





### 1. THE CLIMATE IS CHANGING

 The climate is dynamic; always changing. However, the scientific community has reached > 98% consensus (IPCC, 2018) that the rate of change is faster now than ever before, due to human activity.



## 3. SPORT IS CONTRIBUTING TO CLIMATE CHANGE

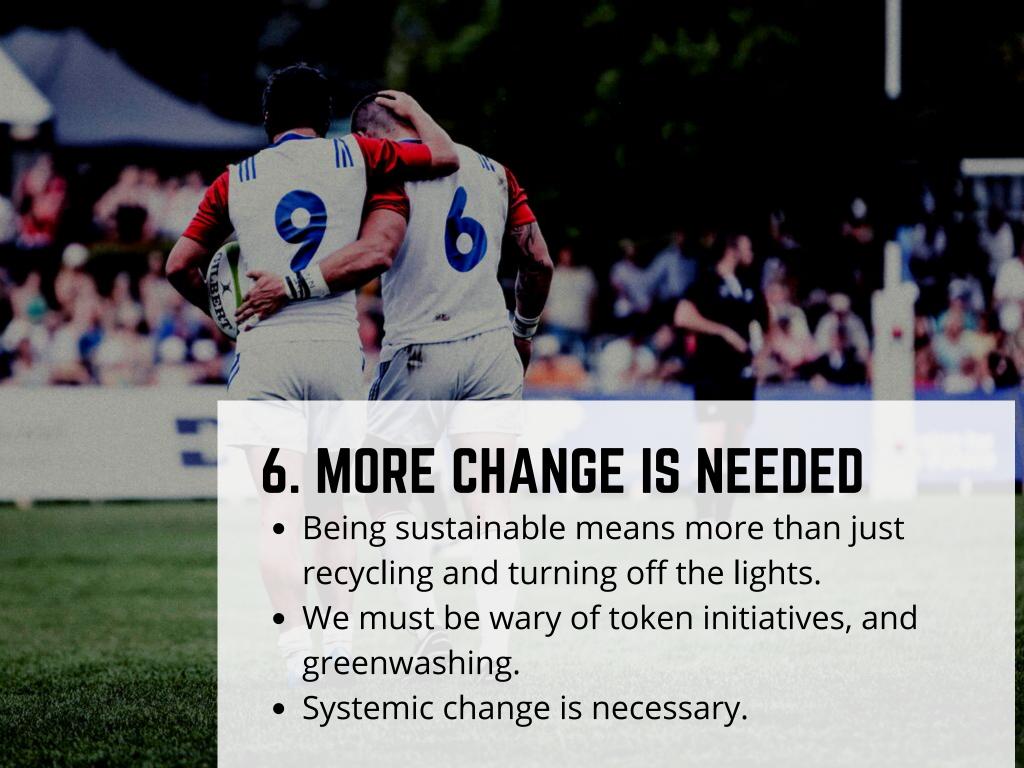
- Sport organizations produce extraordinary amounts of waste, consume resources heavily, and promote consumption culture.
- Sport participants and fans also have a carbon footprint.
- Sport is closely tied to tourism, transport, manufacturing, and other high-impact industries.



- Sport has an unparalleled social platform
- People of all cultures, languages, religions, political affiliations, follow and participate in sport
- Sport enjoys daily global media attention
- Sport brands can influence fan behaviors

## 5. SPORT IS BEGINNING TO CHANGE (FOR THE BETTER)

- Many organizations have adopted certain sustainable practices (e.g. building new facilities to LEED standards, moving toward zero-waste, low-flow faucets, sensor-activated lighting, LED lights, etc.)
- Some organizations have started promoting their sustainability efforts. This is a good first step in fan engagement and education.



# 7. SUSTAINABLE CHANGE IN ORGANIZATIONS REQUIRES A FULL COURT PRESS

- Management must buy-in
- Employees must buy-in
- Volunteers must buy-in
- External stakeholders (e.g. fans) must buy-in



#### 8. ATHLETES ARE GOOD ADVOCATES

- Athletes (especially outdoor athletes) experience the effects of climate change on a daily basis (hotter weather, less snow, plastic in the ocean, eroded trails and playing surfaces)
- Mohammed Ali (civil rights), Billie Jean King (women's sport, pay equity), USWNT (pay equity) have shown sport can spark conversations.



### 10. YOU MUST BE PART OF THE SOLUTION

- Learn about the climate crisis.
- Calculate your carbon footprint
- Consider ways to reduce your footprint
- Advocate for the planet at school, at work, at sport events, in the streets, at the polls, and in your community.



To learn more: www.sportecology.org

