



How sports is saving the environment
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AEG 1EARTH Components

1. AEG 1EARTH Environmental Policy and Goals
2. Ecometrics
3. Education and Communication
4. Environmental Best Practices



Environmental Policy

- Signed by AEG leadership
- Commits AEG to:
 - Continual improvement
 - Compliance with environmental regulations
 - Setting and achieving environmental objectives
 - Listening to the concerns of employees, guests and other stakeholders



AEG 2020 Environmental Vision Goals

Energy and Climate

- 20% reduction in GHG
- 15% renewable energy

Recycling and Waste Diversion

- 25% solid waste diverted
- 75% diversion at 10 venues

Water Conservation

- 20% reduction in water use

Sustainable Purchasing

- 50% of all purchases in key categories

Education

- 100% environmental messaging



AEG Ecometrics

- Up to 30 data points measured monthly
- Benchmarks performance
- Accounts for growth
- First in industry



Education and Communication

Employees:

- Green Teams
- Environment on Agenda in management meetings
- Departmental Trainings

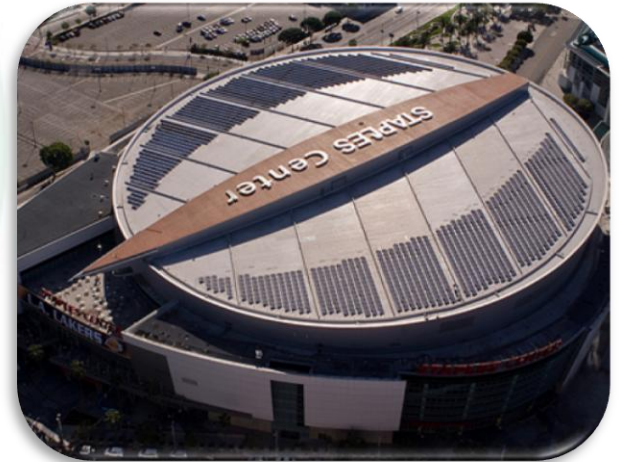
Guests and Public Outreach:

- Sustainability Report
- Website and Social Media
- Outreach events: Earth Hour 3/31, Earth Day 4/22, America Recycles Day 11/15



Documenting Best Practices

- Document best practices and create training
- Turn common-sense business practices into Environmental Management Systems (EMS)
- When possible, have EMS audited and certified by third party to ISO-14001 standard



How do our decision-makers prioritize?

1. Return on Investment: Cost savings and improved efficiency
2. Return on Brand Value: Increased sponsorship or public recognition (Core Business: Tickets Sales and Sponsorship Sales)
3. Right thing to do: motivates staff and guests.



Waste at AEG

- **AEG Facilities currently has a 42% diversion rate**
- **8 venues have over 75% diversion rate**

2010 SOLID WASTE TO LANDFILL: 9,452,416 KGS
2011 SOLID WASTE TO LANDFILL: 9,195,636 KGS

2010 RECYCLED AND DIVERTED WASTE: 6,297,659 KGS
2011 RECYCLED AND DIVERTED WASTE: 6,763,744 KGS



2020 GOAL

25% of total solid waste diverted from landfill

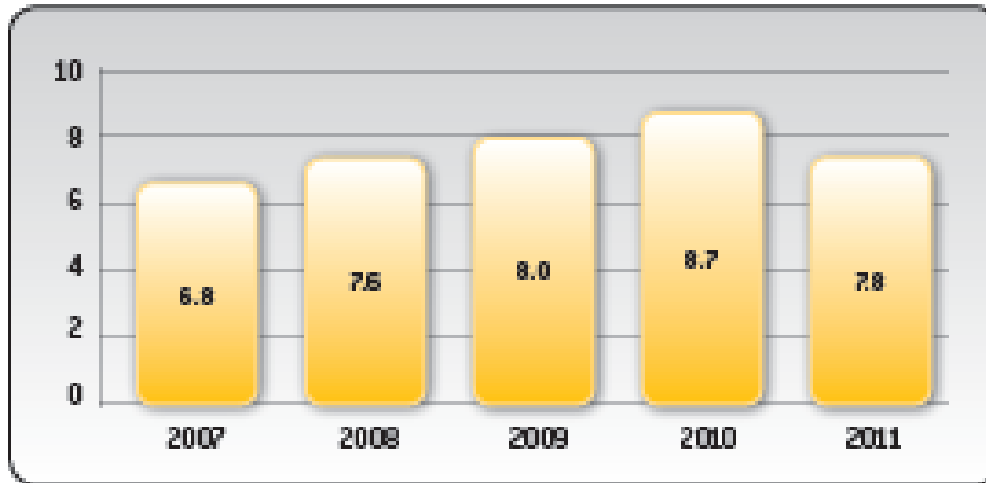
2020 GOAL

75% solid waste diverted from landfill at 50% of our venues

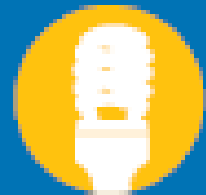


Energy and Climate at AEG

ENERGY USE PER ATTENDEE (KWH)



2010 TOTAL ENERGY USE: 239,248 MWH
2010 ENERGY USE PER ATTENDEE: 8.7 KWH/ATTENDEE
2011 TOTAL ENERGY USE: 240,896 MWH
2011 ENERGY USE PER ATTENDEE: 7.8 KWH/ATTENDEE



2020 GOAL

20% reduction
in greenhouse
gas emissions
per attendee

