THE U.S. BUSINESS CASE FOR A CARBON FEE AND DIVIDEND:

HOW THE SPORTS SECTOR WILL BE AFFECTED

PREPARED BY
BUSINESS CLIMATE LEADERS

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WHAT TO EXPECT WITH A CARBON FEE AND DIVIDEND

- Product and service costs rise and are passed through to customers.
- Businesses in the same industry are impacted similarly, with all competitors’ costs rising in a similar fashion. As a result, there is little immediate competitive disadvantage between companies.
- Consumers have more to spend as a result of the dividend, which benefits companies in many sectors.
- Businesses have an incentive to pursue proven energy savings and other advantageous ways to reduce their carbon footprint. Organizations that do institute cost-effective, clean energy efficiency measures gain competitive advantage and reduce risk exposure.
- Cost increases will be low at first and rise gradually. For example, every $10 per ton of carbon emissions will raise the price of gasoline by approximately $.10.

THE SPORTS SECTOR

Americans spend more than $1 trillion per year on Sports, an industry that employs 10 million people. Some 65 to 70 percent of Americans call themselves sports fans and they make the Super Bowl the most-watched TV program each year.

It is clear that sports and the elite athletes who play them occupy a super-sized role in American lives. Sports figures are a central part of our culture who inspire recreation and leisure activities, drive media, and have long been involved with critically important social issues.
Sports leaders are now taking climate action, helping to raise public awareness about what needs to be done to pass effective climate legislation. To help mobilize this powerful voice, the Sports Sector team aims to:

- Articulate the growing and widespread impact of climate change on sports and on the lives of sports fans and their communities.
- Develop relationships with leading athletes and sports industry leaders to introduce and promote an understanding of how national carbon pricing legislation will benefit the sports sector.
- Provide advocacy opportunities to support national carbon pricing legislation (the Energy Innovation and Carbon Dividends Act, H.R. 763.)

**CLIMATE CHANGE IMPACTS SPORTS**

Climate change is increasingly having direct, well-publicized impact on sports and sporting events.

- Winter sport season cut short due to warmer temperatures.
- The route for the 2020 Tokyo Olympic Marathon may be altered due to concerns about excessive heat exposure.
- Top-level soccer matches in Europe and elsewhere are routinely interrupted for “heat breaks.”
- Excessive heat has forced the suspension of some Australian Open matches.
- Stadiums now serve as emergency centers for thousands during hurricanes and other extreme weather events (e.g., Houston’s NRG Stadium in the wake of 2017’s Hurricane Harvey.)
- California’s wildfires have forced the postponement and cancellation of sports events and activities.
- South Africa’s prolonged, extreme drought cancelled rugby and cricket matches.
THE SPORTS INDUSTRY IS MEETING THE IMPACT OF CLIMATE CHANGE HEAD-ON.

Sports industry leaders and athletes across a wide spectrum of sports have already taken direct actions to address the impact of climate change. The professional sports world has been moving towards sustainable development on many levels. Some prominent examples include:

- Establishment of LEED-certified building standards for stadia and arenas.
- Use of onsite solar and wind energy sources and deploying renewable energy storage.
- Installation of composting systems for waste diversion. Ohio Stadium, home to Ohio State University Football, diverts over 90 percent of waste from ending up in landfill.
- Placement of new sports venues near mass transit.
- Public support of sustainability by athletes and organizations like the Green Sports Alliance (GSA), the environmentally-focused trade organization that convenes stakeholders from around the sporting world to promote healthy, sustainable communities, and Protect Our Winters (POW), a group of prominent Olympic and elite winter sports figures lobbying for federal climate action.

SPORTS INDUSTRY LEADERS AND ATHLETES ACROSS A WIDE SPECTRUM OF SPORTS ARE TAKING ACTION.

- Shorter winters and more frequent extreme weather events pose a fundamental threat to the Outdoor Sports Industry’s bottom line and very existence. In response, the industry has blazed a trail in addressing climate change. For a list of Outdoor Industry H.R. 763 endorsements, visit: http://bit.ly/OutdoorIndustryEICDA. For a list of Outdoor Industry quotes about H.R. 763, visit: http://bit.ly/OutdoorIndustryHR763. BCL has a separate Outdoor Industry Sector team, with which our Sports Sector team closely collaborates.
BUSINESS CLIMATE LEADERS’ SPORTS SECTOR TEAM

- Formed in 2019, Business Climate Leaders’ Sports Sector team was selected as a formal Community Partner of the Green Sports Alliance. One of our first joint initiatives is a panel presentation at the GSA’s June 2019 Summit in Philadelphia.
- The Green Sports Alliance Director of Partnerships, Eric Distler, has joined Business Climate Leaders’ Advisory Board.
- Business Climate Leaders welcomes Lew Blaustein as a Sports Sector Leader. Lew is the Founder and editor of GreenSportsBlog, “the source since 2013 of news and commentary at the intersection of Green & Sports.”
- The Sports Sector team partners closely with Business Climate Leaders’ Outdoor Industry team, which has developed a multitude of partnerships and has secured dozens of endorsements over the last 2 years.

SPORTS INDUSTRY LEADERS, INFLUENCERS AND ATHLETES

JOIN BUSINESS CLIMATE LEADERS IN NONPARTISAN CLIMATE LEGISLATION ADVOCACY.

Sports Industry leaders and influencers can play a sizable role in shaping effective climate policy, benefitting businesses and improving the lives of citizens across the country. Business Climate Leaders’ Sports Sector team provides organizations and individuals with the tools, resources, counsel and opportunities to stay current on carbon pricing legislation and to employ best practices in incorporating policy advocacy into their organization’s strategy.

CONTACT ONE OF OUR SPORTS SECTOR TEAM LEADERS

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National Ski Areas Association
“The Energy Innovation and Carbon Dividend Act is a very important piece in the larger puzzle of solving climate change. NSAA wholeheartedly supports this bipartisan measure, as a market-based approach is critical to incentivizing the changes needed to swiftly and significantly reduce carbon emissions,” says Kelly Pawlak, NSAA President.

Ski Utah
“Utah’s ski resorts are committed to mitigating their environmental impacts and protecting our communities for future generations to enjoy,” said Ski Utah President & CEO Nathan Rafferty. “We actively engage with and support forward-thinking policies at the federal, state and local level, such as HCR7 which passed in Utah last year, that recognize the impacts of climate change and the need for viable solutions.”

Trout Unlimited
Just as we learned in the 1990s that we had to move from the stream to the watershed scale to recover trout and salmon, we must reduce carbon emissions to slow climate change. For this reason, Trout Unlimited is supporting passage of common sense legislation such as the Energy Innovation and Carbon Dividend Act. The time for band-aids is past. Nothing less than the future of trout and salmon; the future of fishing—the future for our children is at stake.
Pete Vordenberg, U.S. Olympic Cross Country Skier and Head Coach
"What the United States does best it does together. The bipartisan Energy Innovation and Carbon Dividend Act is an innovative way for America to take the lead in solving global climate change all while creating jobs, protecting our air, and giving back to the American public."

Alex Honnold, Professional Rock Climber
"The challenge with climate change is that it is such a big, complex issue that it is difficult to find solutions that people can agree on. It is important to take the solutions that we can agree on and just go with them. The Energy Innovation and Carbon Dividend Act has bipartisan support, can start us in the right direction and can have a very positive impact on climate change."

Ian Wade, former Executive Director Outward Bound International and Climbing Leader Everest Peace Climb (1990)
"Climate change threatens mountains all over the world where I have led Outward Bound expeditions and also Mt Everest, which I climbed with the Peace Climb expedition. I’ve seen a 200 meter icicle disappear from Kilimanjaro and alpine climbs lose their ice covering. Glaciers are receding and ice caps are melting at unprecedented rates. We must try to halt our unintended warming of the planet through our great "carbon burning Experiment". Taxing the cause of our climate change is the obvious solution and for that reason I support the Energy Innovation and Carbon Dividend Act."

Julian Carr, professional skier and world-record cliff jumper, the Founder of Discrete Clothing, and the founder and race director of the Cirque Series, a group of six big-mountain running events
"I strongly endorse the Energy Innovation & Carbon Dividend Act, a viable bipartisan roadway to a clean future, creating jobs, incentivizing the changes needed, stimulating the economy, igniting sustainable energy technology, ultimately radically reducing carbon based energy. Yes to H.R.763."