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CLEAN PLAY

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Clean Play

Sports have been a cultural touchstone throughout history, drawing billions to its source of real athleticism, competition, and drama. But over the years, it has also experienced a positive change, with sustainability playing an ever-larger role. As climate change becomes a great deal, people are getting more climate-conscious and more open to exploring renewable energy. The sports arena is generally looking for clean energy options such as solar or wind-powered. Choosing clean energy options can help them to be more environmentally friendly and save money at the same time. This can encourage sports fans and other people to choose clean energy options and ultimately help them be more responsible for our planet.



Green Stadiums

An obvious avenue for sports organizations to pursue green energy is in the proliferation of solar-powered stadiums; both through new builds and retrofits. These large structures that way too often require massive amounts of electricity to function are perfect places for solar panels. Solar power allows stadiums to decrease their fossil fuel needs and subsequent carbon emissions.

As per the studies by the International Energy Agency (IEA), in the last five years, the number of solar panel installations across stadiums worldwide has visibly increased by over 50%.



- **Allegiant Stadium, Las Vegas:** The Allegiant Raiders Stadium recently became the first NFL stadium to run fully on renewable energy with the adoption of solar panels to generate enough power for the stadium, playing fields, and scoreboard.

- **Bankwest Stadium, Sydney:** The largest solar-powered stadium in Australia generates nearly 85% of its energy from solar panels. This one-of-a-kind stadium maintains its efficiency and resourcefulness with the help of the installation of 100 kilowatts of photovoltaic solar panels.

Electric Vehicles in Sports

Sports organizations are also playing a major role in the shift to electric vehicles (EVs). Increasingly affordable and practical as the technology improves, squads could use EVs for transportation: team transport, and ground crew vehicles.



1

Tesla Model X

This high-performance SUV is ideal among professional sports teams and clubs for transporting their players and staff. With plenty of interior space, a long driving range, and plenty of high-end tech features, this versatile vehicle is preferred in the sports community.



2

Rivian R1T

The perfect pickup truck, the R1T is ideal for transporting equipment and supplies. Its off-road potential allows it to be ideal for outdoor sports.

Athlete **Activism**

Athletes are using their platform to advocate for renewable energy and environmental sustainability beyond stadiums and transportation. Whether it is through social media or in collaboration with environmental bodies, athletes possess the tools to influence millions of fans.

Take professional golfer, Rory McIlroy, a great example of an athlete who is a renewable energy advocate and has been involved in several solar projects. He believes that as a sportsman, he needs to serve as a role model and can make the change by urging others to contribute towards the development of the renewable energy sector.



The Future of Sports and Sustainability

The significance of renewable energy is becoming more apparent as the sports industry diversifies itself. Sports are in a position to change the world for the better and show fans that good things come to those who live sustainably.

Here are some of the trends we can expect to see in the coming years:



- **Greater focus on energy efficiency:** In addition to renewable energy, teams, and leagues will cut down their carbon footprint by moving towards greener lighting, HVAC with programmable thermostat settings, and LED stadium tech.

- **Partnerships with environmental organizations:** The [Green Sports Alliance](#) regularly works with sports teams and leagues to form partnerships that not only promote sustainability but cater to education as well. These partnerships are likely to become even more common in the future.

- **Fan Engagement:** Sports organizations can guide and foster more sustainable practices among sports fans by adopting the promotion and encouragement of fans towards eco-oriented practices and developing a sustainable sports culture. As per a study conducted by Nielsen, it was found that **83% of sports fans** are willing to pay more for tickets to watch teams that are environmentally responsible.

Sports must and can become a major driver for change when it comes to addressing the climate crisis by switching rapidly to renewables, incorporating more sustainability principles in sports operating practices, and installing sustainable infrastructure that will shape our future.

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The 2024 Paris Olympics was powered by 100% renewable energy, generated from Wind and Solar power.

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