



The Case for Sustainability

A sustainability strategy helps sports organizations improve operational efficiencies, reduce operating expenses, capitalize on local and federal incentive programs, attract new partnerships, and meet the needs of a new generation of fans. Sustainability programs provide governance mechanisms, risk management, and business continuity processes to add value and ensure the long-term viability of your organization.

3R's Services and Expertise

3R delivers full-service sustainability solutions to our sports clients, and our team of experts creates an engaging environment where all our stakeholders can thrive. We pride ourselves on teamwork, looking to drive positive change through sustainable business strategies. Sports bring together people and we help venues and teams integrate the inclusion of the community and a healthy environment for all eventgoers. Our team's practical experience in the sports industry, including operational event planning and execution with FIFA, the NFL, NBA, and the MLB, implementing the sustainability requirements being asked of sporting venues for hosting major sport and other events, and our broad expertise in energy and the built environment, GHG reduction, and a focus on adding business value, make us uniquely positioned to meet the full needs of a sports organization. Our service offerings include:

- Materiality assessments, industry analysis, and strategic planning
- Sustainability reporting, including reports in reference to GRI standards
- Management system development and implementation, including ISO 20121
- Policy development, including sustainable procurements policies
- LEED, TRUE, and WELL certification support
- Energy modeling and decarbonization planning
- GHG Scope 1, 2, and 3 inventories
- Climate risk assessments and planning
- Waste reduction and management planning

Benefits of a Sustainability Strategy and Program

Reduced Operating Expenses: Publicly reported data across sports demonstrates the OpEx savings realized from sustainability programs. Improving purchasing, reducing energy use, and developing decarbonization plans are good for the environment and your bottom line.

Increased Revenue: A strategic approach to sustainability helps your organization target the right partners to deliver business value and impact. Nielsen found that organizations with a sustainable strategy in 2021 could expect an 11% increase in revenue in the next 3-5 years¹.

Client Testimonial

"Sustainability has always been a priority for Hard Rock Stadium, but when we sought to earn the coveted LEED Gold certification and the FIA Three-Star Environmental Accreditation rating, we knew we needed additional expertise in the field to guide us. Jana and the team at 3R were a tremendous help in advising us as we evaluated our systems and sought to make improvements with lasting effect. Their knowledge and support helped us streamline our processes to become a more environmentally-friendly stadium and campus – one that is now formally recognized as leading the way among global sports and entertainment destinations" – *Cynthia Miller, Director of Health, Safety and Environmental Risk Management for Hard Rock Stadium*

To learn more on how 3R can support your organization, [contact us](#).