



PlanetGoals

Best Practices Handbook



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Task: Research and mapping of best practices of football-related entities regarding the promotion of environmental and social sustainability

Responsible partner: Real Betis Balompié Foundation



INDEX

Introduction	6
Best Practices	9
Environmental Sustainability of Sport Organizations	9
Social Sustainability of Sport Organizations	34
Conclusions	66

1. INTRODUCTION

Aiming to upskill the competencies of football-related entities professionals in Greece, Spain, the UK, the Netherlands, Croatia, and Italy, for being capable to integrate both environmental and social sustainable practices and policies into their entities operations and governance, PlanetGoals project kicked off.

According to the United Nations, sustainability involves “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. Moreover, they define Environmental and Social Sustainability (ESS) as the adaptation and integration of precautionary environmental and social principles and considerations into decision making processes.

Following with Inclusion and Diversity in Football, International Federation of Football Association (FIFA) itself has relevant programming priorities that highlight the importance of inclusion in all levels of football. By their own words, FIFA aims at “fostering a sport that welcomes players and fans from all backgrounds, regardless of race, ethnicity, gender, sexual orientation, or disability”.

By collaborating together the following entities, Organization Earth, Fundación Real Betis Balompie, Eleven Campaign, Fare Network Stichting, Health Life Academy, Panellinios Sindesmos Amivomenon Podosferiston Somateio and Universita Degli Studi di Cassino e del Lazio Meridionale, highlighted a series of best practises regarding environmental and social sustainability in order to promote and disseminate them. Before collecting the BPs, partners conducted focus group discussions (1 in each partners’ country) targeting

football-related entities’ professionals in order to better understand the barriers that the latter face when attempting to embed social and environmental strategies and initiatives in their operations and governance. Partnership included professionals from football-related entities that work with people from socio-economic disadvantaged groups to take into account their perspectives.

The following is a handbook that contains 21 best practices that have been collected and finally selected from different meetings carried out by the teams of the different organizations mentioned above. These BPs complete a presentation of case studies of examples of success stories and initiatives that organizations have already implemented or are currently implementing. The handbook is focused on both EU and International level.

These examples of BPs, divided into two categories that are exposed below, will be useful not only to raise awareness about social and environmental sustainability among fans of football organizations but also to the main target group of this project.

This mentioned target group includes football-related entities but also teachers, VET trainers, community workers, NGOs, volunteers and any other academic center working on sustainability.

PlanetGoals project was born with the main objective of contributing to the EU priorities regarding a climate-neutral, more inclusive, healthy, and just society and to a more sustainable future.

2. BEST PRACTICES

2.1. ENVIRONMENTAL SUSTAINABILITY OF SPORT ORGANIZATIONS

BP 1. Forest Green Rovers

Topic	Environmental Sustainability
Who	Forest Green Rovers
What	<p>Forest Green Rovers is committed to promoting sustainability in the football industry. They implement sustainable practices, raise fan awareness, and influence other clubs to adopt sustainable practices.</p> <p>As a football club, they have reduced their carbon footprint, adopted a vegan diet, and used renewable energy sources. They communicate their achievements through media and partnerships.</p>

BPs on this handbook are divided into two categories following the next indicative contents:

Environmental Sustainability of Sport Organizations: this category includes cases related to sustainable mobility, waste management, energy and water consumption, sourcing, procurement as well as minimizing food waste and plastic consumption, and measuring environmental footprint.

Social Sustainability of Sports Organizations: this category includes equality, inclusion and diversity, promotion of volunteering, community-building initiatives, promotion of health, improvement of physical activity, the boost of mental fitness, and participation of disadvantaged social groups.

This BPs handbook will be available for the public in Planet Goals's e-learning hub and will be combined with project's training material for the football-related entities professionals' to enhance their knowledge about sustainability. It is expected that equipping target groups with learning tools will develop their competences regarding the adoption of climate neutral ways of their entities' operations and governance, and the promotion of inclusion, equality and healthy lifestyles.

Actions & Impact

For many years, Forest Green Rovers has used renewable energy to meet their yearly energy needs while also implementing environmental sustainability initiatives.

In addition to providing sustainable options for supporters at home, they organize group travel to away games, which reduces travel carbon emissions.

Additionally, they utilize refillable pump dispensers, refillable bottles in catering establishments, and steer clear of single-use packaging. In addition, they use an organic pitch for irrigation and have switched to a vegan diet.

Despite growing their fan base and taking on challenging initiatives, Forest Green Rovers continuously lower their carbon impact. Their routine operations are now conducted in a cleaner, greener club thanks to the utilization of an ISO certified system for measuring their environmental impact.

Conclusions

Forest Green Rovers is a prominent sports club that has effectively raised environmental sustainability awareness through publicity and media coverage. In 2019, the club president was appointed as a Climate Champion by the United Nations and the club itself was recognized as the first Carbon Neutral football club.

They have achieved significant reductions in carbon emissions, inspiring other sports clubs worldwide.

Their strategy aims to decrease emissions by 50% by 2030, making them an innovative pioneer in the field.


More information



Another Way | WE ARE FGR
Another Way: The Forest Green Rovers story (fifa.com)
Creating the Greenest Football Club in the World -
Forest Green Rovers | United Kingdom | UNFCCC

BP 2. Giochiamo per il Futuro

Topic	Environmental Sustainability
Who	Udinese Calcio - Udinese Green Project
What	Udinese Calcio has joined the Sports for Climate Action initiative, part of the UN Framework Convention on Climate Change, to promote environmental conservation and engage with fans, collaborators, and athletes worldwide, reducing emissions and promoting sustainable consumption.
Actions & Impact	<p>The main areas of action include: zero-impact energy, waste sorting, waste reduction, and careful selection of suppliers. In addition to this, the implementation of the project involves active collaboration with partners, involvement of the team's community, and communication of the project through mass media.</p> <p>With 100% renewable energy and CO2-free gas supplies, the Dacia Arena in Italy will be among the first stadiums to achieve zero effect for both gas and electricity.</p> <p>Reusable cups and waste collecting containers will replace single-use plastic containers and non-recyclable products at the stadium.</p> <p>Thanks to technical sponsor Macron, Udinese has been the first club to wear environmentally friendly jerseys manufactured from PET plastic bottles from 2020.</p>

Conclusions	<p>Raising public awareness and promoting participation presented obstacles for the initiative. Nevertheless, it has succeeded in overcoming early obstacles and moving closer to its objectives.</p> <p>With an astounding ESG score of 78.8 out of 100, Udinese is considered the most sustainable club in Serie A thanks to their partnership with a multi-utility corporation.</p>
More information	 <p>1.100.000 kWh/anno ENERGIA PRODOTTA IMPIANTO (pari a circa 330 impianti domestici)</p> <p>2.409 pannelli solari</p> <p>12 generatori</p> <p>4.615 mq superficie (quasi pari ad un campo da calcio)</p> <p>Udinese Green Project</p>

BP 3. Goals For Zero Plastic

Topic	Sustainable Waste Management, Minimizing Plastic Consumption
Who	Organization Earth
What	<p>Organization Earth implemented a Sports for Good program in Schisto Refugee Camp (Attica), addressing the lack of quality sport infrastructure.</p> <p>The program provided residents with sustainable sport infrastructure, environmental education workshops, and a new mini-football pitch made from plastic caps.</p> <p>The project targeted asylum-seekers and refugees, promoting a Plastic Reduction Policy and reducing plastic pollution.</p>
Actions & Impact	<p>Organization Earth collaborated with Common Goal and Adidas to recycle 219 thousands of plastic caps for a sustainable mini-football pitch, hold 76 environmental awareness workshops, construct a vegetable garden for plant cultivation, and adopt a Plastic Reduction Policy to reduce plastic pollution in Schisto Refugee Camp in Attica.</p> <p>Despite significant deviations, the project exceeded expectations overall and met its basic goals. The cooperation of state officials in football pitch upkeep is essential to the project's survival.</p> <p>It seeks to give residents of Schisto access to a secure, long-lasting sports infrastructure while also setting an example for other Greek refugee camps. A renewal of the project is planned to guarantee its long-term impact.</p>

Conclusions	<p>The development of a new pitch and environmental education initiatives were made possible by the successful achievement of plastic recycling goals by Schisto beneficiaries and Site Management Staff.</p> <p>Through the implementation of a sport for good project, Organization Earth enabled communication with recipients.</p> <p>Goals For Zero Plastic attempted to encourage adult involvement in environmental initiatives, but encountered difficulties because of the particular needs of certain recipients.</p> <p>The project provides safe, sustainable sports infrastructure for the targeted group in Schisto, reducing plastic pollution and enhancing green skills through workshops by Organization Earth's specialized educators.</p> <p>It combines environmental education, sustainable sports infrastructure construction, and promoting sustainable practices among Greek Refugee Camp residents.</p>
More information	 <p>300kg of recycled plastic collected from 200K plastic bottle caps</p> <p>For the creation of goalposts, benches, corner flags, recycling bins and an artificial pitch. The project, managed by Organization Earth in Greece, will give 800 people access to play.</p> <p>Move for the Planet - Common Goal (common-goal.org) Goals for Zero Plastic - Common Goal (common-goal.org)</p>

BP 4. Malaguistas x Naturaleza

Topic	Sustainable Waste Management
Who	Málaga C.F. - Fundación Málaga C.F.
What	<p>The issue of sustainability in sports is addressed by promoting sustainability through activities and resources.</p> <p>The target group was Malaga soccer club fans and players.</p> <p>The objectives included promoting physical activity, environmental awareness, and enhancing fan identity through sustainable activities.</p>

Actions & Impact

The main activities of the program consist of:

“Patrullas Blanquiazules Ambientales” (Blue and White Environmental Patrols) are focused on environmental activities such as plogging, reforestation, seed bomb workshops, insect hotel workshops, Sierra Bermeja tree plantations, and recycling days.

Implemented in 2023, it also involves schools from the area.

Collaborating associations like Junta de Andalucía, Proamb, Green Helmets, and Ecovidrio support the activities.

The soccer club collected 4,000 liters of waste for creating fans’ scarves and held 12 talks to raise awareness about sustainability.

The aim is to promote sustainable education, strengthen environmental respect, and implement citizen participation.

The talks covered topics like environmental education, tree secrets, beaches without cigarette butts, composting, insect houses, zero waste, and micro stories. Over 2,000 people were reached.

Conclusions

The Malaguista fans' involvement in club-related incentives and nature-related activities was successful.

However, the talks at schools were too long and bored, requiring more dynamic and adapted talks for different age groups.

The program continues for another year, ideally as a fixed program.

The Junta de Andalucía should be involved in implementing these projects, and promoting these activities with clubs' youth academies could help combat climate change.

More information



Malaga FC Foundation

BP 5. RFAF

Topic	Environmental Sustainability
Who	Real Federación Andaluza de Fútbol
What	<p>The Royal Andalusian Football Federation is promoting sustainable practices in Andalusian soccer, futsal, and beach soccer clubs.</p> <p>The initiative, partnering with the Junta de Andalucía, aims to reduce carbon footprints and mitigate environmental impacts.</p> <p>The objectives include positioning the federation as a change-oriented institution, promoting sustainable and conscious soccer, ensuring sustainable events, and setting an example for other institutions.</p>

Actions & Impact

The RFAF has implemented various projects, including reforestation in Andalusia, reducing water consumption, and implementing carbon footprint offset plans.

They have also promoted sustainable events like the Andalusia Cup, involving fans in activities, and planting trees by all teams.

Additionally, waste collection from natural sites in Andalusia is being implemented.

The organization also supports social projects like clothing collection for Senegal and inter-prison tournaments.

The plantation of 9,000 trees in Andalusian soccer offset 2,225 tons of CO2 emissions last year, reducing carbon footprint, water consumption, and promoting waste recycling.

This long-term environmental and social impact promotes sustainable soccer and fosters alliances with teams and fans.

Conclusions

RFAF's alliances with other agents enable greater impact in making soccer a sustainable world.

Institutions are committed to helping clubs develop sustainable practices, benefiting society as a whole, particularly in Andalusian society.

This initiative is considered good practice as RFAF is a pioneer in creating such projects, involving all clubs at the Autonomous Community level.

Different Federations can use their power to ensure clubs in their communities follow sustainability practices for the benefit of everyone.

More information



RFAF

BP 6. Blue and Yellow Beaches

Topic	Sustainable Waste Management
Who	Cádiz C.F. - Cádiz C.F. Foundation
What	<p>The province of Cadiz faces a significant issue with dirty beaches, affecting tourism and the coastal ecosystem.</p> <p>The action targets residents and Cadiz CF soccer fans, affecting beach users and the city's economy.</p> <p>The initiative aims to preserve the natural beauty of Cadiz's coast and ensure a clean and healthy environment for visitors and residents.</p> <p>High taxes for waste collection are also a concern.</p>

Actions & Impact

The Cadiz C.F Foundation has organized an initiative (since 2020) to reduce waste on the beaches of Cadiz, focusing on waste collection, sorting, environmental awareness, and promoting sustainable practices among bathers.

The initiative, which usually lasts from 10.00 to 12.00, takes place in the area adjacent to the Bay of Cadiz at the height of Cortadura beach towards the Marambay restaurant. Social networks are used to promote visibility and registration processes.

The initiative also aims to increase data collection and share it with academic institutions and government agencies, contributing to a social movement advocating for waste-free seas.

Participants are also provided with information on the impact of marine litter. Additionally, 5,000 used battery collectors were distributed in 15 coastal municipalities of Cadiz province to encourage environmental care and foster a sense of belonging among the club.

Conclusions

The Cadiz volunteer corps and various organizations have successfully developed an activity to raise awareness and mobilize citizens to keep natural spaces free of garbage.

However, the involvement of fans has not been as successful as expected.

The activity has expanded its areas of action to different parts of the province and is beneficial as it does not involve high disbursement and allows citizens to feel involved in their soccer team while preserving the natural areas of Cadiz.

The key is to surround oneself with associations that help carry out the action and provide visibility from various sectors, such as sports, education, institutional, or business.

More information



[More info on the initiative \(es\)](#)

BP 7. Superleague Sustainability Table

Topic	Environmental Sustainability
Who	The Sports Footprint
What	<p>The football industry in Greece, despite its popularity, often lacks measurement of its environmental and social impact.</p> <p>Sports Footprint aimed at measuring and ranking the environmental and social sustainability practices of Super League's (men's football top tier in Greece) football clubs.</p> <p>Five top tier football clubs participated in the research and the results were published and further disseminated by a major Greek sport journal, Sport24.</p>
Actions & Impact	<p>Greek men's football teams at the top of the game were invited by Sports Footprint to take part in an effort that emphasized social and environmental sustainability.</p> <p>Five teams answered questions regarding their tactics and procedures: AEK FC, Asteras Tripolis FC, OFI FC, PAOK FC, and Panathinaikos FC.</p> <p>The project was presented at Greece's first conference on CSR and sustainability in sports, published through Sports Footprint's official channels, and widely publicized in a significant Greek sports publication.</p> <p>The initiative provided clubs with a valuable model for how to approach sustainability.</p>

Conclusions

This innovative project raised awareness about sustainability in football by using a methodology influenced by the Sport Positive Leagues program.

Merely five out of the fourteen elite clubs participated in the project, which sought to raise awareness of social and environmental sustainability measures.

Although the project was the first of its kind in Greece, other European nations have a history of implementing comparable programs.

The project emphasizes how important it is to get football teams and associations to support sustainability projects by increasing awareness of them.

More information

Environmental Sustainability						
Clubs/Categories	Transportation	Waste Management	Food	Water Management	Energy	Community Engagement
AEK FC	2	2	3	3	2	1
PAOK FC	1	2	2	0	1	1
Panathinaikos FC	1	2	2	0	1	1
Asteras Tripolis FC	0	2	0	0	1	0
OFI FC	0	0	0	0	0	0

Social Sustainability						
Clubs/Categories	Social Inclusion	Accessibility	Support to the Community	Equality	Communication & Engagement	Total
PAOK FC	3	2	3	3	1	12
Panathinaikos FC	2	3	2	2	1	10
AEK FC	1	1	3	2	1	8
Asteras Tripolis FC	2	2	2	1	1	8

Super League Sustainability Table

BP 8. TVEC 85 - Les Sables d'Olonne

Topic	Environmental Sustainability
Who	TVEC 85 - Les Sables d'Olonne
What	<p>The goal of this club is to change to a more natural organization.</p> <p>The club itself is the group that is being targeted and is carrying out the actions; positive outcomes are already being seen.</p> <p>It was given out the French Fair Play for Planet mark, which validates the completed work and aids in process measurement.</p>
Actions & Impact	<p>The club, which has been implementing sustainable practices since 2019, has been collaborating with the local region to improve energy-efficient infrastructure, optimize waste management, and promote greener sports.</p> <p>They have also distributed locally-produced organic apple juice to their young members.</p> <p>The club's goal is to enhance a global educational mission and promote a greener sport.</p> <p>Although some measures may not be repeated, most can be reproduced, making the club a pioneer and role model in the long term.</p>
Conclusions	<p>The club, facilitated by the president's incentive and consensus within the club, has implemented actions demanding policy changes, such as improving old structures and maintaining lawns, and raising awareness of a sustainable environment in sports.</p> <p>These practices are inspiring and easily replicable, making them a best practice.</p>

More information



TVEC 85 (fr)

BP 9. Planet League Project

Topic	Environmental Sustainability
Who	Planet League
What	<p>The idea behind the Planet League project was to use the power of sport to encourage greener living.</p> <p>Although it can be applied to anyone, football enthusiasts are the targeted group.</p> <p>Finding a means to encourage and assist individuals in leading more sustainable lives and increasing public awareness of climate change was the challenge.</p> <p>Eighty-plus professional clubs have participated in the project, demonstrating its enormous popularity.</p> <p>The project continues to move forward and expand.</p>

Actions & Impact

Planet League is a football initiative that encourages fans to participate in green activities by representing their team in weekly fixtures.

With over 100 suggested activities, the initiative has 82 professional football clubs and relies on various ambassadors to promote its cause.

Since its inception in 2018, Planet League has registered over 200,000 eco-friendly actions on their website.

The initiative encourages fans to take up green challenges, participate in green tournaments, and engage in simple actions like public transportation, meat-free meals, and turning off lights.

It also raises awareness on issues like plastic recycling, CO2 reduction, and a circular economy.

The project is sustainable, easily replicable, and can reach new users.

Conclusions

Planet League is a football game that promotes positive behavior changes in a playful manner.

It has become increasingly popular. It does, however, confront opposition from those who are insensitive to climate change. Well-known teams, players, and the scoring system are attempting to resolve this problem.

Planet League is now exploring adding other sports to the game and concentrating on family-friendly challenges.

This program works well at increasing awareness and motivating people to make enjoyable lifestyle changes.

More information



**TAKE A
PICTURE
EVERY TIME
YOU SCORE
A GREEN
GOAL**

Planet League website

BP10. US Aigrefeuille Football - Zero Waste

Topic	Environmental Sustainability
Who	US Aigrefeuille Football
What	<p>The grassroots football club is addressing waste reduction through an initiative based on the claim “sorting is good, reducing waste is better.”</p> <p>In partnership with a regional waste center, the club aims for zero waste.</p>
Actions & Impact	<p>The club, with over 500 players, initiated a sustainable initiative in 2022.</p> <p>The initiative includes six actions: involving managers, volunteers, partners, and members, eliminating disposable crockery, encouraging water bottle usage, avoiding packaging, making second-hand equipment accessible, and adapting communications.</p> <p>Key implementers include staff, players, and volunteers, with support from a local waste center.</p> <p>This sustainable practice focuses on waste reduction and changing habits within the club.</p>

Conclusions	<p>The club’s partnership with a local waste center and communication about the initiative has facilitated its involvement in a zero waste policy.</p> <p>The challenge lies in promoting respect for the policy among visiting teams.</p> <p>The initiative shows a commitment to climate change and reaches not only club members but also players’ families, local actors, and visiting teams.</p>
More information	 <p>First zero-waste club in Charente-Maritime (fr)</p>


2.2. SOCIAL SUSTAINABILITY OF SPORT ORGANIZATIONS

BP 11. Un Calcio al Razzismo

Topic	Diversity
Who	Juventus FC
What	<p>Juventus opposes social and territorial discrimination, racism, xenophobia, and violence, as stated in its Code of Ethics.</p> <p>The football company is committed to promoting a culture of respect, inclusion, and equality.</p> <p>The club has launched a free educational project to address racism and discrimination in secondary school classes.</p> <p>The project consists of digital lessons on four themes and an interactive game, inviting students to create a motto against discrimination and diversity.</p>

Actions & Impact	<p>Juventus' "Un Calcio al Razzismo" is an educational project aimed at eradicating discrimination in lower secondary schools.</p> <p>The program, which runs from December 2023 to May 2024, includes interactive classroom meetings, an educational game called "ESSERE O NON ESSERE," and rewards schools for participating.</p> <p>The initiative also includes a digital game for families to support the school. By 2023, the project has achieved several milestones, including the inclusion of the "Sulla Razza" podcast team, the inauguration of a refurbished 0-18 educational hub by Save the Children, and support for Milano Pride.</p> <p>The project has seen active participation from schools, teachers, students, and families in promoting and participating in the initiative.</p> <p>The project's sustainability and long-term impact are also being assessed.</p>
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BP 12. Sport Simple Solutions

<p>Conclusions</p>	<p>Juventus has been a leading force in the fight against discrimination, racism, xenophobia, and violence for years.</p> <p>The club 's Juventus Goals for Education program, including the “Un Calcio al Razzismo” project, promotes play, education, and diversity inclusion.</p> <p>Juventus has also taken significant steps towards sustainability, becoming the leading example in Italy.</p> <p>This global effort involves all aspects of the club and reaching every level of the organization.</p> <p>A dedicated team has identified priority areas for intervention, involving its main stakeholders, and building a solid foundation towards sustainability.</p>
<p>More information</p>	 <p>“A kick to racism”</p>

<p>Topic</p>	<p>Community-building / Inclusion & Equality</p>
<p>Who</p>	<p>Peace and Sport</p>
<p>What</p>	<p>Sport Simple Solutions seeks to revolutionize sports engagement by adapting equipment, venues, and rules for play in resource-constrained or challenging environments.</p> <p>This initiative fosters peace through sports, instilling values like inclusivity, equality, and conflict resolution. Primarily targeting marginalized communities, especially in third-world countries, as well as coaches and athletes lacking access to traditional facilities.</p> <p>The project aims to democratize sports participation. By providing manuals, coaches can effectively implement these solutions, transcending barriers of economic and social discrimination.</p> <p>The overarching goal is universal sports accessibility, irrespective of socio-economic status, while leveraging sports as a platform for nurturing positive values.</p> <p>In local areas with limited access to facilities, the Sport Simple manual provides a program designed to promote sports as a vehicle for social inclusion and education.</p> <p>Coaches, volunteers, educators, Olympians, Eleven Campaign, Peace and Sport, and local communities are some of the key implementers.</p>

Actions & Impact

The impact of Sport Simple Solutions has been significant, with workshops and activities conducted in six countries, led by 50 coaches and educators.

Over 10,000 children and young people have benefited from these activities, which are implemented in 26 youth centers across more than 50 countries.

Conclusions

Adapted sport promotes diversity and community involvement by showcasing how sports may be made accessible through easy modifications and nearby resources.

Sport Simple Solutions is an innovative strategy that offers possibilities for specific populations to participate in sports.

Prioritizing community involvement, resourcefulness, and adaptability can help organizations enhance sports accessibility and foster global social inclusion.

More information



Adapted Sport Manual
Learning through Sport Simple Solutions

BP 13. Legacy Program - UEFA EURO 2020

Topic	Community-building initiative
Who	UEFA & Stakeholders
What	<p>The Legacy Program aimed to create a lasting legacy for the next generation of footballers and local communities after the completion of EURO 2020.</p> <p>The program targeted grassroots football players, local communities, and youth interested in football, addressing the lack of lasting opportunities and social sustainability after the event.</p> <p>Objectives included enhancing grassroots football activities, donating equipment, promoting social sustainability, and organizing fun activities during and after the tournament.</p>
Actions & Impact	<p>UEFA, regional football associations, clubs, non-governmental organizations, sponsors, and community organizations all participated in events that took place in different parts of the host nations during EURO 2020.</p> <p>Financial contributions were made for the donation of equipment, planning events, providing logistical support, and repurposing extra resources.</p> <p>The outcomes included better football activities, more community involvement, a rise in grassroots football participation, and the encouragement of social sustainability.</p> <p>Evaluations of community input, infrastructural upgrades, and participation rates are possible components of assessments.</p>

Conclusions

The success of leveraging major events like EURO 2020 to promote grassroots football has been attributed to collaboration with stakeholders, engaging local communities through fun activities, and collaborating with various stakeholders.

However, challenges such as logistical challenges, resource limitations, and inadequate follow-up plans could hinder the success of smaller initiatives.

The intervention has benefited the targeted group by providing enhanced football opportunities, promoting community engagement, and leaving a lasting legacy. To adopt similar practices, it is essential to collaborate with stakeholders, plan for post-event sustainability, and tailor activities to local needs.

More information



UEFA Euro 2020 “Glasgow Legacy”

BP 14. VR experience of Friendship Games

Topic	Promoting help to disadvantaged social groups
Who	Peace & Sport / Eleven Campaign
What	<p>The Friendship Games, an annual multi-sport event in the Great Lakes Region of Africa, brings together children and youth from Burundi, Rwanda, and the D.R. Congo.</p> <p>Due to its remote location, it's challenging for stakeholders to attend and experience the value of the event.</p> <p>To address this issue, a VR experience was created to provide a similar experience to physically attending the event, allowing stakeholders to support the event through donations and awareness.</p> <p>This VR experience aims to make the Friendship Games more accessible to the target group.</p>

Actions & Impact	<p>Using specialized VR cameras, the crew at the 7th Friendship Games in Bujumbura, Burundi, captured the spirit of the occasion and over the course of two months, created a virtual reality experience.</p> <p>The experience was showcased at a number of occasions, such as the annual ANOC conference, Sportel, WSIS, Peace and Sport International meeting, and Unite ThemALL.</p> <p>For both tasks, about 8,000 euros in resources were needed. The outcomes surpassed projections, and ANOC committed funding to pay the full expenditure over a ten-year period, or about 250,000 euros.</p> <p>More international federations are sponsoring the event as a consequence of the team's excellent outreach and awareness-raising efforts.</p> <p>This approach is simple to duplicate and expand, requires nothing in the way of travel, lodging, or equipment, and is environmentally friendly.</p>
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Conclusions

Experienced VR experiences can have a significant impact on individuals, especially when the essence of the story is right and the event is strategically selected.

The Friendship Games, which has secured financial backing from ANOC for 10 years, has experienced continuity with an increasing list of partners.

The VR experience has amplified invested funds by almost a 25x ratio and is more environmentally friendly.

With approximately 5000 beneficiaries each year, securing its longevity can have a tremendous impact in the region.

This innovative practice was nominated for Innovative action of the year in Sportel 2017.

More information



VR experience Friendly Games (video)

BP 15. Special Power League

Topic

Participation of disadvantaged social groups, Inclusion and Diversity

Who

Health Life Academy

What

The issue is the lack of inclusive football opportunities for children and youth with intellectual disabilities.

The problem is that kids and young people with intellectual disabilities don't have enough opportunities to play inclusive football.

A specialized football league seeks to offer a welcoming environment for engaged play, encouraging interpersonal relationships and personal growth. In the end, these people's quality of life will be improved by fostering social inclusion, raising physical activity levels, and building a supportive community.

Actions & Impact

The project focuses on social relationships and personal improvement by organizing inclusive football matches for kids and young adults with intellectual disability.

The main implementers of the activities are volunteers, coaches, and a committee.

The events take place in easily accessible communal spaces. Partnerships with sponsors, local schools, and disability organizations increase outreach. In addition, the project includes activities promoting cultural, environmental, and social values, such as nature walks and educational workshops.

Over six years, over 150 participants have participated, demonstrating the long-term benefits of inclusivity.

Conclusions

Working in conjunction with local communities, football teams, coaches, and disability groups, the program helped children and youth with intellectual disabilities achieve their goals of social inclusion, skill development, and general well-being.

However, the program's scope was limited due to financial constraints and difficulties obtaining funds for accessible venues and adaptable equipment.

The program's holistic approach addresses social inclusion and environmental sustainability, enhancing mental and physical well-being and educating individuals about environmental sustainability.

More information



Special Power League

BP 16. Youth Movement Power - “Croatia Trophy” football tournament

Topic	Community Building Initiatives
Who	Health Life Academy
What	<p>It is a project carried out to encourage children and young people to play sports, to create new friendships, and through various seminars and workshops to educate them about a healthier way of life and how to positively influence the environment in which they live.</p> <p>The goal is to promote sports among over 750 children, their families, and the community through seminars and workshops.</p> <p>The focus is on environmental and social sustainability, integrating sustainable practices into the tournament, promoting environmental awareness through biodegradable cups, waste separation, social inclusion through workshops, and creating a platform for positive community engagement.</p>

Actions & Impact	<p>Through seminars and workshops, the Easter football tournament in Rovinj, Croatia, focuses on enhancing the environment and public health.</p> <p>Government agencies, leaders of the community, organizers of tournaments, and environmental organizations in the area are important implementers.</p> <p>A significant amount of resources must be committed to the competition, including green buildings, community projects, and education. The outcomes have exceeded expectations, fostering environmental awareness and social inclusivity.</p> <p>The tournament has a long-term impact, setting a precedent for sustainable sports events and promoting environmental responsibility and social cohesion. So, the tournament’s positive effects are expected to persist.</p>
Conclusions	<p>The youth football tournament intervention was a success because of the strong collaborations with nearby companies, sponsors, civic leaders, and environmental organizations. It became a ‘Best Practice’ for sustainable sporting events as a result of the decreased waste, more community involvement, and raised awareness.</p> <p>The success of the intervention serves as a model for future events, with a focus on the well-being of the community and the environment.</p> <p>Adoption recommendations include incorporating a variety of stakeholders, giving priority to educational initiatives, being flexible, and promoting community involvement.</p>

More information



Youth Movement Power

BP 17. Sport per Tutti Calciando la Dis-Abilità

Topic	Participation of disadvantaged social groups
Who	Bologna FC 1909
What	<p>In order to enhance the physical and mental well-being as well as the social inclusion of children and girls with disabilities, Bologna FC 1909 is initiating a sports initiation program with an emphasis on football.</p> <p>The project hosts “Sport for All” activities to combine schoolchildren and the disabled and strives to create a sporting culture that promotes inclusiveness.</p> <p>Greater autonomy, enhancing motor coordination, self-awareness, communication, socialization, and motor skills are among the specific objectives.</p> <p>Other objectives include creating a positive body image, strengthening self-control, fostering connections, and adhering to group interaction guidelines.</p>

Actions & Impact

The “BFC Senza Barriere” project is a soccer-based program designed to help people with impairments overcome psycho-physical discomfort and advance social inclusion.

Participants are allowed to freely express themselves while respecting their skills, moving from simple to more sophisticated activities.

The degree of difficulty of the first exercises is regularly assessed, and teaching strategies are adjusted to the participants’ requirements, interests, and abilities.

This idea is built around a social, physical, and educational path that prioritizes the group while respecting individual uniqueness.

Major objectives are to have fun, boost learning motivation, and foster sociability, self-control, autonomy, and a sense of community.

The project has expanded its scope with local events, training meetings, awareness campaigns, and free admission and transportation services to and from the sports center or Dall’Ara Stadium.

The initiative has led to improved quality standards in sports activities for individuals with disabilities and increased access to sports practice.

Conclusions

The initiative has to modify training techniques and accessibility in order to ensure inclusivity and cater to individual needs. Notwithstanding these, the project’s ongoing existence implies that they have progressed past early setbacks and toward their objectives.

Participants in the project had competitive experiences that aided in their personal development. In keeping with the project’s distinctive qualities, it also encouraged the social integration of people from many cultural backgrounds and the dissemination of social values via sports participation.

More information



BFC without barriers summer camp

BP 18. Empowerment of Professional Women Football Players

Topic	Equality
Who	PSAPP
What	<p>Despite the growth of women’s football worldwide, the Panhellenic Professional Male and Female Football Players Association (PSAPP) noticed that it still remained marginalized in Greece.</p> <p>Aiming to positively impact the football industry to change this situation, they expanded its mandate in December 2021 to represent female players resulting in their empowerment within the sport.</p> <p>Objectives included ensuring gender equality in recruitment, pay, and career development, establishing a professional framework for women footballers, and providing education and training for smooth post-career transitions.</p> <p>By addressing these goals, PSAPP strives to create a more equitable and supportive environment for footballers.</p>

Actions & Impact

PSAPP implemented activities such as: visits to women football clubs to present and inform women players about their rights, provision of legal support, psychological support and health insurance, giving access to educational programs in collaboration with public and private colleges, language lessons and launching campaigns to promote gender equality.

Female members now have stronger representation to the board and public events and often act as ambassadors promoting gender equality.

The program is still working and the activities are carried out through the whole year. PSAPP creates synergies with numerous stakeholders each campaign.

During 2023, for example, they visited 14 women clubs and more than 350 women footballers were reached. More than 150 scholarships, health insurances, language lessons and psychological and legal support sessions were implemented. Moreover, surveys to analyze their thoughts and concerns are created in order to identify any difficulties or barriers they face trying to find solutions.

PSAPP has also created a whole department dedicated to women’s football development to ensure the sustainability of the initiative.

The initiative was positively welcomed by the female footballers and their teams’ management, many women were impacted for the first time about the topics treated and received important benefits from the program.

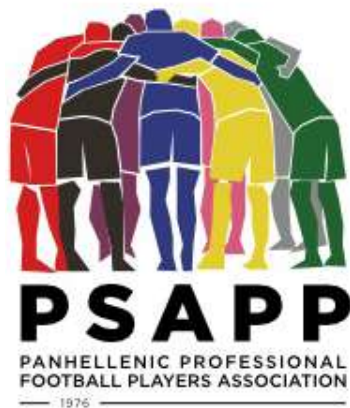
Conclusions

Despite women's football does not have the recognition as a professional sport in Greece yet, PSAPP is working to take steps towards a situation of equality. Through this program, it has been possible to put women's football on the map and empower many women. In an area such as professional football, which for many years has been male-dominated, it is very important to ensure that women will have equal opportunities and rights.

The most important element for the achievement of the initiative's scope is to identify exactly the needs of the female footballers and to be able to develop them according to their demands, and being adapted easily and to be in full cooperation with all the key stakeholders.

The project continues to be underway to achieve the objectives of equal football step by step.

More information



"Say no to violence against women" (gr)

BP 19. OneTeam

Topic	Community-building initiative & Participation of disadvantaged social groups
Who	Euroleague
What	<p>Euroleague Basketball's One Team program, supported by Turkish Airlines and Special Olympics, uses basketball to create social impact in communities.</p> <p>The program aims to benefit socially vulnerable groups by enhancing social inclusion, personal development, and raising awareness about equality and equal opportunities.</p> <p>The initiative focuses on communication, teamwork, respect, and self-confidence.</p>

Actions & Impact

The United Nations Sustainable Development Goal 10 on reduced disparities has been addressed by Euroleague Basketball through the development of a comprehensive CSR program aiming at community integration.

Every club that takes part develops a One Team project that is customized to meet the requirements of the community and helps groups that could otherwise be left out because of things like drug usage, gender equality, or physical or intellectual disabilities.

The yearly One Team Week celebrations of European Basketball Week, which are coordinated with the Special Olympics, are another way that the program is represented.

At Turkish Airlines EuroLeague games, players change their identities to “One Team,” a statement showcasing the teams’ dedication to giving back to the community.

The One Team program, established in 2012, has reached over 25,000 participants, involving 76 EuroLeague and EuroCup clubs and 342 ambassadors.

It targets personal development of school students, youth at risk, disabled individuals, refugees, and prisoners, demonstrating social inclusion through sports. The program’s impact will increase with increased beneficiary engagement and continued efforts.

Conclusions

The different clubs fund initiatives that advance environmental awareness and equitable opportunity.

To encourage club activities, develop integration, and raise awareness of social issues, each team appoints an ambassador.

Numerous recipients have benefited from the program, which has assisted them in recognizing their assets and reaching their full potential in both basketball and society.

Through these initiatives, the Euroleague championship has also received a great deal of attention.

The strategy places an emphasis on working together to achieve a common objective while acknowledging the difficulties involved in unifying several competitive groups under one roof.

More information



One Team | Euroleague Basketball

BP 20. Inclusion of Vulnerable Social Groups

Topic	Participation of disadvantaged social groups
Who	Ellas Syrou
What	<p>The Ellas Syrou team aims to include people with disabilities in their sports activities, fostering a sense of responsibility and socialization.</p> <p>This initiative aims to provide equal opportunities and access to sports, protect participants from discrimination, and raise awareness about the importance of social inclusion in football.</p> <p>The success of this initiative is attributed to mutual empathy and interaction between athletes and agents with the target group.</p>

Actions & Impact	<p>People with disabilities assist professional teams in training sessions by providing assistance with equipment and facilitation.</p> <p>They participate in activities tailored to their needs and abilities, providing feedback and suggestions.</p> <p>They also have free entrance to home games.</p> <p>This practice fosters inclusivity and productivity among disadvantaged groups, allowing them to contribute to sports activities in a productive way.</p> <p>This practice raises awareness about the need for socially vulnerable individuals to participate in sports activities and contribute to a cohesive group, particularly in a football team.</p> <p>The long-term goal is to expand activities and provide more space for these individuals to be included and enhance their sense of belonging.</p>
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Conclusions

The interaction between participants and athletes promoted inclusiveness and collaboration, fostering social cohesion and mobilization. Despite challenges, the activities created confidence among the targeted people and promoted self-worth and satisfaction. This initiative successfully demonstrates the inclusion of socially vulnerable groups.

The activities were carried out by all team members, creating a united group.

The key to success is considering the specifications and challenges of the target group and co-designing activities for maximum inclusion and integration.

This approach helps create a successful example for enhancing social inclusion.

More information



Hellas Syrou website

BP 21. Symposium

Topic	Healthy Lifestyles & Environmental/Social Sustainability
Who	Health Life Academy
What	<p>The issue of health improvement and environmental sustainability in football-related entities is addressed, targeting over 100 participants including coaches, parents, and teachers.</p> <p>The symposium seeks to create an inclusive atmosphere in football by increasing awareness, encouraging sustainable practices, and a healthy lifestyle.</p>

Actions & Impact

Symposium's main objectives were to encourage football players to lead healthy lives and to be environmentally conscious through workshops, seminars, and panel discussions.

Sports organizations, medical professionals, environmental specialists, and local authorities were among the important attendees.

A multidisciplinary strategy was used for the event, which included sustainable event logistics, speaker fees, venue costs, and promotional materials.

The symposium was successful in achieving its goals of increasing public knowledge of social and environmental sustainability in football. Attendees' practical insights resulted in better inclusion and a rise in environmentally friendly sports event practices.

Positive results from the knowledge assessment were found, and participants committed to incorporating sustainable practices.

The long-term effects are encouraging, encouraging a change in mindset within the football community toward socially and environmentally conscious behavior and supporting sustainability, diversity, and good health.

Conclusions

The symposium successfully promoted dialogue and knowledge exchange among various stakeholders, including sports organizations, environmental experts, healthcare workers, and community leaders.

Challenges arose in translating theoretical knowledge into practical actions, but ongoing support and customized resources are crucial.

Because of its multidisciplinary approach that combines traditional sports teaching with modern sustainability methods, the intervention is regarded as a 'Best Practice'. In sports groups, sharing insights can encourage inclusiveness and sustainable practices.

More information



HEALTH LIFE ACADEMY - Live your life healthy

3. CONCLUSIONS

This handbook encapsulates the collective efforts and insights of diverse football-related entities across Greece, Spain, the UK, the Netherlands, Croatia, and Italy, aimed at fostering environmental and social sustainability within the football industry.

Through the collaborative efforts of Organization Earth, Fundación Real Betis Balompie, Eleven Campaign, Fare Network Stichting, Health Life Academy, Panellinios Sindesmos Amivomenon Podosferiston Somateio, and Università Degli Studi di Cassino e del Lazio Meridionale, a comprehensive set of 21 best practices has been curated, representing a wealth of knowledge and practical strategies for integrating sustainability into the operations and governance of sport organizations.

The handbook's significance lies not only in its capacity to raise awareness among football enthusiasts but also in its utility for educators, VET trainers, community workers, NGOs, volunteers, and academic centers focusing on sustainability.

By providing tangible examples and case studies, the handbook serves as a valuable resource for those seeking to implement sustainable practices within their respective spheres of influence. Whether it's promoting sustainable mobility, waste management, energy conservation, or fostering inclusion, diversity, and community engagement, the handbook offers a roadmap for action and inspiration. In addition, one can find practices established either at grassroots or top tier football levels, but also delve into the initiatives of sport for development programs implemented by NGOs, federations and associations.

All these Best Practices are a clear example of the power that football has to make our environment a better place and guarantee the sustainability of a system in which everyone, in a clean and healthy environment, will have the same opportunities in the long term.

Moreover, the handbook aligns with the broader objectives of the PlanetGoals project, which seeks to contribute to EU priorities for a climate-neutral, inclusive, healthy, and just society.

By empowering stakeholders with the knowledge and tools needed to prioritize sustainability, the handbook contributes to building a more sustainable future for the football industry and beyond.

In essence, the handbook represents a culmination of collective wisdom, expertise, and commitment to creating positive change within the football industry.

It is a testament to the power of collaboration and collective action in addressing complex challenges and advancing sustainability goals.

As we strive to meet the needs of the present without compromising the ability of future generations to meet their own, the handbook stands as a beacon of hope and guidance, illuminating the path towards a more sustainable and equitable future for all.

