



GOAL IMPACT REPORT

Empowering Sustainability: A Year of Impact and Innovation

2024

IN PARTNERSHIP WITH



FENWAY | SPORTS | GROUP

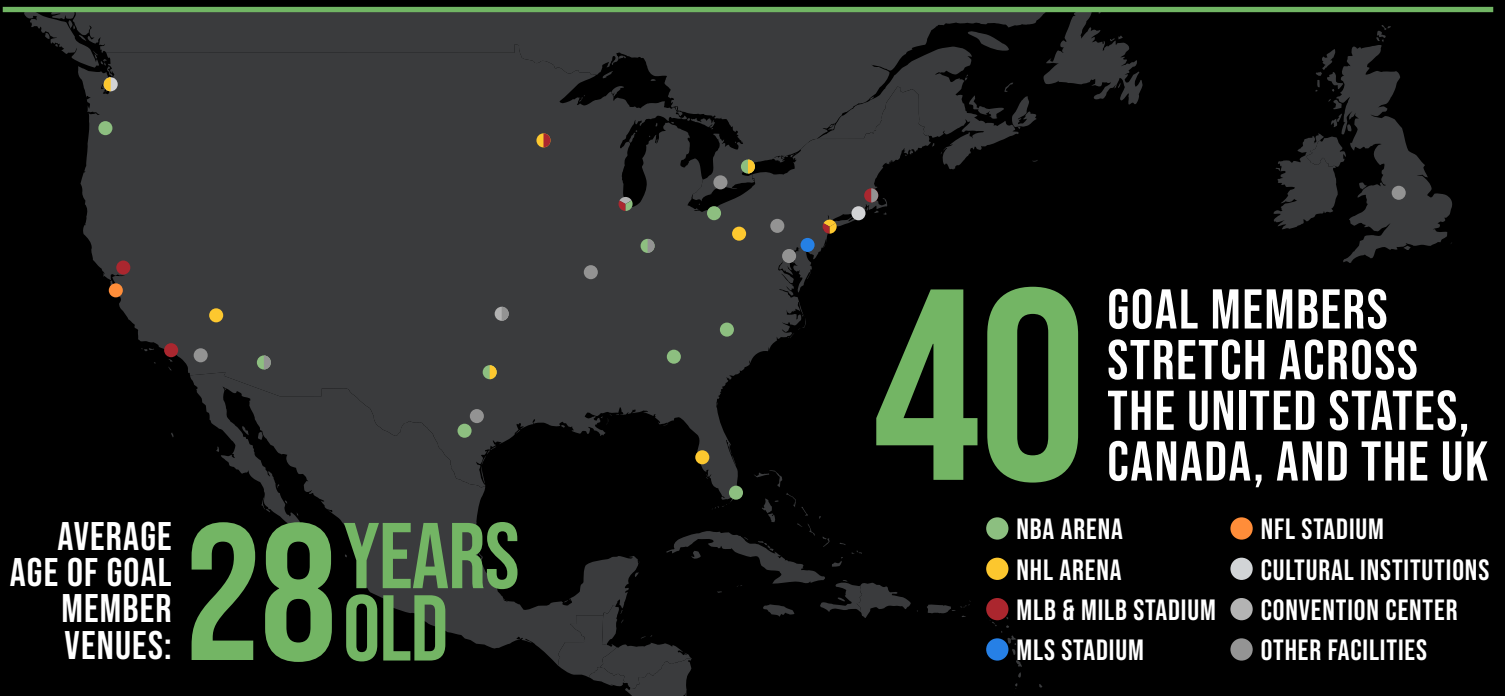


JASON F MCLENNAN



GOAL provides venues with a tactical roadmap, easy-to-use tracking tools, a library of resources, and access to like-minded, leading operators, vendors, and sponsors all committed to operating more sustainably, more urgently.

GOALstandard.com



OUR MEMBERS COLLECTIVELY DRAW

60M+

FANS AND GUESTS EACH YEAR



GOAL MEMBERS COMBINED REACH SPANS BEYOND THEIR WALLS TO

180M+

SOCIAL MEDIA FOLLOWERS

CELEBRATING CHAMPIONS OF SUSTAINABILITY

Every GOAL Member organization is bolstered by passionate champions of sustainability, whether ‘sustainability’ is in their title or not. While this list is not comprehensive of those leaders, it does celebrate the depth of expertise, diverse knowledge, and various roles of these leaders.



**ALVAN
ADAMS**

VP, SUSTAINABILITY
PHOENIX SUNS, PHOENIX MERCURY, FOOTPRINT CENTER

“The Phoenix Suns, Phoenix Mercury and Footprint Center are committed to reimagining our environmental impact through sustainable actions.”



**ASHLEY
GLADNEY**

SUSTAINABILITY PROGRAM MANAGER
CRVA

“Meet people where they are at when it comes to telling your sustainability story.”



**CIERA
CULCASI**

SUSTAINABILITY COORDINATOR
MOODY CENTER

“To be a leader in the industry is to operate with integrity and intentionality – this means ensuring sustainability is woven into the fabric of every decision we make.”



**DANIELLE
DOZA**

VP, SUSTAINABILITY & ENVIRONMENTAL SERVICES
CLEVELAND CAVALIERS

“I’m motivated to make our community, my home, a healthy and flourishing place for every resident.”



**MARIA
SAPIENZA**

DIRECTOR, ANALYSIS AND PLANNING OPERATIONS
CHICAGO CUBS

“Sustainability at Wrigley Field is an intentional, integrated, and long-term approach to business value creation.”



**QUENDELL “Q”
CHRISTMAS**

OPERATIONS DIRECTOR
SUBARU PARK

“Once I started to educate myself, I realized the harmful effect we have on our environment. So, I feel obligated every day to do something good that’s impactful!”



**WILL
CLAYTON**

DIRECTOR, BRAND PARTNERSHIPS STRATEGY & RESEARCH
MINNESOTA TWINS

“My main driving force for promoting sustainability in my organization is my passion for making a positive impact on the environment, community and future generations, all while driving value and increased efficiency for the Minnesota Twins.”



**ZACH
RUIZ**

SUSTAINABILITY MANAGER
MIAMI HEAT

“The Miami HEAT strive towards contributing towards the community resiliency efforts, to insure we leave a positive impact on our surrounding communities.”

CURRENT GOAL MEMBER PERFORMANCE

32% 

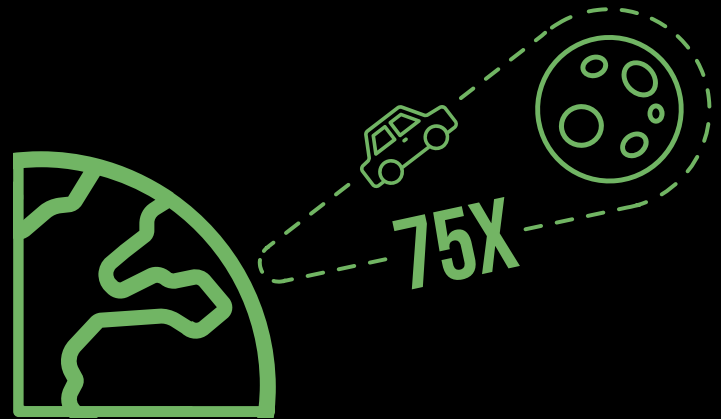
AVERAGE PERCENTAGE OF WASTE THAT GOAL MEMBERS ARE DIVERTING THROUGH REUSING, COMPOSTING, AND RECYCLING

GOAL MEMBERS REUSED, COMPOSTED, AND RECYCLED MATERIAL THAT WEIGHS EQUIVALENT TO AT LEAST

60 **STATUE OF LIBERTIES** 

FUTURE GOAL MEMBER PERFORMANCE

IF ALL GOAL VENUES ACHIEVED AT LEAST A **90% DIVERSION RATE**, THEIR AVOIDED EMISSIONS WOULD EQUAL **DRIVING TO THE MOON AND BACK 75 TIMES IN A STANDARD GAS-POWERED CAR**



THE AVERAGE GOAL MEMBER VENUE USED

 **14.48M**
GALLONS

OF POTABLE WATER IN ONE YEAR

IF EACH MEMBER REDUCED THEIR WATER USAGE BY 5%, IT WOULD YIELD ENOUGH FOR **ONE GLASS OF WATER FOR EVERY RESIDENT OF EACH GOAL VENUE COUNTRY (USA, CANADA, UK)**



THE GOAL NETWORK'S TOTAL ENERGY CONSUMPTION IS

725M KWH


IF EACH MEMBER REDUCED THEIR ENERGY USAGE BY 5%, IT WOULD YIELD ENOUGH ENERGY SAVINGS TO POWER

 **3K HOMES**
FOR AN ENTIRE YEAR

WHY GOAL?

In the race against climate change, the imperative to decarbonize our built environments is clear. Nature serves as our model and inspiration, running on renewable resources and coexisting harmlessly with the environment. Yet, the sports and entertainment industry has historically prioritized marketing over positive environmental impact, with venues making declarative statements about sustainability without necessarily following up with concerted action. As we move forward, venues must hold themselves and each other accountable, and a consistent rubric for evaluation is essential to build confidence and drive continuous improvement.

Existing green building and/or event-focused certifications typically fall short in evaluating the true sustainability footprints of large live event venues, because they are often capturing a moment in time or focus on the construction phase only of a project.

Unlike more prosaic facilities, sports and entertainment facilities are unique in their magnitude, operations, and program, requiring a unique framework of evaluation that is different than programs designed around office buildings, schools or homes. Programs that have focused on convening venues typically look at singular events only - and not the 24-hour cycle of operations throughout a year. Most operate without measuring performance or have plans for improvement on a frequent basis.

GOAL is different, better and more impactful. Showcased in this Impact Report, GOAL is evaluating and measuring the environmental and social initiatives of event venues across the nation and beyond. It provides a forum to bring sustainably-minded operators together, a mechanism to be recognized for best practices, a measuring stick for facilities to evaluate themselves against, and a vision and goal for organizations to strive for. Importantly, GOAL provides a clear, replicable pathway for entertainment and sports venues to follow in their efforts to achieve the full benefits of facilities that are stewards of environmental and social good.

With GOAL we can imagine our largest community assets - our places where we gather to cheer, watch and learn, as models of exemplary performance and environmental stewardship.



**JASON F.
MCLENNAN**

**CHIEF SUSTAINABILITY OFFICER, PERKINS&WILL
FOUNDER, LIVING BUILDING CHALLENGE AND MCLENNAN DESIGN
FOUNDING PARTNER, GOAL**

GOAL MEMBER SUSTAINABILITY JOURNEY

Our approach to sustainability is comprehensive; using a collection of proven engagement tools, tactical resources, and data-based analytics to build a customized sustainability journey for every GOAL Member.

The GOAL team is built to engage a Member's entire team, focusing on both quantitative support (shown on the left side of the graphic below to support Ops & Facilities) as well qualitative support (right side to support Comms & Partnerships) with centralized support (gray box) to engage the rest of the team and drive sustainability across the organization.

Starting with an initial Onboarding Meeting, the GOAL Team engages the Members' passionate and engaged leaders to craft their own sustainability journey, build a comprehensive sustainability platform, and ultimately get recognized for sustainability leadership. This process is cyclical, building upon itself to create continuous incremental positive impacts in environmental and social sustainability.



QUANTITATIVE SUPPORT

Supporting any organizations' environmental data collection, reporting, and analytics process to identify efficiencies and set a clear action plan.

FOR OPS & FACILITIES

DATA ONBOARDING



12-MONTH DATA BASELINE



DATA ROUTINE & COLLECTION
DATA ANALYTICS & INSIGHTS

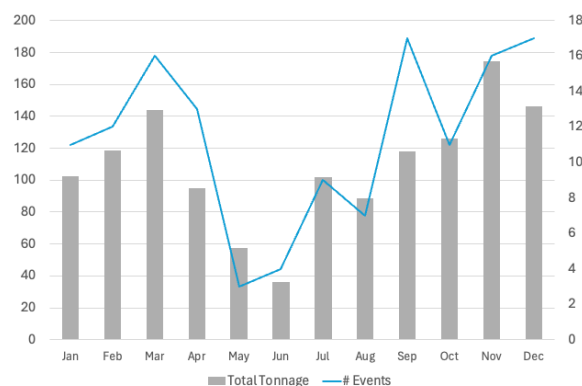


Currently, the live events industry does not have a defined data baseline or ability to compare one facility or organization types that are similar. GOAL is the first industry-wide data solution that collects raw data from organizations; inserts data into a centralized data management tool that calculates carbon emissions; and also compares one organizations' data with an aggregated, anonymized cohort of similar venues. GOAL considers critical factors into these cohort sets, such as building location and climate zone, age, size, event type, and other critical variables.

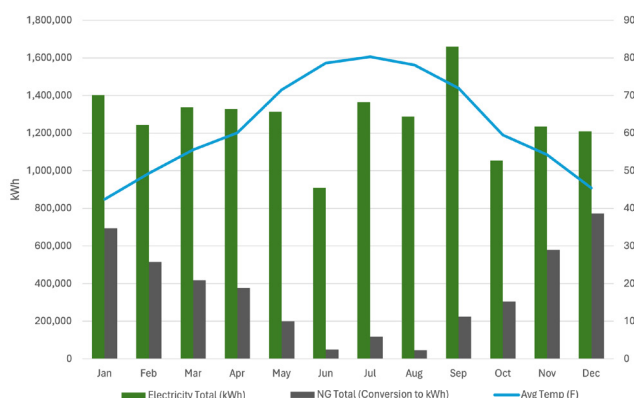
NBA ARENA CASE STUDY

GOAL compares data to variables to better understand what efficiencies might exist.

TOTAL WASTE OUTPUT VS. NUMBER OF EVENTS

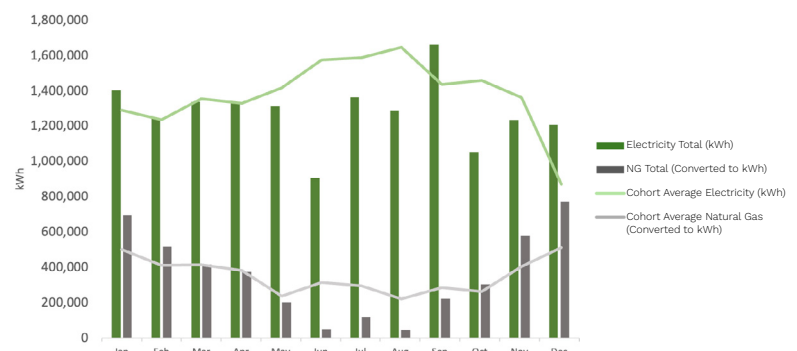


ELECTRICITY AND NATURAL GAS USE VS. ACTUAL TEMP

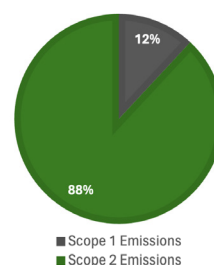


GOAL helps Members compare one individual venues' data compared to the aggregated anonymized cohort of similar facilities. In this case, this is showing one venues' data compared to all other NBA Arena's building energy data in the cohort.

ELECTRICITY AND NATURAL GAS USE WITH COHORT VENUE AVG



BUILDING EMISSIONS BY SCOPE



In addition to analyzing energy consumption, GOAL also utilizes location-based emissions factors to calculate that venue's associated carbon emissions. This sample arena's associated electricity emits more carbon than it's natural gas usage, so GOAL would recommend that they prioritize electricity efficiency efforts prior to natural gas reduction/elimination for optimal cost and carbon emissions benefits.

QUANTIFYING CARBON EMISSIONS REDUCTION

While quantification of electricity, natural gas, waste, water, and other utilities is critical to identifying operational efficiencies, GOAL also helps Members quantify the true climate impact of that consumption through auditable carbon emissions accounting of Scope 1, Scope 2, and all Scope 3 emissions. In addition to calculating these critical figures, GOAL also identifies opportunities to reduce each Members' Carbon Footprint.

RECOGNIZING CARBON EMISSIONS REDUCTIONS ACROSS THE GOAL NETWORK



ON-SITE CENTRAL ENERGY PLANT

In 2022, Amalie Arena, home of the Tampa Bay Lightning, installed an on-site central energy plant, generating electric energy on site.

Emissions Reduction: ~51% less Scope 1 & 2 emissions than the average NHL Arena



Prudential Center ELECTRIC ZAMBONIS

In 2024, Prudential Center, home of the New Jersey Devils, purchased 2 electric Zambonis, which will avoid the need for operational fuel purchases.

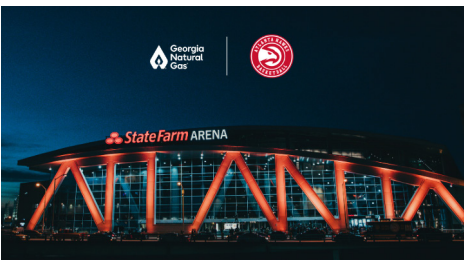
Emissions Reduction: The initial investment will reduce Scope 1 carbon emissions as well as operational costs.



➤ GAINBRIDGE FIELDHOUSE RENEWABLE ENERGY FOR ASG

For the 2024 NBA All Star Game, the local energy provider purchased Renewable Energy Credits (RECs) for GOAL Member Gainbridge Fieldhouse, as well as other host venues.

Emissions Offset: 521.44 metric tons of carbon emissions worth of RECs purchased



State Farm ARENA GEORGIA NATURAL GAS PARTNERSHIP

Georgia Natural Gas' Official partnership with the Atlanta Hawks will require their home venue, GOAL Member State Farm Arena, to quantify all emissions related to natural gas consumption and report to the partner to invest in verifiably authentic offsets.

Emissions Offset: The average NBA Arena produces 1,611 metric tons of Scope 1 carbon emissions.

WASTE? NO THANKS.



Three GOAL Members have achieved the prestigious USGBC's TRUE Zero Waste Certification, sending at least 90% of total waste to recycling, compost, donation, or reuse. Only four sports and entertainment venues have accomplished this certification to date!

Data is not only valuable to provide operational efficiencies, but can also help to celebrate and recognize industry-wide leadership in sustainability.



State Farm ARENA

Home to NBA's Atlanta Hawks, State Farm Arena was the first ever arena to achieve TRUE Zero Waste Certification and achieved a Platinum level in 2022. Since then, the venue has been recertified two times, most recently in April 2024. In March 2021, the Hawks diverted 97% of fan-generated waste at the 2021 NBA All-Star Game. In 2023, the award-winning venue diverted more than 3 million pounds of waste from landfills through reductions, reuse, recycling and composting.



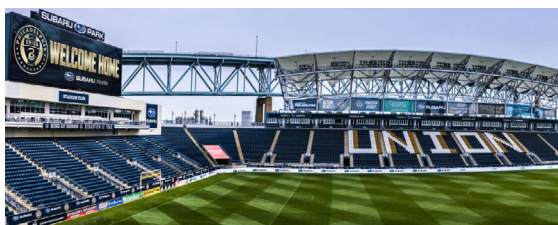
CLIMATE PLEDGE ARENA

Home to NHL's Seattle Kraken & WNBA's Seattle Storm, Climate Pledge Arena was the first-ever NHL arena to achieve TRUE Zero Waste Certification with the highest diversion rate of any sports entity who has achieved TRUE Certification, earning Platinum level in 2024.



UBS Arena

UBS Arena, home to the NHL's New York Islanders, will achieve TRUE Certification in 2024 with a waste diversion rate over 94%. Over 1.5 million lbs. of waste were composted and recycled, preventing 300 metric tons of CO2 emissions. Through reuse and donation, the arena also avoided 14.2 metric tons of CO2 emissions.



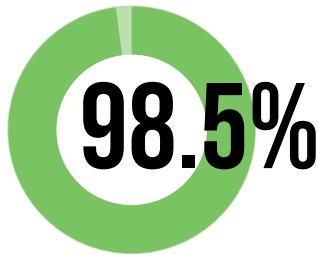
SUBARU PARK

While not certified by TRUE, Subaru Park, home to MLS' Philadelphia Union has achieved the nationally recognized zero landfill status, with all of the waste generated at Philadelphia Union games either reduced, reused or recycled. Within an average year, Subaru Park diverts approximately 357,480 pounds of waste from local landfills.

QUANTITATIVE CASE STUDY: BOSS DEFROST AT FOOTPRINT CENTER



WATER CONSERVATION SOLUTION CASE STUDY



98.5%

reduction in water used for safely thawing frozen food when using **Boss Defrost's** powerful circulating pump.

"THE CULINARY TEAMS ARE EXCITED ABOUT THE POSITIVE IMPACT ON BOTH OPERATIONS AND SUSTAINABILITY, EXPRESSING ENTHUSIASM FOR EMBRACING INNOVATIVE SOLUTIONS THAT ENHANCE THEIR WORKFLOW WHILE REDUCING THEIR ENVIRONMENTAL FOOTPRINT."

Water conservation is vital in desert cities like Phoenix, Arizona, due to limited resources and increasing extreme drought conditions. With a growing population and increased urbanization, the strain on the already depleted water supply is escalating. Residents and businesses must prioritize conservation efforts to ensure a sustainable water supply for current and future generations in this arid region. **Every hour spent running water to thaw meat in kitchens is wasting a valuable resource that also costs the venue money.**

Enter Boss Defrost: a portable solution that facilitates safe thawing of sealed, frozen food anywhere in the kitchen with a standard electrical plug. While thawing foods in the refrigerator is most optimal, this solution exists for quick thawing needs to avoid continuous running water. It boasts a rapid water recirculation rate of 264 Gal/Hr and includes a temperature gauge for monitoring water safety. By combining water agitation and a high flow rate, chefs can achieve faster defrosting while maintaining water efficiency.

IN FOOTPRINT CENTER'S FIRST MONTH OF BOSS DEFROST USAGE...

With an hourly rate of water saved at **242 GAL/HR**, Footprint Center expects to see a yearly impact of **72,000 GALLONS SAVED.**



BOSS DEFROST

To put it into perspective, that'd be equivalent to providing nearly all of our visitors in 2023 with a glass of water.

THAT'S 1.15 MILLION GLASSES OF WATER.



\$439.99

The cost of a unit, which will be offset by anticipated savings in water usage within the first 8-12 months of use.

EMAIL [INFO@GOALSTANDARD.COM](mailto:info@goalstandard.com) FOR GOAL MEMBER SPECIAL PRICING.

OTHER BOSS DEFROST CLIENTS INCLUDE



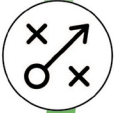
FOR COMMS & PARTNERSHIPS



**STAKEHOLDER
RESEARCH**



**GOAL-SETTING &
STRATEGIZE GAME PLAN**



**PUT GAME PLAN INTO ACTION
ENGAGE CORPORATE PARTNERS
LAUNCH COMMUNICATIONS PLAN**

QUALITATIVE SUPPORT

Developing a public, branded platform which sets out a vision and future-facing sustainability goals for your organization. Providing teams with a tool to engage and build relationships with corporate partners and new audiences.

Storytelling plays a key role in driving meaningful change and inspiring action. GOAL works with our members to develop sustainability platforms which are true to their own brand, vision, passions, and material sustainability topics. These platforms map out future facing goals the organizations are committed to and serve as a tool for GOAL members to tell the story of what sustainability means at their organization.

Once these platforms are set, GOAL provides ongoing support to our members in achieving their goals. Some of this support includes:

- Providing a tactical roadmap for operational best practices to achieve their sustainability goals,
- Implementation support and action planning to achieve their goals,
- Introductions to Solutions Providers whose services can help Members meet goals,
- Data collection and analysis to measure progress against goals,
- Communications support to tell stories of progress and tangible impact

By incorporating this qualitative storytelling approach, GOAL not only celebrates achievements but also inspires others to take action and make a positive impact.

LEADERSHIP & EMPLOYEE SUSTAINABILITY WORKSHOPS

Over the last year, the GOAL team **has hosted 9 workshops** and **engaged nearly 100 individuals** from a variety of NHL, NBA, and MLB venues with participants across:

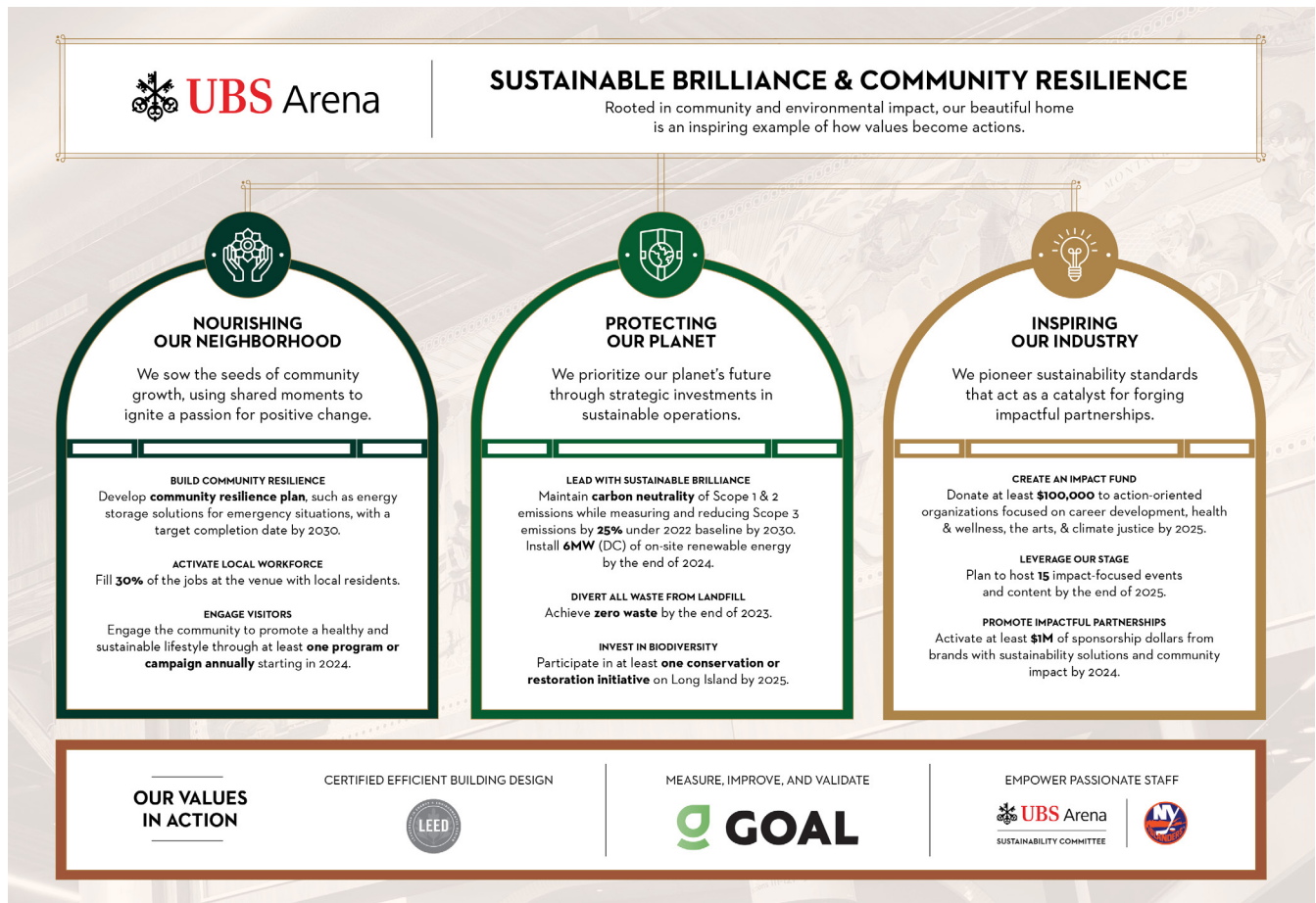
- Team and Venue Leadership, including C-Suite Executives
- Community Impact
- Partnerships
- Marketing
- Food & Beverage
- Operations
- Human Resources



QUALITATIVE CASE STUDY: UBS ARENA

UBS Arena's team, led by their GM and Executive Sponsor of their sustainability program, engaged GOAL to build a forward-looking sustainability plan with timebound, measurable goals in environmental and social sustainability.

This platform has been crafted as a communications platform for the arena's website, as a fan engagement tool to educate and inspire visitors, and as a corporate partnerships activation solution, to engage sustainability-minded partners.



GOAL'S DESIGN TEAM CRAFTED A PLATFORM, ALIGNED TO UBS ARENA'S BRANDING



On an international stage, GOAL's team provided a platform for UBS Arena Leadership to showcase Sustainable Brilliance & Community Resilience via the Sport Positive conference. The platform was also shared at a local press conference and gained media platform that was used to engage corporate partners.

At the 2024 Sustainability Forum hosted by UBS Arena, attendees discussed efforts for a greener future. Through power and energy efficiency, water conservation, recycling, and zero waste, UBS Arena and partners minimize environmental impact.



QUALITATIVE CASE STUDY: CHIP GANASSI RACING

The **Chip Ganassi Racing** team, from Chip himself to Executive Leadership, engineers, and sustainability experts, partnered with GOAL to create a forward-thinking sustainability plan. This strategy sets clear, measurable goals for environmental and social progress, resonating with both race fans and the broader motorsports industry.

As a communication hub on the team's website, this platform educates and inspires fans while serving as a strategic tool for activating corporate partnerships.



**ONE TEAM.
ONE PLANET.**

At Chip Ganassi Racing, our passion extends beyond the thrill of the race. We're dedicated to our community, both on and off the track, where excellence isn't just a goal but a journey of continuous improvement. We race with purpose, knowing that every stride toward efficiency and improvement propels us forward in the forever race of a sustainable future.

FOUNDATION

Release annual sustainability report starting in 2025.

Founding Members of  **GOAL**



IN OUR COMMUNITY

We are dedicated to driving efficiency in our daily operations, and driving positive change in and surrounding our facilities.

GOALS

- Ultimately power Indianapolis Shop & Pittsburgh Office with 100% renewable energy
- Prioritize material reduction, recycling, reuse in the shop, and work towards zero waste
- Continue to support local STEM education to generate the next generation of engineers, with a continued emphasis on reaching diverse communities and focus on a younger demographic
- Participate in community projects in Indianapolis or Pittsburgh, two per year by end of 2024 season



ON THE ROAD

We recognize the global stage of motorsports as an opportunity to inspire change and uplift the communities where we race.

GOALS

- Decrease our organization's Scope 3 emissions by increasing the use of low carbon transportation and logistics
- Reduce plastic use at race events and ultimately ban single use plastics during race day activities by 2026
- Every season, participate in or lead volunteer activities in communities where we race



BEYOND THE FINISH LINE

We pledge to lead the way in creating a more sustainable racing future, recognizing our responsibility goes beyond the finish line.

GOALS

- Pilot at least one nature-based, single-use plastic alternatives within supply chain and procurement where appropriate per year
- Identify products used in our shops which could be manufactured using healthier materials
- Evaluate baseline of local supplier spend in 2024, and set a public goal in 2025



"This is something we take very seriously as we aim to be the best team on and off the track. We're excited to address sustainability in the ways CGR believes are important and impactful to our team, our sport, and our community. We're looking forward to all that's to come."

CHIP GANASSI, TEAM OWNER

SOLUTION PROVIDER HELPING VENUES MEET CIRCULARITY AND WASTE DIVERSION GOALS

GOAL Solution Provider, **CheckSammy**, worked with CGR to recycle hard to recycle materials, **including 3,980 pounds of branded apparel and 341 pounds of e-waste**. CheckSammy was able to coordinate logistics efficiently to avoid almost 2 tons of carbon emissions.



QUALITATIVE CASE STUDY: VEGAS GOLDEN KNIGHTS

The **Vegas Golden Knights** have teamed up with GOAL to spearhead The Knight SHIELD Project, a groundbreaking sustainability initiative aimed at bolstering environmental resilience both within their venues and throughout the broader community. Leveraging GOAL's sustainability expertise, this collaboration will deliver a forward-looking strategy with clear, measurable objectives in environmental and social sustainability. The resulting platform will serve as an interactive hub on the team's website, engaging fans and partners in the collective pursuit of sustainable practices and environmental stewardship.

SUSTAINABILITY
HEALTHY AIR QUALITY
IMPROVE & INSPIRE
ENERGY & WATER EFFICIENCY
LANDSCAPE PROTECTION
DECREASE WASTE GENERATION



“Since the inception of the Vegas Golden Knights, our organization has strived to be Champions both on the ice and in the community. The Knight SHIELD Project aligns with our core ethos of protecting and defending our realm.”

ERIC TOSI, CHIEF MARKETING OFFICER

PARTNERING WITH KEY **COMMUNITY BENEFICIARIES FOR FURTHER IMPACT**



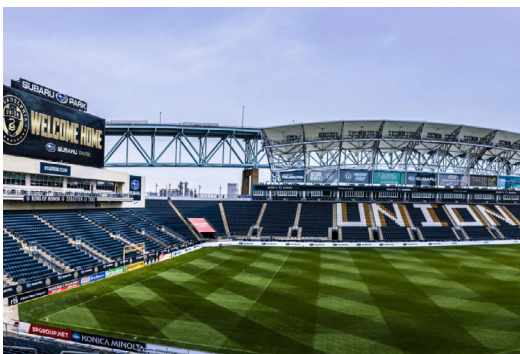
A portion of the proceeds from the Golden Knights' St. Patrick's Day jersey auction on March 17 benefitted **Green Our Planet**, a local 501c-3 that trains teachers and helps students engage in STEM learning through school gardens and classroom hydroponics. 93% of students who participated in Green Our Planet's programming in the 2022-23 school year showed an increase in STEM content knowledge, while 83% of students had an increase in positive behaviors, STEM engagement, and healthy eating habits. **The VGK Foundation has donated over \$70,000 to Green Our Planet since the team's inaugural season.**

SUSTAINABILITY-DRIVEN PARTNERSHIPS

Sustainability should be good business. In the live events industry, a critical component of the business is engaging corporate partners.

GOAL helps Members engage and activate like-minded corporate brands, identifying opportunities to align values, deliver operational sustainability, and engage visitors. GOAL leverages the combination of the quantitative and qualitative support to deeply engage brands to build authentic win-win partnerships.

EXAMPLE PARTNERSHIPS FROM ACROSS THE GOAL NETWORK



Subaru of America and the Philadelphia Union have joined forces, resulting in Subaru Park becoming MLS's inaugural zero landfill stadium. Their collaboration not only champions sustainability but also extends to community-driven initiatives, such as pet adoption events and supporting local food banks, showcasing their shared commitment to environmental responsibility and community welfare.



The partnership between the Phoenix Suns, Phoenix Mercury, and Cleveland Avenue aims to revolutionize Footprint Center by integrating cutting-edge technologies from Cleveland Avenue's portfolio, including AI and robotics, to enhance fan experiences. Additionally, by incorporating Footprint's eco-friendly packaging solutions, supported by Cleveland Avenue, the collaboration demonstrates a commitment to both innovation and environmental sustainability.



In partnership with Amerant Bank, HEAT Beach Sweep is the Miami Heat's annual pro-conservation campaign and "Green Initiative." It unites the league, teams, players, and partners to drive awareness and funding for environmental protection. HEAT Beach Sweep now encompasses all HEAT Group GREEN endeavors, focusing on community-wide environmental awareness and sustainability efforts.

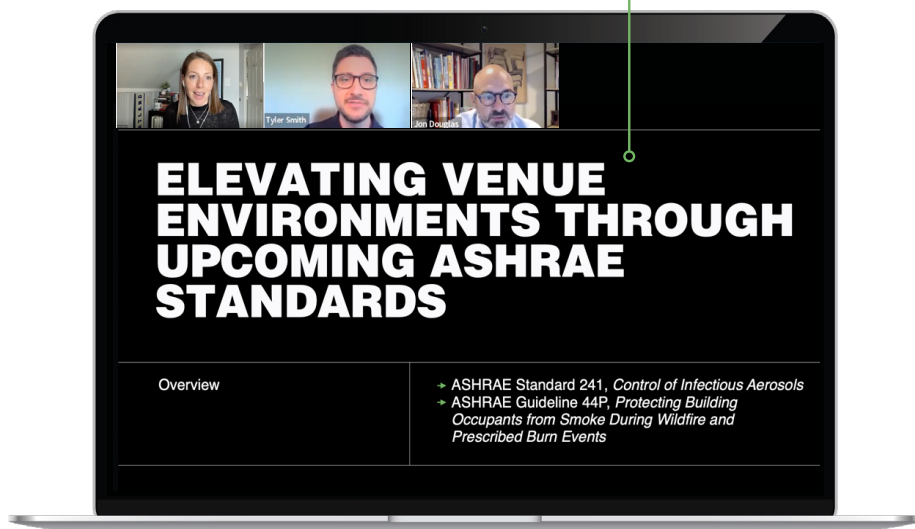
CONTINUOUS ENGAGEMENT OPPORTUNITIES

Stay informed and connected with GOAL's continuous content and engagement support. Through monthly best practice calls, newsletters, live in-person events, and a resource library featuring vetted solution providers, we keep you at the forefront of sustainable practices and connected with industry leaders.

Therefore, we stand by our members throughout their journey, offering guidance, resources, and expertise to help them navigate challenges, overcome obstacles, and achieve their sustainability goals. This continuous support includes monthly best practice calls, newsletters, live in-person events, and access to a resource library that features vetted solution providers. Whether it's connecting members with industry-leading experts, facilitating workshops and training sessions, or providing personalized consultations, we ensure our members have the support needed to succeed. Through these avenues, we keep our members informed, engaged, and connected, fostering a collaborative environment where they can share insights, learn from one another, and drive meaningful progress towards sustainability.

The Monthly Huddle: GOAL's monthly best practice calls where we assemble expert speakers and facilitate informative discussions.

Monthly member newsletters provide valuable insight on key sustainability events, upcoming conferences, and industry headlines.



GOAL MONTHLY HUDDLE

SPEAKERS & TOPICS

GOAL Monthly Huddles are essential forums where industry leaders converge to exchange insights and strategies, driving sustainable progress.

Explore pivotal sustainability topics and glean insights from recent GOAL Monthly Huddles, where industry leaders convene to tackle pressing issues. Here's a snapshot of key sessions:

FEATURING SPEAKERS FROM THE
FOLLOWING ORGANIZATIONS



EXPLORING IMPACT-DRIVEN PARTNERSHIPS

Engaged in discussions on impactful partnerships, highlighting the significance of collective action in sustainability efforts.



THE PROPOSED SEC CLIMATE DISCLOSURE RULES

Explored the proposed SEC Climate Disclosure Rules, what the approved version might entail, and how that will affect future ESG reporting requirements.



NAVIGATING NEW CONSTRUCTION & RENOVATION

Delved into recent projects and lessons learned from league venues, fostering open sharing and innovative ideas for future construction and renovation endeavors.

GOAL HUDDLE GUEST SPEAKERS INCLUDED:



ADAM GARDNER
GUSTER

Musician, Guster; Co-Founder of REVERB, & 2023 **TIME100** Climate Leader



BRENT SUTER
REDS

MLB Pitcher, Environmental Advocate & Board Member of EcoAthletes



DR. KATHARINE HAYHOE
The Nature Conservancy

Chief Scientist, The Nature Conservancy Distinguished Professor, Texas Tech



DR. JESSICA MURFREE
University of Cincinnati

Assistant Professor, Sports Administration; University of Cincinnati



B TREAT
CLIMATE PLEDGE ARENA

Director of Sustainability, Seattle Kraken



SOFI ARMENAKIAN
State Farm ARENA

Head of Sustainability, Atlanta Hawks



AN INVITE-ONLY ANNUAL CONFERENCE

The inaugural **GOAL Invitational** in Seattle united 100+ sustainability leaders from diverse industries, focusing on eco-friendly practices in sports and entertainment. Sessions covered data-driven storytelling, eco-conscious partnerships, and zero-waste goals, showcasing proven solutions. The event's success solidified the tangible integration of sustainability into venue operations, paving the way for a lasting tradition of impactful gatherings.



While many of the attendees were associated with the sports industry, speakers also included entertainment representation including Maggie Baird, Adam Met, & Live Nation.



GOAL Members spoke to their sustainability experience - detailing lessons learned and challenges they've faced.



We gathered 100+ sustainability leaders for a one-day event in the heart of Seattle.



Vetted Solution Providers showcased their products and services with special rates reserved for GOAL Members.



Plant-based Executive Dinner hosted in the Seattle Aquarium allowed guests to enjoy a delicious meal and experience the marine life after hours.

'A COMMUNITY COMING TOGETHER TO
ACHIEVE AUTHENTIC, SUSTAINABLE GOALS'



RACING TO CLIMATE ACTION: A SUSTAINABILITY SUMMIT FOR MOTORSPORT

While motorsports is competitive on the track, racing series, teams, venues and partners came together to address ways to make sustainability a larger part of their industry operations and culture during the inaugural **GOAL Grand Prix**. Held in Charlotte, NC at Honeywell's Headquarters, the first-ever sustainable racing summit convened industry leaders, experts and solution providers for a two-day conference to explore ways to minimize the environmental impact of motorsport and lead the racing community toward a more sustainable future.



The event got off to a roaring start with an inspirational keynote presented by Mike Mooney that set the tone for the following two days.



Panel discussions were broken up with workshops and round table discussions to encourage collaboration and fuel impactful conversations.



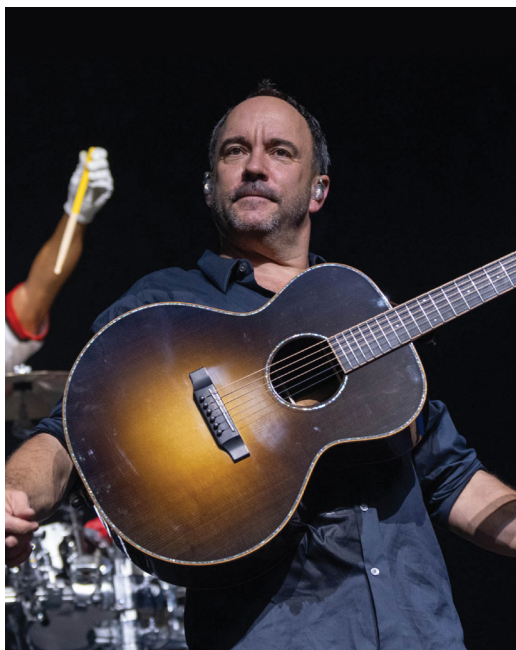
A diverse group of speakers and attendees represented multiple leagues, teams, and organizations across the wide motorsport industry.



A Happy Hour at the NASCAR Hall of Fame provided the opportunity to network and unwind at an iconic venue.



Attendees participated in a tour of the Innovation Barn, a circular economy hub in Charlotte, NC.



HARMONIZING SUSTAINABLY

Discover how GOAL collaborates with renowned artists like Dave Matthews Band and Depeche Mode to integrate sustainable event practices and promote eco-consciousness within the entertainment industry.



Elemental Impact, curated by GOAL, was created to address holistic environmental and social impact throughout venue operations, fan and artist engagement, and community support. When Dave Matthews Band told Enmarket Arena that they wanted to have a zero waste event, GOAL and Enmarket Arena collaborated to commit to zero waste and much more - addressing the impacts in Earth, Air, Fire, and Water - ultimately creating the most impactful Dave Matthews Band show ever. This event was not just one concert, but a 3-day community impact initiative, led by GOAL and the local Arena's Team.



Enmarket Arena staff participated in a team-building waste sort until 1AM after the show and diverted approximately 1,700 lbs of waste from the landfill.



A plant-based food drive, organized by Support + Feed, resulted in 500 lbs of donations to America's Second Harvest Bank.



A volunteer clean up event collected at least 300 lbs of waste from Savannah area watersheds, in partnership with Ogeechee Riverkeeper.



Engaged over 75 local youth to paint the concourse compost bin signage to replace the landfill bins.



Provided the band with custom social media graphics, designed by GOAL, to promote and share the story of this historic event.



FACILITATED BY



A SUSTAINABLE PARTNERSHIP FOR THE MEMENTO MORI WORLD TOUR

During the **Memento Mori World Tour**, Depeche Mode's collaboration with GOAL members showcased a strong commitment to sustainability. Inspired by the band's vision to reduce carbon footprints and eliminate single-use plastics, the venues listed below executed various eco-friendly initiatives. Combined efforts diverted 33 tons of waste from landfills, equivalent to 11 elephants, while ensuring that all venues met or exceeded essential sustainability requirements set by the band. With over 60 hand-sorting zero waste teammates and approximately 110,000 fans exposed to sustainable practices, this collaboration exemplifies the positive impact of integrating sustainability into the live entertainment industry.

GOAL Member Venue Sustainability Activations



Sept 29



Oct 12



Oct 15



Nov 10



Nov 26



Nov 28



Moody Center's sorting team dedicated a total of 22 hours to pre-event and post-event waste sorting.



State Farm Arena's fans were recognized for the venue's Recycle & Win program with band merch as part of hosting the tour's first zero waste certified show, diverting over 18K from landfill. There was extra incentive during the TURN Reusable Cup pilot. This fan won a poster for returning his cup.



Moda Center's fans used the venue's new RipCity Reuse cups - now a permanent part of operations, with a specific return point alongside compost and recycling streams as well.



GOAL SOLUTION PROVIDERS

GOAL's Solution Provider program offers a curated network of companies and brands offering cutting-edge products and services geared towards sustainability, helping GOAL members meet their sustainability goals.

These Solution Providers are meticulously vetted to ensure alignment with GOAL's mission and standards of excellence. Through this program, GOAL members gain access to a diverse range of resources and solutions designed to address their specific sustainability needs, fostering collaboration, partnership opportunities, and knowledge exchange within the sustainability space.

OUR GROWING LIBRARY OF SOLUTION PROVIDERS

ENERGY



WASTE



HEALTH & WELLNESS



AND MORE



NEWS

Explore notable features and highlights from the past year showcasing GOAL and its esteemed members, making strides in sustainability news.

GOAL MEMBERS IN THE NEWS



TRAIL BLAZERS PLAY 'GREEN GAME' AGAINST UTAH IN PORTLAND

"The Green Game is designed to really bring sustainability and that invisible work we do behind the scenes to the forefront, to our fans, to show what we are doing to help impact the community and run the arena as one of the more sustainable arenas in the country."



SEATTLE AQUARIUM'S OCEAN PAVILION WILL TRANSFORM ITS FOCUS AND THE WATERFRONT

The institution's leadership says it intends to make the aquarium the country's greenest, with a net positive energy and environmental impact. That includes working toward partial Living Building certification — among the world's highest standards — for the Ocean Pavilion.



HOW CO-OP LIVE AIMS TO BECOME THE MOST SUSTAINABLE BUILDING IN EUROPE & UK

Co-op Live is poised to be Europe and the UK's most sustainable venue, operating solely on electricity with cutting-edge heat pump technology. From waste management to rainwater usage and local business support, it sets a high standard for eco-conscious construction.

GOAL IN THE NEWS



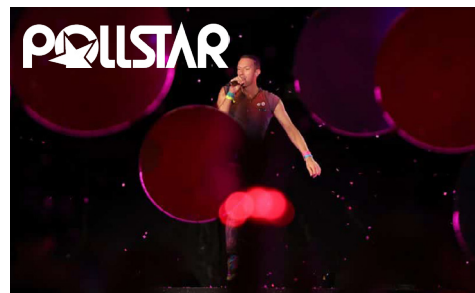
WHAT MAKING AN ALL-ELECTRIC SPORTS VENUE ENTAILS

Sustainability efforts and legislative requirements are leading the consideration of all-electric sports venues. Oak View Group's GOAL provided Sports Business Journal with annual energy and electricity consumption averages from GOAL member venues to study this further.



HOW OAK VIEW GROUP BECAME THE LIVE LEADER IN BUILDING SUSTAINABILITY

OVG's commitment to sustainability extends beyond individual arenas, with initiatives like the GOAL program, which aims to promote sustainability across the live entertainment industry. GOAL provides resources and guidance to venues looking to operate more sustainably.



THE YEAR IN SUSTAINABILITY: BETTERING THE ENVIRONMENT ONE SHOW AT A TIME

With climate change affecting our daily lives, including concerts and festivals, sustainability is more important than ever. Several artists are leading the charge with their concerts by working with GOAL to reduce their carbon footprint and helping ensure a better future for all.

GOAL Awards Ceremony

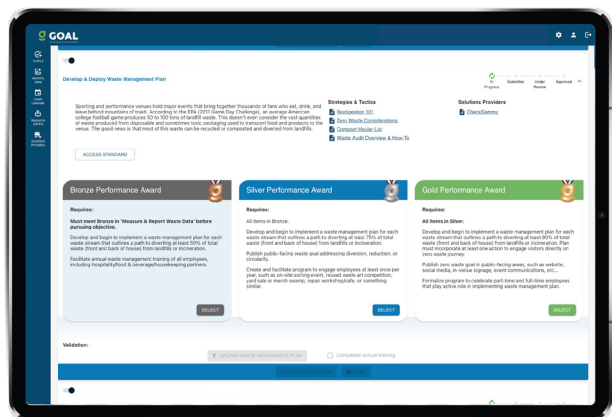
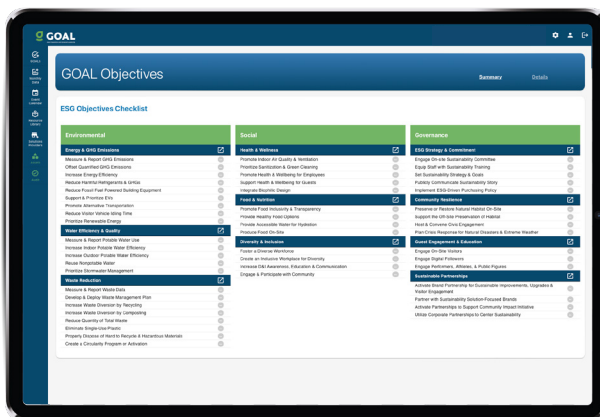
HONORING SUSTAINABLE PROGRESS & EXCELLENCE

This fall, we will be applauding sustainability excellence at our inaugural **GOAL Awards Ceremony** at this year's GOAL Invitational! This distinguished event will pay tribute to the remarkable achievements of our members across 10 impactful categories, showcasing their steadfast dedication to a greener, more sustainable future.

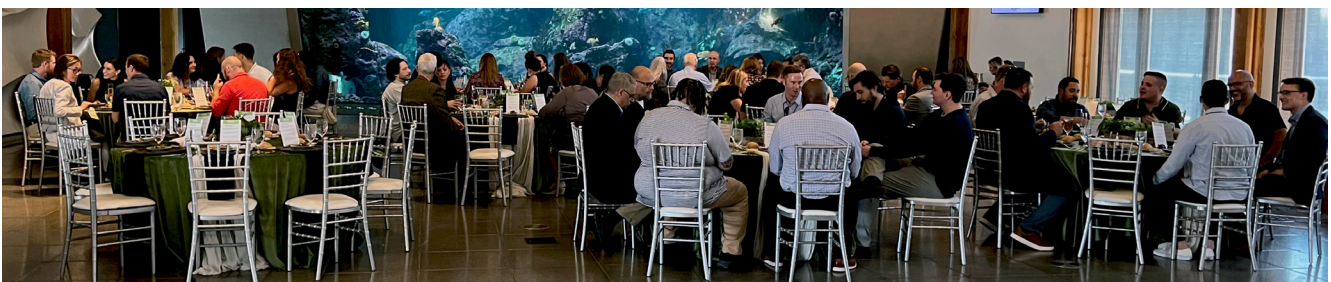
This will be an evening of celebration and innovation, where industry leaders from across the Sports & Entertainment sector will come together to honor outstanding accomplishments. The experience is designed to be an elegant affair with a 'green tie' dress code, meant to highlight all facets of sustainability.



Highlight project achievements and success stories from across the industry earning GOAL Medals for meeting objectives.



The GOAL Portal offers criteria for Bronze, Silver, and Gold Medals across approximately 50 objectives in Environmental, Social, and Governance areas. Members choose their pursuits and gain recognition for incremental improvements.



Sports & Entertainment industry leaders come together to celebrate outstanding accomplishments and foster innovation.

CLOSING THOUGHTS FROM OAK VIEW GROUP LEADERSHIP

Each day I battle the sense of being overwhelmed by climate change. Globally, I see what you see: wildfires, intense heat events, heavy precipitation events, flooding & sea level rise, inadequate access to clean water, and more. Locally, in my home city of Detroit, I see more of the same: issues of air pollution & storm water runoff disproportionately impacting disadvantaged neighborhoods, rising temperatures, an increased number of days (and nights) over 100 degrees, and poor/inadequate tree canopy.

Then, I look at our industry and, on one hand, and I fear we aren't doing enough, we aren't acting fast enough, and we are too often paralyzed with how to get started, how to manage the associated expense, or how to avoid being derided as not being authentic "enough."

And all of that is true, to some degree.

But what is also true is that there is a steadily growing number of climate activists in our ranks. People who are doing what they can, however they can, to make a difference. **In Year 1 of this GOAL cohort, I have been heartened, inspired, and motivated by the actions of others.** I was blown away, for example, by the work being done in motorsports, highlighted in our GOAL Grand Prix. More sustainable/alternative fuels, tires made from regenerative rubber, and trackside recycling programs all caught by attention and electrified my heart. In the venue space, progress from this persevering group of GOAL practitioners is steady and on-going. Zero waste programs in Atlanta, New York, Philadelphia, and Seattle show us what intentionality and discipline can achieve. Water reduction programs in Phoenix remind us that cost and sustainability aren't always mutually exclusive. And, of course, I always appreciate and applaud those committed to reducing carbon through on-site solar or geothermal platforms, by electrifying their respective fleets, by moving toward LED lighting throughout their venues, or by simply re-commissioning their buildings to ensure more efficient operations. I'm looking at you Seattle, Palm Desert, Toronto, Miami, Chicago, Cleveland, New Jersey, Sacramento, Portland, San Francisco, Pittsburgh, Tampa, Austin and others.

The group of venues and operators participating in GOAL deserve more praise than they get.

But so does anyone willing to attack such a global challenge head on! I appreciate them signing up for the hard work of climate action. I appreciate their willingness to measure and report on their performance and I appreciate their enthusiasm in collaborating with one another.

Climate change will not be solved by any of us. But it will be solved by all of us, working together, sharing ideas, and cheering each other forward. I have no time for those who criticize authentic action and effort!

In our industry, we have an audience and many times, a global stage. Let's use that to our advantage.

Let's show what good, sustainable performance looks like to the hundreds of millions of people who walk through our doors each year and let's remind them that we ALL have a role to play.

I look forward to Year 2 of GOAL with more impact, more participation, and more learning and inspiration for all of us.

THANK YOU FOR YOUR EFFORTS. And thank you for the overwhelming sense of hope you give me.



**CHRIS
GRANGER**
PRESIDENT
OVG

**JOIN THE
MOVEMENT.
TAKE
ACTION.**



**GOALSTANDARD.COM
INFO@GOALSTANDARD.COM**