

PLAYOFF GREEN IMPACT REPORT

PLAYOFF GREEN | GREEN SPORTS ALLIANCE

> **“JUST LIKE THE SUCCESS ON THE FIELD, THE EFFORTS TO CONSTANTLY RAISE THE BAR ON OUR SUSTAINABILITY EFFORTS AROUND OUR GAME TOOK TEAMWORK.”**
>
> **Bill Hancock**, Executive Director of the College Football Playoff

WATCH NOW



The 2023 College Football Playoff hosted in Los Angeles illustrated Playoff Green’s most expansive and comprehensive sustainability efforts and high-impact results since the inception of Playoff Green. With the results of both 2022 Indianapolis and 2023 Los Angeles, Playoff Green is now a **global leader** in event sustainability for mega-events and has paved the way for future leadership, better results, and increased partner engagement in the future. Led by the Green Sports Alliance (GSA), Playoff Green led environmental, social, and community impacts using the established core pillars:

Energize Fans

Inspiring and teaching fans to act on climate change and critical socio-environmental challenges in their communities.

Activate Youth

Supporting the needs of the local youth through empowerment and education.

Leave No Trace

Driving innovative, sustainable operation processes and policies to establish new norms for host cities.

2023 PLAYOFF GREEN RESULTS: LA

ECOLOGICAL FOOTPRINT

Across

6 venues* 10 events

*Note: GHG Tracking completed across 10 venues and waste diversion efforts at 6 venues.

Load-in to Load-out

89% LANDFILL DIVERSION

*Note: The diversion Rate is **71%** not including the Sod Donation.

127 TONS materials separated across 6 venues

#CFBPLAYOFF | 2023

GHG TRACKING AND OFFSETS

Tracked Greenhouse Gas Emissions and Scope I, 2 & 3*

*Note: Including local transportation, onsite fuels, waste, food and beverage procurement, fan travel, and energy consumed from water.

Event's Total Calculated Impact Offset*

3.6K CO_2

*Scope 1, 2, and partial scope 3.

7% fan travel offset

100% renewable electricity from RECS

RESOURCE RECOVERY

21K MEALS collected and redistributed by LA Food Bank, LA Mission, Chefs to End Hunger and Sister of Watts

18 TONS materials accepted by CultivaLA and Habitat for Humanity

225 TONS sod recovered from Championship Tailgate to create a 23,000 sqft soccer field at Ted Watkins Memorial Park

28 TONS composted materials

YOUTH AND COMMUNITY

900 ZERO WASTE stations set up across Los Angeles during National Championship Weekend for Landfill, Recycling & Compost

2K REUSABLE BOTTLES distributed to CFP fans as educational prizes

8 COMMUNITY PARTNERS within Los Angeles county

100 PEOPLE hired by LA Host Committee as Green Team for fan activations

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PLAYOFF GREEN LEADERSHIP

College Football Playoff is a thought and action leader when it comes to sustainable events. Below are some best practices CFP is already achieving and will continue to raise the bar in future years:

All Venues

Playoff Green recognizes the CFP National Championship is not simply the game at SoFi Stadium but all the venues associated with the event across CFP.

Load-In to Load-Out

While the football game took place on Monday January 9 at 4:30pm, sustainability efforts began the moment the first truck arrived on January 2nd and continued until the final departure on January 13th.

Scope 3 Emissions

Measuring, reducing, and offsetting Scope 1 (direct) and Scope 2 (indirect) emissions is breakthrough. To measure significant Scope 3 emissions is authentic leadership. In 2023, Playoff Green measured, estimated, and offset a portion of the major Scope 3 categories of 1) fan travel and 2) food and beverage procurement.



Responded to Community Needs in Host Cities

Playoff Green organized a local Los Angeles committee to hear the needs and concerns in the local Inglewood and Downtown Los Angeles communities. Responding to the lack of sport equity and the need for safe, accessible sporting fields in under-resourced communities, Playoff Green coordinated the effort to donate 23,000sqft of high-quality 1" sod to the local Ted Watkins Memorial Park in South LA. Additionally, Playoff Green worked with LA Department of Parks and Recreation which added additional sod to create a full functioning field.



80%+ Diversion Rate 2-Years in a Row

Despite being a guest stadiums and venues, Playoff Green is committed to elevating waste diversion rates through intensive recycling and composting infrastructure vetting, procurement alignment across stakeholders, and comprehensive hand-sorting efforts.


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2023 PLAYOFF GREEN RESULTS: LA



Energize Fans

Playoff Green was more visible in 2023 than ever before. With new engaging waste diversion receptacles and a dedicated fan engagement team of over 100 individuals spread out across the CFP events, Playoff Green ensured fans recognize CFP as a environmentally and socially responsible event.

Activate Youth



Playoff Green fostered its highest impact community project to date by fostering the reuse, donation, and installation a 23,000 sq ft. sod field from Championship Tailgate to the local Ted Watkins Memorial Park, a part of the Los Angeles County Parks and Recreation Department. This field is now a full functioning sporting field for youth in an under-resourced community. This partnership donated and installed the new field, empowering the local community with the ability to play in their own neighborhood, something that before CFP was not possible.

Leave No Trace



Making all fan engagement authentic, Playoff Green again raised the bar across the environmental measures of waste, energy, and water with world-class results. As thought and action leaders, sustainable action took place well beyond the game. Playoff Green's scope included load-in to load-out across 6 distinct venues, GHG emissions tracked major Scope 3 emissions, and a robust donation and reuse program ensured the highest use of materials possible.

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Green Team, Giveaways, Waste Receptacles, QR Codes

Playoff Green was more visible in 2023 than ever before. With new engaging waste diversion receptacles and a dedicated fan engagement team of **over 100 individuals** spread out across the CFP events, Playoff Green ensured fans recognize CFP as a **responsible event**.

Playoff Green Team Activations

- **75+ Playoff Green Workforce Team Members**
  - Wearing Playoff Green T-Shirts
  - Leaders: Wearing Playoff Green Vests & T-shirts
- **900 Playoff Green Bins across 10+ locations**
  - Food Waste, Recycling, Landfill
- **QR Code on bins + carried by the green team**
  - Utilizing dynamic QR codes to bring website traffic to Playoff Green and increase followership on Social Meida

ENERGIZE FANS

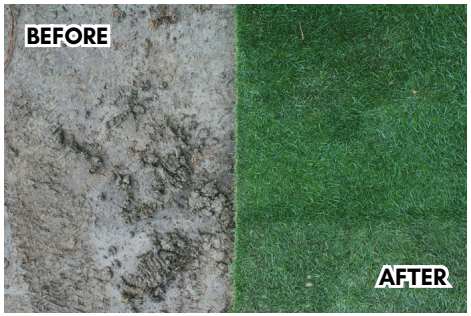






Sod Donation

In collaboration with **Etzel Agency**, Playoff Green identified the 23,000sqft of 1” sod used at Championship Tailgate as an opportunity to meet the identified local of sport equity. Prior to Playoff Green engagement, the sod weighing approximately 225 tons was to be thrown away.



Together with a local LA committee, Playoff Green toured and selected the **South Los Angeles park of Ted Watkins Memorial Park**.

See the following page to see the field transformation.

Material Donation

Playoff Green partnered with the local NGOs for material recovery and donation. In all, the recovery partners, **Culitiva** and **Habitat for Humanity**, accepted 18.2 tons of material.

Food Donation

Additionally, the **LA Food Bank**, **Chefs to End Hunger**, and **Sisters of Watts** helped collect and redistribute edible food to those in need. In total, these groups collected **12.9 tons** of food which is approximately **21,533 meals, according to Feeding America** *(Appendix 1A)*.

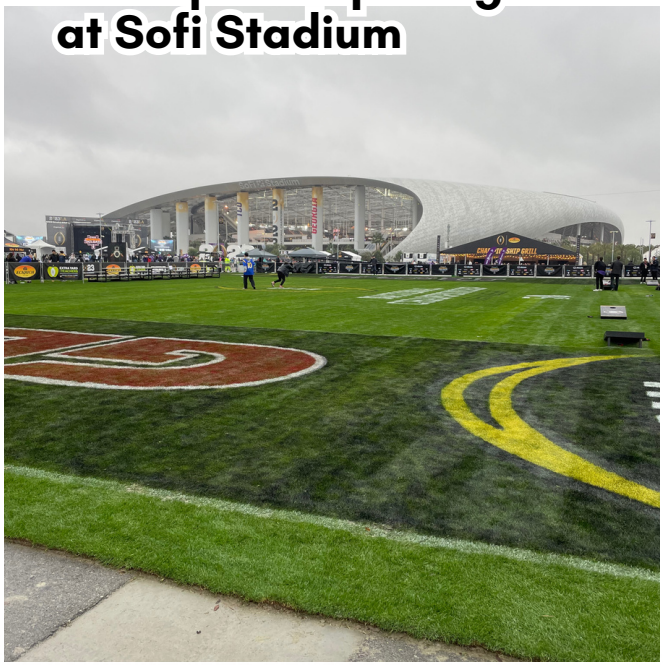
ACTIVATE YOUTH & COMMUNITY ENGAGEMENT







PLAYOFF GREEN HIGHLIGHT: SOD DONATION TO TED WATKINS MEMORIAL PARK


Championship Tailgate at Sofi Stadium


Sod Installation at Ted Watkins


Ready to Play!

"A POWERFUL PARTNERSHIP WITH PLAYOFF GREEN. WE SECURED FUNDING FOR AN ADDITIONAL 43,000 SQFT OF SOD TO FINISH THE RECREATIONAL FIELD FOR PLAY IN SPRING OF 2023."

-Carl Cooper, Deputy Director of LA County Department of Parks & Recreation

- 225 TONS
- 23,000 SQFT
- 1" SOD
- YOUTH ACCESS TO SPORT



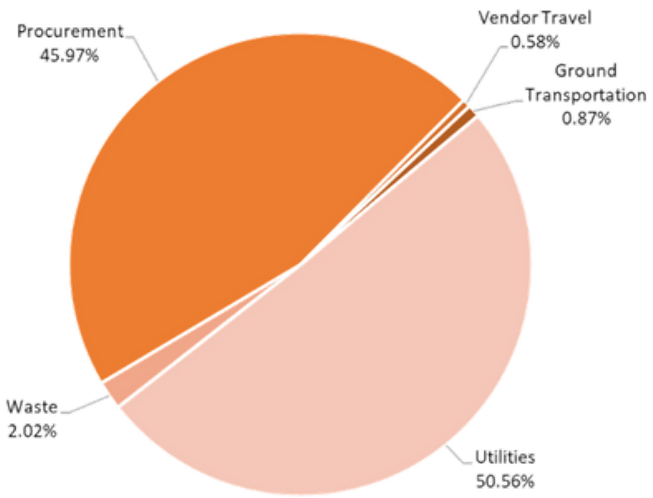
Energy & Carbon Emissions

Currently, producing a high-quality global event means there are unavoidable greenhouse gas emissions. There is the necessity to transport our workforce and equipment, and we use energy across the CFP LA footprint. Additionally, there are also embodied GHGs in all materials and supplies, and purchases.

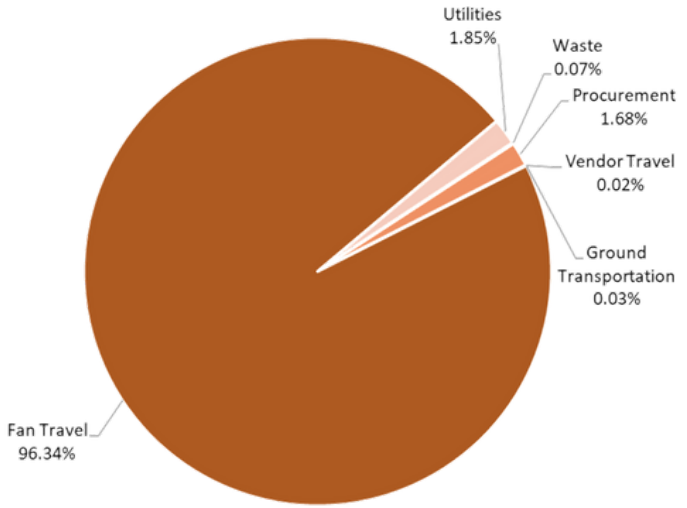
Categories	Emissions (Metric tons of C02e)
Electricity	466.05
Natural Gas	179.64
Water	8.55
Diesel	28.45
Gas	1.22
Propane	0.07
Waste	27.36
Procurement	621.81
Vendor Travel	7.79
Ground Transportation	11.81
Fan Travel	35,598.58
Total Including Est. Fan Travel	**36,951.33**
Total Excluding Fan Travel	**1,352.75**

Scope 1, 2, and 3 Emissions

Total Emissions by Category Excluding Fan Travel



Total Emissions by Category Including Fan Travel



Playoff Green ambitiously tracked and estimated emissions for the 2023 LA CFP.

Excluding Fan Travel, the CFP total emissions across Scope 1, Scope 2, and procurement (Scope 3) were 1,352.75 metric tons of CO2e (MTCDE). Utilities represented 46% and procurement 51% of all emissions.

Including estimated fan travel (Scope 3) balloons the total to 36,951.33 MTCDE, accounting for 96% of all emissions.

Click here for all emissions data, calculations, and methodology.

Offsetting and Renewable Energy Certificates

Playoff Green acquired 3,629 MTCDE verified carbon offsets and 1,993 RECs. The impact of these offsets covers 100% of electricity, natural gas, water, diesel, gas, propane, waste, procurement, vendor travel, ground transportation, and local fan travel. Additionally, 7% of fan travel was offset.

All 3,629 MTCDE of verified offsets came from the following projects:

- Wind Farm Offset: Capricorn Ridge 4 Windfarm
- Hydroelectric Power Offset: Las Pizarras Project
- Deforestation Avoidance Offset: Cordillera Azul National Park REDD Project

Additionally, Playoff Green acquired 1,993 California RECs from the following plants

- Trinity Powerplant, Hydroelectric Water
- Shasta Powerplant, Hydroelectric Water
- Long Lake HED, Hydroelectric Water
- Cabinet Gorge HED, Hydroelectric Water

Please see Appendix 2A, 2B, 2C, and 2D to view each project in detail.





Host Sites Energy and Water

The importance of the host venues and their internal efficiencies is vital toward fostering a low-impact event. The following is a recap of the two major venues utilized by CFP.

SoFi Stadium

- Advanced building management systems
- Efficient lighting and controls
- Low-flow plumbing fixtures and controls
- Utilizes reclaimed water to provide graywater for landscape irrigation, maintenance, and aesthetic purposes.
- 19,000,000 gallons were saved in 2021 through the reclaimed water irrigation system

Los Angeles Convention Center

- Upgraded over 3,000 exterior & interior lights to LED lamps
- Installed a 2.21-megawatt solar array in April 2018 that brings the total solar to 2.58 megawatts, making it the largest solar array on a municipally-owned convention center in the United States
- Upgraded three industrial dishwashers to water/energy-efficient models
- Replaced 30,000 sq. ft. of turf around the facility with drought-tolerant landscaping; estimated water conservation of 320,000 gallons per year
- Recently replaced hundreds of faucets, toilets, and urinals with low-flow fixtures.

Efforts toward a low-impact event:

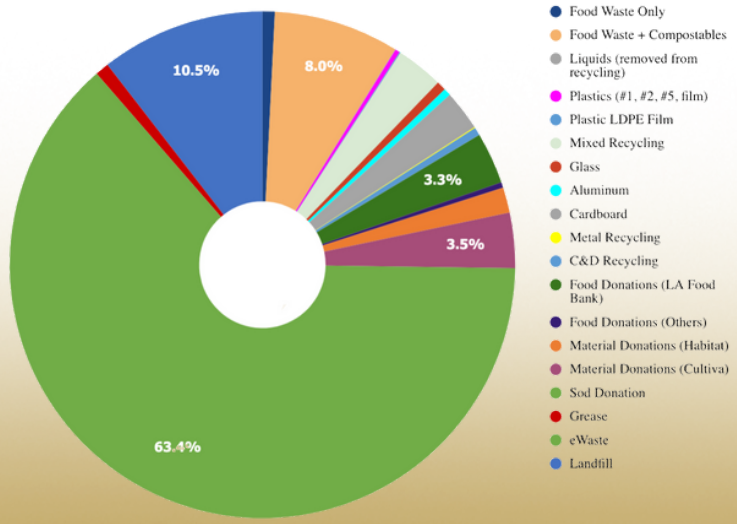
- **Procurement Alignment** – working with Legends, Levy, and other food and beverage companies to purchase products that aligned with composting and recycling infrastructure in Los Angeles
- **Zero-Waste Stations** – created new recycling, composting, and landfill bins for guests to use to separate waste.
- **Hand-Sort All Waste** – opened and sorted every bag of waste throughout the CFP waste footprint
- **Tonnage Tracking** – coordinated with 6 waste hauling companies to achieve maximum waste diversion. Tracked and verified all waste tonnage data.
- **Material and Food Donation** – coordinated with 6 material and food donation NGOs to ensure good materials and extra food did not go to waste.



Waste Diversion from Landfill

For the 2nd year in a row, Playoff Green achieved an 80%+ diversion rate across all venues from load-in to load-out. **Playoff Green managed 355 total tons and diverted 318 tons which equals a 89% diversion rate.** Excluding the 225 tons of sod donation, the team managed 127 tons and diverted 89 tons which equals a **71% diversion rate**.

Please see appendix 3A for a pie chart showing the 2023 LA Waste Diversion without the Sod Donation.









Procurement

Procurement focused on food and beverage containers in 2023. We worked with Legends, Levy, and other food and beverage companies to purchase products that aligned with composting and recycling infrastructure in Los Angeles.

Working across 6 venues and 6 haulers, Playoff Green evaluated and verified all markets for food waste, recyclable materials, and compostable products. By understanding what each location hauler accepts and what the market truly recycles, Playoff Green created procurement guides across the CFP footprint. Below is an example of one Procurement Guide:

Link to Procurement Guide

The purchases made and materials used throughout College Football Playoff are important examples of the commitment to sustainability.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Our Sustainability efforts align with many of the SDGs, with a special focus on SDG 7 Affordable and Clean Energy, SDG 12 Responsible Consumption and Production, SDG 13, and SDG 15 Life on Land**.**



SGD 12 Responsible Consumption & Production

Our efforts focused on waste reduction (12.5), responsible procurement in alignment with local infrastructure (12.7), fan engagement and education (12.8). All recyclable and compostable products procured for the event were diverted form the landfill.



SGD 7 Affordable & Clean Energy

Across the CFP footprint, 100% of energy was sourced from renewable energy (7.2) through verified, additional projects in 2 countries (7.5).



SGD 13 Climate Action

Playoff Green was integrated in the CFP planning process across all events, all year, implementing diversion, procurement, and reporting expectations (13.2).





SGD 15 Life on Land & SDG 1 No Poverty

Diverting 23,000sqft of sod from the landfill, our effort to donate and install a temporary football field to an otherwise unusable park, restored degraded land (15.3) and brought equitable playing opportunity to a community seeking resources (SDG 1.4).

PLAYOFF GREEN HIGHLIGHT: GREEN TEAM LEADERS



PLAYOFF GREEN HIGHLIGHT: CHAMPIONSHIP WEEKEND FAN ENGAGEMENT














APPENDIX

1A: https://www.feedingamerica.org/ways-to-give/faq/about-our-claims

2A: Wind Farm Offset: Capricorn Ridge 4 Windfarm

- 2,132 Verified Carbon Units (VCUs) retired.
- VCU Retirement Serial Number: 8633-35968042-35970173-VCS-VCU-260-VER-US-1-468-01012019-31122019-0
- https://registry.verra.org/app/projectDetail/VCS/468
- The Project is the second phase of the Capricorn Ridge Wind Farm and became operational on May 20, 2008. The Project is a new addition that is metered separately from the existing phases of the wind farm. The Project has 75 GE 1.5 MW wind turbines with a capacity of 112.5 MW. The towers have a rated wind speed of 12 m/s, three rotor blades, a rotor diameter of 77 meters, a sweep area of 4,657m2, and a rotor speed of 10.1-20.4 rpm. The towers also come equipped with a control system that is a programmable logic controller and has a remote control and monitoring system. The objective of the project is to increase the amount of wind-generated electricity that is supplied to the Lower Colorado River Authority (LCRA) substation in Coke County, TX, a part of the Electricity Reliability Council of Texas (ERCOT) grid. The Project will produce clean, renewable energy that will displace traditional fossil-fueled energy sources and reduce greenhouse gas emissions

2B: Hydroelectric Power Offset: Las Pizarras Project

- 1,400 VCUs retired.
- VCU Retirement Serial Number: 4473-186921556-186922955-VCU-024-APX-PE-1-1348-01012015-30092015-0
- https://registry.verra.org/app/projectDetail/VCS/1348
- The Las Pizarras Project in Peru is a new run-of-river hydroelectric power project located at approx. 1,078 m.a.s.l, on the high basin of the Chancay river, in the district of Sexi, province of Santa Cruz, region of Cajamarca, in Peru. The total installed capacity of the Project will be of 18 MW, with an electricity generation potential of 103.32 GWh per year. The Project aims to generate renewable electricity by using water from the Chancay river and supply this energy to the National Interconnected Electric Grid (SEIN).The Project will have an expected minimum operating lifetime of 40 years. The Project is expected to avoid the emission of 68,132 tons of carbon dioxide equivalent (tCO2e) per year, which will amount to 681,323tCO2e for the first crediting period of 10 years.

2C: Deforestation Avoidance Offset: Cordillera Azul National Park REDD Project

- 97 VCUs retired.
- VCU Retirement Serial Number: 6879-354480909-354481005-VCU-024-MER-PE-14-985-08082016-07082017-1
- https://registry.verra.org/app/projectDetail/VCS/985
- The Cordillera Azul National Park REDD+ Project avoids deforestation in a magnificent expanse of lowland and montane forests in four departments in central Peru: San Martín, Ucayali, Huánuco, and Loreto. The area encompasses 1,351,964 hectares inside the national park. The park, owned by the government of Peru, is managed and financed by the Peruvian NGO Centro de Conservación, Investigación y Manejo de Áreas Naturales (CIMA) through a public-private partnership piloted by the Peruvian government. The project's avoided-deforestation objective is accomplished by strengthening park protection, engaging local communities and other stakeholders in land-use management compatible with conservation, and improving the quality of life of the park's neighbors. Approximately 180,000 people in more than 200 communities – immigrant and indigenous – neighbor the park. Villagers close to the park mostly practice subsistence agriculture; those closer to major roads engage in market activities as well. CIMA and its close advisor, The Field Museum in Chicago, have worked with communities since 2002 to ensure that the project activities incorporate and reflect the values and aspirations of local residents. The project activities are highly participatory, with villagers leading several efforts and developing competencies that will enable long-term success. The biodiversity in the project area is astounding. Intact forests stretch from lowlands (150 meters) to ragged mountain peaks (2,400 meters). This eastern outlier of the Andes has been isolated sufficiently long for speciation to occur: more than 35 species new to science have been discovered in the park to date. The forests harbor rare and endangered species, as well as abundant populations of animals and plants that are crucial to the well-being of park neighbors.

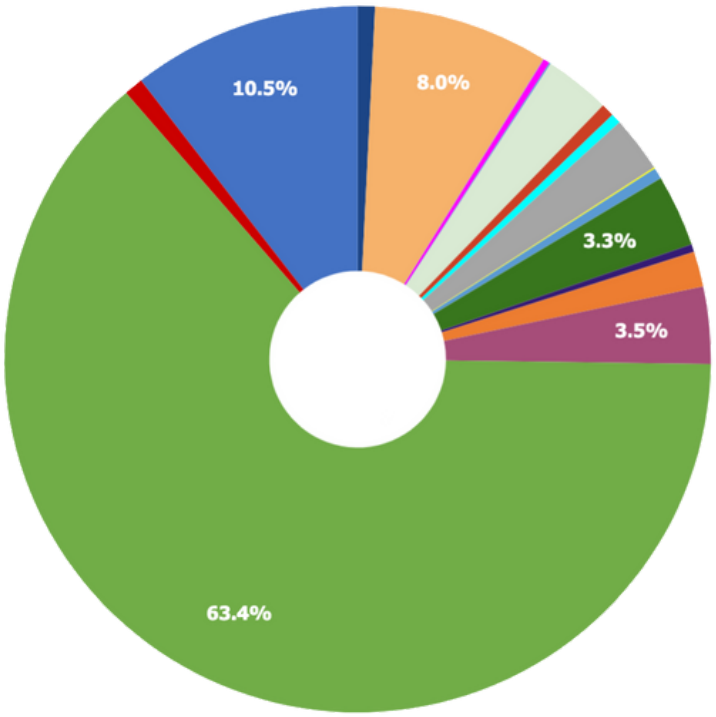
APPENDIX

2D: Hydroelectric Water Renewable Energy Certificate

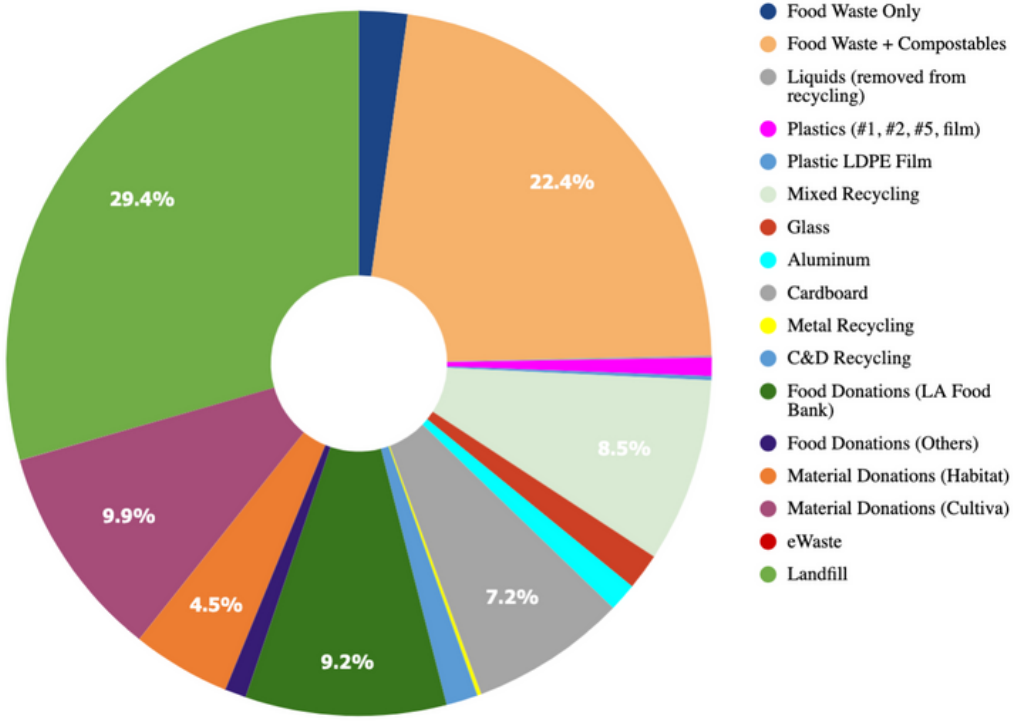
- 1,993 RECs retired.
- RECS Retirement 1
  - 394 from Trinity Powerplant - Hydroelectric Water
  - 27 from Shasta Powerplant - Hydroelectric Water
- RECS Retirement 2
  - 1298 from Long Lake HED - Hydroelectric Water
  - 274 from Cabinet Gorge HED - Hydroelectric

APPENDIX

3A: 2023 LA Waste Diversion Including Sod Donation



3A: 2023 LA Waste Diversion Excluding Sod Donation



APPENDIX

Click the links to learn more



Link to Final Tonnage Data

Habitat for Humanity Donation Receipt

CultivaLA Donation Receipt

Sisters of Watts Donation Receipt

LA Food Bank Donation Receipt

Chef's to End Hunger Donation Receipt

Los Angeles Convention Center Diversion Report

1 Plastics Recycling Report (LACC)

Tawa Compost Certificate of Composting

RecyclingPays Scale Ticket

SoFi Waste Diversion Report

PROUDLY IN PARTNERSHIP WITH THE FOLLOWING ORGANIZATIONS

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CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

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COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

PLAYOFF GREEN PROGRAM.

JANUARY 2023.

HOSTED IN LOS ANGELES.



Thank you for your partnership.