

EARNED

How Dick's Sporting Goods is Determined to Change the Game For Good

For over 75 years, Dick's Sporting Goods has played a part inspiring the community to enjoy movement in any way they can. However, by inspiring communities to move better, we must also inspire the community to help each other and our planet. How can we do that? Well, I want to provide insight to our thought process in easy and effective ways to achieve our goals that reflect our vision sustainably.

Dick's Purpose Playbook

Climate Change is one of the leading causes that hurts our planet. Modern advancements in technology such as AI, according to Columbia Climate School, contributes to greenhouse gas emission through its consumption of data that requires high amounts of intense energy. However, we have taken tangible steps to make sure to do our part to reduce 30% of those emissions in our company by 2030. I am proud to say that in 2022, we have reached that goal by 28%, but the effort continues.

Another step we have taken to help out is reducing our plastic usage. According to the U.S.

Environmental Protection Agency and the Organization for Economic Cooperation and Development, the use of plastic products were responsible for 3.4% of greenhouse gas emissions because 90% of those emissions came from the production and conversion of fossil fuels into new plastic products. How can we play a part to minimize that? We switched to sustainable options such as paper and we love to encourage our athletes and teammates to use responsible packaging and return their plastic bags so we can help them recycle.

Lets Protect What Provides

As a retail company, we know how important it is to be part of the solution to help our planet. We have partnered with 1% For the Planet with Patagonia because we want to commit to help find the best ways to protect our planet. We want to be as transparent as possible and that means ensuring that we adhere to our responsibility to donate at least 1% of our annual sales to support environmental causes.

Sporting materials such as the bats we play for baseball or the cotton and leather we wear for our gloves and apparel come from natural resources. As the leading sporting goods retailer, we must also empower the brands we partner with to also use natural resources in an eco-friendly way.

Ending Note

Proud in the work we have conducted and contributed, we know that there is still so much work ahead of us; however, we continue to strive to strategize different ways that we can be effective. We are so lucky that we have been able to build a mission that centers around inspiring others to achieve their goals and in doing so, helps us to achieve ours. These efforts are easy when you have a team dedicated to make this mission possible.

Strategy Note

This thought-leadership opinion piece is ghostwritten as Dick's Sporting Goods CEO to be placed in The Wall Street Journal in the C-Suite Columns. I specifically chose the WSJ due to their impact being one of the most influential business publications globally and their frequent features of CEO-authored op-eds. This piece centers itself around the conversation of sustainability and the efforts DSG's is actively doing to be part of that conversation. The messaging aligns itself with the brand because the CEO speaks to different environmental issues and how DSG does their part. The messaging in this piece positions the

CEO and the brand as authentic by providing real data and concrete solutions. The consistent use of “we” unifies the CEO with the brand and the reader which blends the company’s mission of community impact and accountability. Another reason this piece is able to stand on its own without seeming overly promotional is because the CEO provides thoughtful insight to why Dick’s Sporting Goods has a responsibility to the environment.