

Environmental Sports Management

FALL 2019

Credit 3

Section: C

Instructor Information

Instructor: Randall Penn

Office Hours: Available by appointment

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Course Website:

<http://elearning.ufl.edu>

Required Course Text:

1. "Introduction to Environmental Sport Management" Brian P. McCullough
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General Information

Course Description:

The sports industry is much more than the teams that are taking the field. In today's world of sports, managers must be aware of all components of their organization. The sports industry has the ability to impact and influence our communities and many sports organizations are evaluating their environmental impacts. One way the industry is changing is through the promotion of healthy and sustainable communities. Sports leagues, franchises, colleges, teams, venues are looking to embrace environmental programs: Renewable energy, water conservation, recycling and zero waste programs, sustainable purchasing, safer chemicals and environmentally friendly practices.

This course is designed to introduce students to environmental management of the sport industry. Through case studies, in-class discussions and practical exercises, students will gain an understanding of the components of a successful environmental sustainability program. Over the coming weeks, we will evaluate sporting leagues, individual teams, collegiate programs, as well as venues and arenas that are implementing environmental programs into their operations. Additionally, we will look at environmentally focused event management. Students will receive a first-hand, real-world focus throughout the course, while

simultaneously being exposed to a handful of key tactics and skills needed for success in the field. In addition, industry leaders will be featured throughout the course and best practices on core topics to provide students with a look at how organizations implement environmental sustainability and social responsibility programs.

Course Objectives:

Upon successful completion of this course, students will be able to:

- Identify the components of an environmental sustainability plan
- Analyze and differentiate between successful programs
- Comprehend and justify the importance of establishing transparency and credibility with environmental programs
- Evaluate the overall effectiveness of an environmental program
- Identify key market trends that are revolutionizing the consumption and connection with fans
- Identify the components of an environmental sustainability plan
- Recognize what sporting leagues are implementing
- Bids – the importance of having an environmental component
- Identify potential greenwashed programs
- Differentiate between corporate social responsibility and environmental sustainability programs

Course Format:

This course is being taught completely online through the Canvas learning management system. Students are also expected to view all of the course lectures, participate in all assigned discussion boards, and complete all assignments through the course website.

Students should adhere to the university policies regarding academic misconduct (i.e., plagiarism, cheating, or other dishonest representations of academic work). Students in violation of these policies will be subject to the university's academic misconduct procedures.

General Evaluation Guidelines:

Grades will conform to the degree to which each of the requirements stressed in class is met in the various assignments and projects.

Assignments:

Students will be responsible for completing all assignments, participating and submitting responses to discussion topics.

This course will feature several guest speakers from the green sports realm to take part in pre-recorded conversations and videos relating to the topics outlined above.

- Opong Hemeng, University of Florida Athletic Sustainability Director
- Omar Mitchell, NHL Corporate Social Responsibility Director
- Dania Guitierrez, LA Better Buildings Challenge
- Rahul Devaskar, Green Sports Alliance

Grading Scale:

Week	Assignment	Points
Week: 1	Assignment 1: Research an environmental issue that has had an impact in your community or region. Introduction video post	10 5
Week: 2	Assignment 2: Research and familiarize yourself with the various types of sustainability programs.	10
Week: 3	Assignment 3: Put yourself in the role of a General Manager of a sports organization. Post video of assignment	10 5
Week: 4	Assignment 4: Research an organization (hint use the same one as your final project)- do they have a strategic plan for sustainable initiatives? Do they have an environmental mission statement?	10
Week: 5	Assignment 5: Research the sustainability programs for one of the sports league (hint use the one in which your final project team is located in).	10
Week: 6	Assignment 6: Find an example of an advertisement that was done from a sustainability perspective. Post the ad on the message board. Provide a short video with your analysis.	10 5
Week: 7	Assignment 7: Find an example of a greenwashed ad. Reflection – was that ad you used last week a form of greenwashing?	10
Week: 8	Assignment 8: Develop a partnership proposal for the organization that you are using for your final project. Identify an opportunity that will be a win-win for both organizations. Identify both a non-profit and corporate partnership.	10
Week: 9	Assignment 9: Evaluate and outline the current initiatives of the facilities for the organization you will be using for your final project. What are the current areas of focus? Are they areas for improvement, opportunities to implement? Identify the return on investment and motivations for implementing if possible.	10
Week: 10	Assignment 10: : Watch the video of the Green Rovers.....talk with Jackie about this. Interview.....	

Week: 11	Assignment 10: Review the UF case study and find an area of importance that UF recognized in their sports related sustainability efforts. Discuss why it's important and what UF can do to improve upon them.	10
Week: 12	Assignment 11:	10
Week: 13	Assignment 12: After reading through the 4 different case studies in the <u>“Greening Your Game Day The Collegiate Football Sustainable Materials Management Toolkit”</u> select two challenges that the schools (UC Boulder, Penn State, Ohio State and Wake Forest) have faced and come up with a solution to it or expand upon a solution that they have already stated.	10
Week: 14	Assignment 13: Complete the Final Exam	
Week: 15	Assignment 14: Work on Final Project	0
Week: 16	Final Project	50

Assignments: 120

Video Posts: 30

Final Exam: 50

Final Project: 50

Total Points: 250

University of Florida Grading Scale

A	=	93-100%
A-	=	90 – 92.9%
B+	=	87-89.9%
B	=	83-86.9%
B-	=	80 – 82.9%
C+	=	77-79.9%
C	=	73-76.9%
C-	=	70 – 72.9%
D+	=	67-69.9%
D	=	60-66.9%
E	=	59.9 or lower

ADDITIONAL COURSE POLICIES

Honor Code Policy:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

The following pledge will be either required or implied on all work:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment”

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Attendance and Make Up Policy:

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

U Matter, We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited

to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

Course Outline

Module 1

Making the case for sustainability in sports

In this module, students will gain an understanding of the components of an environmental sustainability program. This module will identify important aspects of sustainability programs, and how and why businesses, cities and sports organizations are implementing them into practice.

- **Week 1**

- **Lecture: History of Environmental Movement**

- **Readings:**

- **Chapter 1: Overview and History of Sustainability in Sport**

- **Articles:**

- **Silent Spring, Rachel Carson (excerpt)**
- **Sand County Almanac, Aldo Leopold**

- **Video:**

- **Assignment:**

- **Assignment #1: Research an environmental issue that has had an impact in your community or region. Briefly outline the situation and the series of events associated with it.**

- **Week 2**

- **Lecture: Organizational Participation in Sustainability (part 1)
The Sports Industry (part 2)**

- **Readings:**

- **Chapter 2: Economics of Sustainability in Sports**

- **Articles:**

- **Greenest City Action Plan PDF**
- **PepsiCo Sustainability Report 2016**
- **Google Environmental Report 2017**

- **Video: TED Talk – Let’s go all-in on selling sustainability, Steve Howard**

- https://www.ted.com/talks/steve_howard_let_s_go_all_in_on_selling_sustainability

- **Assignment:**

- **Assignment # 2 - Research and familiarize yourself with the various types of sustainability programs. Find an example from a city, university and corporation. In a few paragraphs, compare and contrast the programs.**

- **Week 3**
 - **Lecture: Making the case for sustainability in sports**
 - **Readings:**
 - **Chapter 3 – Financial Aspects of Sustainability**
 - **Articles:**
 - **Case Study: NY Yankees LED Lighting**
 - **Venice Golf and Country Club Case Study**
 - **Video:**
 - **NY Yankees LED Lighting**
 - **You Tube Channel - Green Sports Alliance (watch a few videos)**
<https://www.youtube.com/user/greensportsalliance>
 - **Assignment:**
 - **Assignment # 3: Put yourself in the role of a General Manager of a sports organization. You have been tasked with implementing an environmental project with the goal of improving the health and wellbeing of your stakeholders.**

Module 2

Strategic Planning and Marketing through Sports

In this module, we will begin to answer the questions to why sporting organizations are creating sustainability programs. We will evaluate how major sporting leagues and teams are strategically planning and implementing environmentally initiatives. Additionally, we will explore how teams are marketing and promoting their programs, as well as how they are creating partnerships with the business community.

- **Week 4**
 - **Lecture: Strategic Planning**
 - **Readings:**
 - **Chapter 5 – Strategic Planning of Sustainability Initiatives**
 - **Articles:**
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 - **Video: Interview Rahul D. Green Sports Alliance**
 - **Assignment: Create a strategic plan and mission statement. Research the organization that you have selected. We will be evaluating their strategic plan for sustainable initiatives and their environmental mission statement.**

- **Week 5**
 - **Lecture: Professional Sports Leagues**
 - **Readings:**
 - NRDC Greening Advisor Website (NFL) - <http://nfl.greensports.org/why-be-green/the-environment/>
 - [MLB Community](#)
 - [NBA Green](#)
 - [NHL Green](#)
 - [NASCAR Green](#)
 - [PGA Impact](#)
 - [WM Open](#)
 - **Articles:**
 - **Video: Julia Launder – NASCAR Driver**
 - Pocono Raceway
 - WM Zero Waste
 - **Assignment: Research the sustainability programs for one of the sports leagues. In a 1 page outline the leagues mission and vision statements.**
 - Environmental statement and goal? What are the major areas of focus?
 - Identify a few areas they could add or improve upon. How is the program structured? Individual teams or as a complete unit?
- **Week 6**
 - **Lecture: Marketing Sustainability in Sports**
 - **Readings: Chapter 6 – Marketing Sustainability through Sports Organizations**
 - **Articles:**
 - **Video:**
 - Subaru Superbowl Commercial
 - **Assignment: Find an example of an advertisement that was done from a sustainability perspective. Post the ad on the message board. Provide a short video with your analysis.**
- **Week 7**
 - **Lecture: CSR and Greenwashing**
 - **Readings: Chapter 4 – Policy and Legal Aspects**
 - **Articles:**
 - **Video: Interview Omar Mitchell, NHL CSR Director**
 - **Assignment: Find an example of a greenwashed ad. Reflection – was that ad you used last week a form of greenwashing?**

Module 3

Environmental Operations and Management

- **Week 8**
 - **Lecture: Partnerships**
 - **Readings:**
 - **Chapter 7 – Environmentally Focused Sponsorships**
 - **Articles:**
 - **Video:**
 - **Assignment: Develop a partnership proposal for the organization you are using for your final project. Identify an opportunity that will be a win-win for both organizations.**

- **Week 9**
 - **Lecture: Facility Operations**
 - **Lecture: Case Study - Mercedes Benz Stadium**
 - **Readings:**
 - **Chapter 8 – Facility Operations and Sustainability**
 - **Articles:**
 - **Video: Mercedes Benz Stadium Video**
 - **Assignment: Evaluate and outline the current initiatives of the facilities that your final project topic have. What areas are they focusing on? Where are areas of opportunity? Identify the return on investment of the initiatives (if possible).**

- **Week 10**
 - **Lecture: Team Operations**
 - **Readings:**
 - **Chapter 9 – Team Operations and Sustainability**
 - **Articles:**
 - **Video: Green Rovers**
 - **Assignment: Green Rovers video assignment**

Module 4

On Campus

▪ Week 11

○ Lecture: The Importance of Greening on Campus Sports

▪ Reading:

▪ Articles:

- Articles: Chapter 1 & 2 in NRDC Collegiate Game Changers Report
- <http://www.businessinsider.com/how-important-is-sustainability-to-millennials-2015-10>
- Videos
- https://www.youtube.com/watch?v=mMTpGUDqaY4&list=PL_YyKpwUwVcUEjQCoDJ_7Gjt6PG3zBQrh&index=2
- NRDC college game changers – pdf.
- AASHRE

▪ Video:

- Colorado Zero Waste
- OSU Zero Waste

- ###### ▪ Assignment: Review the UF Case study and find an area of importance (Good Business, Student & Athlete Interest, Enhancing Campus Culture & Identity, Strengthening Community Ties, Brand Enhancement) that UF recognized in their sports related sustainability efforts. Discuss why it's important and what UF can do to improve upon them.

▪ Week 12

○ Lecture: What is UF doing?

▪ Readings:

- Chapter 21: Sustainable Behaviors and the tailgator
- UF Case Study

▪ Articles:

- Case Study: "UF, Home of the Gators", page 39-43 NRDC Collegiate Game Changers Report
- UF Case Study
- UF websites – sustainability and tailgator

▪ Video:

- UF Oppong H. interview
 - **Assignment:** After reviewing about UF's sports sustainability initiatives, brainstorm ways that UF could improve upon them. Then, pick a specific program and write 250 words describing your plan that will help UF further their sports sustainability goals.

- **Week 13**
 - **Lecture: On Campus Solutions**
 - **Readings:**
 - **Articles:**
 - **Video:**
 - **Assignment:** After reading through the 4 different case studies in the “Greening Your Game Day The Collegiate Football Sustainable Materials Management Toolkit” select two challenges that the schools (UC Boulder, Penn State, Ohio State and Wake Forest) have faced and come up with a solution to it or expand upon a solution that they have already stated. Make sure to state the challenge you've selected, what your proposed solution is and why you think your solution will work.

Module 5

Final Review and Project

- **Week 14**
 - **Lecture: Course and final project review / Atlanta ppt – Mercedes Benz PPT**
 - **Readings:**
 - **Articles:**
 - **Video:**
 - **Assignment: Final Exam**
Work on final project. 6-8 page report and ppt slides.

- **Week 15**
 - **Lecture: Final Projects / Presentations**
 - **Reading:**
 - **Articles:**
 - **Video:**
 - **Assignment:** Upload final project, create short video using your ppt slides.

A full list of lectures, videos, readings, detailed instructions and due dates for all assignments can be found on the course website