people involved and invested in sustainability, you have to find ways to align values.
- One day, the party bus culture could turn into a fan bus culture. We need to master the green transport game.

## Resources and further reading

Phase 3 Sports - <https://phase3sports.com>

University of Louisiana Lafayette Office of Sustainability -  
<https://sustainability.louisiana.edu/>

Fan Engagement Playbook - <https://greensportsalliance.org/wp-content/uploads/2019/02/FanEngagementPlaybook2018-06-27FINAL.pdf>

## Conversation Starters and Teaching Questions

1. What are some ways teams can move towards zero-waste?
2. How can we convince fans to buy into sports sustainability?
3. Can lower tier organizations move towards paperless tickets?
4. Should stadiums allow reusable cups?
5. How soon will we see vegan options at concessions stands?

## Takeaways

- Some potential future trends we can see in sustainability
  - Redeeming ticket via phone
  - Allowed to bring in reusable water bottles, or a refillable cup option
  - More vegan options at concessions
  - Not providing plastic bags at team stores, rather reusable material
- The most difficult part for aligning team marketing with sustainability is that you need to have everyone on board, or else it does not seem genuine to the fans.

# 06 ON CITIZEN AND ATHLETE ACTIVISM

## About Caroline Gleich

Caroline Gleich is a professional ski mountaineer and adventurer based in Salt Lake City, Utah.

When she's not on snow, she loves trail running, alpine climbing, ridge scrambling, biking and dreaming about her next human-powered adventure. You may have seen her on the cover of Powder, Backcountry or Ski Magazines or in ski films.



A nature lover since birth, Caroline uses her voice as an athlete to advocate for social and environmental justice, working on issues such as climate change, clean air and cyber harassment with non-profits such as Protect Our Winters, HEAL Utah, Winter Wildlands Alliance, Wilderness Society, Tree Utah and Adventurers and Scientists for Conversation. Caroline's goal is to inspire people to get outside, live a healthy, active lifestyle and protect the places we love to play.

Recently, Caroline complete a summit expedition at Mount Everest to raise awareness for women and minorities in the outdoors.

## Key Points

- Sometimes you have to try something that is not going to work to find out what is going to work
- Arguing the science is not the role of a citizen activist, rather to appeal to the emotional side makes it easier to depoliticize

## Resources and further reading

Caroline Gleich's Website - <https://carolinegleich.com/>

Big Mountain Dreams Foundation -  
<https://www.bigmountaindreamsfoundation.com/our-team>

Patagonia Sustainability Mission - <https://www.patagonia.com/sustainability.html>

Taylor Rees's TED Talk - <https://www.youtube.com/watch?v=DLE1s-T3KQo>

Rue Mapp, Founder of Outdoor Afro <http://outdoorafro.com/team/>

Jeremy Jones, founder of Protect Our Winters -  
<https://protectourwinters.org/about-us/>

## Conversation Starters and Teaching Questions

1. Are demonstrations and protests an effective method of climate activism?
2. If you were asked to go to Washington or your country's capital to discuss the climate crisis with your representatives, what would you say? What would you ask?
3. How can the great outdoors be used as a living classroom for environmental education?



## Takeaways

- Trying something that may not work can help direct you to what will work.
- Not all government representatives will be open to climate change topics. It's a challenge we need to work around.
- Showing government leaders how climate change can affect certain businesses and also cause people to lose their jobs is an effective approach.
- We have a civil responsibility to let kids play, and to encourage them to explore and experience the outdoors. There are proven benefits to children experiencing nature.
- Important advocates for wilderness and the climate crisis:
  - Rue Mapp (<http://outdoorafro.com/>)
  - Jeremy Jones (<https://www.jonessnowboards.com/>)



# 07 ON SUPERHEROES AND SUSTAINABILITY

## About Ovie Mughelli

During his nine seasons playing in the National Football League, Ovie was considered one of the best fullbacks in the NFL, was the first Pro Bowl Fullback in the history of the Atlanta Falcons, and earned All Pro honours twice while playing for the Atlanta Falcons and the Baltimore Ravens. Ovie continues to leverage his platform as Founder and President of the Ovie Mughelli Foundation, as an environmental spokesperson, advocate and author, media correspondent, and business owner of a medical consulting firm.



Becoming a father awakened Ovie to the connection of human health to our planet's health through a series of family difficulties when his two youngest children were born premature. Ovie recognized that we need a shift in our culture of how we the people connect with, see and treat our planet.

The Ovie Mughelli Foundation recently launched a comic book featuring a sustainability superhero: Gridiron Green.



## Key Points

- Non-traditional education can "be a game changer" for kids.
- Embracing edutainment (entertaining educational methods) is an effective way to engage young people in the climate conversation.
- Climate change will affect everyone, albeit in different ways.

## Resources and further reading

Gridiron Green Comic - <https://omfgreen.org/gridiron-green-comic>

Ovie Mughelli Foundation - <https://omfgreen.org/>

Ovie Mughelli Football Career -  
<http://www.nfl.com/player/oviemughelli/2505645/profile>

## Conversation Starters and Teaching

### Questions

1. How can you spread this message to all demographics?
2. What role do parents play to inspire their kids?
3. What ways would be best to educate children on the situation?
4. Can comic books motivate more than a speech/reading?
5. What role can edutainment play in environmental awareness?



## Takeaways

- Reaching out to marginalized communities is especially important when preaching sustainability.
- UNICEF has assisted the Foundation to have a more global reach.
- The climate crisis is not just an issue that affects a few people. This is an issue everyone should care about.
- The main challenge is that trying to have all communities understand the issue at large is easier said than done.
- Using comic books instead of textbooks is an effective tool for teaching as the colourful graphics keep the child's attention.
- More unorthodox forms of teaching are important for the future of our youth, to make them care about topics like climate change.



# 08 ON NASCAR AND GREEN TRANSPORT

## About Joey McColm

Joey has been building and racing cars before he was legally old enough to drive them on the street. Joey has been able to work his way up the ladder system and has been fortunate enough to race professionally against some of the best drivers in the world in a variety of racing series. Joey fell in love with the engineering and marketing of racing; building cool cars that go fast and being high speed story tellers for our partners.



Joey graduated with a BEng from Ryerson University in Toronto, Canada. During this time, Joey grew passionate about environmental sustainability and began to explore ways to integrate this into different aspects of racing. Joey helped found Canada's Best Racing Team (CRBT) on environmental principals and becoming a marketing arm for our partners first, a race team second. The rest as they say is history, and the future is as bright as ever.

## Key Points

- Despite being a sport that's heavily reliant on fossil fuels, racing has taken great strides in advancing a sustainability portfolio.
- Sustainability at NASCAR has come a long way. Cars are built to last longer, which eliminates some of the waste, and the events are better managed.
- Earth day should be everyday.

## Resources and further reading

Canada's Best Racing Teams: - <https://cbrteams.com/>

Earth Day Canada - <https://earthday.ca/>

NASCAR GREEN - <https://green.nascar.com/>

## Conversation Starters and Teaching Questions

1. What additional changes can NASCAR make to become more sustainable?
3. How can NASCAR involve their fans to be more environmentally friendly?
4. How important is it to have an impact on the next generation? How important is it to involve youth in initiatives like Earth Day?
5. How can the sport industry celebrate Earth Day?



## Takeaways

- As of right now, sustainability is not very important to the automotive industry. That might change in future, which would propel new designs.
- NASCAR is hoping to move to a point where their cars will be hybrid vehicles.
- NASCAR is encouraging fans to embrace the green transport movement.
- We only focus on Earth Day for one day, but with the state of the planet, we need to treat everyday like Earth Day.
- This movement starts with the youth.



# 09 ON OCEANS AND SAILING THE WORLD

## About Dee Caffari

In 2006 Dee Caffari became the first woman to sail solo around the world the wrong way, non-stop. In 2009 her 6th place finish in the Vendee Globe made her the first woman to sail solo and non-stop in both directions around the globe.

Dee has completed more non-stop circumnavigations of the globe than any other woman.



As skipper of "Turn the Tide on Plastic" - a mixed, youth focused team with a strong sustainability message. Dee completed her sixth lap of the planet in the Volvo Ocean Race 17-18. Outside of sailing, Dee continues to showcase her talents in other areas such as TV and radio presenting, motivational speaking and supporting her chosen charities.

## Key Points

- People are realizing that they have inherited this mess and are trying to fix it for their own children.
- Sailing takes you out of normal elements to where we can learn to appreciate things in our lives more.

## Resources and further reading

Dee Caffari's Official Website - <http://www.deecaffari.co.uk/>

World Sailing Trust - <https://worldsailingtrust.org/a>

Sail 4 Cancer - <http://www.sail4cancer.org/>

Sunsail - <https://www.sunsail.co.uk/>

Bluewater - <https://www.bluewatergroup.com/bluewater-event/>

UKSA (United Kingdom Sailing Academy) - <https://uksa.org/>

GAFIRS (Gosport and Fareham Inshore Rescue Service) - <http://gafirs.org.uk/>

North Sails - <https://www.northsails.com/>

## Conversation Starters and Teaching Questions

1. How can ocean pollution effect water sports?
2. Can our small impacts inspire others?
3. How important is it for sport to inspire others to make change?
4. Can sport be used as a distraction to appreciate the little things in our lives?
5. How can we use sport as a platform for climate change?



**WORLD  
SAILING  
TRUST**



## Takeaways

- People know they have inherited an environmental mess, we must fix it for the future generations.
- A big issue is that marine animals cannot distinguish between food and plastics, and we as humans end up consuming these fish and therefore, consuming plastics.
- If everyone changes small habits, collectively we make a huge impact.
- When we take ourselves out of our own everyday lives, we begin to appreciate the little things and realize how materialistic we can become.
- Athletes have the capacity to inspire. We can and should be using sport as a platform for climate change advocacy.



# 10 ON ENERGY USAGE AND EDUCATION

## About Linda Gancitano

Played for the first United States Women's National Soccer Team, Founder of the How Low Can You Go Energy Reduction Challenge for K-12 schools, universities, sports organizations, and businesses.

Co-founder of the Climate and Sports Student Summits. Trademarked the character Chill the Polar Bear, who is an environmental, educational and entertainment character. Chill's stand is that everyone and everything lives in a world of harmony.



## Key Points

- Turning it off and completely unplugging is easier than it sounds.
- Kids already have a lot of work so how can we make it fun?
- Miami Heat have worked with schools to promote youth to be conservationists and are rewarded for going above and beyond.
- Recognized for being a white house champion of change for climate education literacy.

## Resources and further reading

Linda Gancitano LinkedIn - <https://www.linkedin.com/in/linda-gancitano-baa5aa7>

Linda Gancitano White House Archives:

<https://obamawhitehouse.archives.gov/blog/author/linda-gancitano>

How Low Can You Go Challenge:

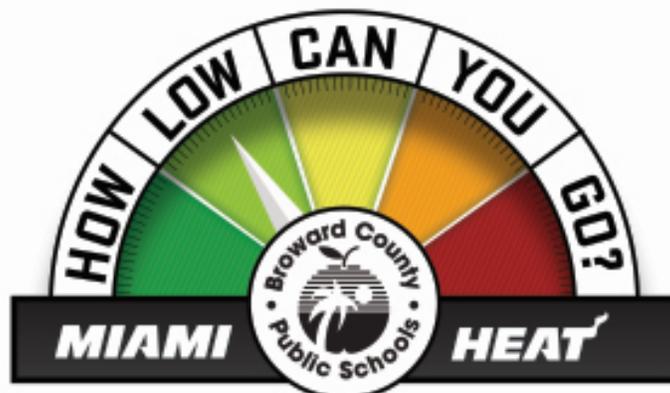
<https://www.howlowcanyougochallenge.com#!>

## Conversation Starters and Teaching Questions

1. How important is it for teams to get their school communities involved?
2. What impact can school communities have?
3. What are we doing behind closed doors to save energy?
4. How can we make environmental education fun?
5. With kids becoming more and more involved, how long until they take their own stand on the situation?

## Takeaways

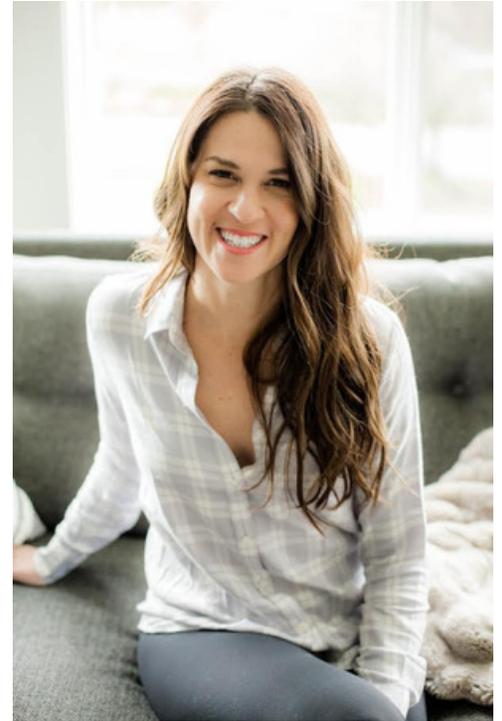
- You should always be looking at what you are doing behind closed doors without the influence of others.
- Turning off your devices and unplugging it when you are not using it, and this is easier than it sounds.
- Hopefully one day we can see more Tesla's and more cars move towards an electric movement.
- The Miami Heat has worked with schools to promote youth to be conservationists and are rewarded for going above and beyond.
- The Obama administration was very attentive when listening to climate change problems, and they also had a "White House Champion of Change for Climate Education Literacy" (which Linda Gancitano received).



# 11 ON SUSTAINABLE GOLF

## About Aubrey McCormick

Aubrey McCormick is an entrepreneur and sustainability professional with experience re-imagining strategic direction for companies that positively impact the environment and society. She is a former professional golfer and media personality on NBC Golf Channel Big Break Atlantis. Recognized as "Golf's Voice of Reason" for her work that spearheaded Corporate Social Responsibility into the golf industry, Aubrey is the visionary and co-author of the Olympic Club CSR report and Embracing Sustainability at Mauna Kea case study.



She earned her MBA in Sustainable Management from Presidio Graduate School, is LEED accredited, and maintains certifications from the Global Reporting Initiative (GRI), Carbon Disclosure Project (CDP), and Climate Reality Leadership Corps. She is a columnist for GreenBiz, and a board member of the Sustainable Living Association and Renewable Now TV Network.

## Key Points

- Climate change is still politically charged among golf associations, particularly when it comes to their corporate partnerships.
- Why doesn't every Golf Association have a climate change analyst or environmental planner on their staff?

## Resources and Further Reading

Aubrey McCormick The Golf Channel -

<https://www.golfchannel.com/authors/aubrey-mccormick>

The Olympic Club, Corporate Social Responsibility Report -

<https://www.olyclub.com/CSR/>

MaunaKea Sustainability Case Study -

[https://maunakeabeachhotel.com/slide/mauna-kea-coast/maunakea\\_sustainability\\_case\\_study/](https://maunakeabeachhotel.com/slide/mauna-kea-coast/maunakea_sustainability_case_study/)

## Conversation Starters and Teaching Questions

1. When constructing a new golf course, what should be put under consideration when building?
2. What does the golf industry need to do to take action now?
3. How can we communicate sustainability to the golf industry?
4. How can we talk about climate change while avoiding politics?
5. Where would be a good place to start for the golf industry to improve?



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## Takeaways

- Getting people to understand what sustainability means can be a challenge, as it is not a word we hear in our everyday lives.
- The first corporate social responsibility report in golf was written in 2015.
- Developing an environmental and social focus within the industry as a whole is a better business practice.
- How can golfers (or any other influential figure) change the current state of golf?
- With coastline courses being destroyed by climate change (or soon to be destroyed), the next courses will be built with sustainability in mind.



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