



Telling the Story of Sustainability: Communications & Marketing

Sports Tourism Learning Institute

Course Description

Learn how to craft powerful, purpose-driven sustainability stories that engage attendees, sponsors, and the media. Telling the Story of Sustainability: Communications & Marketing equips participants with strategies to communicate sustainability goals, integrate data and visuals, and foster meaningful stakeholder partnerships. From developing narratives and co-branded sponsor content to leveraging social media, press coverage, and post-event reporting, you'll gain the tools to turn your event's sustainability efforts into lasting impact and credibility.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 7 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:

- Effectively communicate sustainability goals and outcomes using purpose-driven storytelling strategies.
- Incorporate data, visuals, and stakeholder partnerships into sustainability messaging that resonates with diverse audiences, including attendees, sponsors, and the media.
- Create and share post-event reports and content that build credibility, engagement, and long-term impact.

Course Content

This is a fully online, self-paced course consisting of 7 sessions. Course sessions include informative video lectures, participation worksheets, and printable PDF resources. This course takes approximately four hours to complete.

Session 1: The Power of Purpose-Driven Storytelling

In Session 1, participants will explore the essential elements of a compelling sustainability story and learn how to craft narratives that resonate on an emotional level. Discover how to build authentic connections and drive deeper engagement through purpose-driven storytelling.

Session 2: Show the Numbers, Share the Impact

This session focuses on transforming sustainability data into meaningful, audience-friendly messages. Learn how to select key metrics and pair them with narrative and visual elements to create clear, compelling stories.

Session 3: Visual Storytelling That Sticks

In Session 3, Jen Marhenke will discuss how to use powerful visuals to highlight and reinforce your event's sustainability efforts. Learn to identify the most impactful moments and locations to develop a visual storytelling strategy that leaves a lasting impression on your audience.



Session 4: Telling the Story with Sponsors

The goal of Session 4 is to explore how to partner with sponsors to create co-branded sustainability stories that reflect shared values and objectives. This session explains how to design impactful activations and content that showcase sponsor involvement in green initiatives.

Session 5: Inspiring Action - Campaigns, Apps, & Onsite Engagement

Session 5 focuses on driving attendee participation through interactive sustainability campaigns. Learn how to leverage event apps, social media, and on-site engagement tools to educate, inspire, and reward eco-friendly behaviors.

Session 6: Sustainability and the Media

Participants will discover how to position sustainability initiatives as compelling stories for the media. You'll gain strategies to elevate your event's visibility and showcase its environmental impact in ways that attract meaningful coverage and engagement.

Session 7: Sharing the Impact of Your Sustainability Efforts

Session 7 guides participants through the process of creating a clear, honest, and impactful post-event sustainability report. Learn how to effectively communicate outcomes, tailor messaging for different audiences, and use reporting as a tool for future success.

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.

