

Leveraging the Power of Athletes’ Authentic Platforms to Amplify Climate

BSR partnered with the University of Cambridge’s Institute for Sustainability Leadership (CISL) to create a 7-video ‘training module’ to help SME executives get ‘Climate Fit.’ They identified sports as a powerful connection and were seeking climate-active athletes to help tell the story.

EcoAthletes’ Solution

- Recruited climate-minded EcoAthletes Champions to introduce the ‘Climate Fit’ videos.
- Ensured the content voiced by the athletes was meaningful for the viewers.
- Delivered program on-time: Recruiting, script consulting, and recording happened in three weeks.

Seven EcoAthletes Champions narrated the intros to each of the training videos. An independent producer shot & edited the videos — all were done in a manner that minimized carbon emissions.



POSITIVE RESULTS FOR ALL STAKEHOLDERS

7 Engaging Educational Videos

Compensation for EcoAthletes Champions

Funding EcoAthletes’ Resource Hub

“I was very excited to use my voice as an EcoAthletes Champion to help small enterprises and medium-sized businesses get ‘climate fit!’”

Garry Gilliam, Former NFL Player