



Sport Positive Summit and GOAL Partner to Drive Sustainability in Sport Venues

21 April, London: Sport Positive Summit, in collaboration with UNFCCC and International Olympic Committee has confirmed GOAL as its Headline Partner for 2023. GOAL exists to support more global sports and entertainment venues to benchmark, report, and improve on their sustainability journey.

The globally leading [Summit](#) that convenes the world of sport taking action on climate change, sustainability, environmental justice and biodiversity, will take place on 2-4 October 2023, at the Kia Oval in London.

[GOAL](#) (Green Operations & Advanced Leadership), is a sustainability movement for the sports and live entertainment industry, launched by Oak View Group – developers and owners of Climate Pledge Arena - in partnership with Fenway Sports Group, Atlanta Hawks & State Farm Arena, and green building trailblazer, Jason F. McLennan.

Both parties recognise the climate and social impact that sports and entertainment venues have globally, as well as the opportunities they present; and want to enable venues to develop and progress in their sustainability journey. Sport Positive is committed to aligning with partners that offer solutions for the global sports industry on that journey. GOAL equips venue operators and teams with easy-to-understand data collection, tracking, and analysis; benchmarks of their performance compared to others across the industry; and gradual steps to improve their overall impact with recognition along the way.

Venue ownership and operational leaders for facilities and teams will have the opportunity to join a free pre-Summit deep dive workshop on 2nd October in London that outlines ‘How Sustainability Can Drive Revenue for Sports & Entertainment Venues’ as well as hear from GOAL leadership and GOAL Members on the main agenda of the Summit.

Talking about the announcement, Founder of Sport Positive Summit, Claire Poole said *“The thousands of major sports and entertainment venues, arenas and stadia globally are a critical piece of the puzzle when it comes to sport moving to a more sustainable future. Now more than ever, venue operators and facilities leaders need support to benchmark themselves and identify areas for improvement. Through the partnership with GOAL for Sport Positive Summit 2023, we want to support and amplify this crucial area.”*

Chris Granger, President of OVG360 commented, *“When it comes to climate action and implementing sustainable solutions, we believe that there is no time to waste – We continually strive to find ways to collaborate across the industry, so the partnership with Sport Positive was a simple decision. We are thrilled with the opportunity to connect with the growing global network of leaders across Sport Positive and look forward to moving further and faster together.”*

You can find out more about Sport Positive Summit 2023 here: www.sportpositivesummit.com and to enquire about joining the workshop, please email info@sportpositivesummit.com



About Sport Positive

Sport Positive is one of the foremost organisations supporting the global sports industry in the acceleration of action and ambition on climate change, sustainability, environmental justice and biodiversity. The organisation's portfolio includes; Sport Positive Summit - the global meeting place for the sports community effecting positive sustainability and climate impacts, in collaboration with UNFCCC and the International Olympic Committee. Sport Positive Leagues – a framework that collates and disseminates data on the environmental sustainability of professional football clubs within the Premier League, English Football League, Bundesliga, Ligue 1 and more. The Climate of Sport Podcast – featuring conversations with those leading the way in sport and sustainability globally. A bi-weekly intelligence bulletin, social media community and more. www.sportpositive.org

About GOAL

GOAL (Green Operations & Advanced Leadership), is a sustainability movement for the sports and live entertainment industry, launched by Oak View Group – developers and owners of Climate Pledge Arena - in partnership with Fenway Sports Group, Atlanta Hawks & State Farm Arena, and green building trailblazer, Jason F. McLennan. Members of GOAL, including arenas, stadiums, convention centers, venues of public assembly, and adjacent organizations, will have access to a digital portal that defines a broad set of sustainability standards specifically designed for venues, a customized tactical roadmap and materiality assessment for achieving those standards, and a tracking tool that focuses on industry-specific data insights. The data insights will provide Members with the industry's first cohesive benchmarks for their specific organizational type/geography/age/type of live event, which will help to validate leadership and identify opportunities for improvement. The insights will also focus on industry-specific baselines for use intensity per event, per visitor, and other unique metrics that are critical to measuring impact. The online GOAL platform also includes a library of resources and provides online and offline forums to collaborate with like-minded operators, solution providers, and individuals who are committed to their continuous sustainability journey. www.goalstandard.com