

SCHEDULE IS SUBJECT TO CHANGE, LAST UPDATED 4/15/15



June 24-26, 2015  
Purdue University  
West Lafayette, Indiana

Engage Fans and Alumni • Expand Sponsorships  
• Save Resources • Gain Recognition

## TUESDAY, JUNE 23

6:00am-8:00am Informal Pre-Summit Networking Gathering

## WEDNESDAY, JUNE 24

8:00am-9:00am Registration

9:00am-9:45am Welcome and Opening Session

9:45am-10:00am Break

### PLENARY SESSION I

10:00am-11:00am

## Coordinating with Athletics

- Building relationships is vital to the success of any sports sustainability effort. For many colleges and universities, coordinating with athletics departments is challenging. This session will explore opportunities to create a healthy collaboration within the unique culture of athletics organizations.

### ROUNDTABLE DISCUSSION I

11:00am-11:30am

## Coordinating with Athletics

11:30am-12:00pm Networking

12:30pm-1:30pm Lunch

### PLENARY SESSION II

1:30pm-2:30pm

## Activating Behavior Change

- Getting fans to recycle or participate in other sustainable practices is a significant challenge, but one that can be overcome with a better understanding of human nature. This session will explore what behavioral research tells us about how to successfully engage people around environmental practices.

### ROUNDTABLE DISCUSSION II

2:30pm-3:00pm

## Activating Behavior Change

3:00pm-3:15pm Break

### PLENARY SESSION III

3:15pm-4:15pm

## Student Engagement

- Finding creative and effective ways to engage students is a critical piece in the development of a successful sports sustainability initiative. This session will discuss the student culture related to sports and ways to hone in on the volunteer opportunities, messages and programs that will allow students to help reach your sports sustainability goals.

## ROUNDTABLE DISCUSSION III

4:15pm-5:00pm

**Student Engagement**

5:00pm-7:30pm Game Day Challenge Recognition Ceremony and Evening Reception

**THURSDAY, JUNE 25**

8:00am-9:00am Networking Breakfast

## PLENARY SESSION IV

9:00am-10:00am

**Fan Engagement**

- The opportunity for fan engagement is a huge contributor to the sports sustainability movement nationwide. However, the key to success is creating branding, messaging, and opportunities for involvement by fans and sponsors. This session will focus on finding innovative and effective methods for sustainability to make a lasting impact on sports fans.

## ROUNDTABLE DISCUSSION IV

10:00am-10:30am

**Fan Engagement**

10:30pm-10:45pm Break

## PLENARY SESSION V

10:45am-11:30am

**Getting to Zero Waste**

- Zero waste is the focus and the plausible next step for many campuses as they strive to imbed sustainability into their game day culture. However, there are multiple pathways to achieving this goal and just as many partners needed for success. This session will explore the people, processes and programs that contribute to a sporting event zero waste initiative.

## ROUNDTABLE DISCUSSION V

11:30am-12:00pm

**Getting to Zero Waste**

12:00pm-1:00pm Networking Lunch

## BREAKOUT SESSION 1.1

1:00pm-2:00pm

**Sports Marketing: Integrating Sustainability, Branding, and Sponsorship**

- This session will dig into creating a marketing campaign for collegiate sports sustainability efforts. Topics will range from creating a brand to leveraging sponsors.

## BREAKOUT SESSION 1.2

1:00pm-2:00pm

**Sports, Recreation, and Health**

- How can we use collegiate sports and recreation to improve health and human performance?

## BREAKOUT SESSION 2.1

2:00pm-3:00pm

**Design and Planning to Enhance Sustainability**

- Identify and explain strategies through design and operations that enhance sustainability of collegiate sports and recreation.

## BREAKOUT SESSION 2.2

2:00pm-3:00pm

**Food Recovery**

- From composting to donating food to feed the hungry, this session will explore success stories, obstacles, and tips for setting up and implementing a food recovery program for collegiate sports.

## BREAKOUT SESSION 3.1

3:00pm-4:00pm

**Developing a Viable Volunteer Program**

- From deciding on how to recruit, correspond, and train volunteers to actually implementing education and accountability strategies on game day, this session will touch on every aspect of volunteer programs and provide transferable practices that can be utilized on various campuses across the nation while respecting the traditions of each unique program.

## BREAKOUT SESSION 3.2

3:00pm-4:00pm

**Greening Sports Beyond Football and Basketball**

- There is more to collegiate sports than football and basketball. This session will explore sustainability efforts beyond football and basketball.

4:00pm-4:15pm Break

## PLENARY SESSION VI

4:15pm-5:00pm

**Facilitated Closing Session**

5:00pm-7:00pm Informal Networking Event

**FRIDAY, JUNE 26**9:30am-12:30pm Tour of Purdue University  
(Advanced Registration is required)

The Collegiate Sports Sustainability Summit is Presented By:



**KEEP AMERICA  
BEAUTIFUL**

