**12-13-22 Sustainability Committee Kickoff Meeting**

**Agenda**

* Welcome & Housekeeping
* Introduction from John Barrett, ISSA Executive Director
* Introduction from Steve Ashkin and Brian Johnson, committee co-chairs, The Ashkin Group
* Guest speaker:  Scott Jenkins (please see Scott’s bio below)
* Committee Framework & Polling Questions
* Homework Assignment
* Wrap-up & 2023 Meeting Cadence

**About Scott Jenkins**

Scott Jenkins is the Chairman of the Board of the [Green Sports Alliance](https://urldefense.com/v3/__https:/greensportsalliance.org/__;!!DZ3fjg!7f0UBz2EAiHkAGn33v8SR97FSYVzjy61mfTbXF-RWXqCA4MCAd-7TBE4Rul6WA6kHrKtetpPgnWKFKFAfKY$), the leading sports organization bringing sustainability to pro and collegiate sports teams and venues around the globe. Throughout his career, Scott has opened several new major sports stadiums such as Mercedes Benz Stadium (Atlanta Falcons), T-Mobile Park (Seattle Mariners), Lincoln Financial Field (Philadelphia Eagles) and American Family Field (Milwaukee Brewers) where he not only help managed the construction of these new stadiums, but built the operations teams to successfully manage the facilities to deliver a fantastic fan experience while also caring for his workers and the communities they support.

**John Barrett:**

* Sustainability is good business, but it is also the right thing to do.
* The hope: what if we could get the members of ISSA to care as much as this group does?

**Chairs: Steve Ashkin and Brian Johnson of the Ashkin Group**

* We have an amazing opportunity to do something big. ISSA membership includes 10,000 organizations across the globe. Support the work of 100,000,000 workers around the world.

**Project goals:**

* Plan on being successful. The chairs have been involved in past successful campaigns, and intend to do the same here.
* Imagine that we could create a committee of thousands.
* How can we use technology to get input and participation for this initiative?
* Make it informative and fun, so the 1-hour per month is well spent.
* Develop working groups and leadership council.

**External Advisors:**

* Advisors provide valuable insights, first adopters
* Deliver 10 minute presentation - provide insights, support, and inspiration to help the project succeed

**Scott Jenkins:**

* **What excites you personally about the sustainability movement?**
  + GoGreen: Philadelphia Eagles. As an operator, he was interested in efficiency and safety, but didn’t see the intersection into the environment with sports team. Looking back, to 2004, what makes him excited today is that what he hoped would happen, has happened. People take climate change seriously. As business-minded people, we want to improve the bottom line. Sports are a great way to involve fans, corporate partners, etc. There is tremendous opportunity; it is mainstream now. Sports fans consider themselves environmentalists. He sees the intersection between the consumer, the provider, and the government. There’s opportunity to engage with stakeholders and partners. We all still realize that we need to be moving fast, and soon.
* **Do you believe sustainability can be profitable? Do you have any examples?**
  + Absolutely. It doesn’t have to cost more, it can cost less. Look at the value proposition. Look at the results you get from it. In Seattle, the amount of pride developed around the operating entities was what shocked him most. Use sustainability as a lens to drive results. Zero waste mindset means material efficiency, water use, waste production. ***Sustainability can bring spirit and culture.*** WAXIE in Seattle had good results.
* **Do you have an sustainability projects that you’re excited or personally proud of, beyond just cleaning?**
  + Philadelphia GoGreen program was a good one because it was the first for him. In Seattle, it was a sense of connectedness. In Atlanta, making it LEED platinum for new construction was very satisfying. It’s a journey, you start someplace and head in the right direction. You all start at different places. Climate pledgerina where the NHL play. They are going to be carbon neutral (scope 1, 2, and 3). Doing it in a building that is setting the stage for entertainment. ***There is no giving anything up with sustainability.***
* **You’ve been involved with big projects. We’re trying to do something big here too. We have 100 people, but we’d like 1,000. From your experience, do you have any suggestions for us to operate effectively, and get stuff done, with such a big group?**
  + A. it’s a journey and B. get the low-hanging fruit and celebrate that. Where does our toilet paper come from? How do we clean? Engage with the resources that are out in the world, in all vectors of society, you are building relationships. Start small.

**Polling Questions:**

* How important is passion? 4.6/5
* How important is technical expertise? 3.9/5
* How important is time availability? 4.1/5
* How important is diversity based on age? 3.9/5
* How important is diversity based on gender? 3.3/5
* How important is diversity based on race/ethnicity? 3.4/5
* How important is attracting reps from different countries? 4.1/5
* What do you think about the committee membership being an individual (as opposed to an organization’s representative)? 63% individual, 38% company
* What do you think about having multiple people from the same organization? 57% support, 31% indifferent, 12% one person
* What do you think about creating “councils” focused on specific industry sectors (e.g., service providers and distributors) or topics (e.g., training tools) 84% support, 10% indifferent, 6% one large group

**Homework:**

* Asynchronous learning. Review the 2022 Sustainability Reporting in Focus: Examining 2021 Trends of Companies in the S&P 500 and Russell 1000. 30-40 pages. 3-4 pages that are the most important.
* Provide feedback, four questions by January

**Milestones:**

* ISSA Board Meeting Feb 2023
* ISSA Convention Oct 2023

**Next steps:**

* Develop leadrship council
* Homework
* Monthly meetings, 2nd Tuesday each month noon EST