

CSR Report - Sports Business

A Corporate Social Responsibility Association Publication

**Sustainable Best Practices...
Get In The Game!**



Welcome to the CSR Report. Corporate Social Responsibility embodies people, planet and profit.

We hope you enjoy this issue of the CSR Report.

Sincerely,

John Hall
Executive Director
Corporate Social Responsibility Association



Featured Topic

CSR & Sports...

Affecting People, Planet and Profit

Corporate Social Responsibility and the sports industry work in many ways for the common good of the communities in which their fans and supporters reside.

With more and more companies issuing annual CSR Reports, the significance of articulating the good works that companies are accomplishing is at an all-time high.

Large and small businesses are realizing that CSR can positively affect their bottomline, thereby helping to increase their value proposition.

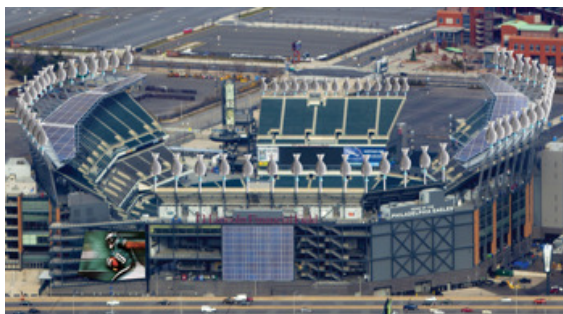
Sports and entertainment is a great venue to help distribute this message to a broad and passionate audience.

The CSR Association will be posting stories throughout 2011 on a variety of issues related to sports and entertainment and their corporate partners that benefit from the triple bottomline of People, Planet and Profit.

Venue Update

Global First

Lincoln Financial Field will convert to self-generated renewable energy with the help of Solar Blue.



Solar Blue will equip Lincoln Financial Field with onsite wind, solar power and dual-fuel generated electricity.

Environmental and social initiatives like this are setting the Philadelphia Eagles not only apart from the other teams in the National Football League, but also separating themselves from traditional businesses that are vying for discretionary revenues. [Read More](#)



Social Responsibility

Team Spotlight

Chicago Blackhawks Expand CSR in Multiple Ways



Chicago Gateway Green



Since the team's inception in 1926, the Chicago Blackhawks have pledged to support programs and institutions that seek to create a better tomorrow for their fans and millions of people throughout Illinois and Northwest Indiana.

Chicago Gateway Green provides the Blackhawks with a comprehensive community initiative that aims to educate their fan base to be leaders in responsible environmental development.

With the Chicago Gateway Green partnership, the current generation of Blackhawks staff and fans can help to lead the change in leaving their environment in a better condition for the generations which follow.

Chicago Pet Adoption

The Chicago Blackhawks support the Chicago Animal Shelter Alliance and encourage fans to consider a new furry family member through pet adoption! For more information about pet adoption, visit www.americanhumane.org. Also to learn more click [the Chicago Animal Shelter Alliance](#).



Chicago Hospital Visits



Blackhawks visiting
Children's Hospital.

Each season, Chicago Blackhawks players and coaches visit local children's hospitals to sign autographs, pose for photos, participate in games or craft activities and interact with children.

In the past, the Blackhawks have visited The University of Chicago Hospitals, Children's Memorial Hospital, Shriners Hospital for Children and the Ronald McDonald Children's Hospital of Loyola University Medical Center.

[Read More About Chicago Blackhawks CSR Activities](#)

Houston Astros "Play Green Program" Makes a Difference in Community

The Astros are proud to be a leader in the efforts to help preserve the environment. In 2008, they launched the Play Green campaign and continue to lead the way in Earth-friendly initiatives in the greening of the sports movement.

The Houston Astros players and organization are active in schools throughout the region in discussing recycling efforts, tree planting and working with Habitat for Humanity, to name just a few initiatives they are involved with that make a difference in their community.

[Read More](#)



ZOOMGRANTS

The Phoenix Suns Charities teamed up with ZoomGrants in an ongoing strategic partnership to create a successful online grant management system. The ease of use in implementing and executing the ZoomGrants online technology is a win-win for the Phoenix Suns Charities.

[Read More About Suns & ZoomGrants Collaboration](#)

[Read More Suns Charities](#)

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"The Corporate Social Responsibility Association (CSRA) has been formed as a member driven organization due to the rising need for resources and collaboration geared toward a better understanding of the triple bottom line of people, planet and profit."



"Baseball is a social institution with social responsibilities and caring for the environment is inextricably linked to all aspects of the game. Sound environmental practices make sense in every way and protect our natural resources for future generations of baseball fans."

Commissioner Allan H. (Bud) Selig



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