

# EARTH MONTH WEBINAR SERIES



In April 2020, The Sport Ecology Group and Green Sports Alliance partnered to celebrate the 50th anniversary of Earth Day online with Green Sports Alliance and the Sport Ecology Group.

Below you'll find the details on each webinar and links to the slides and the video recordings for each.

## Kick off: 50 Years of Earth Day

To kick off the webinar series, we'll be discussing the history of the 50th Anniversary of Earth Day and some stand-out actions and initiatives happening in the sport sector around Earth Day. Tune in to learn more about ongoing athlete advocacy initiatives, research projects, fan engagement campaigns, and more!

Speakers: **Claire DeNegro** (Earth Day Network); Chris Mazdezer (USA Luge); **Dr. Brian McCullough** (Seattle University / The Sport Ecology Group)  
Moderator: Kristin Hanczor (Green Sports Alliance)

[VIDEO RECORDING](#)

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April 13 | 1 pm EST / 10 am PST

## High-Hanging Fruit: The Latest and Greatest in Sport Sustainability

There is no shortage of opportunities when it comes to greening the sport sector. This webinar is focused on the toughest, most complicated, and most challenging of the bunch: climate action items with the greatest impact. Panelists will discuss large-scale fan engagement campaigns, the prospect of introducing carbon-positive operations initiatives, green transport options, and more.

Speakers: **Aileen McManamon** (5T Sports), **Claire Poole** (Sport Positive Summit), **Haruki Sawada** (Green Sports Alliance Japan), **Garrett Wong** (Green Sports Alliance)  
Moderator: **Dr. Brian McCullough** (Seattle University / The Sport Ecology Group)

[VIDEO RECORDING](#)

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April 15 | 1 pm EST / 10 am PST

## This is Not a Drill: How Climate Change is Impacting Sports

From athletes collapsing of heat exhaustion at marathons and tennis matches to ski resorts closing their doors, climate change is already taking a toll on the sport sector. In this webinar, panelists will discuss the impacts of climate change on sport business and performance, including revenue losses, infrastructural damages, event delays and cancellations, athlete injury rates and heat-related illness, and how sport organizations are responding and adapting. For each type of climate challenge, resources will be introduced to guide strategic climate response.

Speakers: **Dr. Doug Casa** (UCONN), **Dr. Maddy Orr** (SUNY Cortland /The Sport Ecology Group), **Jonathan Smith** (GEO Foundation), **Dr. Nick Watanabe** (University of South Carolina)  
Moderator: **Kristin Hanczor** (Green Sports Alliance)

[VIDEO RECORDING](#)

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April 20 | 1 pm EST / 10 am PST

## Education Special: Teaching Sustainability in Sport

David Orr, renowned environmental educator, once argued that the environmental crisis is fundamentally a crisis of education. If more people understood the natural environment, its current and expected future challenges, and their relationship to the environment, perhaps minds and behaviors would change. Sport ecology has emerged as a promising inroad for sport management professors to frame 'grand challenges' discussions in undergraduate and graduate coursework. In this webinar, experienced professors will discuss their approaches to teaching sport ecology content in general sport management classes, and strategies for creating stand-alone sport ecology coursework.

Speakers: **Dr. Jonathan Casper** (North Carolina State University), **Dr. Brian McCullough** (Seattle University / The Sport Ecology Group), **Dr. Sylvia Trendafilova** (University of Tennessee at Knoxville)  
Moderator: **Dr. Walker Ross** (Florida Southern College)

[VIDEO RECORDING](#)