

Los Angeles Football Club Sustainability Research

Mark Thorrington

The project will focus on developing a sustainability strategic framework for Los Angeles Football Club (LAFC). The main objective for this project is to develop a baseline understanding of the attitudes and expectations prospective fans and key stakeholders have of the newly formed Los Angeles Football Club (LAFC) concerning environmental sustainability. This baseline understanding will help the team formulate their strategic sustainability campaign and determine if they are meeting the expectations of fans and other key stakeholders. Secondly this understanding will help evaluate LAFC's performance concerning their sustainability initiatives. LAFC is an expansion team with its inaugural season starting in March 2018. LAFC is in an advantageous position because Los Angeles is one of the largest cities in the world and the second largest city in the United States with a population of 3.5 million in the city of Los Angeles and over 18 million in the greater metropolitan area.