



Sports Sustainability 101

Sports Tourism Learning Institute

Course Description

This 4-session course offers a deep dive into Sports Sustainability. Aiming to provide sports tourism professionals with a comprehensive understanding of sports sustainability, this course will cover the fundamental concepts, importance, and practical implementation of sustainability in the context of sports tourism. Participants will learn to apply the triple bottom line approach—environmental, social, and economic sustainability—to their sports events and organizations, enhancing their ability to make informed decisions and foster sustainable practices.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 4 sessions - approx. 4 total
hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price:
\$499

Meet the Industry Experts Leading this Course



Jen Marhenke, Sustainability Program Manager, Rico Solutions

With over 25 years in event production, Jen Marhenke brings extensive practical knowledge and hands-on experience to this course. Over the past decade, she has made sustainability a primary focus, leading teams to integrate sustainable practices into event operations. Through roles in event operations and as an Event Verifier for the Council for Responsible Sport, Jen has successfully led teams in reducing waste, conserving energy, and minimizing environmental impact, while also supporting events in achieving their sustainability goals. Now a Sustainability Program Manager for Rico Solutions, a consulting firm specializing in sports and



event sustainability, Jen continues to drive environmental initiatives forward.

Passionate about creating lasting change, Jen's approach to sustainability is grounded in real-world experience. Committed to continuous learning, she actively engages with the sustainability community through memberships and ongoing education, valuing the insights and collaboration that come from working with peers. This dedication to learning and sharing knowledge drives Jen to advance sustainability collaboratively, ensuring that environmental responsibility is not just a goal but a reality in the sports and events industries.

<https://www.linkedin.com/in/jen-marhenke/>

Course Learning Outcomes

After completing this course, you will be able to:

- Understand and articulate the principles of the triple bottom line approach and its relevance to sports sustainability.
- Recognize and explain the importance of sustainability in sports tourism and its positive impact on communities, the environment, and local economies.
- Develop practical strategies for implementing sustainability in sports events and organizations.
- Engage and collaborate effectively with stakeholders to achieve sustainability goals.
- Utilize reporting and communication tools to document and promote sustainability efforts.

Course Content

This is a fully online, self-paced course consisting of four sessions. Each course session includes an informative video lecture and supplemental resources. This course takes approximately four hours to complete.

Session 1

The “What” of Sports Sustainability

In this session, participants will explore the concept of the triple bottom line—encompassing environmental, social, and economic sustainability—and how it applies to sports sustainability. Participants will learn key terms and principles related to sustainability in sports tourism, building a foundational understanding for implementing sustainable practices in their own events and organizations.

Session 2

The “Why” of Sports Sustainability

This session will dive into the importance of sustainability for sports tourism organizations and governing bodies, examining the environmental, social, and economic benefits of sustainability initiatives. Participants will learn how to identify the return on investment (ROI) of implementing sustainable practices in sports, equipping them with the knowledge to advocate for sustainability in their organizations.

Session 3

The “How” of Sports Sustainability

This session focuses on how to develop and implement effective sustainability reporting and communication strategies, utilizing established frameworks and resource management techniques to promote environmental sustainability. Participants will also explore ways to engage key stakeholders, including fans and community members, in sustainability initiatives and leverage economic tools like procurement and sponsorships to support these efforts.

Session 4

Overcoming Challenges in Sports Sustainability

In the final session, participants will identify key barriers to implementing sustainability in sports tourism and develop strategies to gain stakeholder buy-in for sustainability initiatives. The session will also explore ways to overcome financial constraints through partnerships and funding opportunities, ensuring the long-term success of their sustainability efforts.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.