

The Green Chicago Restaurant Coalition

35 East Wacker Drive, Suite 1200
Chicago, Illinois 60601

Sustainable Chicago Sports Project

The “Sustainable Chicago Sports Project” is an environmental conservation effort led by the Green Chicago Restaurant Coalition (‘GCRC’), the City of Chicago, and the University of Chicago. The Sustainable Chicago Sports Project will engage a wide array of stakeholders, including experts in waste, water, stormwater and energy management, food procurement, pollution reduction, construction, transportation, and operations to identify and implement sustainability best practices at each stadium and with each team in Chicago’s sports industry. This project is being launched in conjunction with Chicago serving as host city for the Green Sports Alliance Summit in 2015. The Green Sports Alliance has over two hundred and fifty member organizations representing twenty sports leagues and is a key partner in amplifying sustainability action in the sports industry. The Summit will mark the first ever event for the Green Sports Alliance in Chicago, and will be an opportune time to engage Chicago sports teams and fans on sustainability and behavior change.

The initial phase of the project will span roughly nine months, and will focus on producing a best practices guide based on data collection and assessment of each of the professional Chicago sports stadiums and arenas, and each teams’ operations, as well as a review of sustainable sports practices worldwide. Evaluations of operations and identification of areas for improvement will occur during this first phase, and teams and stadiums ready to make improvements will be assisted in their efforts. This project’s scope will also include gathering environmental statements from each league and team, and highlighting each team’s efforts through the production of a star-player filled multimedia public service campaign. With print, web, and video elements, Chicago fans will be educated about key sustainability action items by their favorite sports stars in an effort to increase awareness of environmental conservation and incite responsible practices to be carried out at home. Media produced during this project will also be shared with each professional league to be dispersed to a greater national audience. The project will extend beyond the initial phase to include an implementation phase where teams and stadium operators will be assisted in making sustainable improvements and documenting their progress. Teams and stadiums not able to make marked improvements or engage fans during the first phase of the project will be assisted in an ongoing manner.

The Sustainable Chicago Sports Project will align directly with the City of Chicago’s *Sustainable Chicago 2015* plan and succeed in achieving an overall reduction of environmental impact for the Chicago sports industry; effectively protecting the environment and encouraging the education of Chicagoans about the ease and enjoyment of participating in environmental sustainability. Green Chicago Restaurant Coalition will both manage the overall project, ensuring all its facets are properly coordinated and its goals are



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met according to the outlined scope, and lead with sustainability implementation at each of the stadiums and with each team. The City of Chicago will lead on stakeholder engagement, marketing and branding, and the consumer education and engagement via the project's multimedia campaign. University of Chicago groups will lead on data collection and analysis, research, inventory, consumer survey, and contribute to project communication and outreach.

Partnerships:

Green Chicago Restaurant Coalition works to further sustainability of the foodservice industry through significant and meaningful research, environmental conservation and education projects.

City of Chicago: GCRC was recognized by the City of Chicago at a press conference in March of 2014 for having done exemplary environmental work aligned with the City's 2015 Sustainable Chicago goals. Beginning in September 2014, GCRC began a formal partnership with the City to work on an environmental conservation project called the "Sustainable Chicago Sports Project". This project will span 10 months, gathering data from, and making sustainable improvements to, the operations at each major league Chicago sports stadium. Furthermore, the project will gather environmental statements from each league and team, highlighting efforts by star players participating in a multi-media public service campaign. With print, web, and video elements, consumers will be educated about sustainability by their favorite sports stars, and key action items being done at the stadiums will be highlighted for consumers so they can participate in conservation at home. GCRC identified the opportunity for this project, as the Green Sports Alliance will be hosting its national summit in Chicago during the summer of 2015. As GCRC works with all types of foodservice establishments, working with stadium concessions is a logical next step. This is an exciting conservation project that engages consumers and reduces impact, not only serving to protect the environment, but also inciting the education of Chicagoans about the ease and fun of participating in environmental sustainability.

University of Chicago: GCRC has shared a partnership for over two years with the University of Chicago's Program on Global Environment ("PGE"), Environment, Agriculture and Food ("EAF") group, and the Green Restaurant Research team ("GRRR"). GCRC helped to develop the Green Restaurant Research team, a group of students at the University of Chicago dedicated to researching issues in foodservice sustainability. In addition, GCRC partnered with PGE to complete a significant research project about sustainable foodservice certification, spanning more than two years, and resulting in major conservation changes in Chicago's foodservice industry. To ensure the success of this project, GCRC gathered the support and involvement of over 50 key stakeholders involved in the foodservice industry in Chicago.



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Stakeholders included professionals in areas of energy, food, water, waste, policy, operations, and foodservice management. We also helped to identify and secure nearly 10 area leaders to act as direct advisors to students for this project. GCRC continues to have an ongoing partnership with Environment, Agriculture and Food Group and will begin new research in the Fall of 2014



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