

# Sustainability and Sports at AEG

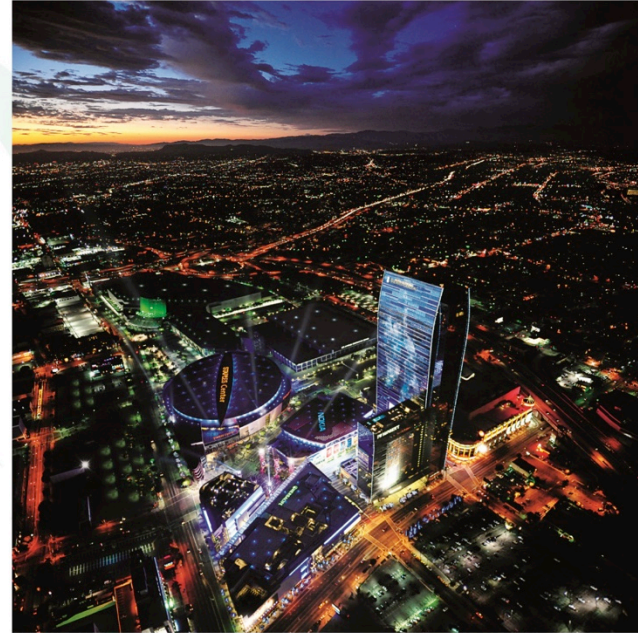


*U.S. Sailing Leadership Forum 2016  
Panel Discussion  
February 5, 2016*



# About AEG

- World's leading sports and entertainment presenter
- Owns, operates or provides services to more than 120 venues worldwide
- Hosts 60 sports teams
- Welcomes 50 million guests annually
- More than 4,000 full-time and 24,000 part-time employees





# About AEG 1EARTH

- Industry-leading corporate environmental sustainability program
- Covers AEG's worldwide operations, from venues to sports franchises to festivals
- Released fourth sustainability report in 2015, covering 8 years of data
- Core elements:
  - 2020 Environmental Goals
  - AEG Ecometrics
  - Education and Communication



# Partners



GREEN  
SPORTS  
ALLIANCE



GREENER  
GOALS



# Fan Engagement

- On-site recycling drives
- Bike to the game promotions
- Get caught recycling campaigns
- Pre-game festivals
- Earth Hour, Earth Day and America Recycles Day events
- League green weeks
- Social media green tips of the week



# Fan Engagement

**BIKE BARN**  
Houston, Texas

**BIKEHOUSTON**

**HOUSTON Bicyclo**

**BIKE TO BBVA COMPASS STADIUM**  
**DYNAMO VS CHICAGO FIRE**  
SUNDAY, SEPTEMBER 28 • 2:00 PM

**\$25**  
INDIVIDUAL  
TICKET

INCLUDES:  
• ONE GAME TICKET  
• GUIDED BIKE TOUR  
• ACCESS TO BEER GARDEN  
• DYNAMO SOLD CUP  
• BIKE BARN WATER BOTTLE

**REG EARTH**  
CONSERVE SUSTAIN

**LUCKY'S**  
PUB

**BIKE TOUR AROUND HOUSTON AND BACK  
IN TIME FOR THE GAME**

MEET AT LUCKY'S @ 11:00 AM • BIKE PARKING WILL BE PROVIDED AT THE STADIUM  
TO PURCHASE TICKETS VISIT [HOUSTONDYNAMO.COM](http://HOUSTONDYNAMO.COM) OR [BBVACOMPASSSTADIUM.COM](http://BBVACOMPASSSTADIUM.COM)  
FOR MORE INFO CONTACT  
ANDREW JIMENEZ AT 713.276.7521 • [AJIMENEZ@HOUSTONDYNAMO.COM](mailto:AJIMENEZ@HOUSTONDYNAMO.COM)

\*BIKE HELMETS ALLOWED IN STADIUM • USE B-CYCLE PROMO CODE 2200 FOR COMPLIMENTARY PASS

**CARSON FARMER'S MARKET**

NOW AT  
**STUBHUB! CENTER**

**EVERY THURSDAY  
9:00 AM – 2:00 PM**

18400 AVALON BLVD | CARSON, CA 90746  
(Enter Gate D off Victoria)





# Sponsorships

**Green GAMES** PRESENTED BY **WM WASTE MANAGEMENT**



**LOS ANGELES KINGS**  
VS  
**DALLAS STARS**  
THURSDAY  
OCT. 22, 2009  
KINGS CLAPPERS

**SAN JOSE SHARKS**  
MONDAY  
JAN. 11, 2010  
PUCK KEY CHAINS

**CHICAGO BLACKHAWKS**  
THURSDAY  
MARCH 18, 2010  
OLYMPIC POSTERS

PASSWORD: "GREEN"

**GO SOLAR GO!**



**SUNGEVITY**  
GENERATE POSITIVE





"Our goal is to dominate the America's Cup arena for the next decade"

IAIN PERCY



## Plastic reduction





What is this???



# ARTEMIS RACING

- Vacant Land Usage
- Reusable construction
- Water Collection







Boat Ramp, Old Seaplane ramp

Building

Crane and Docks

Constitution Rd

Yorktown Rd

Constitution Rd









# ARTEMIS RACING

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- Member of the Green Sports Alliance.
- Leverage our standing in the sailing community to highlight sustainable practices.
- Reduce plastic usage.
- Use of vacant land, leave it better than we found it.
- Reusable construction.
- Water collection built into the building.
- Lionfish tournament.



Damian Foxall CWF  
Recreation education manager









*"We can't conserve something we don't understand  
We can't understand something we don't experience"*













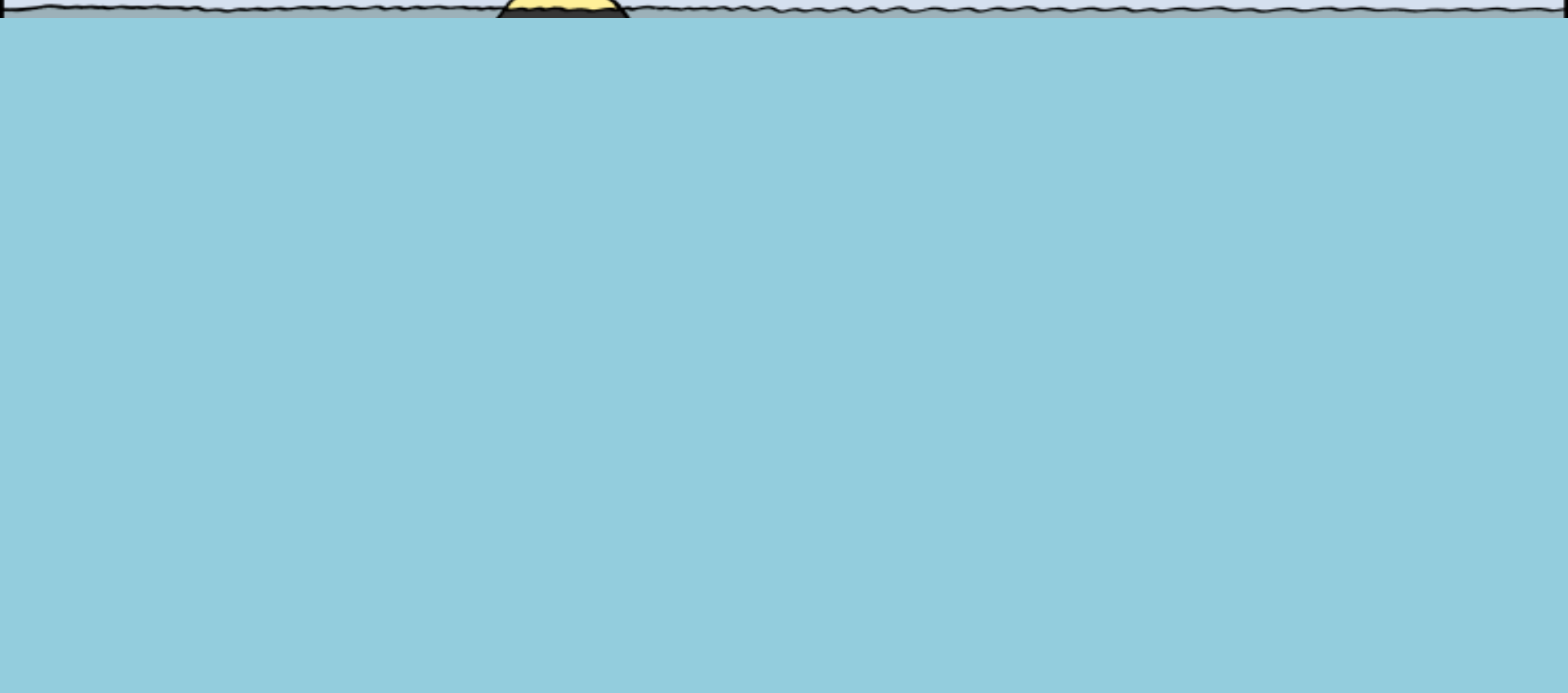








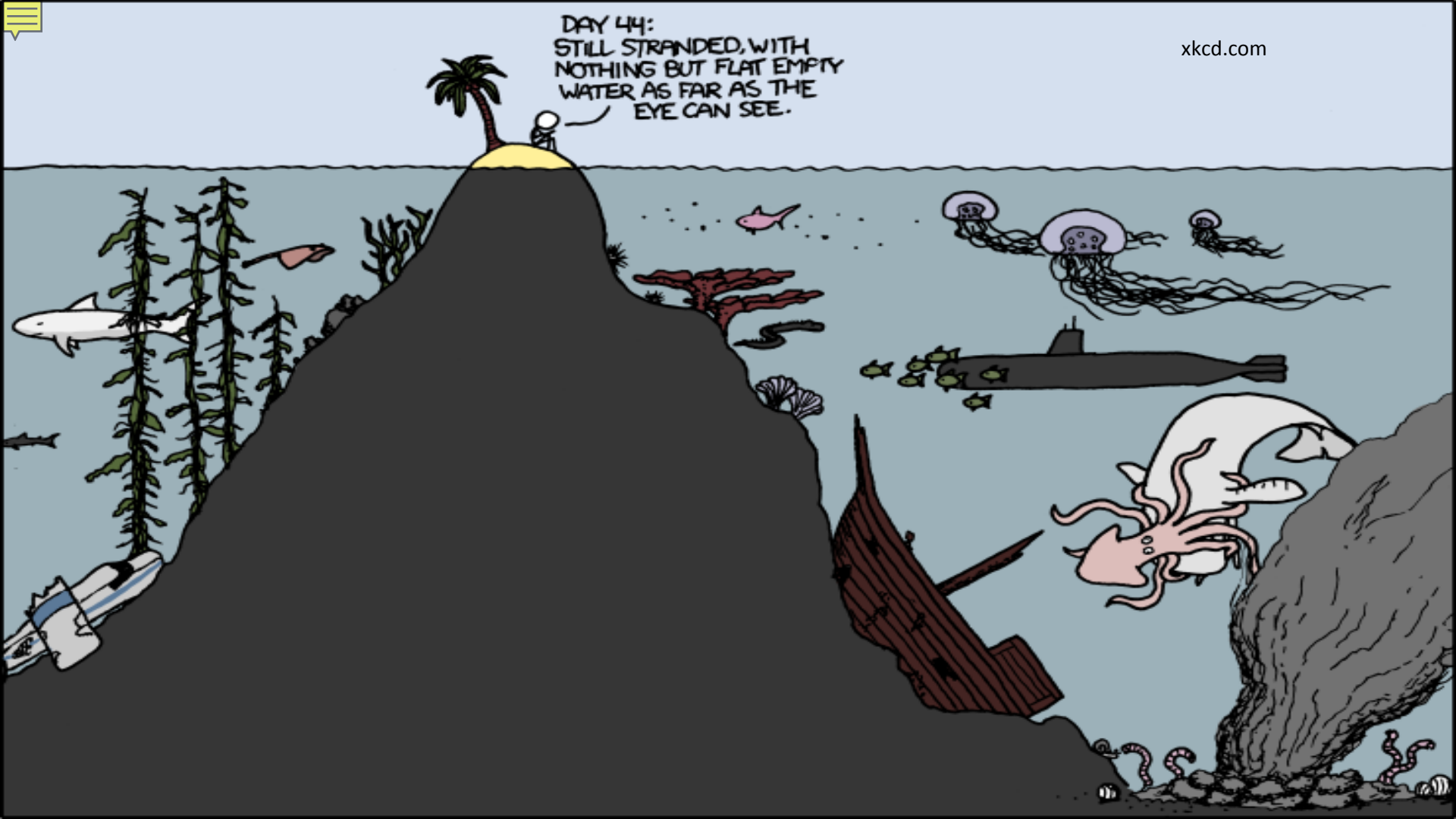
DAY 44:  
STILL STRANDED, WITH  
NOTHING BUT FLAT EMPTY  
WATER AS FAR AS THE  
EYE CAN SEE.





DAY 44:  
STILL STRANDED, WITH  
NOTHING BUT FLAT EMPTY  
WATER AS FAR AS THE  
EYE CAN SEE.

xkcd.com







# Discover CANADA'S WATERSHEDS



Canada







*How big  
is **your**  
plastic  
footprint?*™







Credit: Gulf of Alaska Keeper

GYRE: Creating Art From the Plastic Ocean  
Produced by Dudes on Media for National Geographic







Marine animal rescue program







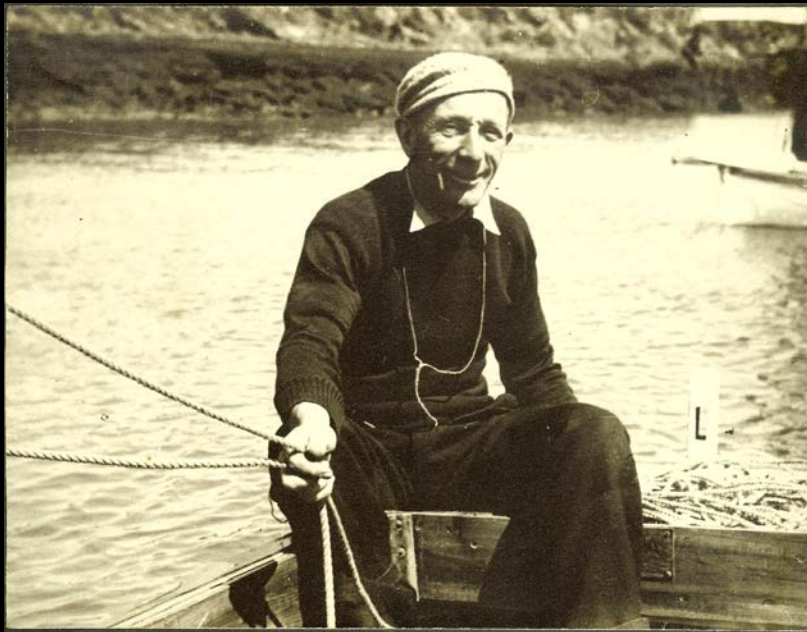






Develop  
connections...

...that  
last a  
lifetime



CARINA. 1951  
STRAITS REGATTA.  
RUNNING TO BANGOR  
PIER AFTER WET  
BEAT.





"We can't solve problems by using the same kind of thinking we used when we created them."

- Albert Einstein





**BE THE CHANGE YOU WANT TO SEA.**



A photograph of a beach heavily littered with plastic waste. In the foreground, there are numerous discarded plastic bottles, some white and some grey, along with tangled fishing nets in various colors like green, blue, and orange. The beach is composed of dark, wet pebbles. In the background, the ocean waves are breaking onto the shore, and a few people can be seen walking on the beach in the distance.

# **8,000,000**

**metric tons of plastic waste  
enters the ocean from the land each year.**

**That's equivalent to throwing  
1.5 million cars in the ocean.**



**2015 CLEAN REGATTAS**

**181 EVENTS**

**GREW BY 17%**

**39,398**

**SAILORS  
PARTICIPATED**



# 6 STEP CERTIFICATION PROCESS

1

## CREATE ACCOUNT

Visit [www.sailorsforthesea.org](http://www.sailorsforthesea.org) to create an account. This will give you access to the Clean Regattas tool kit so you can begin planning.

2

## REGISTER REGATTA

Make your commitment known to Sailors for the Sea so we can help you in your efforts and add your event to our website.

3

## ASSEMBLE GREEN TEAM

Your green team may be a party of 2 or 200, but ensure you have a core group dedicated to sustainability that will lead planning and communication of green initiatives.

4

## PUBLICIZE

Share your commitment to Clean Regattas on your organization's home page, in your Notice of Race and in communications to race participants.

5

## DOCUMENT

In the days leading up and during your regatta, monitor Clean Regattas efforts and adapt as needed. Collect metrics and photographs to share for certification. Suggestions are located in the implementation portion of the toolkit.

6

## GET CERTIFIED

Finish the certification form to get your official Clean Regattas certification. Regattas that wish to be certified at the Bronze (7+), Silver (13+) or Gold (19+) Level must engage in a minimum number of Best Practices at each level.



# STEPS TO SUSTAINABILITY



**GETTING STARTED?**  
Do any 1 item on the Best Practices list to join the race to restore ocean health!

# SUSTAINABILITY AT THE EXTREME

VOLVO OCEAN RACE NEWPORT STOPOVER



**1,504**

pounds of trash  
were removed  
prior to boat arrivals

**LEAVE  
NO TRACE**

**FORT ADAMS  
was cleaner**

**AFTER  
THAN BEFORE**

**250**

GREEN  
TEAM  
VOLUNTEERS

**14,020**



people chose  
sustainable transportation

**131,000**

ATTENDEES  
doubling attendance of the  
America's Cup World Series  
BUT

**0** straws  
plastic bottles  
fireworks  
balloons  
styrofoam containers

all

**6**

BOATS

left the dock  
powered by  
BIODIESEL



**23,000**

less pounds of trash  
went to landfill with a

**60%** diversion  
rate

**1,153**

PLEDGES TO  
PROTECT THE OCEAN

STUDENTS ON FIELD TRIPS  
LEARNED ABOUT OCEAN SCIENCE

**3,000**





**JOIN US IN THE RACE TO RESTORE OCEAN HEALTH.**