



Procurement & Resource Management for Sustainable Events

Sports Tourism Learning Institute

Course Description

The Procurement and Resource Management for Sustainable Events Certificate Playbook Course provides a comprehensive framework for creating sustainable and inclusive sports tourism events. Participants will explore resource management, carbon reduction strategies, materials and water conservation, sustainable supply chains, and more. The course combines real-world examples, practical tools, and measurable goal-setting to help organizers reduce environmental impact, support their communities, and build lasting stakeholder trust.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 10 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Member Price: \$499

Meet the Industry Expert Leading this Course

Rico Solutions is an event production and consulting company that connects sponsors, stakeholders, and their communities to events of all shapes and sizes. Founded in Florida, Rico Solutions offers professional sustainability, waste management, and operations services, fine-tuned to thrive on both a local and global scale.



Rico Solutions specializes in unlocking your organization's full potential through tailored strategies and solutions designed for your success. Their team of experts combines deep industry knowledge with seasoned technical skills to deliver impactful, actionable solutions that align with your unique needs and goals. From planning and resource management to waste

facilities and custom signage, Rico Solutions is dedicated to helping you put on the best events possible.



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:

1. **Apply procurement strategies that prioritize sustainability, equity, and local economic impact** through thoughtful sourcing, vendor evaluation, and policy development.
2. **Assess and improve waste, water, and energy management practices** by using audits, materials planning tools, and diversion tracking systems.
3. **Integrate accessibility and equity considerations** into event planning by identifying barriers, tracking impact, and creating more inclusive event experiences.
4. **Use data-driven tools to measure and communicate the environmental and social return on investment (SROI)** of sustainable event practices.
5. **Develop a practical, values-based framework** for evaluating vendors, selecting suppliers, and building long-term community partnerships that align with sustainability goals.

Course Content

This is a fully online, self-paced course consisting of 10 sessions. Course sessions include informative video lectures, participation worksheets, and printable PDF resources. This course takes approximately four hours to complete.

Session 1: Understanding & Reducing Carbon Emissions

Session 1 introduces carbon emissions and their impact on events, explaining the five key sources. Participants will be given a simple roadmap to reduce and report results to guide sustainable event planning.

Session 2: Materials Management

This session focuses on materials and waste, encouraging a shift from a “take-make-waste” model to a circular approach. Participants learn strategies to manage event materials, plan donation strategies, and educate attendees.

Session 3: Water Conservation at Events

Session 3 highlights water as a limited resource and examines direct and indirect water use at events. It offers strategies to lower water footprints while maintaining guest experience.



Session 4: Supply Chain Sustainability

The goal of Session 4 is to explore how supply chain decisions shape environmental and social outcomes. It emphasizes asking vendors the right questions, using certifications, and other strategies to ensure triple bottom line results.

Session 5: Measurement and Reporting

Session 5 focuses on why measurement is essential for accountability and improvement. Participants learn to set SMART goals, gather event data, and create audience-specific reports.

Session 6: Social Impact & Community Service

Participants will discover how to design meaningful service initiatives, stressing authenticity, planning, and measuring social return on investment to ensure initiatives leave a real and lasting legacy.

Session 7: Building Inclusive & Welcoming Events

Session 7 covers inclusive planning, representation, and accessibility. It highlights the importance of representation in marketing, accessible on-site features, and collecting feedback to improve inclusivity over time.

Session 8: Procurement Strategies for Sustainability & Equity

This session dives deeper into procurement by recommending tools like vendor scoring systems, clear RFP language, and long-term procurement policies to support sustainability and inclusion goals.

Session 9: Local Sourcing & Community Procurement Partnerships

In this session, participants will learn about the benefits of sourcing locally to reduce emissions and boost local economies. Strategies like community mapping, outreach to local vendors, and setting measurable local spending goals will be discussed.

Session 10: Bringing It All Together

Session 10 ties all of the previous sessions together and reinforces the strategies participants can implement in their sustainability journey through continued action and reporting.



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 instructor(s) with your questions. If you need technical help with the course, please email us at support@sportseta.org.

