GOAL will provide venues with a tactical roadmap, easy-to-use tracking tools, a library of resources, and access to like-minded, leading operators, vendors, and sponsors all committed to operating more sustainably, more urgently.

GOALstandard.com
YOU ARE NOT ALONE IN THE SUSTAINABILITY JOURNEY.

YOU HAVE THE GOAL COMMUNITY.

GOAL IS THE EXTENSION OF YOUR SUSTAINABILITY TEAM.

**WE ARE YOUR ENVIRONMENTAL DATA TEAM.**

We collect or synthesize your data in whatever form you have it, identifying discrepancies, understanding what it means.

We can report your data for you, whether to the league, to your municipality, or to any other organization.

**WE ARE YOUR SUSTAINABILITY STRATEGY TEAM.**

We work with you to develop a customized road map that identifies the right focus areas to continue along your sustainability journey and ultimately get recognized for your leadership.

**WE ARE YOUR SUSTAINABLE PARTNERSHIPS ADVISORS.**

We translate your customized action plan into a corporate partner pitch deck to engage authentically aligned corporate partners. We match you to Solution Providers, who have committed to GOAL Member preferred pricing, that will help you deliver on your Action plan.

**WE ARE YOUR SUSTAINABILITY COMMUNITY.**

We bring together thought leaders, practitioners, and implementors to explore innovative ideas, to share challenges, and to work together towards our common impact-driven goal.
The GOAL Standard has 10 Impact Categories across its Environmental, Social, and Governance (ESG) Framework. Within the portal, each Impact Category has specific Objectives that a venue can choose to pursue. This framework can guide a venue’s continuous operations, but can also provide tactical opportunities to integrate sustainability into a comprehensive events strategy.

Each Objective has measurable standards for ‘Good’, ‘Better’, and ‘Best’ versions of ways to deliver positive outcomes. Within the online portal, members will be able to see what’s expected of them at each tier of performance, as well as the documentation necessary to validate their performance.

The sample portal to the right, currently in development with AWS, also provides supplemental Resource Links of tools and resources that a member might find useful in achieving the intent of the Objective at the various tiers.
MONTHLY DATA OPERATIONS

Opportunities to track various environmental metrics that automatically calculate into a comprehensive carbon footprint.

Clear reminders of outstanding data points.

Date range entry to capture monthly data points or data per event.

Easy-to-use, clear prompts for data entry to ensure that collection is comprehensive and reduces errors.

User-friendly easy-to-use tool bar for users to view the dashboard, enter monthly data, and visualize the roadmap, and navigate the Resource Library.

Automatically calculates ongoing carbon footprint from monthly inputs, parsed out between Scopes 1, 2, and 3.

Ability to normalize performance against a variety of variables, such as venue capacity, size, age, and geographic region.

Captures the venue’s roadmap, highlighting performance of various objectives.

Automatically calculated annual baseline with visualization of monthly performance.

Insight into ongoing performance over multiple years of data input.

DASHBOARD

GOAL TOOLS OVERVIEW
JOIN THE MOVEMENT. TAKE ACTION.

GOAL OBJECTIVES DEFINED

- Description of each objective for users to understand the importance and opportunity for impact
- Direct links to tools and resources that allow users to get direct access to guides for them to pursue each objective
- Links to Solution Provider’s offerings that help you to meet the GOAL objective

- Clearly defined objectives, labeled to function as a checklist to develop a comprehensive roadmap
- Descriptions for good, better, and best thresholds to guide users to the leadership that feels right for them

JOIN THE MOVEMENT. TAKE ACTION.