



JOIN THESE CLIMATE-CONCIOUS 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

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

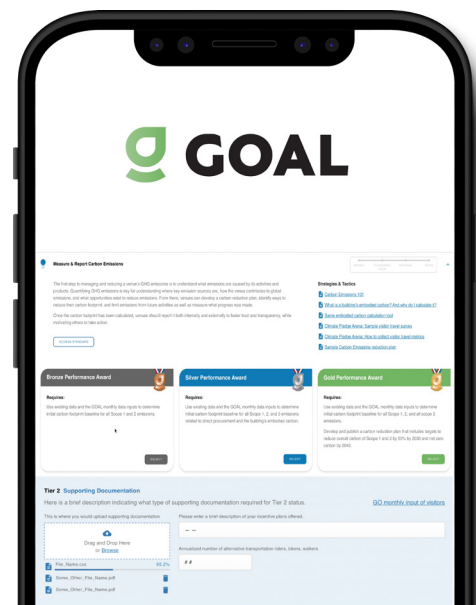


GOAL MEMBER SUSTAINABILITY JOURNEY

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**



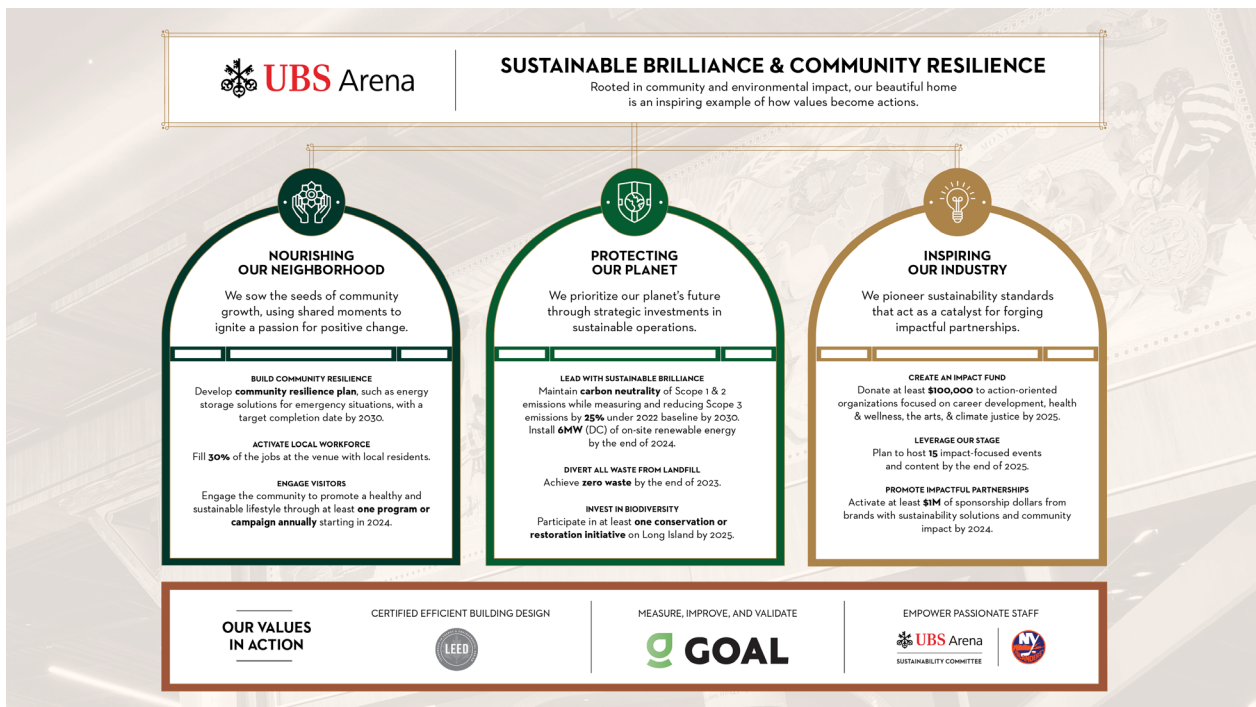
**GOAL-SETTING &
STRATEGIZE GAME PLAN**



**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.

The screenshot displays the GOAL portal interface. The main content area is titled 'Increase Energy Efficiency' and includes a detailed description of the objective, a list of 'Strategies & Tactics' (Energy Efficiency Plan, Energy Efficiency Incentives, Commissioning 101), and a list of 'Solutions Providers'. Below this, there are three performance award sections: Bronze, Silver, and Gold. Each section lists specific requirements and provides a 'SELECT' button. The interface also features a sidebar with navigation options and a top navigation bar with user profile and settings icons.

Bronze Performance Award

Requires:

- Collect 12 months of most recent energy data to define baseline.
- Conduct retro-commissioning or conduct a thorough testing & balancing of systems within the last 5 years.
- Install LED lighting and scene control in all fan-facing areas.
- Catalog and tally all energy-consuming systems, fixtures, and appliances, including age, brand, remaining use-life, and energy type.
- Develop an energy reduction plan in line with the developed carbon reduction plan.

ALTERNATIVE PATH: Achieve v4 or v4.1 LEED Silver including EAc Advanced Metering.

Silver Performance Award

Requires:

- All items in Bronze
- Calculate and report average daily EUI for event and non-event conditions based on sub-meter reading.
- Conduct retro-commissioning every 5 years and resolve all critical recommendations.
- Install LED lighting throughout the entire venue and automatic lighting controls in all back-of-house areas (including stairwells).
- Develop a transition plan for all applicable equipment to be replaced with Energy Star Certified equipment.

ALTERNATIVE PATH: Achieve v4 or v4.1 LEED Gold including EAc Ongoing Commissioning & EAc Advanced Metering.

Gold Performance Award

Requires:

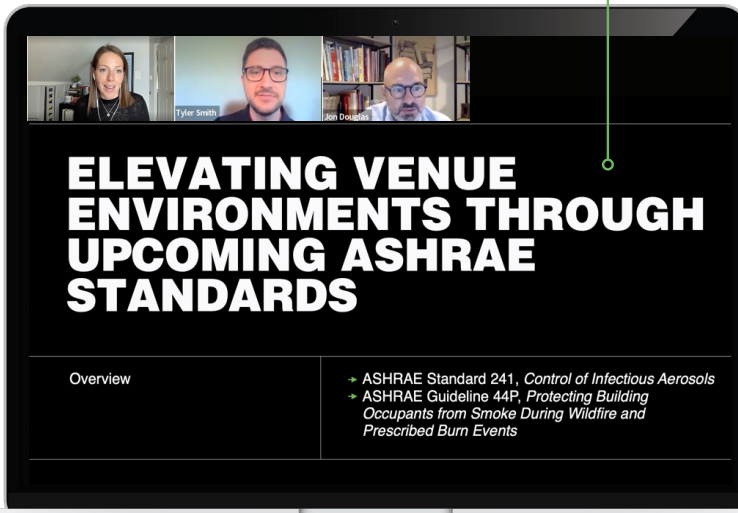
- All items in Silver.
- Develop energy reduction plans specific to event day and non-event day requirements.
- Require all in house and vendor stage and theatrical lighting to be LED.
- Confirm that all applicable energy consuming appliances and fixtures are Energy Star Certified, and all remaining energy systems have been updated to a more efficient option.
- Install demand response technology.

ALTERNATIVE PATH: Achieve v4 or v4.1 LEED Platinum including EAc Ongoing Commissioning & EAc Advanced Metering.

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

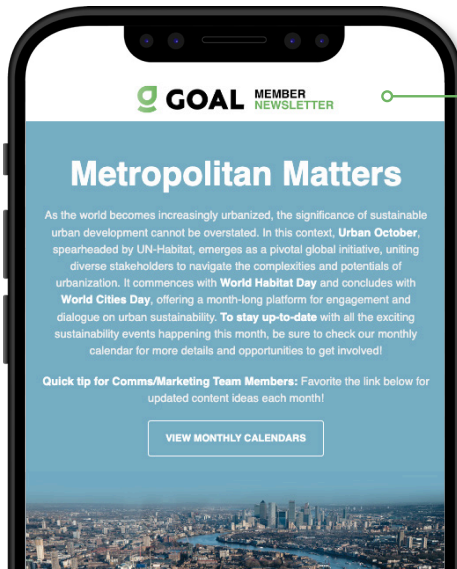
The Monthly Huddle: GOAL's monthly best practice calls where we assemble expert speakers and facilitate informative discussions.



CONTENT: BEST PRACTICE CALLS, NEWSLETTERS, ONLINE TOOLS & RESOURCES

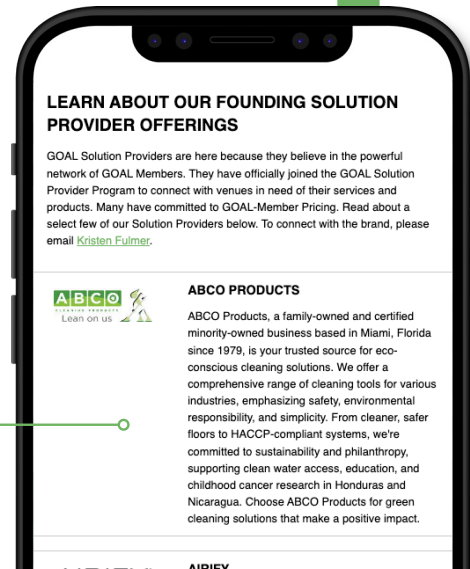
SOLUTION PROVIDER CONNECTIONS

NETWORKING & LIVE EVENTS



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.



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.

**JOIN THE
MOVEMENT.
TAKE
ACTION.**



**GOALSTANDARD.COM
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