

A 'BLUE PLAYBOOK' FOR HEALTHY OCEANS



Ocean Conservancy's Play-by-Play Guide to how Sports can Protect the Ocean



Whether you play your games in view of the beach, next to the Delaware River, or out in the desert of Arizona, the actions taken in your stadiums and team facilities can have an impact on the health of our ocean. Ocean Conservancy champions science-based solutions to tackle the largest ocean conservation challenges we face – and the world of sports has an important role to play in this fight.

Our 'Blue Playbook' is a guide for teams, organizations and individuals to take action on behalf of the ocean. From the NFL to the Olympics, the sporting world can play a leadership role in protecting ocean health. Below is a look at some of those categories of actions:

1 OCEAN ISSUE: CARBON POLLUTION

WHY IT MATTERS

Harmed by increasing carbon dioxide in a changing climate, the ocean is struggling to keep pace with rising temperatures and changing chemistry from the absorption of greenhouse gases. It is clear that urgent action is required to maintain the essential functioning of both the ocean and the climate system; saving one can't happen without saving the other. We can't leave any key players on the sidelines in this fight; governments, corporations, individuals and sports franchises are all needed for a win.

WHAT'S THE RIGHT PLAY?

Reduce energy use and your carbon footprint

Transportation

- Provide discounts (e.g., on tickets for future games or food/drink) for walking, taking public transportation, or biking to home games
- Partner with a municipal transit authority to expand public transportation routes to the stadium
- Enable free or discounted public transportation to the stadium on game days
- Promote an eco-calculator app fans can use to compare carbon consequences of different modes of transportation to the game
- Incorporate a bike valet and free bike parking at facilities
- Add electric car charging stations in parking facilities
- Incorporate ample pedestrian-friendly walking paths to allow for better connectivity between local communities and the stadium
- Subsidize transit passes for employees

Energy

- Install solar and/or wind to provide onsite renewable energy
- Purchase energy from renewable energy providers
- Offset traditional energy sources with (ideally) ocean-based carbon credits
- Update lighting with dimmable LED lights and floodlights
- Install new video boards powered by renewable energy

Certifications

- Become LEED platinum certified
- Follow the ISO 20121 standards for sustainable events

Waste management

- Commit to 100% trash diversion (at events and in operations) via reduced use, recycling, composting and reuse
- Incorporate an on-site food waste compactor to create compost, or work with a local composting facility
- Build a cistern for rainwater capture and reuse
- Reduce potable water use
- Ensure all paper products are 100% post-consumer recycled (including all toilet paper and hand towel products)
- Strive to replace paper towels with air dryers

2 OCEAN ISSUE: PLASTIC USE

WHY IT MATTERS

Ocean trash and plastic pollution impacts the health of wildlife, people, and local economies alike. Consumer plastics in the water can kill seabirds, marine mammals, sea turtles, fish and other wildlife. Reducing plastics use and improving waste management systems can help curb ocean plastic pollution at the source.

WHAT'S THE RIGHT PLAY?

Reduce plastic use and waste

- Switch from plastic products to more sustainable sources
 - Provide paper straws only upon request
 - Use beverage cups made from non-plastic sources
 - Offer wooden coffee stirrers instead of plastic ones
- Install water refill stations in the stadium and operations facilities
- Incorporate reusable cups that if purchased onsite can be refilled at concessions for a discount
- At all stadium venues, offer paper bags instead of plastic bags
- Minimize the use of plastic 'giveaways'
- Prioritize sustainable options when purchasing new products
 - For procurement, purchase products made using sustainability standards (e.g., recycled paper, reduced packaging, etc.)
 - Commit that any new stadium seats will be made from post-consumer recycled materials
 - Install carpets and other textiles made from recycled fibers

3 OCEAN ISSUE: SUSTAINABLE SEAFOOD

WHY IT MATTERS:

Overfishing – or catching wild fish faster than they can reproduce – harms more than just fish. It harms fishermen, coastal economies and ecosystems. Seafood is often a staple of many team cafeterias. Even Tom Brady eats a fish dish for lunch every day! You can improve wild fisheries while at the same time fueling your players with quality fish by supporting sustainable seafood.

WHAT'S THE RIGHT PLAY?

Support sustainable seafood

- Only serve seafood that is certified sustainable by the Marine Stewardship Council, Aquaculture Stewardship Council or the Monterey Bay Aquarium
- Serve locally-sourced, seasonal seafood whenever available
- Allow for flexible menu items so that seasonable changes can be easily incorporated

4 OCEAN ISSUE: USE YOUR VOICE TO PROMOTE EDUCATION IN YOUR COMMUNITY

WHY IT MATTERS:

Improving ocean and science literacy is critical to ensuring a healthy future. Every sports franchise has a platform to reach their fans in new and entertaining ways. Sports are a national pastime and a passion for millions of people from all walks of life. Take advantage of the fact that everybody knows what the National Football League

is to promote healthy oceans. Bring the principles of ocean conservation and environmental stewardship into your community to extend the reach of your sustainability initiatives and amplify the action needed to turn the tide.

WHAT'S THE RIGHT PLAY?

Extend your impact

- Host environmental promotion nights at the stadium:
 - E.g., First 10,000 fans receive a reusable water bottle or reusable grocery bag
- Sponsor water refill stations in other venues:
 - E.g., For every 10,000 water bottles avoided during the regular season, sponsor a refill station in a public space
- Build demonstration gardens or water conservation areas outside the stadium
- Remove hard-to-recycle plastic debris from the waste stream
 - E.g. Host Electronic Waste Recycling Days at the stadium
 - Host Plastic Film (if not a part of your operation's regular plastic recycling) Recycling Nights at the stadium, coupled with a food/drink coupon/reduced admission benefit
- Promote Ocean Conservancy's 'CleanSwell' App to encourage individual action and beach clean-ups
- Partner with a local school to donate \$100 for every 10 pounds of plastic removed by school kids at a local clean-up
- Incorporate ocean issues and your 'blue actions' on team's social media channels
- For interested players and staff, incorporate ocean activities into their community calendar in the season and during the offseason

5 OCEAN ISSUE: JUSTICE, EQUITY, DIVERSITY AND INCLUSION

WHY IT MATTERS?

All voices and perspectives are needed on the field of play to ensure a healthy ocean for future generations. Historically disadvantaged communities need to be a bigger part of the conversation. Your commitment to justice, equity, diversity and inclusion can improve the lives of your players, employees and fans as well as the health of the ocean that sustains us all.

WHAT'S THE RIGHT PLAY?

Commit to justice, equity, inclusion and diversity

- Fund paid internships geared towards lower income and/or underserved communities
- Pay a livable, \$15/hour minimum wage to all employees
- Donate unused food to local food banks
- Identify other novel ways to promote engagement in your community

