



# JOIN THESE CLIMATE-CONSCIOUS LEADERS

Join the world's leading organizations on a journey of social impact, climate action, and responsible change.

IN PARTNERSHIP WITH



FENWAY | SPORTS | GROUP



JASON F MCLENNAN



FENWAY | SPORTS | GROUP



GOAL will provide 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](http://GOALstandard.com)

You are not alone in the sustainability journey.

# YOU HAVE GOAL'S EXPERT TEAM

## GOAL IS AN EXTENSION OF YOUR TEAM.



### WE ARE YOUR ENVIRONMENTAL DATA TEAM.

We collect or synthesize your data in whatever form you have it, identifying discrepancies, understanding what it means. We can report your data for you, whether to the league, to your municipality, or to any other organization.



### WE ARE YOUR SUSTAINABILITY STRATEGY TEAM.

We work with you to develop a customized Action Plan and Platform that identifies the right focus areas to continue along your sustainability journey and ultimately get recognized for your leadership.



### WE ARE YOUR SUSTAINABLE PARTNERSHIPS ADVISORS.

We translate your customized action plan into a corporate partner pitch deck to engage authentically aligned corporate partners. We match you to Solution Providers, who have committed to GOAL Member preferred pricing, that will help you deliver on your Action Plan.



### WE ARE YOUR SUSTAINABILITY COMMUNITY.

We bring together thought leaders, practitioners, and implementors to explore innovative ideas, to share challenges, and to work together towards our common impact-driven goal.

GOAL works with everyone on your team because Sustainability is everyone's job. The team actively engages and provides support to your entire organization, including:

---

OPERATIONS

CORPORATE PARTNERSHIPS

FOOD & BEVERAGE

COMMUNICATIONS

HUMAN RESOURCES

EXECUTIVE LEADERSHIP

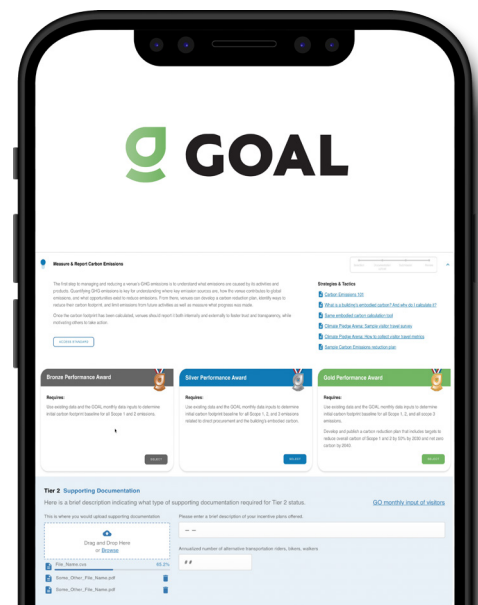


# GOAL MEMBER SUSTAINABILITY JOURNEY

Guided by a collection of proven tools that are customized to build the sustainability journey that's right for you.

## THE GOAL STANDARD'S FRAMEWORK IS TAILOR-MADE TO SUPPORT YOUR FULL SUSTAINABILITY JOURNEY

At GOAL, we're more than a consultancy; we prioritize a personalized membership experience that intimately aligns with your unique timeline and needs. By forging lasting partnerships, we guide members on a precise and committed sustainability journey. Explore the depth of this transformative experience in the pages that follow, where we unravel the intricate details of your sustainability journey with us.



# OPERATIONS & FACILITIES

Collecting, analyzing, and assessing data to drive informed operational decisions. Providing anonymized, aggregated comparisons between your organization and organizations of a similar type, size, age, and location.

## FOR OPS & FACILITIES

DATA ONBOARDING



12-MONTH DATA BASELINE



DATA ROUTINE & COLLECTION  
DATA ANALYTICS & INSIGHTS



## GOAL PORTAL DASHBOARD

User-friendly easy-to-use tool bar for users to view the dashboard, enter monthly data, and visualize the roadmap, and navigate the Resource Library

Automatically calculates ongoing carbon footprint from monthly inputs, parsed out between Scopes 1, 2, and 3

Ability to normalize performance against a variety of variables, such as venue capacity, size, age, and geographic region

Captures the venue's roadmap, highlighting performance of various objectives

Automatically calculated annual baseline with visualization of monthly performance

Insight into ongoing performance over multiple years of data input



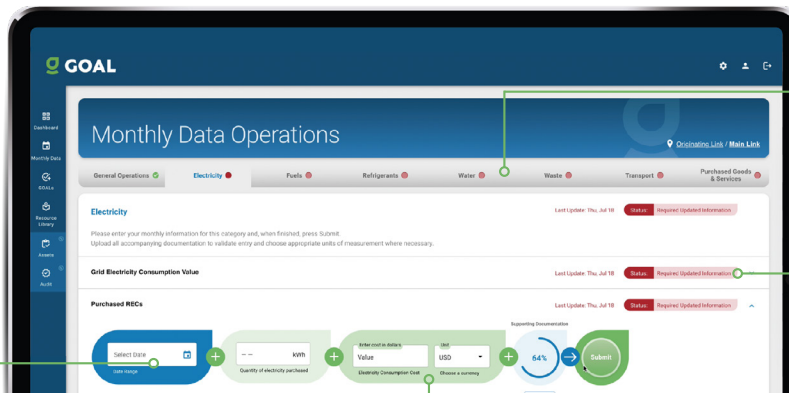
## MONTHLY DATA OPERATIONS

Date range entry to capture monthly data points or data per event

Easy-to-use, clear prompts for data entry to ensure that collection is comprehensive and reduces errors

Opportunities to track various environmental metrics that automatically calculate into a comprehensive carbon footprint

Clear reminders of outstanding data points



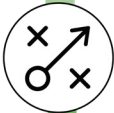
## FOR COMMS & PARTNERSHIPS



**STAKEHOLDER RESEARCH**



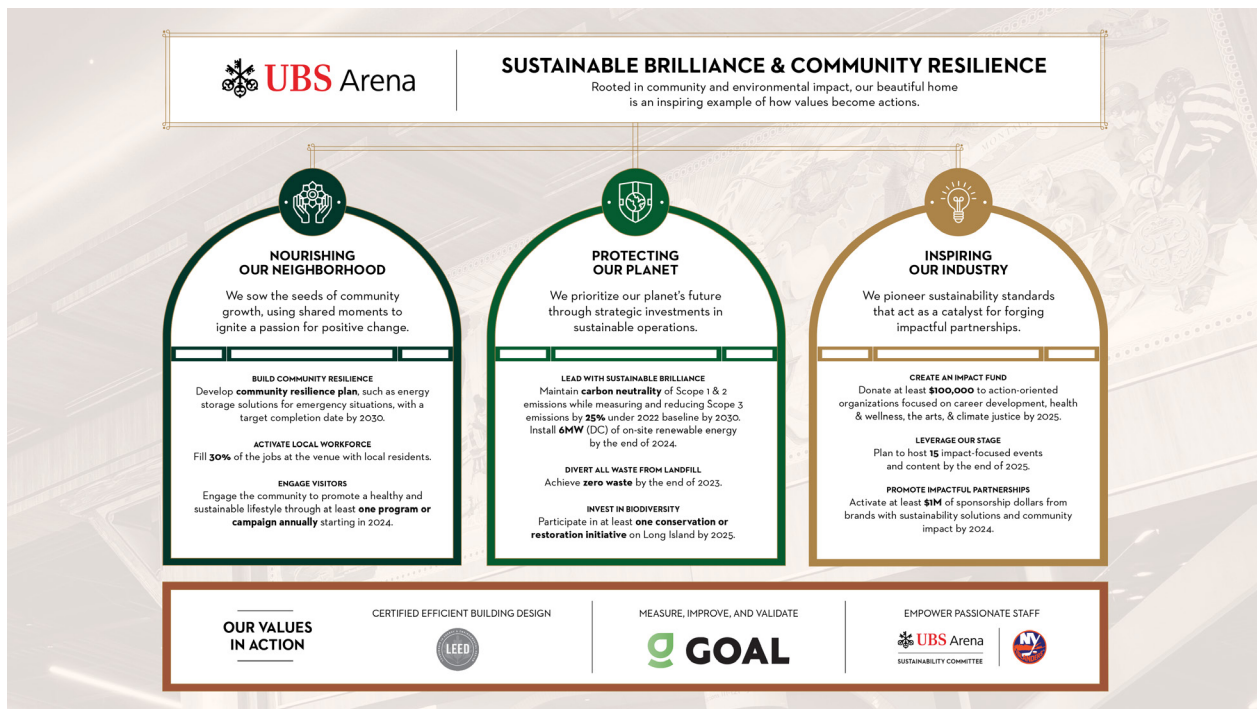
**GOAL-SETTING & STRATEGIZE GAME PLAN**



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



PUBLIC PLATFORM



CUSTOM BRANDED PLATFORM WITH MEASURABLE ACTION PLAN

# COMMS & PARTNERSHIPS

Developing a public, branded platform to drive revenue and engage fans and visitors. Creating a set of relevant goals for your stakeholders, including a tool to engage and build relationships with corporate partners.

# RECOGNITION

Providing third-party validation to recognize your continuous progress by awarding you with bronze, silver, and gold medals in 50 different impact objectives.



**DOCUMENT IN  
GOAL PORTAL**



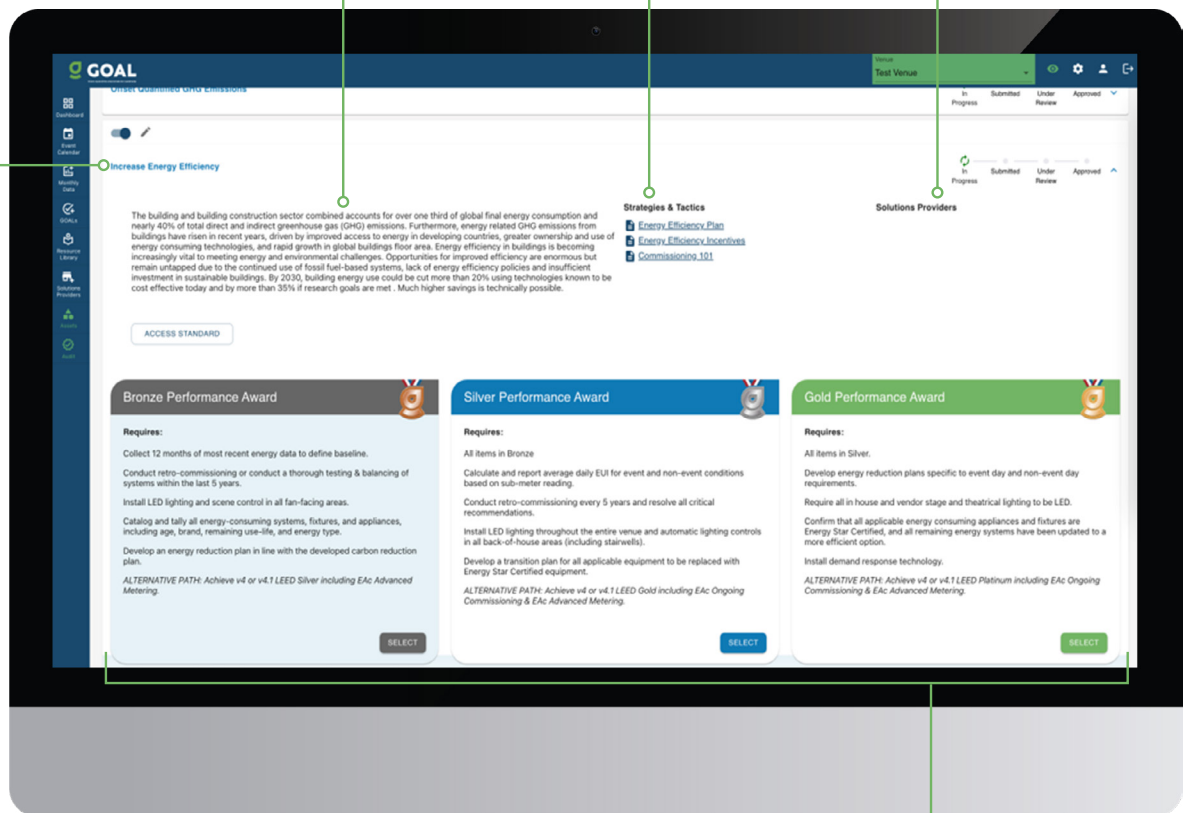
**ACHIEVE GOAL  
MEDALS**

## GOAL OBJECTIVES DEFINED

Description of each objective for users to understand the importance and opportunity for impact

Direct links to tools and resources that allow users to get direct access to guides for them to pursue each objective

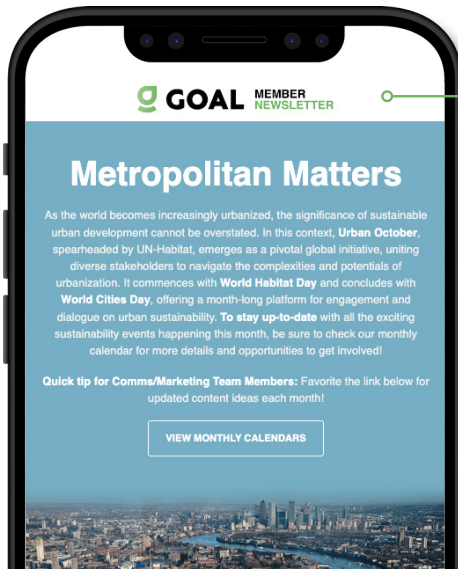
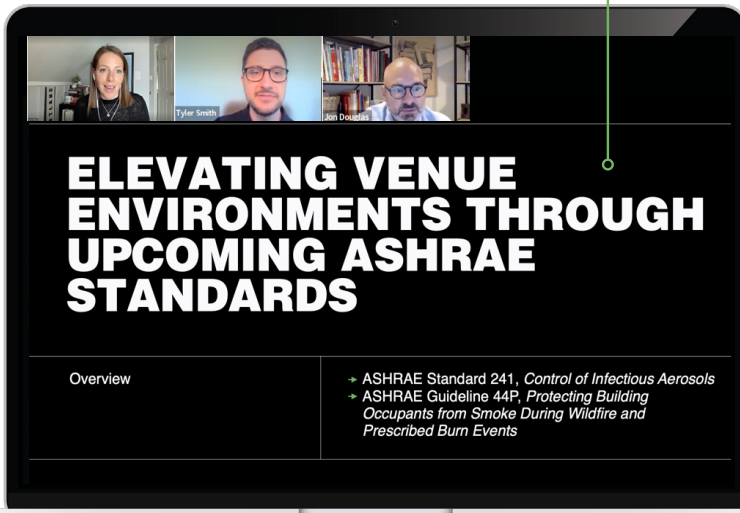
Links to Solution Provider's offerings that help you to meet the GOAL objective.



Clearly defined objectives, labeled to function as a checklist to develop a comprehensive roadmap

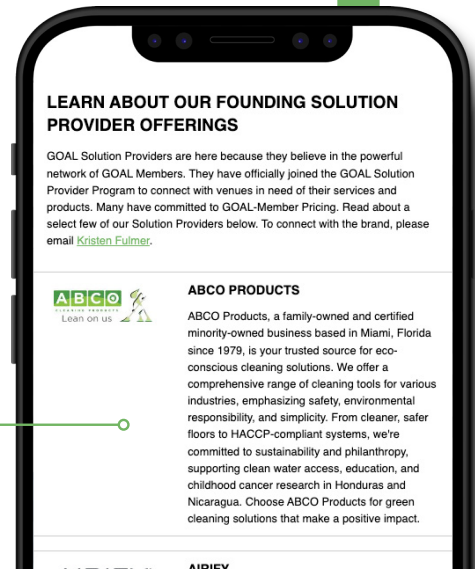
Descriptions for good, better, and best thresholds to guide users to the leadership that feels right for them

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.

Have a specific need you're trying to fill? Let us help by connecting you with vetted solution providers that offer special GOAL-Member pricing.



# CONTINUOUS CONTENT & ENGAGEMENT

Keeping you informed and connected through monthly best practice calls, newsletters, live in-person events, and a resource library that includes vetted solution providers.

# GOAL INVITATIONAL

## 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'





# A HOLISTIC APPROACH TO SPECIAL EVENTS

**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.



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.



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

# GOAL GRAND PRIX

## 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 culture and operations 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 had the chance to opt into a tour of the Innovation Barn, a circular economy hub in Charlotte, NC.

Get to know your team of experts.

# MEET OUR TEAM



**Kristen Fulmer**  
**HEAD OF SUSTAINABILITY & EXECUTIVE DIRECTOR**

Kristen Fulmer is a sustainability expert, focused on maximizing performance and promoting health and wellbeing within the built environment. Kristen leads **Oak View Group's** corporate sustainability strategy as well as OVG's Sustainability Service business, GOAL. Prior to OVG, Kristen ran a consultancy that supported sports organizations' sustainability strategy, including clients such as Major League Baseball. She previously led **WeWork's** Global Sustainability Advisory Team, which focused on delivering customized sustainability solutions for Enterprise members. Early in her career, Kristen spent time working as a sustainability consultant for a real estate consulting firm and in-house for **Lendlease**, an international construction management and development firm. Kristen holds an MS in Sustainable Design from the University of Texas' School of Architecture and a BS in Public & Urban Affairs from Virginia Tech's School of Architecture.

Kristen is a LEED AP O+M, ID+C, ND; a WELL AP; a Fitwel Ambassador; a TRUE Advisor; and an EcoDistricts AP.

*"Define your own success and failure: only you know whether or not you have given it your all. The persistent pursuit of excellence determines winners, not the score of the game." - Coach K*



**Brendan Buglione**  
**SOLUTION PROVIDERS & PARTNERSHIPS**

Brendan Buglione, Director of Strategic Partnerships at **Oak View Group**, focuses on fostering partnerships that enhance operational efficiency, effectiveness, and sustainability for OVG and partner venues, fostering greater community impact. With a strategic role in supporting GOAL, Brendan provides tactical solutions to sustainability challenges faced by GOAL members. Previously, he served as Director of Business Development & Strategic Partnerships at **Ball Corporation**, overseeing the company's transformation into a sustainable solutions provider in the sports and entertainment sector, including initiatives like the naming rights of Ball Arena in Denver and the Ball Aluminum Cup. Brendan's diverse experience also includes roles in marketing partnerships for **MLB & AT&T SportsNet**, **NBC Sports Group**, and the **Golf Channel**.

*"The only thing necessary for the triumph of evil is for good men to do nothing." - Sir Edmund Burke*



## Emily Lindahl

### SUSTAINABILITY STRATEGY

Emily Lindahl, Senior Manager of Sustainability at **Oak View Group**, collaborates with GOAL Members to shape and enhance their unique sustainability platforms, goals, and action plans. Prior to joining Oak View Group, Emily was a Partnerships Director at **Futerra** – a sustainability strategy and communications agency with clients ranging from **Formula 1, Google, Gap** and **Harvard University**. At Futerra, Emily supported clients at all stages of their sustainability journey, including setting their sustainability strategies, developing communications strategies, and executing creative campaigns. She has also worked at a boutique social impact consulting firm, and for an ocean conservation non-profit. Emily holds a BA in Environmental Studies from Lafayette College.

*“Innovation is seeing what everybody has seen and thinking what nobody has thought.” – Dr. Albert Szent-Györgyi*



## Hunter Scully

### DATA INSIGHTS

Hunter Scully, Data & Insights Analyst at **Oak View Group**, specializes in data collection, reporting, and validation for venue operators and sustainability professionals through the GOAL portal. With a background in venue operations and sustainable procurement from the **University of Georgia**'s Office of Sustainability, Hunter delivers carefully curated analytics and venue comparisons to inform sustainable investment decisions for GOAL Members. His previous experience includes leading sustainable waste management initiatives for the University's Athletic Association - including piloting the University's first ever season of Zero Waste athletic events - and conducting research in the Forestry industry, focusing on the effects of large-scale wind disturbances on forests. Hunter holds an MS in Natural Resource Management with a concentration in Sustainability and a BS in Forest Resources and Conservation.

*“Do what you can, with what you have, where you are.” – Theodore Roosevelt*



## Kyle Smither-Semon

### CONTENT & ENGAGEMENT

Kyle Smither-Semon, Content & Engagement Manager at **Oak View Group**, plays a crucial role in crafting newsletters, shaping the GOAL Huddle calls, producing content at GOAL's live events, and contributing to the sustainability frameworks driving the member action plans. His background features leadership roles in fundraising campaigns with **Habitat for Humanity**, transformative community projects with social justice non-profits, and content creation centered on nature-based solutions and climate resilience for **The Nature Conservancy**. He holds a BS in Environmental Design in Architecture from North Carolina State University, a MS in Environmental Policy from the University of Denver, and is a LEED Green Associate.

*“I alone can't change the world, but I can cast a stone across the waters to create many ripples.” – Mother Teresa*

# GOAL INVESTORS:



Oak View Group (OVG) disrupts, develops and delivers the best venues and experiences in the world, shaping our future and leaving it better than it was.

## AS DEVELOPERS

OVG's Business Development team is a pivotal force in meeting market needs for live entertainment venues. With expertise spanning venue design, construction, financing, operations, maintenance, M&A services, and project management, we've designed, built, and now operate projects such as:



## THROUGH F&B SERVICE

Every destination is a vibrant tapestry woven with diverse individuals, each contributing unique flavors, chefs, and ingredients. Each partnership becomes a canvas for OVG Hospitality to present your distinctive culinary story, unraveling the intricate details of your sustainability journey. Currently serving clients such as:



## OUR NETWORK

OVG Alliances streamlines booking for national tours for arenas, stadiums, and theaters alike. Collaborating among marketing, operations, and security teams, aiming to maximize ticket sales and deliver a world-class experience for artists and fans.



## AND OAK VIEW GROUP DOESN'T JUST OWN VENUES IN THE UNITED STATES...



## OTHER INVESTORS INCLUDE:

FENWAY | SPORTS | GROUP



JASON F MCLENNAN

**JOIN THE  
MOVEMENT.**

**TAKE  
ACTION.**



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