



## Continuing the Conversation: ATHLETES AND OUTDOORS PEOPLE

Whatever you play, wherever you play, the climate crisis affects us all.

Maybe you've seen it already. Practice cut short in the heat. Games called off. Global celebrations from the Olympics to the World Cup in real danger.

And it doesn't take a jersey to see it. Maybe you see it in the disappearing trout and the rivers and streams running too low to fish. Or the days so hot and humid, a simple run is an invitation to heatstroke. Or the winters so warm the ski season disappears.

We get it like only athletes can. Like only outdoors men and women can. What's at stake and why we have to act.

Which is why we have to start talking about the crisis and how we solve it. With our teammates. With other fans and parents on the sidelines. With the couple on the chair and the family at the campfire.

The good news is that it's an easy story to tell. In fact, you can get the basics in just 11 words:

*We must change. We can change. We will change. Here's how.*

To help you start a climate conversation, we've included some simple talking points below. Your voice matters so use what feels right and natural to you.

### WE MUST CHANGE

- **Burning fossil fuels is creating a global climate crisis.** Greenhouse gas emissions from fossil fuels are causing global temperatures to

rise — fast. The result: seasons out of balance and weather becoming more extreme and dangerous. Hurricanes get stronger. Droughts last longer. Heatwaves turn lethal.

- **The climate crisis is changing sports and threatening our health.** Warmer temperatures are forcing us to change everything from after school practice to the US Open to the World Cup to avoid heat exhaustion. Ski seasons are getting shorter and a lot less epic. [Big game and fish populations are in danger.](#)
- **The crisis threatens our jobs and local economies.** Outdoor recreation in the US [generates \\$887 billion in revenue and supports 7.6 million jobs.](#) When temperatures skyrocket and we stay home, it's not just runners, football players, hunters, skiers, and hikers who pay the cost — it's working families and entire communities too.

### WE CAN CHANGE

- **We don't need to wait for tomorrow — the tools to halt rising temperatures and avert the worst are in our hands today.**
- **With renewables like wind and solar, we can power our lives without destroying our planet.** Clean energy is affordable and abundant. [More energy from the sun's rays strikes the earth every hour than humanity uses in an entire year. Globally, wind could supply the Earth's electricity needs more than 40 times over.](#)
- **With a just transition to clean energy, we can create a fair and livable future where everyone can play outside.** Experts project that the clean energy and efficiency transition will [add \\$26 trillion to the world economy and create 65 million jobs through 2030.](#) These are jobs with a



future that can support our dreams and communities from Atlanta to Appalachia and all around the world.

### WE WILL CHANGE

- **The world is with us.** [Seven in 10 Americans support government action on climate.](#) [Eight in 10 EU citizens want more support for clean energy over fossil fuels.](#) Clear majorities worldwide [see climate as the top threat today.](#)
- **The biggest sports brands see what's at stake and are taking action.** From [Nike](#) to Burton to the North Face, sport's biggest brands are going all in on climate solutions like clean energy and supply chain sustainability. They're taking the lead and inspiring other sectors and companies to follow.
- **Big names in sports are speaking up and calling for action.** What do [Cleveland Browns receiver Odell Beckham, Jr.](#), [Chicago Bulls big man Lauri Markkanen](#), [Milwaukee Brewers pitcher Brent Suter](#), and [snowboard legend Jeremy Jones](#) have in common? They're all calling for action on the climate crisis. Meanwhile, teams and governing bodies from the Golden State Warriors to the New York Yankees to the International Ice Hockey Federation to Wimbledon have signed on to the [UN's Sports for Climate Action initiative.](#)

### HERE'S HOW

- **2020 will be a year for climate action.** With the reality of the crisis growing more apparent and public demand for action getting louder almost by the day, climate promises to be a major issue next year. Meanwhile, world leaders will meet to create a stronger Paris Agreement.
- **Athletes and outdoors men and women can help set an agenda for climate action.** We are millions of Americans who call ourselves runners, skiers, hunters, football players, cyclists and everything in between. We may not agree on everything, but we agree that we need to solve this crisis. In 2020, we can use this power to force the climate-health threat into the national conversation and get athletes and outdoor companies of all kinds talking about real, practical solutions.
- **One question for every outdoor company or athlete: "What will you do about the climate crisis?"** If outdoor companies want our business, they need to have a plan for solving the crisis threatening our future. We can make sure they do.