

UNSDG Goals gang to be Consumer Activated.

SDG Gate - \$100M - \$1B
Catalytic investment Capital
DAF's or 1
Concert Series!!

new poverty
2000 living
good health
well-being
quality edu
gender equal
clean water
clean energy
eco life
industry, innovation
infrastructure
climate action
life below water
life on land
peace, justice
partnership

Celebs' face consumer scrutiny +

The Rock 359M followers
ZOA - \$100M sales, 138% growth now ↓
Even though Hawks Fan SF 49ers
CO2 + QB Yelkoe
practice facility - Fluwater

Sodium Chloride
L-Valine Isobutyl
Niacinamide
Mannan Hydrochloride

SPORTS BIZ MODELS

Ryan Reynolds (MUT) Wrexham

\$150M Messi vs Ronaldo effect

Apple Treacy \$2.5B 10 yrs MS

LeBron James → Springhill campy video product copy entertainment dev.

NFL → funny + Michigan 142 left TB

FC Doc medicine/social media

Music Biz Models

ERAs Tour - resellers tickets pay taxes DES

Artists - Oldplay, Billie Eilish Creating new Ryder STD's
→ new STADIUM BUILD OUTS!

* Climate Pledge Arena hosts MOT...
→ Backlash 3% fees taken on.

NEW concert ticket tax → local action.

HOLLYWOOD

Advertiser CCA

Advertisers "climate" included ongoing basis

document feature films series

- ✓ billboard battery heaves (Kaiser act)
- ✓ King Fan Mens of Nepal (eat pray love)
- ✓ CORAL SANDS (outboards)
- ✓ ON THE BALL sports actually (F1 Dr + K Summer)
- ✓ Dan and Mic
- ✓ TABLET - Sustainable fashion (price range)

INDUSTRY IMPACT

Climate Taxes, Visibility Offsets Purchase

Airlines (carbon impact) → SAF
Hotels - junk tax \$2B pre pandemic - Law 5.
→ new climate taxes.

Pro Sports Teams + Fan Climate Engagement

FC Barcelona 400M fans.

Plastics Aspirations climate needs

Sports positive Summit potcast

Formula e - net zero, day zero

millennials, gen Z, gen Alpha. 2021 20 19
F1 - Vegas race, Netflix 5 seasons. 224M 169M 110M viewer minutes.

→ CBS - 5 ams, rest Roku/Paramount...
x extreme e - remote corners of planet races
McClaren team - NEOM major sponsor

Pro Sports leagues

✓ Europe index prof. football. climate sustainability
BBC documentary Climate Panel sports positive

NFL
NBA → Chris Granger Pres ASCORZ - PEVPTIMBU.
MLB.
Climate Pledge Arena - Pepsi - Fandry part No Plastic

Seattle Storm Practice Facility

LAClippers Habitat Home

Mill / Gen Z / Gen X climate purchase pressure

NEOM: Saudi Arabia city zero emissions
vertical city The Line 9M.
500m tall x 200m wide, 170km long
Disrupting UK fleet

- Junk Kulture Plastic Water bottle - Cigarettes