Sports Venue Sustainability Manager

Prodware Netherlands

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7-6-2023

Topics

01 Challenge

02 Scope 1,2,3 for Soccer Venues

03 Solution, Record, Report and Reduce with Microsoft Sustainability Cloud

04 Proposed project; approach to get to an MVP / PoC

05 Addressable market for the solution

06 Company Profile

Challenge

Challenge: Reduce Environmental impact of Football

"Football causes severe environmental impact and clubs seek ways to reduce this impact"

"Sports can play a visible role in promoting and enacting sustainability practices, and concessions in particular has potential for immediate impact"

"European Parliament reached a provisional agreement on the Corporate Sustainability Reporting Directive (CSRD), setting compulsory reporting criteria on environment, social affairs, and governance for large companies and listed SMEs from 2024."

"Most sports venues have the potential to be closed loops — fans don't bring food in or take it out, unlike a restaurant — increasing the likelihood that composting and recycling succeed."

"Sustainability is the way of the future for businesses, also for sports venues and sport organizations. Fans demand it, legislation requires it, and at the end of the day we only have one planet, so it is up to all of us to take care of it. The rise of sustainable and closed-loop operations within sporting venues and concessionaires has resulted in tremendous progress reducing waste from single-use packaging and food waste, but there is much work to be done"

Scope 1,2,3 for Soccer Venues

Why the GHG Protocol is used as a standard

"The Greenhouse Gas Protocol is the main global standard for public and private sector entities to measure emissions. Its standards apply to operations, value chains, and climate change mitigation actions."

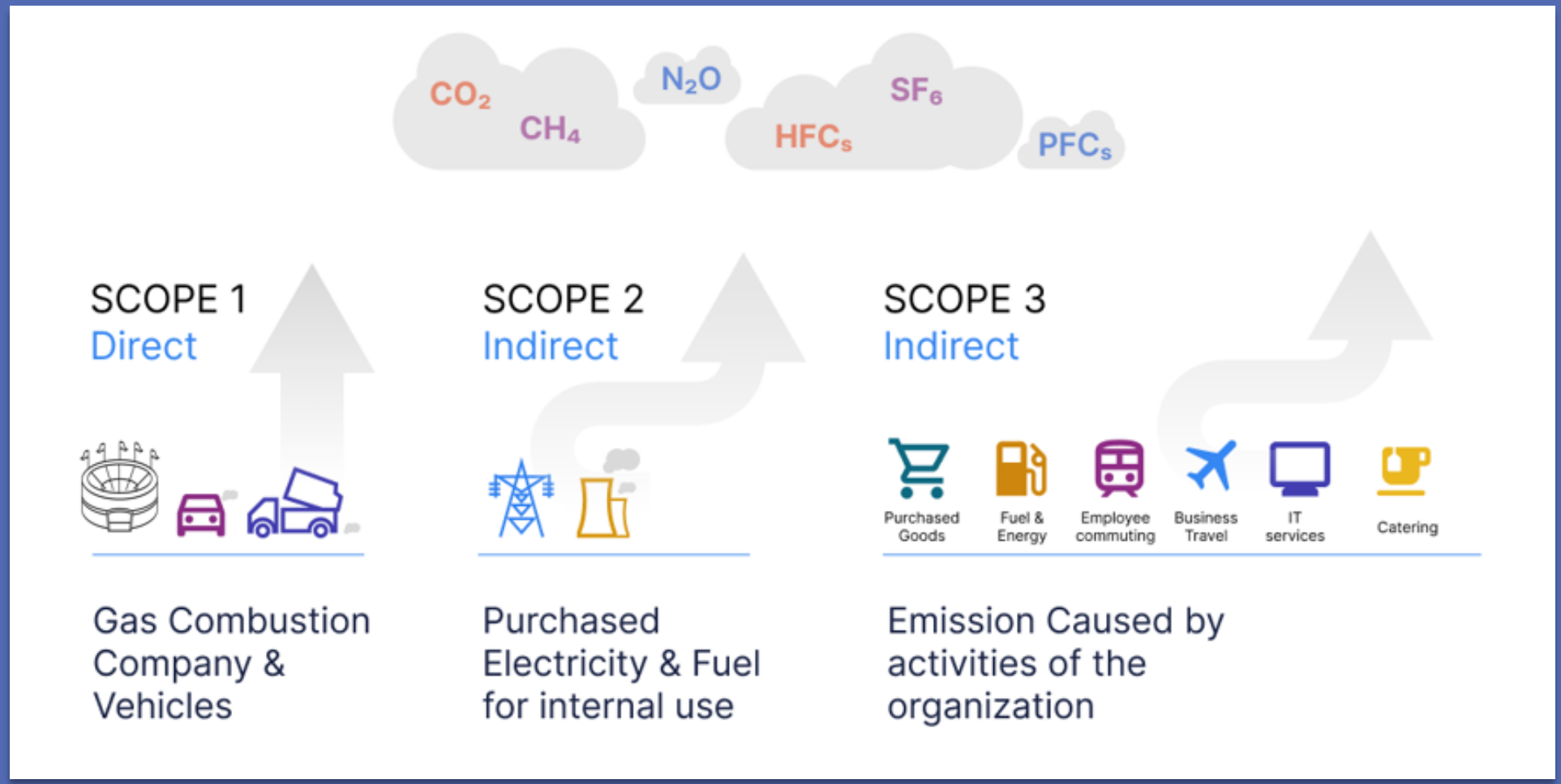
"Since the Paris Agreement was signed in 2015, the GHG Protocol has broadened to create standards and tools for governments and cities to track climate action"

"The purpose of this is two-fold: It helps us track and monitor emissions for individual entities and supports greenhouse gas reductions by helping companies identify the most effective ways to reduce their climate impact"

"Sport organizations can use this standard to create and market more sustainable products in response to sports fan demand"

The GHG Protocol is based on 3 Scopes of Emissions

The most well-known system the Protocol has established for GHG emissions measurement is with its [Scope 1, 2, and 3 emissions categories]



Why scope 3 emissions are of importance

Reducing Scope 1 and 2 emissions, those under the direct ownership and operational control of the business is usually the first target in a company's carbon reduction strategy.

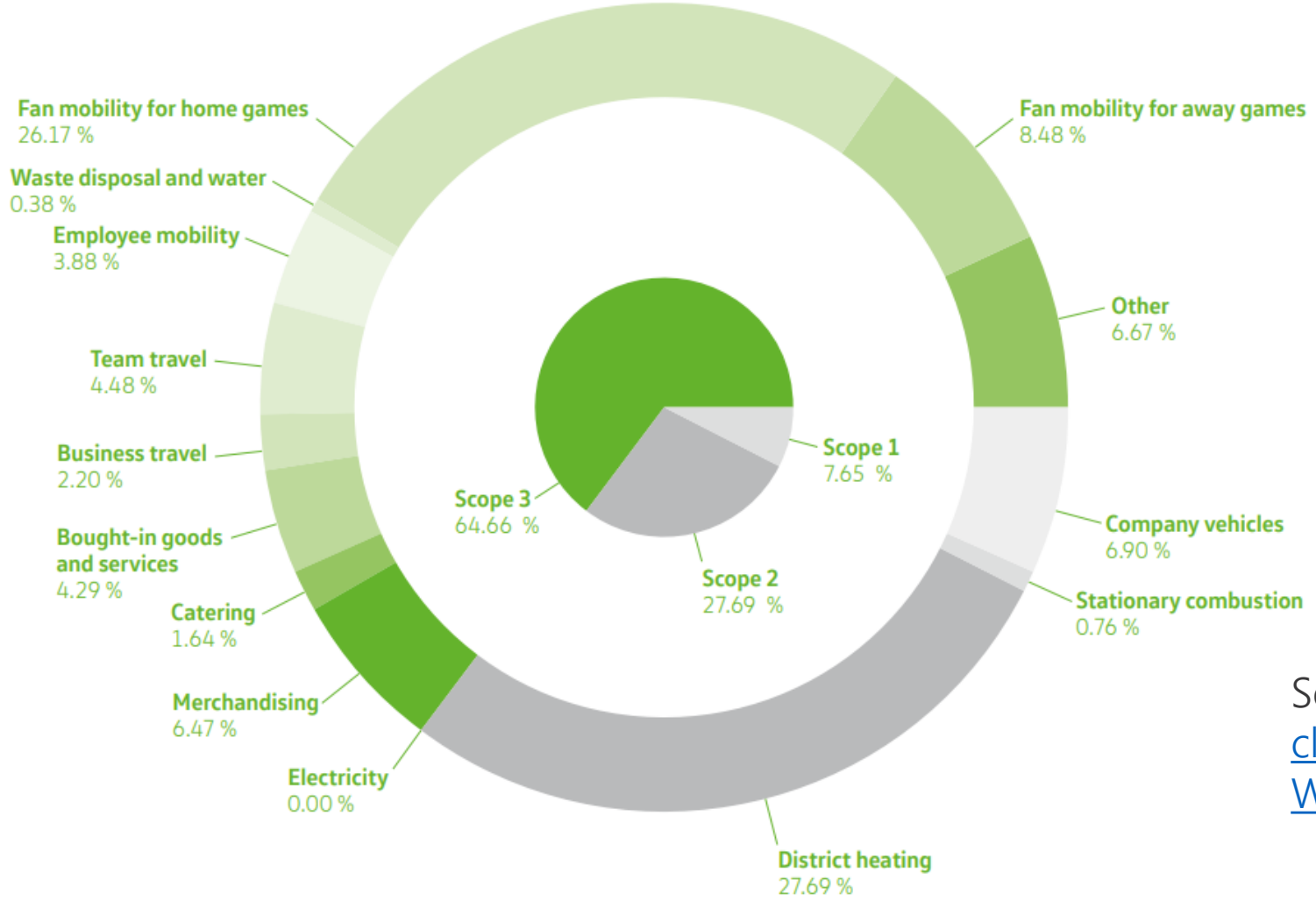
However, to become truly carbon neutral, Scope 3 emissions, which are indirect emissions released upstream and downstream in aa organization's value chain, must also be prioritized.

The more detailed an organization can be with its data, the greater insight can be gained on aspects such as fan travel behavior and emissions from team travel, food and beverages in the stadium, waste disposal from football events, and purchased merchandise products amongst others.

Best practices can be found and applied at different levels on a case-by-case basis as resource availability varies with each organization's size and location.

Carbon Footprint of VFL Wolfsburg as an example

VFL Wolfsburg is one of the early adopters of using the GHG methodology as a standard. In the diagram below you see the percentages and categories reported in each scope.



Source:
[climate protection | VfL Wolfsburg (vfl-wolfsburg.de)]

Solution:

Record, Report and Reduce environmental footprint of football with Microsoft Sustainability Cloud

CSR in action : Record, Report, Reduce and improve

› **Record** the emissions footprint of your entire operations and value chain of the sports venue more accurately through direct data connections and automation.

› **Analyze, visualize, and report** your resource consumption, environmental footprint, and sustainability progress.

› **Set goals and take action** to reduce your emissions footprint and transform your business through Sports Venue Sustainability Manager powered by Microsoft cloud for Sustainability and supported by Prodware

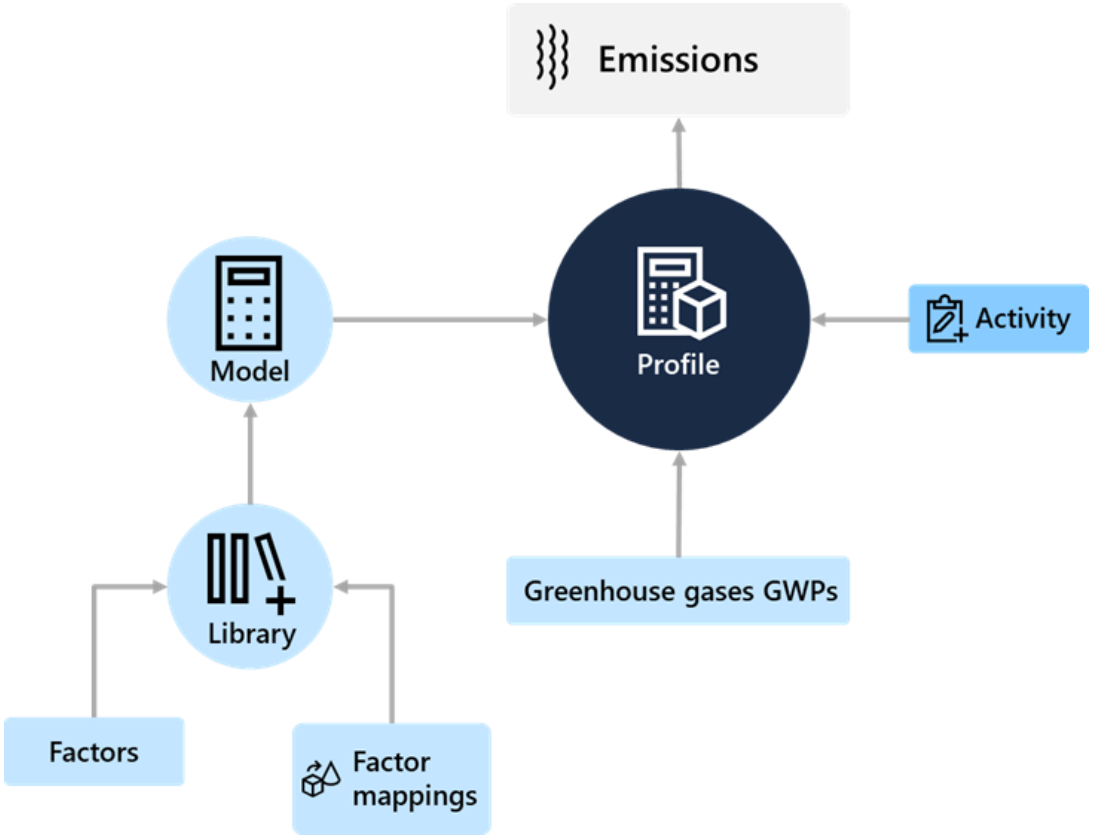
Functionality and scalability of our solution

(Sports) organizations adopting Sports Venue Sustainability manager don't only adopt a platform but also a partnership.

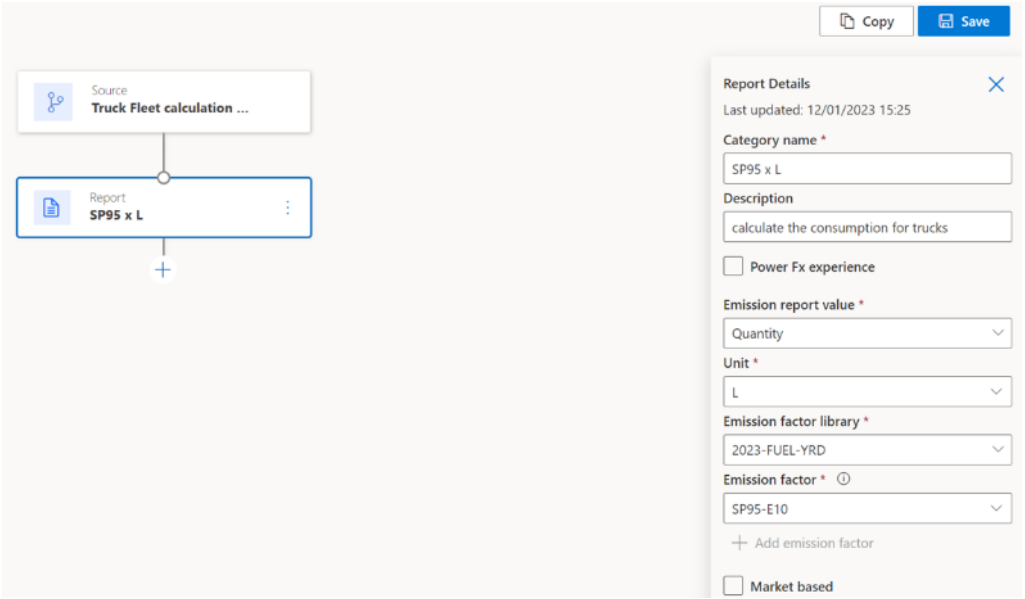
The Sustainability platform is designed on four key pillars:

1. Unifying data intelligence
2. Reducing the operational and environmental footprint of sport organization processes, sport venue, facilities
3. Creating a more sustainable value chain, specifically with insights into scope 3 emissions data
4. Building a more sustainable IT infrastructure to address a company's scope 1 and scope 2 emissions

Make use of out of calculations models in the platform



For example the consumption for trucks for the sport facilities.



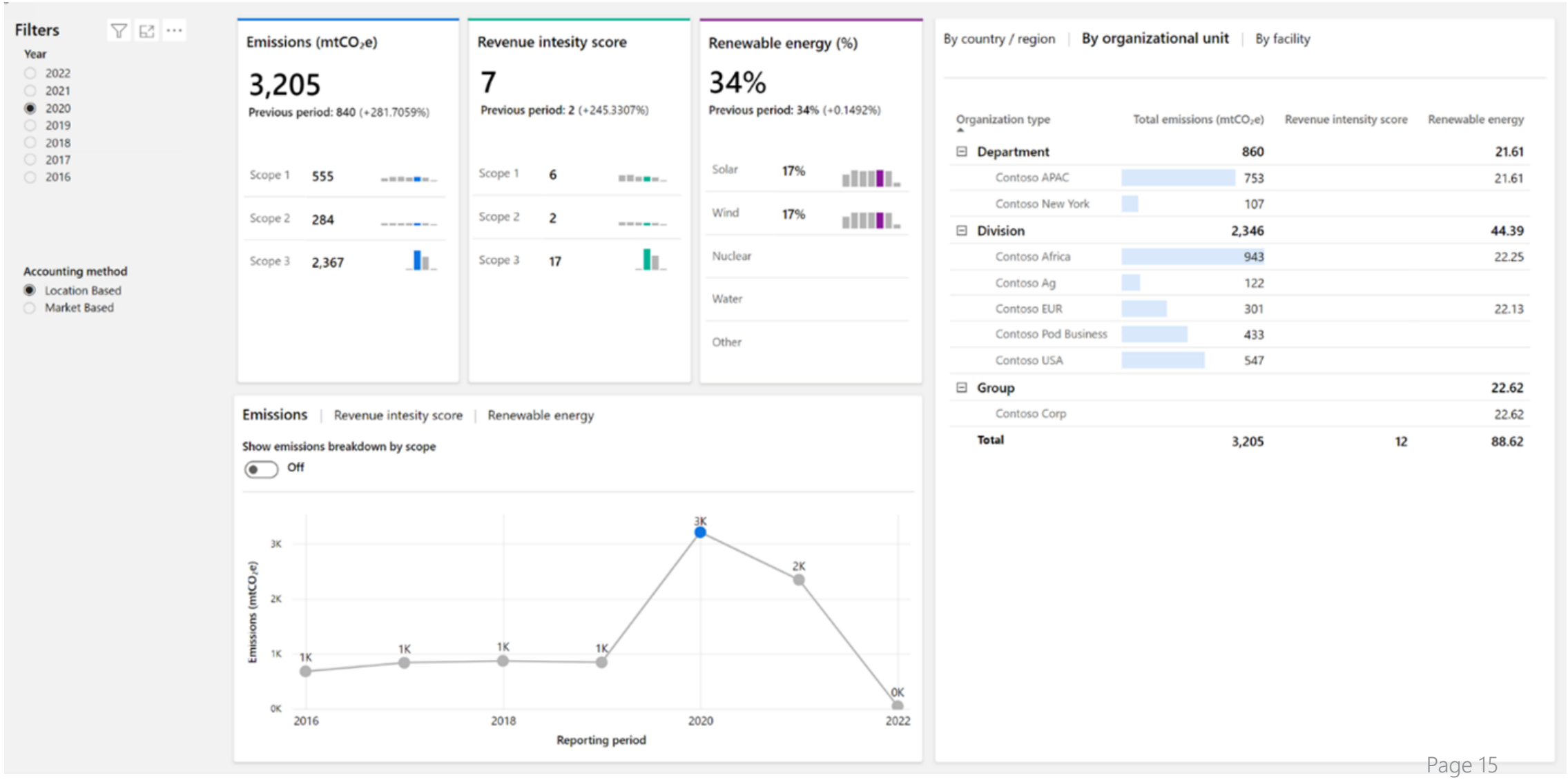
15 distinctive reporting activities

The Microsoft Sustainability platform supports the Greenhouse Gas Protocol

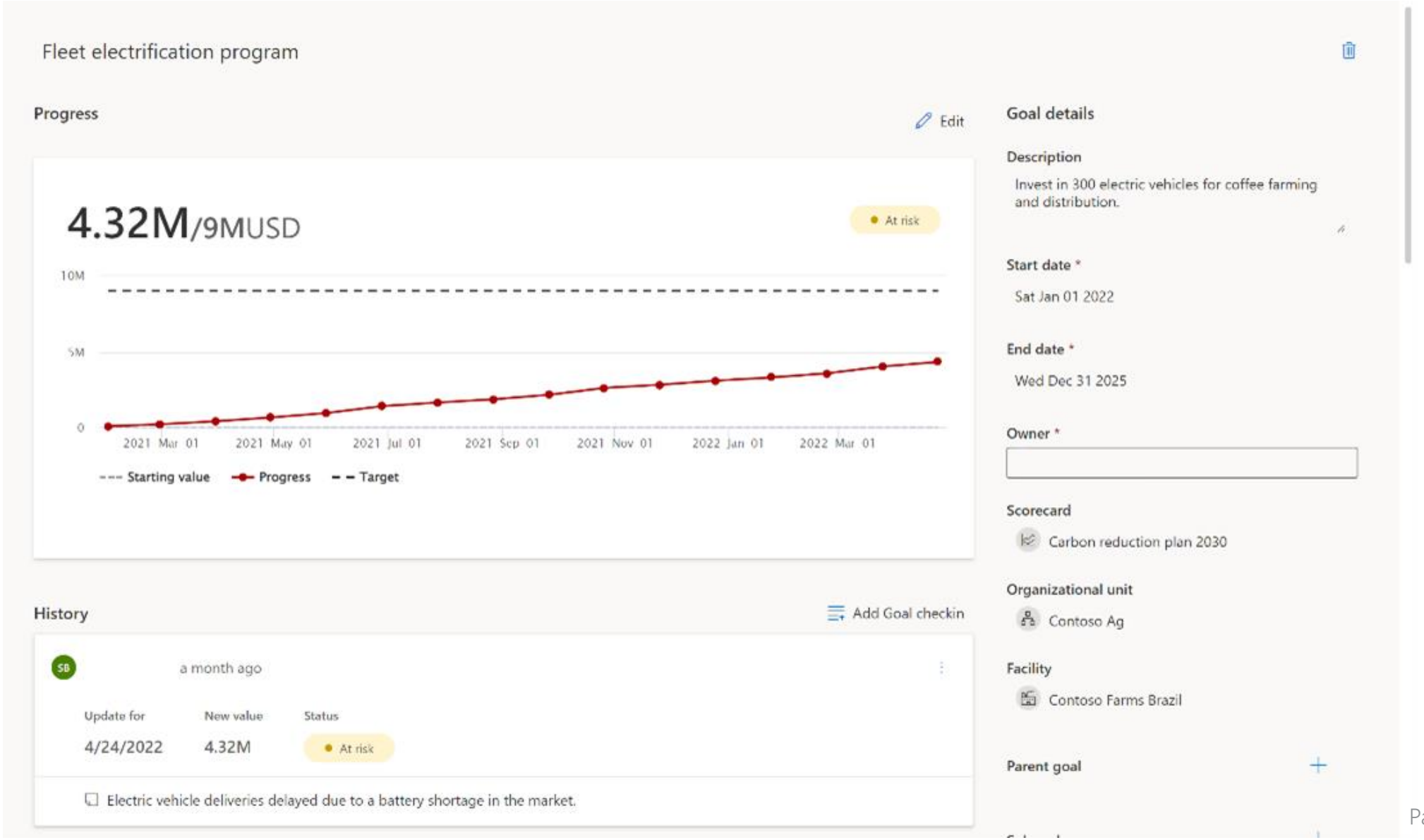
There are 15 distinctive reporting activities which for each activity specific calculation methods. The reporting activities are mentioned below:

1.Purchased goods and services
2.Capital goods
3.Fuel- and energy-related activities
4.Upstream transportation and distribution
5.Waste generated in operations
6.Business travel
7.Employee commuting
8.Upstream leased assets
9. Downstream transportation
10. Processing of sold products
11 Use of sold products
12. End-of-life treatment of sold products
13. Downstream leased assets
14. Franchises
15. Investments

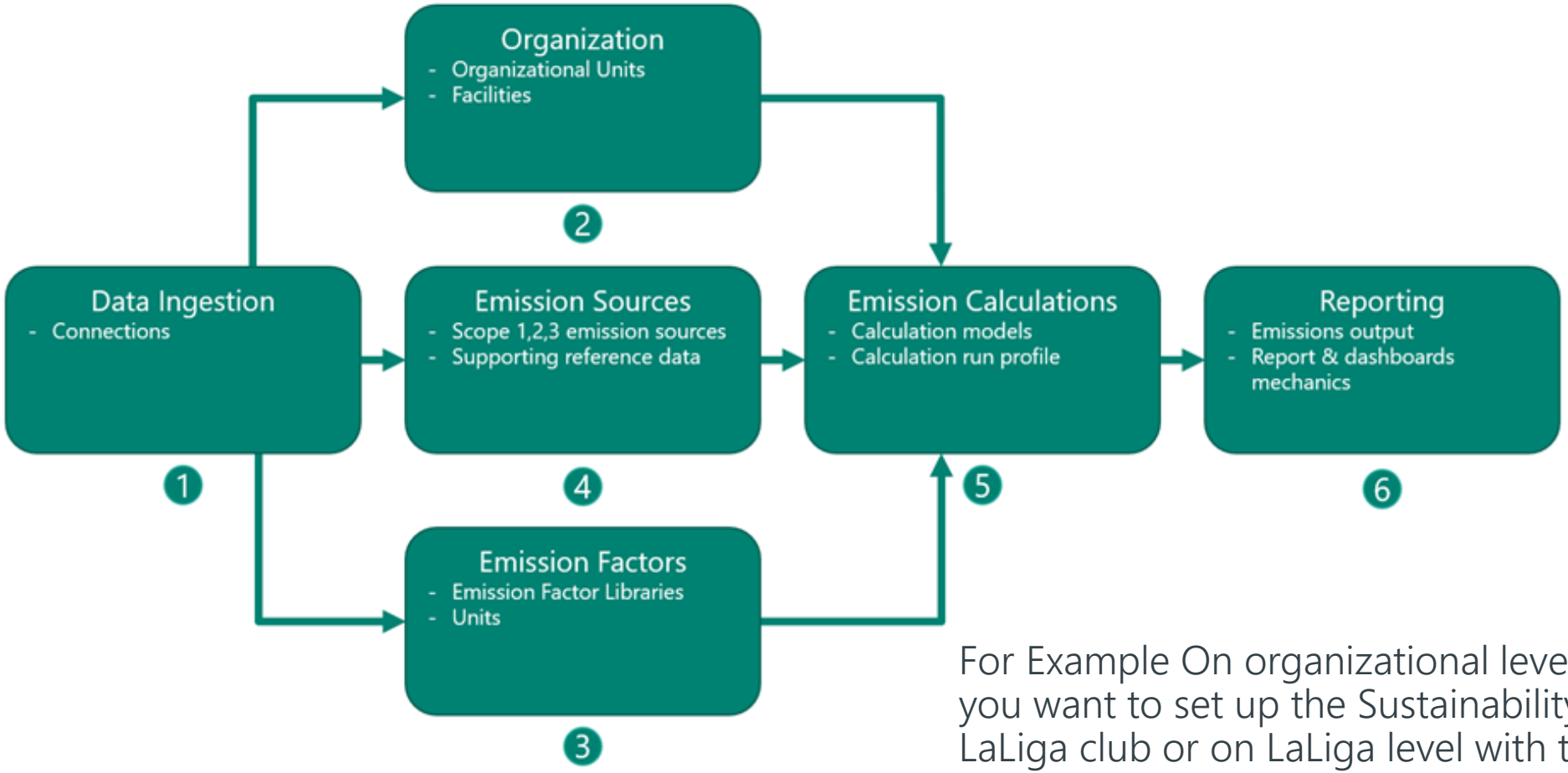
Make use of the rich reporting capabilities



Scorecards


Fleet electrification program
Progress
Edit
4.32M/9MUSD
At risk
10M
5M
0
2021 Mar 01
2021 May 01
2021 Jul 01
2021 Sep 01
2021 Nov 01
2022 Jan 01
2022 Mar 01
Starting value
Progress
Target
History
Add Goal checkin
SB
a month ago
Update for
4/24/2022
New value
4.32M
Status
At risk
Electric vehicle deliveries delayed due to a battery shortage in the market.
Goal details
Description
Invest in 300 electric vehicles for coffee farming and distribution.
Start date *
Sat Jan 01 2022
End date *
Wed Dec 31 2025
Owner *
Scorecard
Carbon reduction plan 2030
Organizational unit
Contoso Ag
Facility
Contoso Farms Brazil
Parent goal

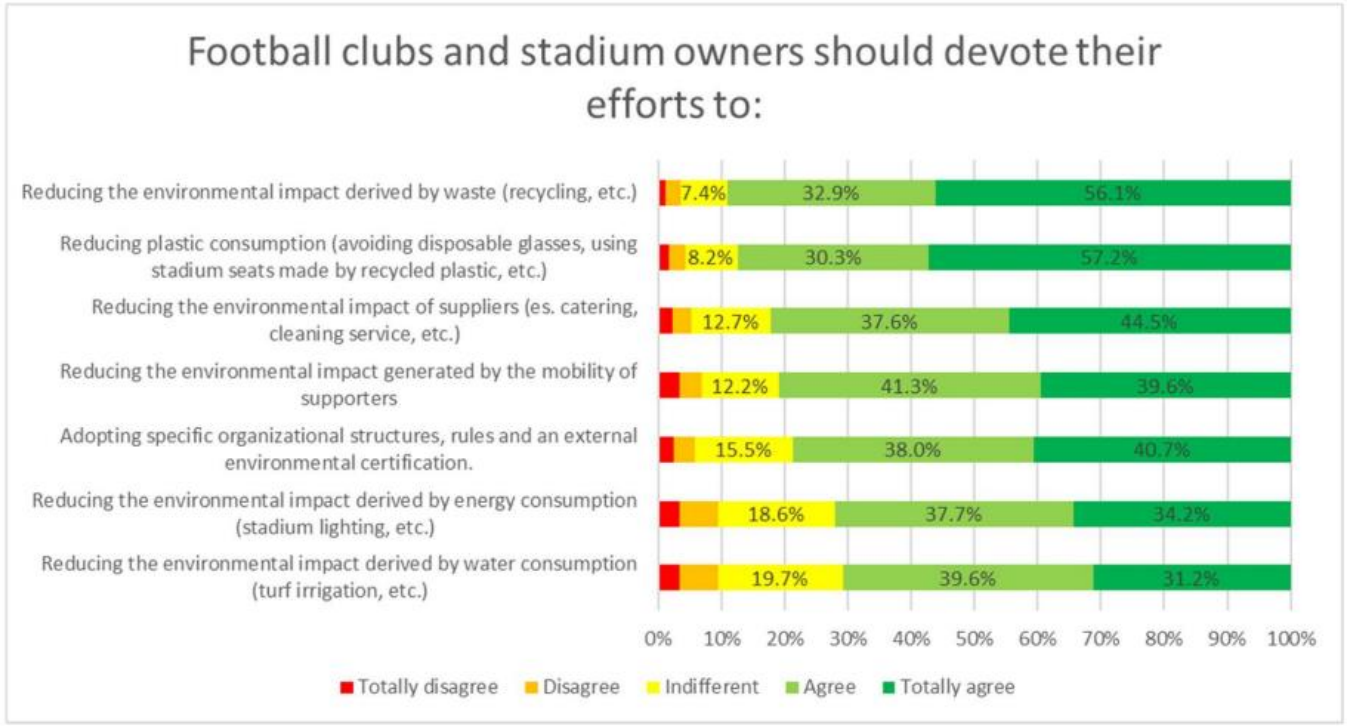
Datamodel

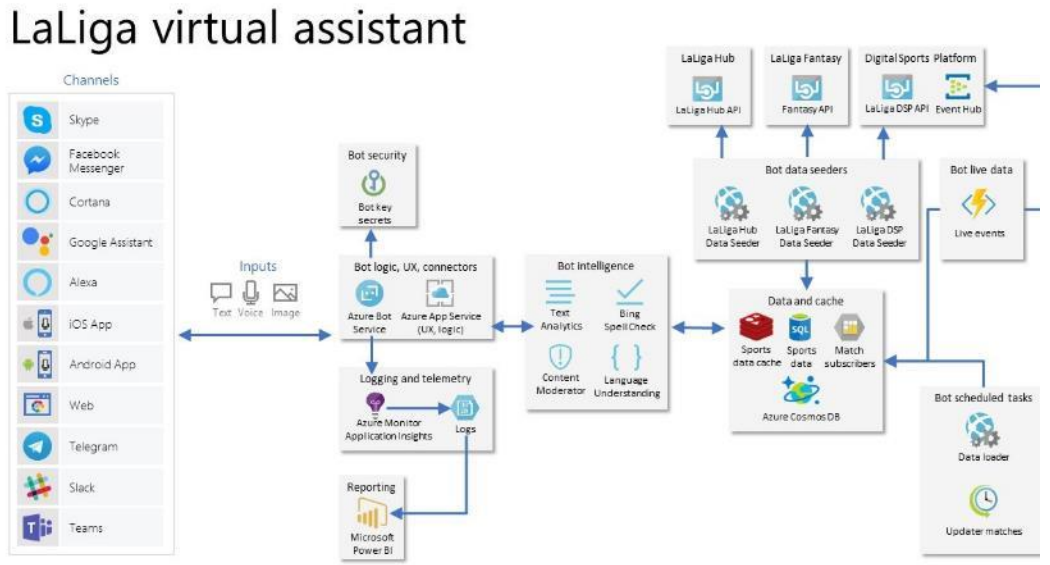


For Example On organizational level : Define the strategy if you want to set up the Sustainability platform for each LaLiga club or on LaLiga level with the soccer clubs as Organizational Units. To control and report all data of soccer clubs in one platform?

Involve Fans on sustainability

According to surveys under soccer fans they give the feedback they care about sustainability. We see major opportunities to connect the sustainability solution to engage with the fans based on for example the LaLiga Microsoft based virtual assistant.





[Source: Report Fan Survey Lifetackle]

Proposed project:

Approach to get to an MVP / PoC

Checklist before starting the journey?

1. What are the overarching emission goals of LaLiga—carbon negative, carbon neutral, or merely reduce and report?
2. Which sports venues, facilities would participate and where are they located?
3. What is the carbon intensity reporting cycle?
4. What are the key indicators to report against?
5. Who are the main stakeholders and what are their responsibilities (emissions analyst, CEO, etc.)?
6. Are there any compliance standards to follow?
7. Is a custom factor library required? The default factor library in MC4S is from the EPA.
8. Where are the key emission sources and corresponding systems?
9. What are the different formats of the emission data from these systems?

Setup the project team

Sustainability Lead

"I provide the requested data from my department to our sustainability team partners"

Jessie Irwin

Sustainability Specialist

"I am responsible for all emissions reporting tasks at my company"

Amber Rodriguez

Emissions Analyst

"I analyze emissions data & send results of analyses to other stakeholders"

Alex Serra

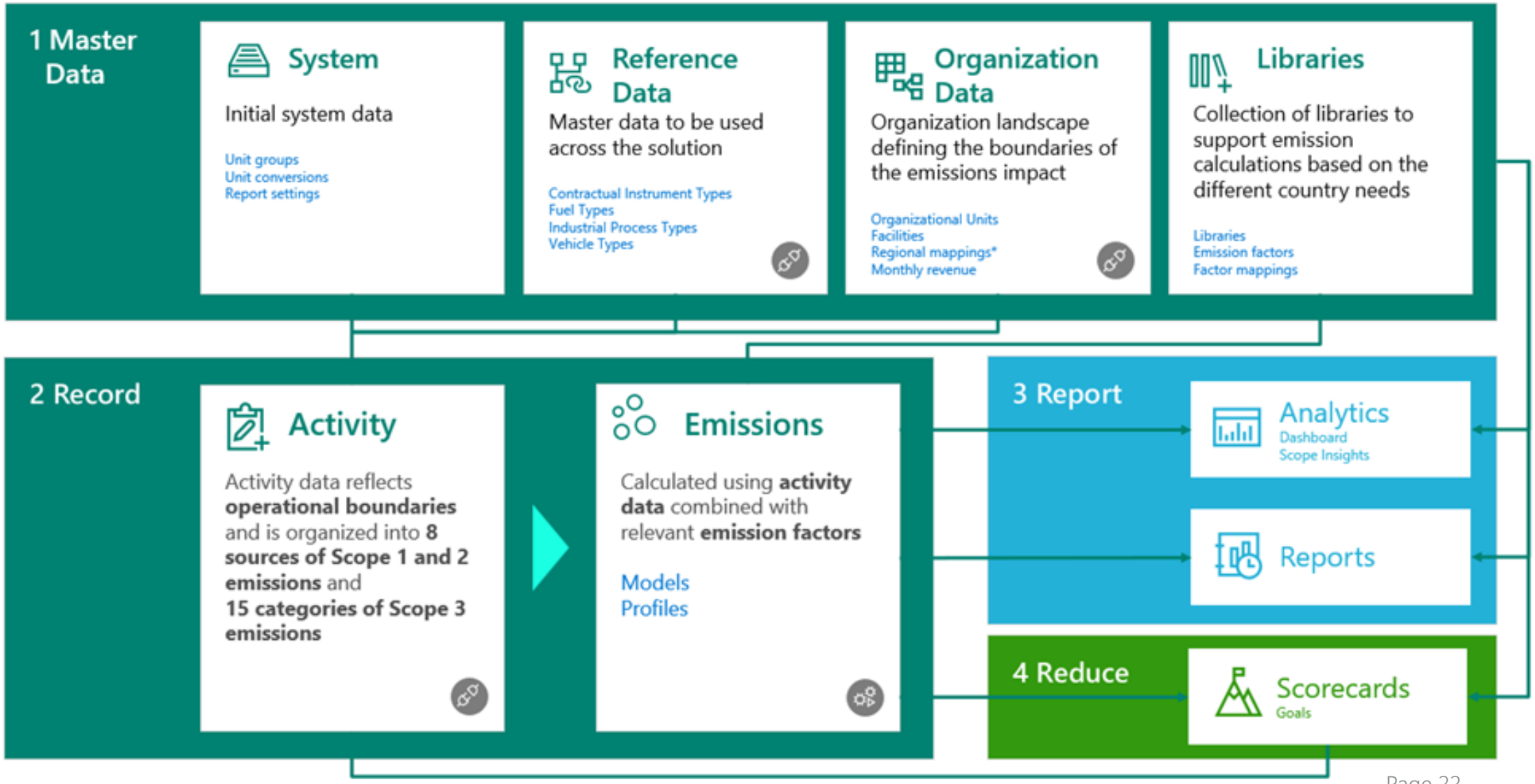
IT Admin

"I'm involved in collecting emissions data and inputting it into our database."

Reed Flores

They all have a role in the project and during the different steps of the process. In some projects, we see that some roles are managed by one person, in others by a team

Build insights related to scorecard goals



Proof of Concept format can be used

WEEK 1

Kickoff meeting

Demonstration of the solution to the core team

Decide on which models / calculation to use

Install the solution

WEEK 2

Setting up data connections and data import

Data simulations

Test scenarios

WEEK 3

Kickoff meeting

Demonstration of the solution to the core team

Test the data scheduling

WEEK 4

Calculation profiles

Maximum of 3 scorecards to be tracked in the POC

Onboarding key users

Proof of concept to be live and available for your organization for 30 days.

Example of a Proof of Concept format based on a specific scope.

Addressable market for the solution

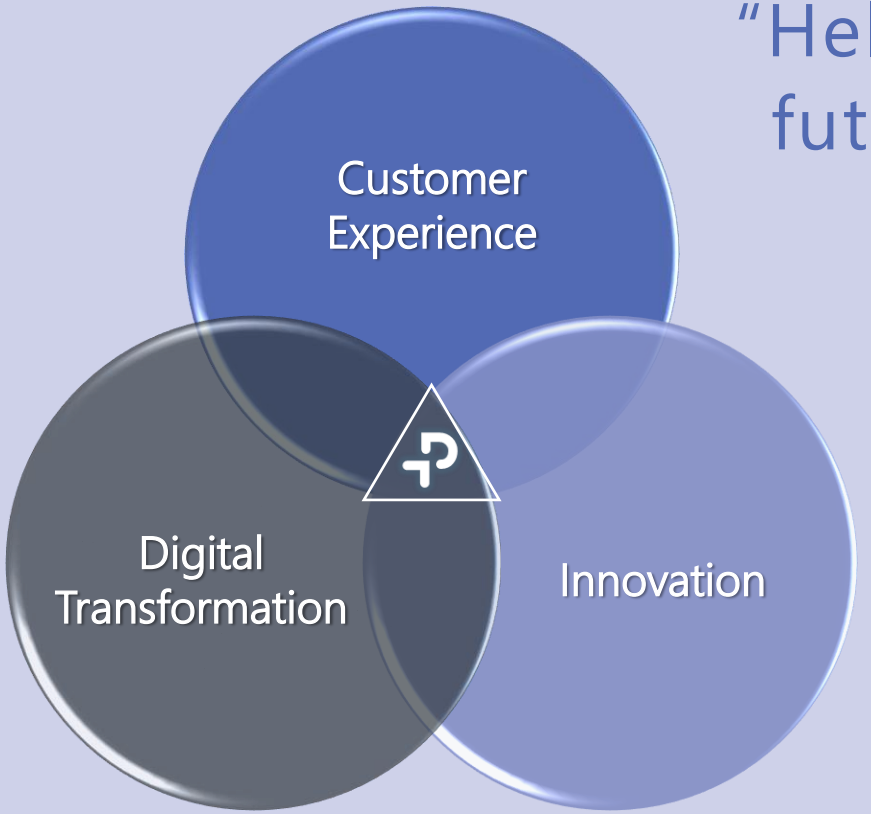
Addressable market for the solution

- Based on the knowledge Prodware has of sport organizations and the digitalization journey we see a market for the sustainability solution in several markets. (Professional Football clubs, Football associations, and other professional sports leagues and clubs)
- Microsoft offers and supports the Microsoft Cloud for Sustainability globally. International availability
- Prodware has his footprint mainly in Europe but can expand to other regions based on the partnerships
- Prodware provides services for workshops, data analysis, data connections, reporting, Integrations and support. We also have a lot of experience in the sports sector, also in LaLiga football clubs. For example at Valencia C.F., Real Madrid and Celta de Vigo as recognized partner of Microsoft.

Source: European Leagues

Company Profile

The Prodware value proposition



"Help organizations step into the future by building the business processes of tomorrow"

Alain Conrard
CEO
Prodware Group

PRODWARE ON THE MOVE / Local presence – global reach

A global company with regional offices delivering performance to its customers

1735 employees

16 countries

15 000 Customers served

Founded in 1989

230 million turnover (2022)

42 offices

Prodware has opted to rely on the United Nations Sustainable Development Goals ("SDGs") to identify its main CSR challenges and monitor the performance of its policies as defined and analyzed by the Prodware Group.

Microsoft
Tier-1 Cloud Solutions Provider

Western Europe Partner Pledge
Microsoft

2021/2022
INNERCIRCLE
for Microsoft Business Applications

SUSTAINABLE DEVELOPMENT GOALS

The Microsoft Partner Pledge is an initiative launched to shed light on how nations can « adopt technologies in a deep and ethical way and ensure everyone possesses the right skills and opportunity to make the most of what lies ahead » .

The Partner Pledge focuses on the following four critical goals:

Digital skills

Helping countries prepare for the challenges of the Fourth Industrial Revolution through Microsoft's Digital Skills program

Diversity

It is important that our industry reflects and supports society, and that we keep working to improve the diversity of our technology workforce.

Responsible and Ethical AI

Ensuring Artificial Intelligence is developed and implemented in responsible and ethical ways, as we set out in AI for good and Future Computed.

Sustainability

Our commitment to sustainability and reducing your carbon footprint.

© Prodware

Key highlights of Prodware's recent CSR history

2008

Consultation and adoption of a Green plan

2009

Reporting to international Standard of the Global Compact

1st annual report on Sustainable Development

Prod'Sustainability implemented internally

2013

Prodware takes top ranking in the Gaia index

2016

Alignment to the UN Global SDG 17 goals

2022

Prodware signs the Microsoft Partner Pledge

Experience in digitalization of football organizations

Prodware has a long-time experience in the sports sector with ERP, CRM, Fan Experience and Engagement projects, data analytics projects at Valencia C.F., Celta de Vigo, HSV Hamburg, Real Madrid, KNVB (Dutch Football Association) and RCL Lens.

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