

TENNIS LEGACY FUND



Tennis Legacy Fund is a new organization working to galvanize the tennis industry and the tennis community worldwide around high-impact projects that create win-win solutions for people and the planet. We provided an environmental impact assessment, created survey questions, wrote short publications, and conducted industry research to help build the organization.

GREENLIGHT GREENPAPER

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CREATED BY GREENLIGHT AT
ARIZONA STATE UNIVERSITY: DEVON EDWARDS

KATHLEEN BAUER | ALEXANDRA BODEN

ASHLEY GUELIAN | BENJAMIN OAKS

BRANDON RUIZ | ALEXANDRIA SELF

PROJECT PARTNER: TENNIS LEGACY FUND

TED MURRAY

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TLF is exploring best practices for engaging, enabling, and educating the tennis community. The overarching objective of the Tennis Legacy Fund project was to create a rating/certification program to assess the sustainability performance of tennis facilities. The Tennis Legacy Fund requested assistance in evaluating program frameworks and laying the foundations for the most effective program possible. The end goal of this project was to help tennis facilities improve the environmental performance of their operations.

GreenLight Solutions compiled research and created engagement materials. The **following resources** were created for Tennis Legacy Fund to help achieve its overall goal of creating a rating/certification program for tennis facilities:

- **Environmental Impact “Hotspots” Assessment:** This document was created in order to consolidate and identify main areas within tennis facilities that have high ecological footprints. The information in this document will be utilized as a basis for the future development of a tennis facility sustainability certification program (i.e. LEED and EnergyStar).
- **Survey Questions:** Created for the Tennis Industry Association (TIA), these survey questions served as the first point of contact between the TIA and its magazine recipients in order to gauge interest in advancing environmental stewardship.
- **Tennis Industry Magazine Content:** The Tennis Industry Magazine requested that we produce sustainability-focused content for upcoming publications. The topics were focused on low hanging fruit options that would save tennis facilities money in terms of energy efficiency. These articles were limited to 150 words and were composed in a conversational tone to appeal to readers.
- **TLF Potential Models: Engagement Programs, Manuals, Case Studies:** Our team conducted research for the TLF to reference when building the organization. We identified current engagement platforms, manuals/handbooks, and case studies within their industry.

BENEFITS TO PROJECT PARTNER

The documents created by GreenLight Solutions serve as a framework for the Tennis Legacy Fund to use towards creating an environmentally conscious resource platform for the tennis industry.

BENEFITS TO SOLUTIONEERS

The invaluable learning experiences gained from working on a project with industry professionals included the following: project development and management, professional communication, and value creation through producing deliverables to fit the client's needs. In addition, the team produced organizational framework research tailored to TLF's mission and analyzed the needs of the tennis industry by identifying opportunities for facilities to increase resource efficiency in a cost-effective way. Each group member will be published in the nationally recognized Tennis Industry Magazine. Not only does this benefit each individual group member, as published work assists members in their future endeavors, but also highlights the work of GreenLight Solutions in a nationally distributed magazine.

BENEFITS TO THE COMMUNITY

The community has the opportunity to increase its knowledge on the sustainability of the tennis industry, and best practices in this space. They have the insight on the sport's impact on the environment and can better determine which companies to support based on their environmental impacts.