

**WE
ARE** 
FIFA
DALLAS



SUSTAINABILITY PLAYBOOK

FIFA World Cup 2026™ / North Texas Region

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What is Sustainability?



Sustainability is often associated with environmental performance, but it is broader than energy, water, and waste topics alone. At its core, sustainability is about how everyday choices, made by individuals, companies, or entire industries, shape long-term outcomes for the environment, the economy, and the communities where businesses operate.

In practice, sustainability focuses on **using resources responsibly**, **treating people fairly**, supporting **safe operations**, and **helping communities and systems** remain strong over time.



Why Does Sustainability Matter?

With thousands of visitors from across the globe coming to Dallas for the **FIFA World Cup 2026™**, providers will be preparing for a high influx of people. Whether you operate a restaurant, hotel, bar, or shop, you have an opportunity to distinguish your business not only through quality service, but through meaningful sustainability practices. As key stakeholders, vendors are in a prime position to provide and promote their services in a more sustainable way, which can reduce operating costs and increase customer satisfaction.

This playbook is designed to support providers in building sustainability knowledge, reducing environmental impact, and care for their people and the community, while providing excellent customer experiences.

Sustainability is about how everyday choices, made by individuals, companies, or entire industries, shape long-term outcomes for the environment, the economy, and the communities where businesses operate.

The playbook's guidance follows the structure outlined below:

- Ways to **assess existing operations** and constraints
- Select **actions**, based on level of ambition, that can be implemented within available resources
- Apply actions incrementally and **review outcomes** and progress over time



Operations affect not only energy use, water consumption, food sourcing, waste (including food waste) generation but also impact the community. These impacts become more visible during periods of high demand, such as major events. Understanding where and how these impacts occur is a starting point for taking action.

This playbook is designed to support providers at different stages of their sustainability journey. Rather than requiring a full strategy upfront, it introduces sustainability through practical steps that can be integrated into daily operations. The sections that follow highlight common impact areas and actions that can be taken incrementally, helping businesses reduce environmental and social impacts during peak demand in Dallas while maintaining service quality during the FIFA World Cup 2026™ and other future events.

How can we build a sustainability strategy?

- 1 Preparation:** Identify and engage your key stakeholders to establish engagement and communication channels
- 2 Data Collection and Analysis:** Understand where your operation uses the most energy, water, and materials
- 3 Goals and Strategies Development:** Identify a small number of achievable actions that fit your current staffing, budget, and control
- 4 Implementation and Ownership:** Assign responsibility, integrate actions into existing workflows, and test changes during day-to-day operations rather than creating new systems
- 5 Continual Improvement:** Monitor outcomes and progress, adjust actions as needed, and expand efforts over time as capacity increases



[CLICK HERE FOR ADDITIONAL STRATEGY RESOURCES](#)



Environmental Sustainability



Key Objective: Minimize waste sent to landfills from event sites and promote sustainable waste management, re-use and recycling solutions.

Rather than treating waste as a disposal issue, circular approaches encourage providers to consider how materials are selected, used, reused, and recovered to reduce costs, retain materials in our community to meet current needs, and divert waste from landfills.

A practical progression for providers:



LOW EFFORT



Focus on minimizing waste generation and improving handling practices.

- Identify major waste streams (food, packaging, disposables)
- Provide clearly labeled bins for landfills, recycling, and compost where available
- Reduce single-use items where alternatives exist
- Train staff on proper waste separation and handling
- Adjust ordering and portioning to reduce food waste

Outcome: Reduced money spent on excess materials, less waste generated, and fewer disposal issues during daily operations.





MODERATE



Build consistency and efficiency into waste management practices.

- Track waste volumes or diversion rates using available data
- Utilize reusable service ware, containers, or amenity dispensers
- Work with suppliers to reduce packaging or shift to recyclable or compostable options
- Donate surplus food through approved local programs where permitted
- Standardize waste practices across locations or teams

Outcome: Improved diversion rates and predictable waste handling during peak periods.



BEST PRACTICES



Integrate circular economy principles into purchasing and operations.

- Prioritize products designed for reuse, repair, or recycling
- Connecting with local organizations opens the door to partnerships that drive change and positively impact communities
- Select suppliers that offer take-back, refill, or reuse programs
- Repurpose furniture, fixtures, or equipment rather than replacing
- Incorporate waste reduction goals into procurement and contracting decisions
- Coordinate waste strategies with nearby businesses or property managers

Outcome: Reduced long-term waste generation lower reliance on landfill disposal with related cost savings.

Provider operations generate waste through food service, packaging, guest amenities, and daily operations. During periods of increased activity, waste volumes often rise, placing additional pressure on staff, facilities, and local waste systems. Waste management and circular economy practices focus on reducing waste at the source, keeping materials in use for as long as possible, and minimizing what is sent to landfill.

Food waste is not a single category.

Understanding food waste types helps providers to target the right solutions for them.



SPOILAGE WASTE

- Food that is discarded because it expired, went off, or was stored incorrectly
- Common in dairy, produce, meats, prepared meals, and items requiring refrigeration



PREPARATION WASTE

- Waste generated during cutting, trimming, peeling, and cooking
- Includes avoidable waste from poor technique or inconsistent prep practices



OVERPRODUCTION WASTE

- Food prepared but not sold or served
- Often occurs when demand is overestimated or batch sizes are too large



SERVICE WASTE

- Food wasted during serving due to spills, incorrect orders, holding food too long, or quality standards leading to disposal
- Can also include buffet waste where food must be discarded after a set time



PLATE WASTE

- Food that is served to guests but not eaten
- Driven by portion sizes, menu fit, and limited time to eat



PACKAGING-RELATED FOOD WASTE

- Food that becomes unusable due to damaged packaging, poor sealing, temperature loss, or incorrect labeling

Food waste prevention is most effective when providers focus on operational controls rather than disposal solutions. Small improvements in forecasting, storage, preparation, and portioning can significantly reduce food waste volumes, lower purchasing costs, and improve service efficiency during peak periods.

The following prevention practices provide simple, actionable steps that providers can implement immediately.



FOOD WASTE PREVENTION TIPS

- Design menus and food offerings with waste prevention as a key priority
- Improve forecasting and cook in smaller batches during peak periods
- Apply first in, first out inventory rotation and label items with delivery and use-by dates
- Standardize portion sizes using consistent serving tools
- Improve cold storage practices to prevent spoilage and temperature loss
- Set end-of-service procedures to minimize surplus and separate edible surplus where permitted

Local resources and service providers can help vendors implement food waste prevention and diversion practices by offering donation pathways, composting options, and operational guidance to vendors. Proactively coordinate with partners ahead of major events to develop a plan for managing anticipated excess food.

Note: The *Bill Emerson Good Samaritan Food Donation Act* protects individuals, corporations, and nonprofits from civil and criminal liability when donating or distributing "apparently wholesome" food in good faith to those in need. It encourages reducing waste by removing legal fears, excluding only acts of gross negligence or intentional misconduct.



[**CLICK HERE FOR ADDITIONAL WASTE RESOURCES**](#)



Key Objective: Operate, design and build FIFA World Cup sites to limit environmental impacts.

Energy use is one of the main drivers of both operating costs and greenhouse gas (GHG) emissions for providers. Electricity and fuel power refrigeration, cooking equipment, and lighting and cooling systems. These power loads often increase during major events because of longer hours, higher throughput, and heat. When regional energy demand rises, the grid and its infrastructure face greater strain, increasing the risk of outages, equipment issues, and higher costs for providers.

Impact: Improving energy use reduces the amount of energy required to deliver the same service, which lowers utility spend mitigates GHG emissions, and improves operational reliability during peak World Cup and other large event periods.

Energy Efficiency



LOW EFFORT



- Set basic shutdown routines for lights, signage, kitchen equipment, and nonessential plug loads
- Use programmable thermostats or consistent setpoints during operating hours
- Keep refrigerator/freezer doors closed and check seals
- Clean HVAC filters and refrigeration coils on a schedule
- Track energy use using utility bills to identify peak days or unusual increases



MODERATE



- Identify top energy drivers (cooling, refrigeration, cooking, lighting) through a basic energy review
- Replace lighting with LEDs and add timers/occupancy sensors
- Upgrade equipment during replacement cycles (ENERGY STAR refrigeration, efficient cooking equipment)
- Reduce generator run-time through scheduling and load management
- Ask your electricity provider about renewable plan options or green power add-ons



BEST PRACTICES



- Transition to renewable electricity through on-site solar, long-term renewable plans, or verified renewable purchasing
- Electrify equipment where feasible (induction cooking, electric hot water, electric HVAC)
- Replace diesel generators with grid connections, battery storage, or hybrid systems where possible
- Integrate energy efficiency and emissions considerations into procurement and contracting
- Set energy or emissions reduction targets and track progress annually





LOW EFFORT



- Ask your electricity provider if they offer a renewable electricity plan or green power option
- Compare plan terms (price, contract length, % renewable)
- Confirm whether the plan is backed by renewable energy certificates (RECs) or verified clean energy sourcing
- If you operate in a leased space, ask the property manager whether renewable electricity options are available for the building



MODERATE:



- Estimate electricity use using utility bills (or a simple annual estimate if bills aren't available)
- Purchase RECs through a verified provider (look for Green-e certified)
- Document the purchase for internal tracking and event-related sustainability reporting if requested



BEST PRACTICES



- Evaluate feasibility of rooftop solar (or solar via property owner if leasing)
- Explore long-term renewable electricity contracts or community solar options where available
- Pair renewable electricity with energy efficiency upgrades to reduce overall load
- Track progress annually (kWh renewable, % clean power, avoided emissions)

Infrastructure affects energy use, emissions, and service reliability during high-demand periods. Buildings, mechanical systems, water infrastructure, and site access shape how operations perform during high occupancy, extended hours, and extreme weather. Systems such as HVAC, refrigeration, lighting, and electrical equipment account for a large share of energy use, particularly during high temperatures.

Major events increase pressure on energy, water, and transportation systems. Cooling demand rises, operating hours extend, and visitor volumes increase water use, wastewater generation, traffic, and deliveries. Infrastructure planning and maintenance influence operating costs, emissions levels, and the ability to maintain service during peak periods.

Self-Assessment Checklist

Energy and Building Systems

- Do HVAC, refrigeration, lighting, and kitchen systems operate as intended during peak heat and extended hours?
- Are temperature setpoints, schedules, and controls adjusted for high-occupancy or event periods?
- Are systems inspected and maintained on a regular schedule?
- Is backup power available for critical functions such as refrigeration, lighting, and payment systems?

Grid Demand and Power Reliability

- Do you track electricity use to identify spikes during peak demand periods?
- Are procedures in place to reduce nonessential energy use during grid stress events?
- Are staff aware of actions to take during power interruptions?

Water and Wastewater Systems

- Is water use monitored during high-occupancy periods?
- Are leaks identified and repaired in a timely manner?
- Are fixtures and equipment selected with water use in mind?

Transportation and Site Access

- Are delivery schedules coordinated to avoid peak congestion during event periods?
- Does site access support efficient guest, staff, and supplier movements?
- Are lower-emission transportation options visible or accessible to guests and staff?



[CLICK HERE FOR ADDITIONAL ENERGY RESOURCES](#)



Key Objective: Measure, mitigate, and offset tournament greenhouse gas (GHG) emissions under FIFA's operational control, while promoting low-carbon solutions in the host countries

Provider operations generate greenhouse gas (GHG) emissions through a range of everyday activities that support guest services and business operations.

Common Sources of GHG Emissions



ENERGY USE

Energy consumption is a primary source of emissions in provider operations. Heating, cooling, lighting, refrigeration, kitchens, laundry, and electronic equipment all require electricity or fuel. Inefficient equipment extends operating hours and increased occupancy can raise energy demand and associated emissions.

What to measure:

- Monthly electricity and gas usage from utility bills
- Energy use during peak occupancy periods compared to typical weeks
- Frequency of equipment maintenance or breakdowns during high demand



TRANSPORTATION

Transportation contributes to emissions through customer travel, employee commuting, and the delivery of goods and services. During major events, transportation-related emissions often increase due to higher visitor volumes, frequent deliveries, and congestion. Travel choices and logistics planning directly influence the scale of these impacts.

What to measure:

- Number of supplier deliveries per week during busy periods
- Common delivery distances for high-volume goods
- Staff commuting patterns during extended operating hours

Common Sources of GHG Emissions



SOURCING

Food-related emissions come from food production, processing, storage, preparation, and disposal. Ingredients transported long distances and food waste all contribute to greenhouse gas emissions. Menu choices and sourcing decisions can influence the overall footprint of food service operations.

What to measure:

- Percentage of food or supplies sourced locally versus long-distance
- Types of packaging received with regular orders



WASTE

Waste contributes to emissions when materials are sent to landfills, where organic waste can produce methane, a potent greenhouse gas. Single-use products, packaging, and food waste increase disposal volumes and transportation needs. Waste reduction, reuse, recycling, and composting can significantly lower these emissions.

What to measure:

- Number of landfill, recycling, or compost pickups per week
- Weight of landfill, recycling and/or compost

During major events, increased visitor activity can heighten these impacts. Reducing emissions supports local climate goals, improves operational efficiency, and helps prepare businesses for climate-related risks such as extreme heat, grid stress, and resource constraints.

Dallas has established a [Comprehensive Environmental and Climate Action Plan](#) (CECAP) to reduce emissions and improve energy efficiency. Providers can support these efforts by addressing emissions within their own operations and supply chains.

Why is this relevant to providers?

- Energy use is a major operating cost and source of emissions in provider operations
- Transportation-related emissions increase during peak visitor periods
- Climate impacts such as heat and extreme weather affect guest comfort, worker safety, and infrastructure reliability
- Actions to reduce emissions can lead to cost savings

Key sources of emissions in provider operations

- Electricity and fuel used for heating, cooling, lighting, and equipment
- Refrigeration and HVAC systems
- Transportation of guests, staff, and supplies
- Food sourcing, preparation, and waste
- Single-use products and inefficient procurement practices



LOW EFFORT



- Track basic energy use using utility bills or metering data
 - | *Helps you identify unexpected spikes during heat waves or match days before they turn into high utility bills or system failures.*
- Reduce unnecessary energy use through lighting controls, shutdown procedures, and temperature setpoints
 - | *Cuts avoidable energy spend during extended hours without affecting guest experience, especially critical during Texas summer peak pricing.*
- Maintain HVAC and refrigeration systems to operate more efficiently
 - | *Reduces the likelihood of breakdowns during extreme heat, when repairs are slow, expensive, and disruptive to guests.*
- Encourage lower-emission transportation options for guests and staff
 - | *Helps manage congestion around your property and reduce delivery delays caused by traffic during match days.*



MODERATE



- Conduct energy assessments to identify high-emission activities
 - | *Shows you which systems are actually driving costs, so upgrades target real problems, not guesses.*
- Upgrade to energy-efficient lighting, appliances, and equipment
 - | *Lowers electricity demand during peak load hours when Texas grids are under the most stress.*
- Reduce refrigerant leaks through regular inspection and maintenance
 - | *Avoids one of the most expensive and high-impact failures during heat waves, when replacement parts and technicians are hardest to secure.*



BEST PRACTICES



- Transition to renewable electricity through on-site systems or renewable power programs
 - Provides a lower-emissions electricity supply for day-to-day operations and helps demonstrate alignment with Dallas and regional climate goals tied to the World Cup, without changing how energy is used on-site.*
- Invest in high-efficiency or electric HVAC and kitchen equipment
 - Improves performance during prolonged heat events and lowers long-term operating and maintenance costs.*
- Incorporate emissions considerations into procurement and contracting decisions
 - Encourages selection of suppliers and products with shorter transport distances, simpler packaging, or more predictable delivery patterns, which can reduce waste and inefficiency during high-volume periods.*
- Set emissions reduction targets and monitor progress over time
 - Creates a basic way to track whether actions taken (such as energy or waste reductions) are having an effect, rather than relying on assumptions.*

Even when operations are efficient, emissions can increase if more vehicles are on the road due to customer travel and frequent deliveries.



Transportation is often the largest emissions driver during event periods because demand increases rapidly. Dallas is expanding access to sustainable and affordable transportation options in support of the FIFA World Cup 2026™.

Within this context, providers play an important role in helping guests navigate the city efficiently and safely. Clear transportation information, accessible mobility options, and coordinated planning can reduce confusion, congestion, and delays during peak periods.

What should I consider when planning for periods of **increased** activity?

- Traffic flow
- Accessibility
- Travel time
- Environmental impacts
- Guest comfort and safety



Electric vehicle infrastructure and **lower-emission** travel options

More opportunities to charge electric vehicles and low-emission travel options are becoming available throughout the region, helping both visitors and workers get around more easily.

Lower-emission travel options include, but are not limited to, public transit, like Dallas Area Rapid Transit (DART), E-Bikes and E-Scooters, walking, or biking.





LOW EFFORT



- Encourage use of public transportation for staff and customers
- Include EV and low-emission travel options within visitor arrival information
- **Identify** nearby public EV charging locations and routes that can be used by customers, staff, and delivery drivers
- Share EV charging and low-emission travel information in customer-facing materials and staff guidance
- Train staff to answer basic questions about EV charging, low-emission travel options, and nearby roads or pathways that provide direct access to local destinations (these are sometimes known as designated walking or biking paths around the city)



MODERATE



- Coordinate with transportation providers and key suppliers to plan for off-peak deliveries in order to reduce congestion
- Keep EV charging and transportation guidance current as infrastructure, access routes, or event conditions change
- Include EV and low-emission transport information in standard communications for customers and staff (arrival instructions, FAQs, internal briefings)
- Monitor feedback and operational issues related to transportation access, including recurring delivery delays or congestion constraints





BEST PRACTICES



- Install on-site EV charging stations where feasible to support customers, staff, and service vehicles
- Partner with electric or lower-emission shuttle and transport providers to support customer movement and staff commuting
- Support fleet transitions to lower-emission vehicles for provider-owned staff operations, service vehicles, and deliveries
- Allocate space or infrastructure to support future charging expansion and improved delivery logistics (e.g., designated loading zones, access management)

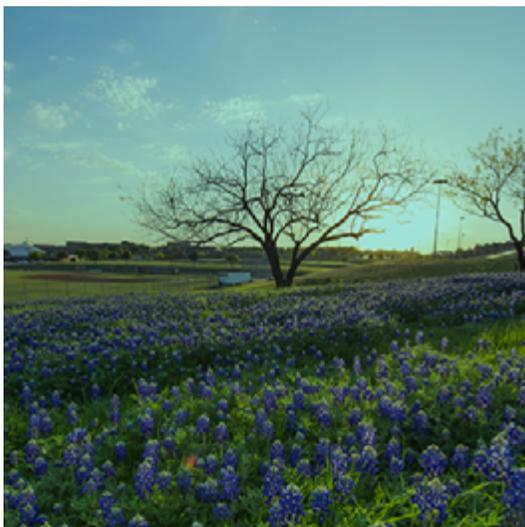


Providers play a role in supporting local businesses and creating economic opportunities within host communities. The North Texas FIFA World Cup Organizing Committee has adopted a Procurement Policy designed to ensure the efficient and transparent acquisition of goods and services. It outlines guidelines and procedures for engaging providers and partners across the region, creating opportunities for small and local businesses to contribute to official Dallas events and activations.

In addition to economic benefits, local procurement can reduce transportation distances, packaging needs, and delivery-related emissions, supporting more sustainable operations before, during, and after major events while keeping spending within the region.

Benefits of **local** and regional procurement include:

- Reduced transportation-related delivery distances and emissions
- Support for local employment and business participation
- Improved supply chain reliability during peak demand
- Stronger coordination between providers and local partners



In preparation for the FIFA World Cup in 2026™, the North Texas FIFA World Cup Organizing Committee established the **North Texas Business Connect Program** to connect providers with local suppliers and service providers and to expand access to procurement opportunities.

In addition, providers can participate in or align with local Green Business Certification Programs, which recognize businesses for practices related to energy, water, waste, and sourcing. Programs are available in **Dallas**, **Plano**, and **Fort Worth**, and participation can support credibility, visibility, and alignment with regional sustainability goals.

Before adjusting procurement practices, providers may benefit from understanding what kind of information can support more informed purchasing decisions. This does not require formal reporting or new systems. In many cases, the most useful inputs are already available through existing supplier relationships or routine purchasing records.

How can I leverage this information?

| Information Request | How can I leverage this? |
|--|--|
| Where the supplier is based | Supports local economic participation and helps keep event-related spending within the region while reducing emissions associated with long-distance transportation. |
| Delivery frequency and flexibility | Enables consolidation of deliveries, reducing vehicle trips, fuel use, and congestion during peak event periods. |
| Typical delivery distance or route length | Helps identify opportunities to reduce transportation-related emissions for high-volume or frequently ordered items. |
| Packing formats used | Allows selection of bulk, reusable, or lower-waste packaging options, reducing landfill waste during high-throughput periods. |
| Ability to scale service | Helps ensure increased demand can be met without excessive waste, rushed sourcing, or inefficient emergency deliveries. |
| Past reliability during peak periods | Reduces the risk of last-minute substitutions that often result in higher emissions, excess packaging, or less responsible sourcing. |
| Local workforce presence | Supports local employment, shortens service response times, and strengthens community economic benefits linked to the event. |
| Existing environmental or community practices | Allows alignment with suppliers already taking action, avoiding duplication of effort while raising overall sustainability performance. |

Not every provider will have the same level of time, staff, or purchasing control during the World Cup period. The actions below are grouped by increasing levels of complexity, so providers can select an appropriate starting point based on their role, resources, and influence.



LOW EFFORT



- Identify local and regional suppliers for commonly used goods and services
- Prioritize suppliers with shorter delivery distances where feasible
- Select products with reduced packaging or simpler material requirements



MODERATE



- Request environmental and social responsibility information from key suppliers
- Compare products and services based on transportation, packaging, and resource use
- Incorporate sustainability considerations into routine purchasing decisions



BEST PRACTICES



- Include sustainability criteria in formal supplier selection and contracting processes
- Establish longer-term supplier relationships to reduce re-sourcing and operational disruptions
- Coordinate procurement activities with nearby businesses to improve efficiency during peak demand periods



[CLICK HERE FOR ADDITIONAL GHG RESOURCES](#)



Key Objective: Minimize water use during the operations of tournament sites and promote water conservation.

Water use is a significant operational consideration for providers, particularly in Texas, where climate conditions, population growth, and major events can increase pressure on local water systems. Hotels, restaurants, venues, and other operations use water across guest services, food preparation, cleaning, landscaping, and cooling systems. Prioritizing water efficiency helps reduce operational costs and limit strain on local infrastructure during periods of increased demand.

Common sources of **water use** in provider operations

- Restrooms, showers, and guest-facing fixtures
- Kitchens, dishwashing, and food preparation
- Laundry and cleaning operations
- Cooling systems and equipment
- Landscaping and outdoor irrigation





LOW EFFORT



- Identify high-use water areas within daily operations
- Install or maintain low-flow faucets, toilets, and shower fixtures where feasible
- Repair leaks and monitor for potential water loss
- Train staff on water-saving practices during cleaning, food prep, and maintenance (e.g. thawing frozen food by refrigerating the day before instead of flow hot water the day of)



MODERATE



- Track water use using utility bills or internal monitoring to identify trends
- Upgrade appliances and equipment to more water-efficient models when replacing existing assets
- Adjust cleaning and laundry practices to reduce unnecessary water use
- Review landscaping and irrigation schedules to avoid overwatering



BEST PRACTICES



- Install water-efficient irrigation systems and use drought-tolerant or native landscaping
- Use water monitoring tools or building management systems to identify leaks or unusually high usage
- Incorporate water efficiency criteria into renovation, equipment, and procurement decisions
- Coordinate with property managers, utilities, or local programs to support conservation efforts



[CLICK HERE FOR ADDITIONAL WATER RESOURCES](#)



Key Objective: Protect and promote biodiversity and protect the rights of animals affected by the tournament

Provider operations can affect local wildlife and ecosystems through purchasing decisions, landscaping, lighting, waste handling, and guest behavior. During periods of increased activity, pressures on natural areas and urban wildlife can increase. Responsible wildlife practices focus on minimizing harm, supporting local biodiversity, and encouraging respectful interaction with the natural environment.

Rather than requiring specialized conservation programs, responsible practices emphasize everyday operational choices that reduce disturbance and support local ecosystems.

A practical progression for providers



LOW EFFORT



Avoid harm and reduce disturbance (foundational actions)

Focus on preventing direct or unintended impacts on wildlife.

- Avoid purchasing, serving, or selling products derived from endangered or protected species
- Manage waste to avoid attracting wildlife
- Use outdoor lighting responsibly to reduce disruption to nocturnal species
- Discourage feeding or handling of wildlife by guests or staff
- Share guidance with staff on responding to wildlife encounters



MODERATE



Support local biodiversity (operational improvements)

Integrate wildlife considerations into site management and operations.

- Use native or drought-tolerant plants in landscaping where feasible
- Adjust landscaping and maintenance practices to reduce habitat disruption
- Provide staff guidance on wildlife-friendly practices around buildings and outdoor areas
- Share educational information with guests about local wildlife and responsible behavior
- Coordinate with property managers or local guidance when wildlife issues arise



BEST PRACTICES



Integrate biodiversity into planning (longer-term actions)

Incorporate wildlife considerations into longer-term decisions.

- Partner with local organizations to support habitat or conservation efforts where appropriate
- Incorporate biodiversity considerations into renovation or outdoor design decisions
- Monitor recurring wildlife interactions to inform operational adjustments
- Align landscaping and outdoor practices with broader environmental goals



[**CLICK HERE FOR ADDITIONAL BIODIVERSITY AND WILDLIFE RESOURCES**](#)



Community Enrichment



Improving Air Quality and Providing Green Space



Key Objective: Minimize local air pollution from FIFA World Cup 2026 sites and operations.

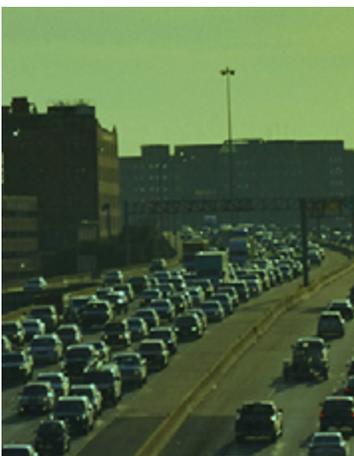
Healthy air quality is a key community aspect that becomes increasingly important during major events. During the Dallas World Cup and other major events, increased traffic, deliveries, and extended operating hours can increase local air pollution levels in hospitality districts and around high-activity areas. This can affect residents, workers, and visitors through higher exposure to pollutants such as nitrogen oxides (NOx) and particulate matter (PM), especially near congested roads and loading zones.

Impact - Green Space and Urban Canopy:

Providers can support cleaner air through two complementary approaches:

- Reducing local pollution sources from fuel use and traffic
- Supporting green space and urban canopy, which provide shade, cooling, and air quality benefits

Unlike temporary event improvements, trees and green space create a lasting legacy that benefit Dallas communities long after events end.



Why air pollution risk can increase during major events

Air pollution impacts may rise during tournament periods due to:

- High density of activity in limited areas
- Increased deliveries and short, stop-start trips
- Longer operating hours and peak service periods
- Congestion and vehicle idling near entrances and loading zones
- Temporary power needs relying on generators instead of grid electricity

How can we help improve air quality?



Operations influence air quality through energy use, fuel-based equipment, and transportation. Small operational changes in these areas can also reduce local pollution without disrupting service.

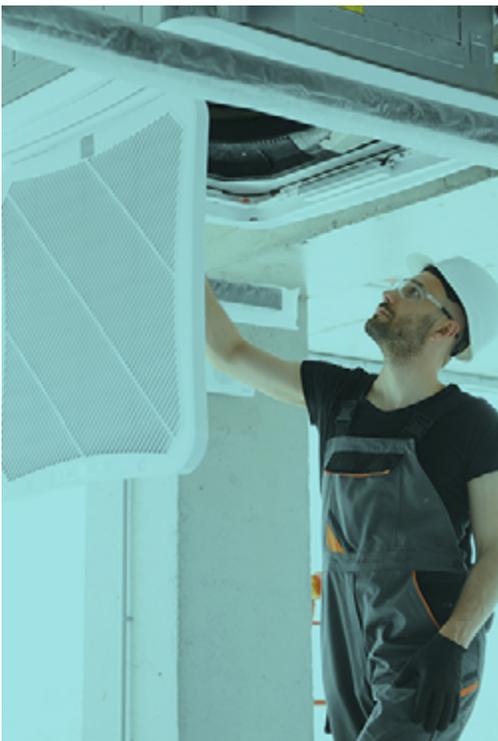
Actions providers can take include:



LOW EFFORT



- Reduce vehicle idling by providing clear instructions to staff, guests, and delivery drivers (e.g., “no idling” reminders at loading zones)
- Adjust delivery timing where possible to avoid peak congestion
- Use lighting controls and shutdown routines to reduce unnecessary energy use during extended operating hours
- Maintain refrigeration efficiency by checking door seals, keeping coils clean, and managing temperature settings
- Share clean travel options (walking routes, transit, shuttles) to reduce short car trips that contribute to congestion and local emissions



MODERATE



- Conduct basic equipment checks and preventive maintenance for fuel-based equipment (generators, kitchen equipment, outdoor heaters) to avoid excess emissions
- Reduce or replace diesel generator use by prioritizing grid power connections where feasible
- Upgrade to higher-efficiency appliances and equipment when replacing existing assets (kitchen, laundry, refrigeration)
- Coordinate deliveries with suppliers to consolidate orders and reduce trip frequency during the event period
- Improve ventilation and filtration maintenance (replace filters, ensure systems are operating as intended) to support indoor air quality for staff and guests



BEST PRACTICES



- Electrify equipment and operations where possible, reducing on-site combustion (e.g., electric kitchen equipment, electric carts/tools)
- Partner with lower-emission delivery and transport providers (EV or low-emission fleets) for shuttle services or supply deliveries
- Support green space and urban canopy initiatives (tree planting, native landscaping, shade projects) to improve long-term air quality and reduce heat stress in surrounding communities

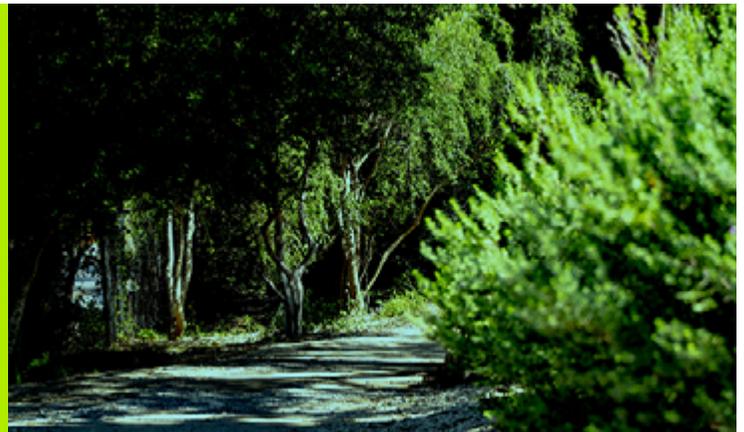
Supporting green space and urban canopy

Providers can also contribute to air quality and neighborhood comfort by supporting green space and tree canopy efforts, which:

- Provide shade and reduce heat stress for customers and workers
- Improve walkability and comfort
- Offer long-term community benefits beyond the event period

Ways to support this include:

- Participating in or sponsoring tree planting or urban canopy programs
- Supporting greening efforts near hospitality corridors, sidewalks, and public-facing areas
- Coordinating with property managers or local partners on landscape improvements using native and drought-tolerant trees and plants.



The [Dallas Community Air Management Program \(D-CAMP\)](#) is a network of 24 non-regulatory air sensors installed throughout different neighborhoods in the City of Dallas to collect air quality data at the neighborhood scale. The Fan Festival at Dallas' Fair Park will have an additional Air Quality Monitor sensor to track air quality.



[CLICK HERE FOR ADDITIONAL AIR QUALITY AND GREEN SPACE RESOURCES](#)



Key Objective: Raise awareness on key environmental topics.

Providers are closely connected to the communities in which they operate. During major events, high visitor activity can place additional demands on local services, public spaces, and infrastructure.

Community engagement and development focus on ensuring that activities contribute positively to local populations and support long-term community outcomes. Providers should seek to cooperate with an awareness of local impacts and align, where appropriate, with community-led efforts.

How can I **contribute** to my community?

- Hire locally and offer accessible employment opportunities
- Engage local and diverse suppliers for goods and services
- Train staff on community awareness and respectful engagement
- Manage customer behavior to reduce disruption to surrounding communities
- Participate in community-led initiatives where appropriate
- Use local resources responsibly, including water, energy, land, and public spaces, to avoid placing strain on community infrastructure and services
- Engage in environmental education to leave a lasting impact



During the Dallas World Cup, providers will interact with large volumes of visitors, including international guests who may be unfamiliar with local norms around recycling, water use, and transportation options. Environmental education helps providers reduce waste and emissions by making sustainable choices easy to understand and easy to follow.

What **environmental** education can include

- Clear signage at points of decision (waste stations, refill stations, entrances, loading areas)
- Short staff scripts for common sustainability questions (recycling, composting, refill options, transit routes)
- Simple messaging that reinforces expected behavior (no littering, correct bin use, water conservation)
- Highlighting local efforts



Actions providers can take include:



LOW EFFORT



- Use simple, visual signage for recycling/compost/landfill (icons + minimal text)
- Place signs where decisions happen (above bins, beverage stations, exits)
- Train staff to redirect customers when waste is placed incorrectly
- Share short reminders that reduce impacts (e.g., “refill available,” “use the right bin”)



MODERATE



- Provide multilingual signage where feasible (especially for high-traffic visitor areas)
- Add short sustainability messaging to menus, receipts, or queue signage (1–2 lines max)
- Assign a staff point person during peak periods to monitor waste stations and reduce contamination
- Share customer-facing guidance on low-emission travel options (transit, walking routes, micromobility)

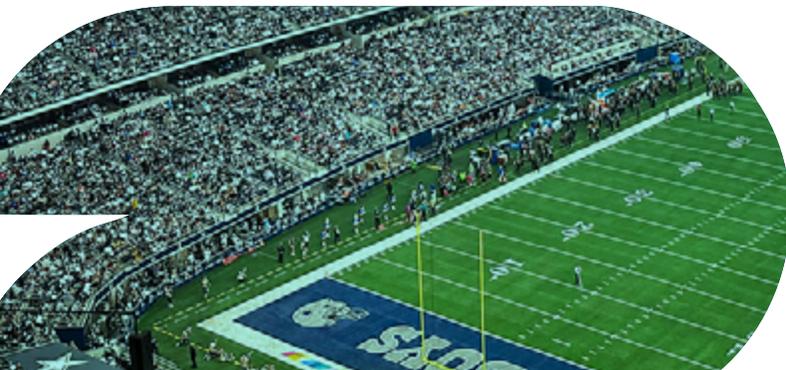


BEST PRACTICES



- Partner with local programs or community organizations to share environmental education materials
- Use consistent labeling and messaging across provider sites to reduce confusion
- Track common issues (e.g., bin contamination, litter hotspots) and update messaging accordingly
- Support a visible legacy education element

One Earth One Chance is partnering with UTD Dallas Jindal School of Management and multiple DFW cities to launch an environmental sustainability course. Click [here](#) to learn more about this program and what it means to achieve a [Green Ambassador Certificate](#).



Before the FIFA World Cup 2026™ period, providers can use the questions below to identify where additional planning or coordination may be needed. This is not intended as a formal assessment, but as a practical checklist to support positive community outcomes during peak demand.

Workforce and Local Benefit:

- Are we prioritizing local hiring where possible for temporary or expanded roles?
- Do our hiring, scheduling, and pay practices remain fair during peak periods?
- Are staff clear on expected conduct when interacting with local residents and community spaces?

Local Suppliers and Partners:

- Which local suppliers or service providers will experience increased demand as a result of our operations?
- Have we confirmed delivery schedules, capacity, and points of contact for peak periods?
- Are there opportunities to source goods or services locally rather than increasing strain on external supply chains?

Communication and Coordination:

- Who is responsible for monitoring community-related issues during the event period?
- How will concerns from residents, partners, or local stakeholders be escalated and addressed?
- After the event, how will we capture lessons learned to inform future planning?

Use of Shared Spaces and Infrastructure:

- How will our operations affect sidewalks, parking areas, loading zones, or public spaces during peak times?
- Are there steps we can take to reduce congestion, noise, or waste in nearby areas?
- Do staff understand any location-specific rules or expectations for shared spaces?

Resource Use and Waste:

- Where might water, energy, or waste generation increase during the event?
- Are there simple actions we can take to reduce strain (e.g., adjusted cleaning schedules, waste sorting, reduced single-use items)?
- Do staff know how to report resource issues or service disruptions?

Health and safety practices help reduce the risk of injury, illness, and unsafe conditions in fast-paced environments. During the Dallas-hosted World Cup matches, provider operations may experience sustained peak demand, international guests unfamiliar with local conditions, extended operating hours, and increased pressure on staff. These conditions can amplify everyday health and safety risks if not anticipated in advance.

A strong approach to health and safety reduces the likelihood of operational interruptions caused by preventable incidents, allowing teams to focus on service delivery rather than response and recovery.

Common health and safety risks during major events:

STAFF FATIGUE AND OVEREXERTION DUE TO EXTENDED HOURS AND HIGH DEMAND



How can I prepare?

- Plan realistic shift lengths
- Encourage breaks
- Rotate high-intensity tasks
- Remind staff to flag fatigue concerns early

HEAT-RELATED ILLNESS FOR STAFF OR GUESTS, ESPECIALLY DURING OUTDOOR ACTIVITIES



How can I prepare?

- Provide access to water
- Allow flexible breaks for outdoor-facing roles
- Train staff to watch for signs of heat stress

SLIPS, TRIPS, AND FALLS IN CROWDED OR FAST-PACED AREAS



How can I prepare?

- Keep walkways clear
- Promptly address spills
- Ensure good lighting
- Train staff to report and promptly address hazards

MANUAL HANDLING INJURIES (LUGGAGE, SUPPLIES, RAPID RESETS)



How can I prepare?

- Encourage team lifting where possible
- Use carts or tools when available
- Avoid rushing tasks under pressure

Common health and safety risks during major events:

FOOD SAFETY RISKS DURING HIGH-VOLUME SERVICE



How can I prepare?

- Reinforce basic food safety practices
- Monitor holding temperatures
- Ensure handwashing and cleaning routines are maintained during peak periods

MEDICAL EMERGENCIES INVOLVING GUESTS

(DEHYDRATION, INTOXICATION, PRE-EXISTING CONDITIONS)



How can I prepare?

- Ensure staff know how to summon help
- Have emergency contacts posted easily accessible
- Escalate to external services when needed

CROWD CONGESTION AND GUEST FRUSTRATION DURING ARRIVALS, DEPARTURES, OR DELAYS



How can I prepare?

- Use clear signage
- Manage queues where possible
- Support staff in communicating calmly and consistently with guests

SEVERE WEATHER DISRUPTIONS

(STORMS, LIGHTNING, SUDDEN TEMPERATURE CHANGES)



How can I prepare?

- Stay aware of [local weather alerts](#)
- Know where to find guidance from property managers or local authorities
- Share updates with staff as needed

When preparing for the event, ask yourself the following questions.

How might we...

- Identify common health or safety risks relevant to our daily operations?
- Ensure staff know where to find guidance or support when an issue arises?
- Reduce preventable incidents through simple changes to routines or communication?



Emergency preparedness focuses on awareness and readiness rather than detailed response planning. Providers are not expected to manage emergencies independently but should ensure staff understand basic procedures and know where to find additional guidance.

This **may** include:

- Maintaining clear evacuation routes
- Posting emergency contact information
- Training staff on internal policies, local authority guidance, or event-specific resources

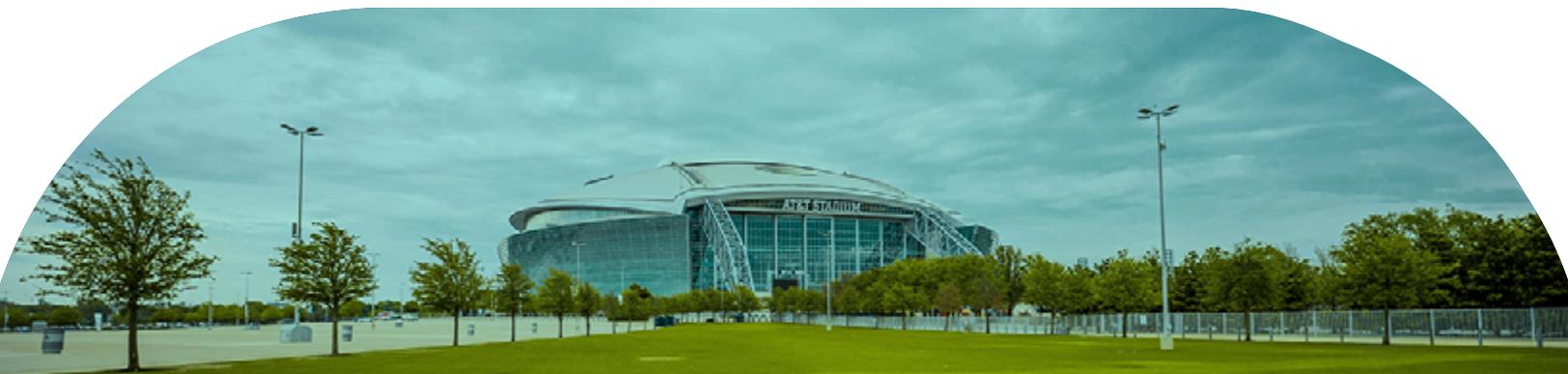


Where appropriate, providers should align with guidance from local emergency services, property managers, or event organizers rather than developing standalone emergency protocols.



How **might** we...

- Make emergency information easy for staff and guests to locate and understand?
- Ensure staff know who to contact and what resources to reference during an incident?
- Regularly review whether emergency guidance is current and accessible?



Prioritizing inclusivity should aim beyond compliance with the Americans with Disabilities Act (ADA). The [ADA](#) establishes requirements to ensure individuals with disabilities have equal access to public and private facilities and services. Accessibility should also focus on creating welcoming, respectful, and barrier-free experiences for all customers, staff, and community members, regardless of ability, language, background, or identity.

How can I prioritize having spaces, services, and experiences **accessible** to people with a wide range of physical, sensory, and cognitive abilities?

- Step-free access, ramps, elevators, and accessible restrooms
- Clear pathways, appropriate seating, and adaptable furniture
- Consideration of sensory needs, such as lighting, acoustics, and quiet spaces
- Accessible guest rooms, service counters, and emergency procedures



The goal: Enable independent, dignified, and safe use of facilities **without** requiring special assistance.

Communication



How can we help promote accessible and **clear** communication?

- Display multilingual signage and materials where feasible
- Have clear, simple language and universally recognized symbols
- Ensure digital accessibility for websites, booking platforms, menus, and apps
- Have tactile communication tools such as Braille and raised lettering
- Promote staff capability and readiness to communicate with guests through training

During the Dallas World Cup, businesses may hire quickly, rely on temporary or seasonal staff, and operate with extended hours under sustained demand. These conditions can increase the risk of inconsistent pay practices, unclear expectations, or unequal treatment if not addressed upfront.

A quick guide to help surface gaps:

- Are hiring, pay, and scheduling decisions applied consistently for permanent, temporary, and seasonal staff?
- Do employees know what behavior is expected and what is not tolerated, even during high-pressure shifts?
- Is there a clear, confidential way for staff to raise concerns, and do supervisors know how to respond?
- Have managers or shift leads been briefed on handling issues related to conduct and fairness?



Fair hiring, pay, scheduling, and promotion practices

This includes equitable recruitment and hiring processes, fair wages for comparable roles, and clear, merit-based opportunities for advancement. Fair treatment across the entire employee lifecycle helps attract diverse talent, improve retention, and build trust between employees and management.



Zero tolerance for discrimination, harassment, or exploitation

Having a zero-tolerance policy for discrimination, harassment, and exploitation promotes a safe workplace. Businesses should establish policies, reporting mechanisms, and consequences that protect all employees regardless of role or status. This includes confidential and non-retaliatory handling of concerns for people to feel safe coming forward.



Training on unconscious bias and respectful conduct

Training helps staff understand inclusion, recognize unconscious bias, and engage respectfully with colleagues and guests. Integrating training into onboarding and leadership development makes a stronger workplace where employees feel safe.

How can we welcome people from **different** cultures, traditions, and belief systems when experiencing high demand during the World Cup and other events?

- Awareness of cultural standards, dietary needs, and religious practices help guests feel comfortable, respected, and able to fully participate.
- Respectful interactions that promote dignity and reduce misunderstandings.
- Ongoing staff training to build cultural awareness and empathy equips teams with the skills and confidence to navigate cultural differences thoughtfully and professionally.



Impact: Dallas will be viewed as a premiere host for global events, promoting guest satisfaction. In high-profile, international settings, Dallas can create a welcoming environment, and a reputation for professionalism and respect.



[CLICK HERE FOR ADDITIONAL COMMUNITY AND EDUCATIONAL RESOURCES](#)



Additional Focus Area Resources

The resources below provide additional guidance, tools, and local programs to support providers in applying the recommendations in this toolkit.



The Fundamentals of Sustainability

[Setting a Strategy – Resource Guide](#): Understand and integrate core elements of a strategic framework to align activities with sustainability principles, ensuring that every action taken contributes to broader environmental, social, and economic goals.

[Strategy Playbook](#): Learn more about creating a sustainability strategy that creates opportunities to drive revenue, reduce costs, and engage with fans and corporate partners to positively impact communities.

[Revenue Generation Playbook](#): Obtain practical tools and strategies to build partnership-driven revenue pathways that position sustainability initiatives as indispensable to your organization's growth



Food Waste and Materials Management

Food donation partners:

[Rescuing Leftover Cuisine](#) - RLC Dallas bridges the gap between food excess and insecurity. Food safety is their priority. RLC only accepts food donations from federally ServSafe certified businesses. They strategically match each food donation to best serve their recipient partners across the DFW metroplex.

[Compost Carpool Food Project](#) - food rescue organization providing last-mile logistics for hunger relief. They bridge the gap between businesses with surplus food and the food pantries that need it.

[The Stewpot](#) - Since 2014, The Stewpot has worked become a leader in Food Recovery efforts in North Texas. Food Recovery prevents the surplus edible food around Dallas from ending up in the dumpster or landfill and shares it with those who are hungry. To date, The Stewpot has reclaimed over 1,000,000 pounds of food from a variety of community partners.

[Cathedral of Hope](#) - Hope GYFTS (Giving You Food To Share) is the name of their food rescue program that collects and distributes food items that would otherwise be wasted and thrown away.

[Tarrant Area Food Bank](#) - regional clearinghouse for donated food to provide a nutritious mix of products to a network of hunger-relief charities and social services organizations in North Texas.

[North Texas Food Bank](#) - works to alleviate hunger in North Texas by distributing food to local partners, providing nutrition education, and supporting community programs that increase access to healthy food.

[MATI-X](#) - committed to creating a zero-waste culture that empowers youth entrepreneurs to build sustainable, purpose-driven ventures. They teach waste-free practices that uplift communities and protect our planet. In their programs, products, and partnerships, they put circular solutions and environmental equity at the center.

Composting service:

[BioGroundz](#) - collect coffee waste and recycle it into compost and soil amendments.

[Cowboy Compost](#) - offer composting solutions for events, homes, and restaurants across North Texas.

[Moonshot Compost](#) - collect food waste from businesses, schools and universities, apartment complexes, and elsewhere to conserve landfill space and reduce potent climate warming emissions.



Food Waste and Materials Management

Local waste management guidance and partners:

[The Junkluggers of Grapevine](#) - provide eco-friendly junk removal and donation-based waste diversion.

[Feed It Onward](#) - lends a national platform to spotlight the farmers, businesses, nonprofits, military partners, and communities making sure good food goes to people — not landfills.

Commercial [recycling information](#) for Dallas businesses - Do you have questions about recycling at a commercial property in Dallas? Contact the department's Zero Waste team at DallasRecycles@dallascityhall.com

Business certificate:

The City of Dallas [Green Business Certification Program](#) - recognizes local businesses. Whether maintaining a green building to save on utility costs and lowering the use of natural resources or incorporating green practices such as recycling, all of this can provide you with an advantage.



Energy Efficiency and Renewable Energy

[Bluebonnet Power](#) - resilient battery energy storage system (BESS) to support grid stability and provide instant carbon-free power for off-grid, backup, or reinforcement needs. Offers mobile and permanent BESS options offer zero-emission power in challenging environments, enhancing utility resiliency, reducing costs, and modernizing facilities.

[JANTA POWER](#) - This solar energy unit is 3-dimensional solar technology that utilizes vertical scaling engineered to save you space.

ENERGY STAR

- [List of certified products](#) to help you save energy
- [Certifications](#) and other forms of recognition
- [Portfolio Manager](#) to benchmark the energy use of any type of building

State Energy Conservation Office - Texas Energy Hub

- [Podcasts and Webinars](#) on clean energy best practices and financing tools
- [Interactive tools](#) to help you implement best energy practices
- [Guides and case studies](#) to learn about different clean energy topics

[TXU Energy](#) - clean energy options to power your business and follow through on sustainable energy initiatives



Greenhouse Gas Emissions

[Decarbonization Playbook](#): Discover a wealth of strategies, best practices, and solutions tailored to meet the unique needs of sports venues across the athletics and entertainment industry.



Water Conservation

[North Texas Municipal Water District, TX](#) – provides vital

wholesale water, wastewater, and solid waste management to more than two million people who call North Texas their home.

[Water Is Awesome](#) – water education and conservation projected that works with Dallas Water Utilities, North Texas Municipal Water District, and Tarrant Regional Water District to help people how to use water more efficiently.



Biodiversity and Wildlife Practices

[Oak Cliff Bee Company](#) - sustainable beekeeping practices and to serve as passionate advocates for raising public awareness about the indispensable role of bees.

[Trinity River Audubon Center](#) – as the largest urban hardwood forest in the United States, this forest supports a diverse community of plant and animal species and contains a unique mixture of bottomland hardwoods, wetlands and grasslands.



Improving Air Quality and Providing Green Space

[Oak Cliff Veggie Project](#) - teach agriculture and plant-based lifestyles to improve overall health, cultivate fresh produce and a community of growers, and prepare food for families while providing space for the community to connect.

[Restorative Farms](#) - committed to developing a sustainable, community-driven urban farming network in Dallas, Texas. Supports urban agriculture, job creation, and local food systems in South Dallas.

[Forest-Bridge](#) - planting trees to educate on local impact and create lasting legacies.

[One Earth One Chance](#) – Dedicated to growing and maintaining trees and shrubs to reforest urban spaces. They organize community events to pick up litter to avoid ending up in our rivers, oceans, and landfills.

[i-Tree Tools - Calculate the benefits of trees!](#) – the global standard when it comes to quantifying the benefits that trees provide. It can be used with individual trees, on areas of tree canopy, and with tree planting projects.



Community Engagement and Education



How can I get involved?

[Sole4Souls](#) - Divert new and used shoes and clothing from landfills, turning excess into relief for those in crisis, opportunity for communities, confidence for kids, and a healthier planet for all.

[North Texas Food Bank](#) - works to alleviate hunger in North Texas by distributing food to local partners, providing nutrition education, and supporting community programs that increase access to healthy food.

[MATI-X](#) - committed to creating a zero-waste culture that empowers youth entrepreneurs to build sustainable, purpose-driven ventures. They teach waste-free practices that uplift communities and protect our planet. In their programs, products, and partnerships, they put circular solutions and environmental equity at the center.

Other Education and Environmental Awareness Programs include:

[Texan by Nature](#) - connecting conservation and business to create a sustainable Texas

[One Earth One Chance](#) - introducing environmental education and sustainability across curriculums in youth and schools

[Texas Trees Foundation](#) - connecting urban forestry, green infrastructure, and community shade initiatives to create environmental awareness.





Sustainability Playbook

FIFA World Cup 2026™ / North Texas Region