



REALIZE THE VALUE OF SUSTAINABILITY

3R Expertise & Services

3R Sustainability is a trusted expert in helping sports and events organizations realize the business value of sustainability. With hands-on experience advising teams across NFL, NBA, MLB, MLS, FI, IndyCar, and NASCAR, we are uniquely positioned to guide organizations toward sustainability reporting and communication.

Our dedicated reporting team at 3R provides a structured approach to reporting, helping organizations build clear frameworks for measuring performance and tracking progress over time. We focus on communicating your sustainability impacts while ensuring alignment with globally recognized sustainability frameworks.

OUR APPROACH

- ▶ Conducting a framework readiness and gap analysis
- ▶ Designing a tailored data collection process to fit your organization's needs
- ▶ Developing effective stakeholder communication strategies
- ▶ Drafting report content and collaborating on report review and refinement
- ▶ Delivering a final report designed to reflect your brand and reporting goals

Contact Us



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Join our [mailing list](#) to receive our bimonthly newsletters and information about our webinar series.

The Case for Impact Reporting

Sports teams and venues are often asked about their sustainability efforts by potential partners, investors, fans, and others. They are doing a lot of 'good things' but haven't tied it all together with a strong message of impact and value. **Impact reporting** is a powerful tool for sports organizations aiming to showcase their sustainability efforts and outcomes. Whether you're just starting your reporting journey or seeking to elevate existing initiatives, 3R Sustainability **meets you where you are**, with the expertise to strengthen your reporting and deliver meaningful value.



**BUILD A STRONG,
POSITIVE BRAND IMAGE**



**ATTRACT MISSION-
ALIGNED SPONSORS
AND PARTNERS**



**BENCHMARK PROGRESS
AGAINST INDUSTRY
STANDARDS**



**PROMOTE SUSTAINABLE
PRACTICES ACROSS
YOUR OPERATIONS**

Today's fans care deeply about how their teams and venues support people and the planet. From carbon-neutral games to local community programs and clean energy use, sustainability is becoming part of the fan experience. Impact reporting brings these efforts to the forefront, building fan trust, deepening loyalty, and setting your organization apart. [CLICK HERE TO SEE A SAMPLE IMPACT REPORT.](#)