

“Life Cycle Assessment and the Environmental Impact of Sport Spectators’ Game Day Behaviors”

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Determining the environmental impact of a product or individual has been deemed more of an art than science. This is further confounded in the sport industry because the sport ‘product’ is an emotional experience that perishes as quickly as spectators consume it. As a result, researchers have conducted environmental impact assessments (Collins et al., 2009; Frey, et al., 2008; Mallen et al., 2010), focusing on the organization’s impact (i.e., waste produced, utilities consumed) per attendee rather than examining the entirety of the spectator’s (i.e., attendee) activities related to attending the event. One way to examine the environmental impact of sport spectators is through a life cycle assessment (e.g., purchase of ticket until safe return after the event). Life cycle assessment offers a simplified way for organizations, sport included, to examine the current or alternative inputs and their impact on the natural environment. Thus, the purpose of this research is to understand the environmental impact of sport spectators’ game day behaviors and to develop a survey instrument to effectively measure the impact of spectators. Ultimately, this line of research can help inform sport organizations and spectators about their environmental impact and propose ways to reduce their impact when attending sporting events.