



# ACCESS

Achieving Circularity in Cities through  
Environmental Sustainability of Sports

## GREEN GOALS

**A Sports Sustainability Manual  
for Community & Grassroots  
Engagement**



# ACHIEVING CIRCULARITY IN CITIES THROUGH ENVIRONMENTAL SUSTAINABILITY OF SPORTS

## D5.2: Creating a Manual for community engagement and outreach

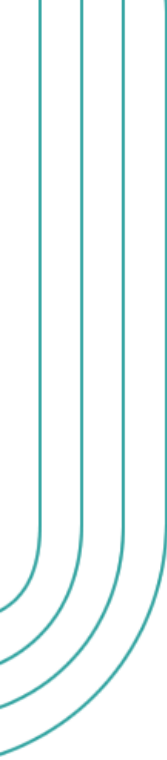
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### Abstract

The Green Goals manual is designed for sports organisations, sports coordinators and club committees and members seeking to encourage or expand club-led sustainability action. The Green Goals toolkit in Appendix 1 makes it easier for clubs to embark on and stick with sustainability actions by providing a simple five-step structure for the creation and maintenance of targeted and effective sustainability programmes and for the embedding of sustainability planning into club management and operations. As well as the Green Goals five-step toolkit, this manual contains information on the benefits of sustainability engagement for grassroots clubs, links to further information and resources and some simple tips for sports organisations committed to developing grassroots sustainability programmes.

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# 1. GREEN GOALS: AN INTRODUCTION

The sustainable management of events and facilities has in recent years become a key consideration for sports organisations across Europe, with principles and programmes of environmental sustainability, circular economy, carbon reduction and climate action increasingly integrated into sporting operations and events. Sporting federations and organisations are introducing sustainability roles into their management structures, developing environmental sustainability strategies and policies, and implementing targeted carbon reduction roadmaps while many of Europe's federations and governing bodies, as well as and larger clubs and grounds, are signatories of the UN's Sports for Climate Action Framework, designed to support and guide sports organisations in achieving global climate goals.

However, for the most part these sustainability and climate action programmes have been focused on elite-level sport and/or larger clubs and facilities. The Green Goals programme, developed as part of the ACCESS (<https://access-cc.eu/>) project, is a grassroots initiative, designed to support sports clubs in becoming more sustainable in their operation and management and to develop a culture of sustainability at community level, through the leadership and engagement of sports stakeholders.

## 1.1 GRASSROOTS SPORT IN THE EU

Grassroots sports have a unique reach into the daily lives of EU citizens. Over 44% of the EU population over the age of 15 participate in sporting or physical activities at least once a week, with 12% of Europeans being members of a sports clubs (and a further 18% belonging to health/fitness centres or to socio-cultural clubs with sporting activities). Across the EU 1.5

million people are employed in sport while 10% of Europeans engage in sports volunteering activity.

Mobilising the grassroots sports sector for sustainability therefore has the potential to effect meaningful change not only through the scale of sporting activity and the number of sporting facilities at local and regional levels across Europe but also by having an impact on the actions and decision-making of sports club staff, members and volunteers, both in their club activities and in their engagement in the wider community.

## 1.2 WHO IS THIS MANUAL FOR?

This manual is designed for sports organisations, sports coordinators and club committees and members seeking to encourage or expand club-led sustainability action. The Green Goals toolkit in Appendix 1 makes it easier for clubs to embark on and stick with sustainability actions by providing a simple five-step structure for the creation and maintenance of targeted and effective sustainability programmes and for the embedding of sustainability planning into club management and operations.

This guide is designed for a wide range of sports and contexts and to this end provides a structure for club-led decision-making and engagement that can be adapted to the needs, ambitions, challenges and constraints of each individual organisation and club. The four thematic headings of (i) Sustainable Events (ii) Circular Consumption (iii) Engagement & Outreach, and (iv) Green Facilities around which the Green Goals action plans are structured enable clubs to identify and assess the most impactful actions that they can take for the benefit of the club, its members, the

community and the planet while the 'Resources and Further Information' section at the end of the manual supplements the Green Goals club engagement framework with links to examples and toolkits that can assist clubs in identifying and implementing the actions that make sense for their own club and context.



Welshpool Town FC, Wales

implemented very simply and effectively by individual sports clubs and facilities.

As well as the Green Goals five-step toolkit for sustainability action of grassroots sports clubs, this manual contains information on the benefits of sustainability engagement for grassroots clubs, links to further information and resources, examples from ACCESS pilot clubs and some simple tips for sports organisations committed to developing grassroots sustainability programmes.

### 1.2.1 A Five-Step Programme for Sustainability

This guide is designed for a wide range of sports and contexts and to this end provides a structure for club-led decision-making and engagement that can be adapted to the needs, ambitions, challenges and constraints of each individual organisation and club. The four thematic headings of (i) Sustainable Events (ii) Circular Consumption (iii) Engagement & Outreach, and (iv) Green Facilities around which the Green Goals action plans are structured enable clubs to identify and assess the most impactful actions that they can take for the benefit of the club, its members, the community and the planet while the 'Resources and Further Information' section at the end of the manual supplements the Green Goals club engagement framework with links to examples and toolkits that can assist clubs in identifying and implementing the actions that make sense for their own club and context.

The Green Goals five-step toolkit is designed to be easy to use and is adapted to the needs and realities of busy club staff and volunteers. While the Green Goals programme will work best when promoted and supported as part of top-down organisational commitment to sustainability, it can be adopted and

## 2. BENEFITS OF GREEN GOALS ENGAGEMENT

The Green Goals Programme was designed in accordance with the principles of the UN Sustainable Development Goals (SDGs), the 17 goals adopted in 2015 by all UN Member States to recognise that sustainable change occurs when development is planned around innovative and inclusive actions that encompass the health of the planet, the well-being of people, the prosperity of the economy and the peace and stability of our communities. Similarly, those same actions and commitments that allow sports clubs to address their environmental and climate impact also contribute to the physical and organisational resilience of clubs as well as to the health and well-being of club members. Three of the primary co-benefits for sports clubs from Green Goals engagement are:

- The future-proofing of clubs and facilities
- Access to funding and financing
- The health and well-being of members and communities

### 2.1 FUTURE-PROOFING SPORTS CLUBS AND FACILITIES

Financial, sporting, climate and environmental sustainability go hand-in-hand in sports club management. Addressing environmental sustainability challenges and engaging in climate action in your club can have a significant positive impact on the resilience of club activities and facilities.

- For clubs that own or have an interest in their own grounds, energy measures such as moving away from fossil fuels, upgrading buildings and lighting, and investing in renewable energy generation will have a significant positive impact on a club's finances and



will facilitate longer-term financial planning.

- Water conservation measure will also contribute to financial savings while water harvesting or recycling can contribute to, e.g., grass pitch playability in increasingly frequent periods of drought.
- Biodiversity planting initiatives can also help clubs and grounds adapt to climate change – providing areas of shade for members and spectators during hot weather and as flood and surface-water run-off mitigation in times of heavy rainfall.
- In a 2024 survey of clubs involved in the GAA's Green Club programme, 88% of participating clubs reported that involvement in environmental sustainability initiatives had a positive impact on club infrastructure and management.

## 2.2 FUNDING & FINANCING

Sports clubs engaged in meaningful and structured sustainability action can be at an advantage in raising finance for club development and activities.

- Across Europe, national and local funding for sports clubs and events is increasingly tied to environmental and climate impact. Engagement in sustainability initiatives can be an asset to – and in some cases may be mandatory for – sports clubs in funding applications.
- Environmental sustainability initiatives may also qualify sports clubs for green loans and financing, often at more favourable rates.
- Sustainability initiatives within clubs offer further opportunities for advertisers or sponsors to get involved in club activities while sustainability-focused clubs may have an advantage in attracting sponsors who prioritise sustainability in their own operations and reporting.

## 2.3 MEMBER & COMMUNITY BENEFITS

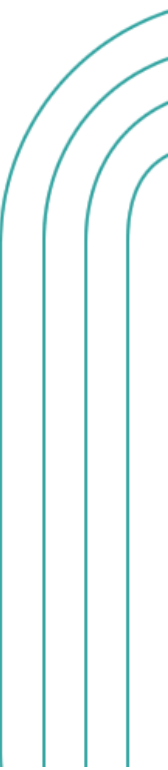
In the aforementioned GAA Green Club survey, 91% of clubs surveyed reported that sustainability engagement and action had a positive impact on the health and well-being of their members while in an independent evaluation of another non-playing club programme (the Healthy Club Programme – on which the GAA's Green Club programme is modelled) demonstrated how non-playing programmes can result in increased participation in sporting activities within a club and can attract significant numbers of new members and volunteers. 36% of those engaging with the Healthy Club Programme had no previous close links with the clubs and 77% of those surveyed reported that following programme involvement they went on to become more engaged in club activities, including taking up membership, volunteering, taking part in sports through the club (themselves or their children) or attending games.

Among the member and community benefits of Green Goals activities in sports club are that sustainability engagement:

- Creates opportunities for club and community members to get involved in meaningful climate action, develop new social links and relationships and potentially gain new experiences and skills. Of the GAA Healthy Club research respondents, 51% reported that they had made new friends in their community as a result of their involvement in the programme.
- Benefits communities:
  - i. physically, e.g. through biodiversity planting and management, in air quality through active and sustainable travel initiatives and in litter reduction from plastic-reduction schemes and gear,
  - ii. financially, with reuse and reduce measures including gear swaps and fuel-saving measures such as car-pooling and sustainable transport initiatives, and



- iii. socially, by providing outlets for community engagement and opportunities for nonplaying members and supporters to get involved in club activity and by building links and collaboration between the club and wider community.
- Offers opportunity for engagement and action by and for people across all sections of the clubs and community, such as opportunities for inter-generational involvement in Green Goals action planning and implementation and potential co-benefits for members through the designing of environmental sustainability actions for inclusivity, e.g., the development of biodiverse sensory gardens, the reorganisation of access and parking for both active travel and accessibility.



### 3. HOW TO SCORE GREEN GOALS: ADVICE FOR SPORT ADMINISTRATORS

**If you are a club** looking to start on environmental or climate action, head straight to the Toolkit in Appendix 1 of this manual for the five-step Green Goals programme, with easy-to-follow guidance and templates.

**If you are a sports organisation** looking to support your member clubs in implementing sustainability and climate action programmes in their club activities and/or facilities, here are a few top tips to maximise your impact:

- Clubs take great encouragement from the experiences of others. Sharing case studies and club success stories across your organisation and club network will reassure, inspire and motivate club Green Teams. See the GAA Green Club Toolkit at <https://learning.gaa.ie/GreenClub/CaseStudies> for examples from other sports organisations
- Celebrate the commitment and efforts of your clubs – e.g., in regional or national communications or in match programmes and literature or through an organisation-wide recognition programme.
- Clubs learn best from each other. If and where possible, consider organising occasional inter-club events, designed to maximise peer-to-peer learning. Such get-together often work well – and make the most of the time of club volunteers and staff – when associated with existing events or initiatives.

#### 3.1 FOSTERING IDENTITY & BELONGING

Simple top-down measures can encourage grassroots clubs to take their first steps with the Green Goals programme

- Reproducing the Green Goals five-step programme in the format and design of your national/regional sports organisation can nurture a sense of belonging and lets clubs know that they are part of an organisation-wide commitment to sustainability
- Supplementing club-led action with national or regional training and information webinars on aspects of the Green Goals programme – e.g. an introduction to the toolkit or ideas for action from across the four action areas of Sustainable Events, Circular Consumption, Engagement & Outreach, and Green Facilities – will provide much appreciated support to club Green Teams

#### 3.2 EMBEDDING & INTEGRATING

Club sustainability programmes are most likely to be maintained when linked to core club activities and organisational priorities. Sustainability can be embedded and integrated across the different levels of sports organisations through a range of measure, including:

- Focusing sustainability actions on sporting activity by developing and issuing national or organisational sustainability guidance and advice on

- key areas such as pitch management, gear ordering and match-day planning.
- Mainstreaming sustainability concerns into central policy and planning
- Including sustainability in annual reporting at organisational level and encouraging clubs to have sustainability as an agenda item on planning or reporting meetings at club, local and regional level.
- Incentivising sustainability engagement by including climate or sustainability criteria in organisational grant or funding applications and assessment.
- Including grassroots supports, programmes and targets in your organisational sustainability strategy



**Cappagh GAA, Co. Kildare, Ireland**

### 3.3 PARTNERSHIPS & ENGAGEMENT

Developing and maintaining relationships with key stakeholders can support sustainability action at both organisational and grassroots level and will ensure that club actions are targeted, effective and aligned with best practice. These partnerships can also ensure that action is embedded and cyclical rather than ad hoc or once-off. Key partners can include:

- Local government & municipalities
- Third-level institutions
- Relevant government departments or state agencies
- Sponsors and commercial partners
- Fan and supporter groups
- Environmental NGOS

## 4. CREATING A GREEN GOALS MANUAL

### 4.1 LEAD PARTNER ON DELIVERABLE

Within the ACCESS partnership, the Gaelic Athletic Association (GAA) took the lead of the drafting of the manual for grassroots club sustainability engagement. The GAA is Ireland's largest sporting organisation, with over 2000 clubs across the island of Ireland, and is a community-based volunteer organisation promoting Gaelic games, culture and lifelong participation, with community identity, inclusiveness. Within the Association, sports and community do not operate separately or in parallel; in the GAA sports and community are interdependent and indissociable.

The GAA has a long history of community support and engagement through its clubs and members and this grassroots engagement is supported structurally through the work of the Association's Community Health Departments, whose flagship programme, the Healthy Club Programme – with over 700 clubs involved – was recently found to have a 19:1 social return on investment.<sup>1</sup>

In 2020 the GAA's Community & Health Department launched the Green Club Programme, the first grassroots sport sustainability programme of its kind. In the years since, the GAA has grown membership of the programme to almost 400 clubs and has published the open access Green Club Toolkit <https://learning.gaa.ie/GreenClub> which has since been adapted by the Government of Ireland for other sports organisations on the island.

The Green Club Toolkit is designed for clubs that own their own grounds, and organised into the thematic areas of Energy, Waste, Water, Biodiversity and Travel & Transport. The clubs represented by sporting partners in the ACCESS programme operate across a range of circumstances – some who own their grounds, some who don't. The existing Green Club Toolkit could therefore not be effectively transferred directly to the ACCESS context. Instead, drawing on its experience of club and community engagement, especially through the Green Club and Healthy Club programmes, the GAA drafted a new club engagement toolkit for the ACCESS programme. Instead of focusing on specific actions as the Green Club toolkit does, to cater for the different sporting, national and club contexts represented by the ACCESS participants, this toolkit focused on building capacity within clubs and providing a structure that would allow for club-led sustainability action.

### 4.2 DRAFTING PROCESS

At the start of the process, all sporting partners in the ACCESS project responded to a preparatory questionnaire, designed to gather information on each organisation's experience with grassroots, community engagement and sustainability initiatives and on the clubs and teams that would be taking part in WP5. The GAA used the information from these preparatory surveys to identify the grassroots engagement approach that would work best across the different national and club contexts

<sup>1</sup> <https://www.gaa.ie/my-gaa/community-and-health/healthy-club>



of the participating organisations, and that in turned could be replicated across different sports and areas.

At the multiplier event in Dublin in April 2024, the sporting organisations shared in more details their experiences, their expectations and their anticipated challenges with the development and implementation of a grassroots sustainability programme. Some of this data is referenced in section 4.3. below. Following the session in Dublin, the GAA drafted a new Toolkit for sustainability engagement in sports clubs, which was circulated to all partners for feedback and edits. At the multiplier event in Copenhagen in September 2024, there was a further workshop with in-depth discussion between the partners to develop and refine the Toolkit and its components. The final agreed Green Goals Toolkit is reproduced in Appendix 1 to this document.

## 4.3 PROGRAMME LEARNINGS

The four partners in this programme operate in quite different contexts. Of the national associations, it is the GAA alone in which the majority of clubs own their own grounds. In Denmark, most clubs lease their grounds from the municipalities while in Wales many clubs lease facilities and don't have their own pitches or club houses. Therefore, the Green Goals programme needed to be designed to make it easy for clubs to identify at an early stage opportunities for sustainability action, rather than to provide a prescriptive list of actions. The four actions headings of (i) Sustainable Events (ii) Circular Consumption (iii) Engagement & Outreach, and (iv) Green Facilities were developed to respond to these different contexts between and withing sporting associations.

All of the four partner associations had strong records of engagement for social sustainability. The successful development of its Diversity & Inclusion Strategy provided the foundation for the environmental sustainability projects of FA Wales while many grassroots clubs were engaged locally in community support and development initiatives, with the club-based

Clwb Cymru platform allowing the national association to share sustainability tips and projects across the club base.

In Denmark, grassroots football clubs have a great record of promoting integration and well-being through sport and club activities, in areas including welcoming refugees, running events for under-served communities, encouraging life-long fitness and promoting cancer awareness.

FC Porto is one of the most sustainable clubs in Europe, with a committed sustainability team, an award-winning waste management programme, innovative energy solutions and community and social programmes including a sensory room, accessibility services, disability support and community engagement initiatives. The GAA's long experience of community engagement is outlined in section 4.1. above.

Therefore, all partners had positive experiences of community engagement at either or both organisational and grassroots level. However, at the outset all partners also identified challenges with a lack of resources for additional sustainability programmes and, in the case of the national associations especially, a dependence on grassroots volunteers and anxiety about adding to the already significant workload carried by volunteers at club level.

When it came to implementation, different partners experienced different challenges. The GAA, having an existing Green Club programme and a population of clubs largely aware of environmental sustainability initiatives within the sport, found it relatively easy to recruit clubs to develop a Green Goals action plan. For FA Wales, the timing was providential as it linked in with the expansion of the national association's own sustainability engagements as well as with other strategic projects linked to the addressing the standard of grassroots facilities across Wales, not least a partnership with Global Action Plan for grassroots climate and sustainability action. FA Wales was thus able to incorporate the ACCESS WP5 programme into its own new 'Together Greener' grassroots project and to use the Green Goals toolkit as the basis for its club engagement. Although there were initial challenges in recruiting and engaging clubs, the top-down commitment and resources committed contributed hugely to the eventual successful club engagement in the Welsh context. The emergence of sustainability champions from the

participant clubs and the willingness of those clubs who had already engaged in sustainability action to share their experience and learning with other clubs was of huge benefit to the FAW grassroots engagement programmes.

For the Danish FA (DBU), where the national and club structures are quite different to those in Wales, club recruitment was much more challenging – yielding the important learning that club-led programmes such as this are more likely to be successful where (a) they are integrated into or associated with existing initiatives or strategic priority programmes or (b) the organisational structure is such that it allows for clear top-down leadership, communication & engagement. Therefore, the DBU was unable to develop a direct and structured grassroots engagement programme in the way that the other partners did. Instead, the DBU is focussing its efforts on engaging with and training up regional stakeholders who will in turn engage with, encourage and support grassroots clubs.

For FC Porto, the challenges were quite different as engagement in WP5 involved the recruitment of units within a club. An advantage was that the sustainability message was already strong within the club. A challenge was in identifying the opportunities for grassroots engagement within a club context as well as the staffing and resourcing of a new sustainability elements beyond central club operations. After a somewhat challenging start, FC Porto built an extremely successful engagement programme by focusing their Green Goal efforts on Dragon Force Schools – clubs or sports associations that train youth footballers according to the philosophy and methodology developed and championed by FC Porto. The sustainability team at FC Porto engaged with five Dragon Force School clubs – as listed in Appendix 2. This project highlighted the need to build awareness with grassroots stakeholders before developing and implementing action plans, so that objectives are fully understood, a sense of pride and ownership is engendered and actions are chosen and implemented that benefit and can be integrated with the club and its operations.

In other club contexts, where regional and national networks such as the Dragon Force

schools might not exist, different approaches could be taken to Green Goals engagement. The adoption of a programme like the Green Goals by units within a single club might not make the same sense that it does within national associations or in larger clubs with national and international networks like FC Porto. In some clubs, especially where grassroots or sporting units share the same club and campuses, effectiveness of action could be maximised and staffing resource pressures lessened through strong top-down leadership, with sustainability decisions taken centrally and fed down to other units. Units can then be increasingly brought in as active actors into central sustainability decision-making and activities. In such cases, localised initiatives within, e.g., teams or academies, could then be developed with the provision of resources such as the Green Goal toolkit made available to units to adapt to their levels of engagement and resourcing.



This project also involved the recruitment of clubs from rural and remote areas<sup>2</sup>. For several of the partners, this was not a difficulty as it aligned with existing priorities to engage and support clubs in more rural or isolated areas. Indeed, over 50% of the participant clubs were from rural or remote areas. In the case of the GAA and FAW the majority of clubs (11 of 15) were from rural or remote areas. In some cases, the rural or remote location of the clubs highlighted some issues with the implementation of new sustainability programmes in these grassroots contexts as clubs in such areas often experience resource challenges and therefore the introduction of new and unfamiliar programmes can be unwelcome. This challenge can often be

<sup>2</sup> In line with the indicators for remoteness and rurality as set out in the European Commission's working paper "A

harmonised definition of cities and rural areas: the new degree of urbanisation" (2014)

overcome when real life examples can be shown from other clubs. Peer-to-peer learning and support is extremely valuable in the development of grassroots sustainability programmes and, more importantly still, real, practical examples from clubs that show how environmental sustainability initiatives can benefit the club, e.g., in the improvement of facilities, in operating cost savings and in attracting new members can remove the fear barrier and provide a spur to action. Therefore, in introducing a programme like Green Goals is can be useful to start with a small number of willing, engaged and diverse clubs to build up a bank of attested experience and case studies, which will make future promotion and recruitment much easier.

activities and to benefit its members and community

- Early support for grassroots clubs goes a long way. Once the initial uncertainty and wariness is addressed and overcome, grassroots clubs embrace sustainability engagement and the benefits it brings to the club and members

## 4.4 LEARNINGS IN SUMMARY

For clubs and sports organisations interested in applying the Green Goals approach in their clubs, the ACCESS partners have the following tips, gleaned from their own experiences

- Strong leadership, support & coordination from the central association /federation can contribute hugely to the successful establishment and development of grassroots sustainability engagement
- Making use of early adopters & existing sustainability champions maximises peer-to-peer learning and removes the fear barrier for other clubs who might be just starting out with a sustainability programme or actions
- Linking the Green Goals programme with existing programmes and partnerships at association/federation and/or club level will make it easier to embed and will optimise use of club time and resources
- Successful sustainability actions are based on an understanding of local needs and maximise direct benefits for the club. Environmental sustainability should not stand alone but should be designed to future-proof the club and its

## 5. GREEN GOAL CLUB PROFILES

*“Being part of the programme has been a hugely rewarding experience for our club. It’s shown us how small, sustainable steps can make a big difference—not just for our club, but for our whole community. We’re proud to be leading by example and hope our journey inspires other clubs across Europe to embrace environmental action.”*

Windgap GAA, Co, Kilkenny  
Ireland

### CLUB PROFILES 1 – ‘TOGETHER GREENER’ IN WALES

The Football Association of Wales (FAW) implemented the Green Goals programme as part of its ‘Together Greener’ club, a key initiative under the FAW Sustainability Strategy,



and as part of its ongoing collaboration with Global Action Plan. Six clubs across Wales have taken part in the Together Greener project and have signed up to environmental sustainability actions through the Green Goals charter.

**Clarbston Road AFC** already have a range of sustainability measures in place in their club and grounds, including a sustainably-drained car park and a wooden spectator seating area. Through the FAW Together Greener programme the club has committed to the two new actions of installing solar energy generation and storage at the club’s two sites and modifying their grounds management practices to protect and improve biodiversity at the club sites.

In September 2023 **Welshpool Town FC** officially opened The Wayne Evans Playing Fields, three new grass pitches that are situated in an area of outstanding beauty along the Montgomeryshire Canal, are surrounded by wildlife areas including a small wetland, meadows and rank grass patches. For the club it is important to maintain these areas for the benefit of the natural environment and for local people, who can enjoy the beauty and tranquillity of the area.

The club has created paths around the pitches, winding through the various habitats, placed benches at various sites for relaxing or bird and nature watching, put up bird and bat boxes to encourage existing and new wildlife, planted wildflowers to create areas of biodiversity, attracting bees, butterflies and other insects and installed information panels - with descriptions of the wildlife. This way the new pitches will not just be for football enthusiasts, but a natural haven for the whole community.

The club’s new Green Goals in the Together Green Programme are: to install environmentally friendly toilets on the Wayne Evans Playing Fields, extend the wildflower



areas around the pitches, upgrade the floodlights on main pitch to with LED lightttight and improve recycling in the club canteen



For **Briton Ferry Llansawel AFC** sustainability is at the heart of their new Stadium Development Plan 2025-2030, with commitments to renewable energy and solar generation, water harvesting and management, sustainable construction and materials and a commitment to maximising community and environmental benefits. In its Green Goals Action Plan, the club has committed to the specific actions of installing solar panels on existing and new builds and developing a water harvesting Irrigation system.

**Cambrian United** have committed to implementing a minimum of two green technologies, such as solar panels or EV charging, within the day-to-day running of the club and have further pledged to report systematically on the impacts of sustainability activities. The club is also exploring a proposal to purchase a fully electric van for use by the club and the Village Trust and are in discussions with the local authority around the implementation of a second phase micro hydro plant within club facilities. **The North Wales Dragons** have committed to saving and recycling water, to decreasing single use plastic bottles and containers and to reducing fossil fuel energy use wherever possible, while fellow North Wales club **Caernarfon Town** will recycle at least 50% of all waste generated on matchdays and will install further solar panels – bringing the club total to 88 panels – to ensure all electricity costs incurred by the club are covered by a sustainable energy source.

## CLUB PROFILES 2 – GAA GREEN CLUBS

The nine GAA that participated in the Green Goals initiative clubs were already involved in their domestic Green Club project but were delighted to have the opportunity to engage in this new European project and to share their actions and experiences with other grassroots clubs across Europe

**Kilmeena GAA** is a club in Co Mayo in the North West of Ireland with community at its heart. The club designs and grows its development programmes and events through involving and listening to the needs of the community, and this commitment to its members and the community spurred Kilmeena GAA to engage in sustainability action, through the Green Club and ACCESS programmes. In their Green Goals charter, Kilmeena committed to both biodiversity and waste actions, specifically planting native trees at the club, managing their hedgerows for biodiversity, establishing a gear swap-shop to encouraging the reuse of sports gear and equipment and implementing a new sustainable waste management system in the club.

**Cappagh GAA** is a small rural club in County Kildare, who are very proud to field underage and adult teams in Men's Football, Camogie, Ladies Football and Hurling. Since 2023, Cappagh have also started up a social camogie and ladies football teams, as well as our GAA All Stars inclusive and accessible programme.

*"We are very grateful to be given the chance to get involved in this programme. The GAA family is not just about what happens on the pitch. We made small changes where we could to help promote sustainability awareness for the better of the club and community with the help of local funding. We hope*

*to build on this every year going forward." Cappagh GAA*

For their Green Goals, the Cappagh Green



Team committed to eliminating single-use plastic in the club, focusing on water bottles and tea and coffee cups and planting a mini-orchard on what had previously been waste land at the end of the club pitch.

Another rural club with community at its heart, **Milltown GAA club** in Co. Westmeath has been a cornerstone of its community since its establishment in 1923. As well as fielding teams across various age groups and contributing to the vibrant sporting culture of Westmeath, the club seeks to set an example in relation to integration, outreach, sustainability and engagement. The club's enduring presence is a testament to its rich history and the unwavering support of the rural Westmeath community.

*"Milltown GAA club in Westmeath has reaped numerous benefits from our participation in the Green Club programme. It has helped our club, community, players and supporters take meaningful actions on more sustainable activities in our club and has also given us the platform to create awareness on the*

*importance of making small changes to achieve fantastic bigger results."*

Milltown's Green Goals were to install Solar PV panels on the roof of the clubhouse to generate renewable energy and to install new bike racks in the club to encourage members and supporters to cycle to the club.

In Kilkenny, the vibrant **Windgap GAA club** has, over the years, developed top-class grounds, a handball alley and club rooms. Growing demands with more juveniles playing the games from a younger age have led to progressive plans being put in place to provide additional facilities as the club continues to play a key part in the community's and county's success story. The club has tied its Green Goals to both its ongoing club development and its commitment to youth engagement, committing to planting biodiverse and pollinator-friendly shrubs and plants in club colours for the creation of habitats and food sources for pollinators and distributing reusable water bottles to the camogie teams as well as underage teams throughout the club to reduce the use of single-use bottles.

**Éire Óg Greystones GAA club** in Co. Wicklow dates its roots in the town and community of Greystones back to the early 1900s. The club has a particular focus on young people and actively embraces the sporting and cultural philosophies of the local schools and community to encourage inclusivity and lifelong participation in Gaelic games and culture. The club stands proudly within the community in all its endeavours and is an advocate for Climate Action in the local area.

*"[Our experience in sustainability] reinforces our belief that growth in membership can, and should, go hand-in-hand with environmental stewardship. We look forward to continuing our journey towards even greater sustainability."*

The club has developed a considered and ambitious sustainability roadmap, which includes the club's two Green Goals actions of LED lighting upgrades for pitch and carpark and the installation of an external water point to reduce single use plastics in the club.

In the past Waterford Club **Affane-Cappoquin-Tourin**, where the club grounds are surrounded by water, with two rivers flowing beside the pitches, has focussed on water action – to protect the quality of the nearby water bodies and to reduce the flood risk. As its more recent Green Goals the club committed to the installation of solar panels with a 5kW battery and to replace their dying ash plantation, ravaged by ash dieback, with a new club biodiversity area, with support from local authority Community Climate Action funding.



Co. Roscommon club **St. Aidan's** committed to Travel and Waste Green Goals, specifically the installation of bike racks not only to support sustainable transport by club members but also for use by the nearby local primary school, the installation of an outside drinking water tap and the promotion of reusable water bottles to reduce the use of single-use plastic in the club as well as the holding of annual gear swaps to encourage the reuse of gear and equipment by club members.



In Wicklow, Kiltegan GAA – another rural club very much at the heart of its community – committed to installing solar PV panels and developing a sustainability culture in the club with a suite of measures including a gear swap station, new bike stands and a water refill point, once again with support from local authority Community Climate Action funding.

Finally, in Tipperary, the **Drum-Inch GAA** club have committed to the two Green Goals of collecting and reusing rainwater and implementing new biodiversity actions across the club.

## CLUB PROFILES 3 – FC PORTO'S DRAGON SCHOOLS

Five "Dragon Force Schools" – clubs in their own right that train youth footballers according to the philosophy and methodology developed and championed by FC Porto – signed up to the Green Goals programme. Four of the clubs set the Green Goals of (i) improving waste management and (ii) raising awareness in the community of the sustainable use of resources, including, promoting conscious consumption habits and conserving water, energy and

material resources. The fifth Dragon Force School committed to monitoring and controlling the use of resources and survey the club to promote and improve sustainable options

The sustainability team at FC Porto worked with the five clubs to raise awareness and embed the Green Goals programme. This was an exciting opportunity for FC Porto to extend its impressive sustainability programme to the grassroots member of its Dragon Family. The list of participant clubs is to be found in Appendix 2.





## 6. RESOURCES & FURTHER INFORMATION

*This section contains links to guides and resources from across a range geographic and sporting contexts that include useful sustainability content for sports organisation and grassroots clubs.*

- The GAA's open access **Green Club Toolkit** is designed especially for the volunteer and grassroots contest. With thematic sections across Energy, Waste, Water, Biodiversity & Travel & Transport, is it particularly suited to clubs that own or have an input into the management of their playing grounds and facilities.  
<https://learning.gaa.ie/GreenClub>
- Ireland's Regional Waste Management Planning Offices have produced a **Waste Toolkit for Sports Clubs**  
<https://mywaste.ie/dispose-waste/sports-clubs/>
- Keep NI Beautiful have produced both (1) general and (2) sports-specific **Plastics-Free Events Guides**
  1. <https://www.keepnorthernirelandbeautiful.org/keepnorthernirelandbeautiful/documents/008786.pdf>
  2. <https://keepnorthernirelandbeautiful.knib.app/keepnorthernirelandbeautiful/documents/009101.pdf>
- **UEFA** have developed a range of resources designed to support football clubs in reducing their environmental impacts, with particular focus on Circular Economy, Climate & Advocacy and Infrastructure Sustainability  
<https://www.uefa.com/sustainability/environment/>
- **Sport for Nature** is a joint initiative of the International Union for Conservation of Nature (IUCN), International Olympic Committee (IOC), United Nations Environment Programme (UNEP), the Secretariat of the Convention on Biological Diversity (CBD) and Dona Bertarelli Philanthropy and its resources include guidelines and factsheets on managing sports venues and events for biodiversity  
<https://sportsfornature.org/>
- The Irish Government's general **Guidelines for Organising Outdoor Activity Events** includes useful content on running sustainable outdoor events  
<https://assets.gov.ie/static/documents/guidelines-for-outdoor-activity-events.pdf>
- The **Carbon Literacy Project** provides training and information on climate challenges and action to a wide range of groups and sectors. Its Carbon Literacy Sports Kit consists of training material designed to support carbon-reduction initiatives in sports organisations.  
<https://carbonliteracy.com/sport/>
- The website **British Association for Sustainable Sport (BASIS)** has a resources page that includes some open access content for environmental sustainability action in sports clubs and grounds  
<https://basis.org.uk/resources/>
- The European Olympic Committees **OCEAN Project** (<https://project-ocean.eu/>) includes a useful training and information resource, designed for Climate Actions Officers within sports organisations

[https://www.euoffice.euolympic.org/wp-content/uploads/2024/12/D2.1-Training-Course-Pedagogical-Content\\_upload.pdf](https://www.euoffice.euolympic.org/wp-content/uploads/2024/12/D2.1-Training-Course-Pedagogical-Content_upload.pdf)

- **World Athletics** have produced a number of sustainability guides, for (1) athletes and (2) event organisers
  1. <https://worldathletics.org/athletics-better-world/sustainability/athlete-sustainability-guide>
  2. <https://worldathletics.org/athletics-better-world/news/sustainable-event-best-practice-guide-12-languages>
- The **Ellen MacArthur Foundation** has a range of resources for circular economy teaching and training  
<https://www.ellenmacarthurfoundation.org/resources/education-and-learning/teaching-resources>
- Fáilte Ireland's **Sustainable Event Guidelines** contains some tips and resources applicable to sport event organisation  
[https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/ProductDevelopment/Festivals\\_Events/failte-ireland-sustainable-festivals-guidelines-2023.pdf](https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/ProductDevelopment/Festivals_Events/failte-ireland-sustainable-festivals-guidelines-2023.pdf)

# APPENDIX 1

## A GREEN GOALS TOOLKIT

### Contents



GREEN GOALS – AN INTRODUCTION

**STEP 1** – ESTABLISHING A GREEN TEAM

**STEP 2** – ASSESSING THE STATE OF PLAY

**STEP 3** – SETTING GREEN GOALS

**STEP 4** – ADOPTING A GREEN GOALS CHARTER

**STEP 5** – CONDUCTING A POST-SEASON REVIEW

## GREEN GOALS – AN INTRODUCTION

### WHAT IS THE GREEN GOALS TOOLKIT?

Green Goals is a programme to support sports clubs in implementing environmental sustainability actions in their operations and grounds.

There are five steps on the Green Goals pathway, designed to enable clubs to identify and implement sustainability actions and to integrate sustainability into ongoing club operations.

These five steps are:

1. Establishing a **Green Team**
2. Assessing the **State of Play**
3. Setting **Green Goals**
4. Adopting a **Green Goals Charter**
5. Conducting a **Post-Season Review**

### What kind of sustainability actions can our club take?

Each club will have its own challenges and opportunities and Step 2 on the Green Goals Pathway – *Assessing the State of Play* – is designed to help clubs identify potential areas for action. However, impact areas for club can be divided into four main headings: Sustainable Events, Circular Consumption, Engagement & Outreach, Green Facilities

- **Sustainable Events**  
Reviewing planning and practice for matches, tournaments and club-based events, such as single-use plastic water bottles, waste and recycling, catering, travel arrangements.
- **Circular Consumption**  
Reducing the impact of what the club buys and uses; e.g., reviewing gear ordering and sourcing; running gear and boot swaps; eliminating single-use plastic purchases; ensuring that club purchases are reused, recycled or recovered for another use when they are no longer needed by the club.
- **Engagement & Outreach**  
Football clubs have the potential to be a significant positive influence on club members and supporters by, for example, encouraging positive behaviour among members and supporters (e.g., active and sustainable travel; reusable bottles and cups); by running engagement and awareness events and initiatives; by partnering with local organisations on sustainability projects in and for the wider community.
- **Green Facilities**  
Depending on whether your club owns, rents, leases or shares your facility, there may be opportunities for action in how you use and/or manage the grounds and buildings, e.g., in energy efficiencies, upgrades and on-site generation; water use and management; and biodiversity projects

**Top Tip:** Even small actions are important. Actions that are easy to plan and implement, that are visible and that deliver quick wins will build morale and momentum.



## STEP 1 – ESTABLISHING A GREEN TEAM

### Why?

A club Green Team will:

- Give visibility to sustainability actions in your club
- Ensure that Green leadership in your club is shared
- Provide structure and circularity to your club's sustainability commitments

### How?

- Get approval from the club committee or management to establish a Green Team to drive your club's sustainability agenda
- Establish your team. Green Teams can be any size but a four-member team is good number to start with.
- Create a (paper or digital) Green Goals folder to keep a record of Green Team documents, projects and engagements
- Set out an initial schedule of Green Team planning meetings

### Top Tips

- ❖ Benefit from intergenerational skills and perspectives – consider recruiting members across a range of ages to the Green Team, and in the case of youth members ensure child safeguarding measures are adhered to at all times
- ❖ Encourage your club to include sustainability as an agenda item for club committee meetings, in annual reports or organise periodic updates from the Green Team to the club committee or management
- ❖ Green Teams can be an opportunity for club members or supporters not participating in playing, management or club administration to get involved in club activities
- ❖ The Club Mapping activities in Step 2 can provide opportunities to raise awareness and recruit Green Team members

OUR CLUB GREEN TEAM	
CLUB NAME:	
Name	Contact Details

GREEN TEAM MEETING SCHEDULE		
Meeting Date	Meeting Location	Status (e.g. completed, cancelled, rescheduled)

## STEP 2 – ASSESSING THE STATE OF PLAY<sup>3</sup>

Conduct an initial mapping exercise to identify your club's sustainability impacts, engagements and opportunities.

The three elements of Assessing the State of Play are:

**1. Club Mapping**

Identifying experience, expertise and enthusiasm within the club with the intention of involving these interested club members in Green Goals planning and activities

**2. Community Mapping**

- Recognising the club's involvement in partnerships & projects in the wider community
- Identifying opportunities to build new sustainable community links

**3. Thematic Mapping**

An assessment of existing club engagement in the areas of Sustainable Events, Circular Consumption, Engagement & Outreach, Green Facilities

### CLUB MAPPING

1. **Identify five club members** who have skills or expertise that could be of benefit to your Green Goals activities. These club members might or might not want to commit to Green Team membership but might be interested in bringing some of their ideas or experience to elements or stages of your planning and action.

CLUB MAPPING 1 – Member Expertise	
Club Member	Area of Expertise
1.	
2.	
3.	
4.	
5	

2. **Survey club members**, parents/guardians and supporters to gather ideas on what actions the club could take and to invite club members to get involved.
  - i. A sample survey of four questions designed to find out what Green Goals areas and actions the wider club membership is interested in as well as to identify if any other club members would be interested in getting involved is available at

<sup>3</sup> This step is adapted from the 'Club & Community Mapping' resource of the GAA's Green Club Toolkit, which is available from <https://learning.gaa.ie/GreenClub>

<https://tinyurl.com/GreenGoalSurvey><sup>4</sup> This survey can be duplicated or amended as required to distribute to your club membership, parents/guardians and supporters as a first step in your club's Green Goals planning.

- ii. Where your club cannot access or use this template, the four sample survey questions are:
  1. Which of these areas would you like to see the club take action in? (*Choose up to three areas*)
    - i. Enhancing Biodiversity
    - ii. Reducing Waste
    - iii. Saving Energy
    - iv. Conserving Water
    - v. Promoting Sustainable Travel
  2. Which of these actions would you like to see implemented in the club? (*You can choose up to four actions*)
    - i. Making Energy savings in the club
    - ii. Providing advice to club members on energy efficiency and energy saving measures at home
    - iii. Eliminating single-use plastics (e.g., single-use water bottles and coffee cups)
    - iv. Running a club gear swap
    - v. Encouraging carpooling or coach travel to training and matches
    - vi. Supporting and promoting active travel (e.g., cycling and walking)
    - vii. Conserving and recycling water
    - viii. Reducing our impact on water quality and on waterways such as rivers, lakes and streams
    - ix. Enhancing biodiversity around our club
    - x. Reducing chemical use in our club and grounds
    - xi. Engaging with local and community organisations on sustainability and environmental projects
    - xii. Running awareness and engagement events in the club
    - xiii. Reducing the amount of waste produced by the club
  3. If you would be interested in learning more about or getting involved in our green actions, please enter your name and a contact e-mail address or phone number here.\_
  4. If you have any further comments or ideas on green action in our club, please share these here.

### Top Tip

- ❖ For further club consultation, consider conducting in-person consultation – such as organising a pop-up stand or deploying a survey team at a club match or running an information evening in your club grounds.

## COMMUNITY MAPPING

1. Identify up to five partnerships or projects in the wider community with which the club is already involved and that could support the club's sustainability engagement or to which the club's actions could contribute

<sup>4</sup>

Full

URL

is:

[https://forms.office.com/Pages/ShareFormPage.aspx?id=hrxFrNSvpUKfwz6H4bd\\_zi5nArfm2OxFluaXs8\\_skQNUMVVFUFdYUE1FV1NYVUJFQ0sxRVROMEJDVY4u&sharetoken=iEymzH05Gvpt2O1jBM5q](https://forms.office.com/Pages/ShareFormPage.aspx?id=hrxFrNSvpUKfwz6H4bd_zi5nArfm2OxFluaXs8_skQNUMVVFUFdYUE1FV1NYVUJFQ0sxRVROMEJDVY4u&sharetoken=iEymzH05Gvpt2O1jBM5q)



<b>COMMUNITY MAPPING 1 – Existing Links</b>	
<b>Project/Partner</b>	<b>Relevance to Club Sustainability</b>
1.	
2.	
3.	
4.	
5	

- Identify five partnerships or projects in the wider community with which the club is currently not involved but that could contribute to or benefit from the club's sustainability activities. Nominate Green Team member/s to contact a representative of each of the five to explore possibilities for collaboration.

<b>COMMUNITY MAPPING 2 – Opportunities to Pursue</b>	
<b>Project/Partner</b>	<b>Relevance to Club Sustainability</b>
1.	
2.	
3.	
4.	
5	

## THEMATIC MAPPING

Use the thematic questionnaires below to help your Green Team identify priority action areas for your club. If you have carried out a club survey as part of your club mapping, the results of this survey will also be valuable in settling on your priority sustainability action areas. These mapping tools are intended as guide to decision-making only. Many factors may influence your Green Team's choice of priority action areas.

### Sustainable Events

- Our teams travel by coach or carpool to away games  
Yes ☐ No ☐ Not applicable ☐
- We promote carpooling, coach travel and/or public transport to our supporters travelling to away matches  
Yes ☐ No ☐ Not applicable ☐
- Our players use reusable water bottles for training **and** matches  
Yes ☐ No ☐ Not applicable ☐
- We have drinking water taps or refill stations at our ground to encourage the use of reusable water bottles  
Yes ☐ No ☐ Not applicable ☐
- Any club catering is regionally sourced and plastic-free, where possible  
Yes ☐ No ☐ Not applicable ☐

*Mostly **NOs**? Consider choosing an event-based Green Goal for your club Green Team*

### Circular Consumption

- We source club merchandise and equipment that is made from sustainable materials  
Yes ☐ No ☐ Not applicable ☐
- We engage with our vendors to reduce or eliminate plastic packaging from our gear, merchandise and catering orders  
Yes ☐ No ☐ Not applicable ☐
- We run regular gear and boots swaps to maximise gear reuse  
Yes ☐ No ☐ Not applicable ☐
- We minimise the purchase of supplementary gear and clothing  
Yes ☐ No ☐ Not applicable ☐
- We segregate all our waste to maximise recycling and composting  
Yes ☐ No ☐ Not applicable ☐

*Mostly **NOs**? Consider choosing a circularity-based Green Goal for your club Green Team*

### Engagement & Outreach

- We run events and initiatives to raise awareness of sustainability in our club and community  
Yes ☐ No ☐ Not applicable ☐
- We promote sustainable and active travel to the club and to club matches and events  
Yes ☐ No ☐ Not applicable ☐

- We encourage and facilitate the use of reusable water bottles and (hot & cold) drinks cups among our members and supporters

Yes ☐ No ☐ Not applicable ☐

- We collaborate with local groups on community sustainability projects and initiatives

Yes ☐ No ☐ Not applicable ☐

- We include sustainability messaging in our club communications, publications and signage

Yes ☐ No ☐ Not applicable ☐

*Mostly **NOs**? Consider choosing an engagement-based Green Goal for your club Green Team*

## Green Facilities

*For clubs that don't own or manage their own facilities:*

- We operate an energy efficiency programme to minimise our energy use

Yes ☐ No ☐ Not applicable ☐

- We run a five-minute shower challenge with our teams to reduce water and energy use

Yes ☐ No ☐ Not applicable ☐

- We have engaged with the facility's owners or management about the introduction of biodiversity measures in our grounds (see <https://learning.gaa.ie/GreenClub/Biodiversity> for ideas)

Yes ☐ No ☐ Not applicable ☐

- We have requested information from the facility management team to allow us to measure, e.g., our energy, waste and water impacts

Yes ☐ No ☐ Not applicable ☐

- We have engaged with the facility's owners or management about the sustainability planning for the club grounds and building, e.g., renewable energy generation, water harvesting and/or recycling, provision of active travel facilities (such as bike parking), waste segregation and recycling

Yes ☐ No ☐ Not applicable ☐

*Mostly **NOs**? Consider choosing a facility-management-based Green Goal for your club Green Team*

*For clubs that do own or manage their own facilities:*

- See the Club & Community Mapping page on <https://learning.gaa.ie/GreenClub> for a more detailed facility questionnaire in the areas of Energy, Waste, Water, Biodiversity, Travel & Transport

**THEMATIC MAPPING**

Use the five thematic questionnaires below to help your Green Team identify priority action areas for your club. If you have carried out a club survey as part of your club mapping, the results of this survey will also be valuable in setting your priority Green Club action areas. These mapping tools are intended as a guide to decision-making only. Many factors may influence your Green Team's choice of priority action areas.

**ENERGY**

	YES	NO	N/A
Our clubhouse is used primarily for training & matches and is rarely used during the day outside of weekends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have done a full analysis of our energy bills (e.g., electricity, gas, oil)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our clubhouse is well-insulated and interior lighting is LED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our hot-water showers are only occasionally used or our hot water is heated by renewable energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our pitch floodlighting is LED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have assessed the feasibility of on-site generation and low carbon technologies (e.g., solar PV, heat pumps) for our club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TOP TIPS**

If your club is a low energy user, e.g., where a club building is used primarily as a changing facility, where players only occasionally use hot water shower facilities and where interior lighting is well-managed, energy might not be a priority action area for your club Green Team. However, most clubs can still make immediate energy and cost savings by taking simple, straightforward actions. See <https://learning.gaa.ie/greenclub/water> for more information.

**WATER**

	YES	NO
We have taken steps to reduce water losses (e.g., from leaks, dripping taps) in our clubhouse	<input type="checkbox"/>	<input type="checkbox"/>
We have implemented measures to reduce our water use (e.g., reduced-flow taps and showers, cistern blocks, a shower challenge)	<input type="checkbox"/>	<input type="checkbox"/>
We collect and recycle water in our grounds (e.g., water harvesting butts or tanks)	<input type="checkbox"/>	<input type="checkbox"/>
We carry out regular checks to reduce water pollution risks (e.g., of drains, oil and fuel storage, septic tanks, chemical storage)	<input type="checkbox"/>	<input type="checkbox"/>
We have mapped our club's location in our water catchment area or we have conducted water sampling in our nearest waterway	<input type="checkbox"/>	<input type="checkbox"/>
We have taken action to protect our waterways (e.g., created a biodiversity buffer zone, created a mini-wetland, organised a waterway awareness initiative)	<input type="checkbox"/>	<input type="checkbox"/>

**TOP TIPS**

Green Club Water actions cover both water conservation and water quality, including your club's impact on waterways and biodiversity. See <https://learning.gaa.ie/greenclub/water> for more information.

**Other**

The questions above aren't exhaustive. List any sustainability actions your club does or could do here. Consider

## STEP 3 – SETTING GREEN GOALS

Club Green Teams are encouraged to set two priority Green Goals across a period of one to two years. The Green Team should take some time to:

- (i) Define the priority goals, based on the state-of-play assessment in Step 2
- (ii) Identify the impact that the successful realisation of the goals will have on the club, community and planet
- (iii) Set out the actions needed to achieve the goals

*Below are action plan templates for your club's two Green Goals as well as a sample completed action plan.*

GREEN GOAL 1			
Our Goal is:			
Our Impact on the	Club	Community	Planet
will be:			
Our Action Plan			
Action	Start by	Complete by	Status



GREEN GOAL 2			
Our Goal is:			
Our Impact on the	Club	Community	Planet
will be:			
Our Action Plan			
Action	Start by	Complete by	Status

An example of a completed club action plan:

<b>GREEN GOAL - <i>Example</i></b>			
<b>Our Goal is:</b>	To eliminate single-use plastics from club activities and operations		
<b>Our Impact on the</b>	<b>Club</b>	<b>Community</b>	<b>Planet</b>
<b>will be:</b>	Less waste in the club and the promotion of good practice among club members	Reduced litter and the contribution to a culture of reuse locally	Less waste going to landfill & incineration to be processed in recycling; carbon savings from reduced production and transportation of single-use items
<b>Our Action Plan</b>			
<b>Action</b>	<b>Start by</b>	<b>Complete by</b>	<b>Status</b>
Test water from indoor and outdoor taps to ensure of drinking water standard	12/01/2025	30/01/2025	Completed.
Engage with club coaches and management to encourage reusable water bottles at training and matches	31/01/2025	30/4/2024	Ongoing
Approach club sponsor and/or local businesses about the purchase or provision of reusable club water bottles	31/01/2025	14/02/2025	Club sponsor will provide bottles for the senior team; need to approach other businesses for other teams
Contact on-site coffee van owners about phasing out single-use coffee cups	12/02/2025	28/02/2025	
Run an awareness campaign across club communication channels	01/05/2025	31/05/2025	
Contact gear and catering suppliers about eliminating unnecessary plastic packaging from future orders	12/02/2025	31/07/2025	
Investigate the availability of refill options for club catering and cleaning products	20/02/2025	15/04/2025	

## STEP 4 – ADOPTING A GREEN GOALS CHARTER

Your club should produce a simple sustainability charter setting out the club's sustainability commitments. This could reference the UN's Sustainable Development Goals, the sustainability policy of your sport's governing body and your club's own Green Goals. The wording of the charter can be set by the club and the Green Team; however, an example of a draft charter text is included below, which could be adopted or adapted for your club's use

This charter should be published on the club website and shared through club social media channels as well as displayed on the walls of the club facilities, where appropriate. If possible, the Green Goals Charter should be endorsed and signed by a senior member of the club committee, executive or management.

---

### OUR GREEN GOALS CHARTER

We are committed to championing positive change in our club, for our community and for the planet. Through our club activities, we will unlock the potential of our game to drive positive change for society and the environment.

In support of our commitment to environmental sustainability, we will:

- Assess our operations and processes and identify opportunities to improve our environmental management
- Embed sustainability into our planning and decision making, aligning it with the priorities of our local and regional authorities
- Engage our club members and supporters in sustainability awareness and initiatives
- Regularly communicate our sustainability actions to our members and supporters
- Ensure our sustainability activities and projects are designed to be inclusive for club members of all backgrounds and abilities
- Support the sustainability programme of our sport's governing body
- Align our activities with the UN Sustainable Development Goals, recognising that tackling climate change and environmental degradation goes hand in hand with improving health and education, reducing inequality, and spurring economic growth

Our club has committed to implementing the two specific Green Goals of:

1. [GREEN GOAL 1]
2. [GREEN GOAL 2]

Signed:

Date:

Sample Green Goals charter:



## GREEN GOALS CHARTER

Achieving Environmental Sustainability in our Club

*We are committed to championing positive change in our club, for our community and for the planet. Through our club activities, we will unlock the potential of our game to drive positive change for society and the environment.*

In support of our commitment to environmental sustainability we will:

- Assess our operations and processes and identify opportunities to improve our environmental management
- Embed sustainability into our planning and decision making, aligning it with the priorities of our local and regional authorities
- Engage our club members and supporters in sustainability awareness and initiatives
- Regularly communicate our sustainability actions to our members and supporters
- Ensure our sustainability activities and projects are designed to be inclusive for club members of all backgrounds and abilities
- Support the sustainability programme of our sport's governing body
- Align our activities with the UN Sustainable Development Goals, recognising that tackling climate change and environmental degradation goes hand in hand with improving health and education, reducing inequality, and spurring economic growth

Our club has committed to implementing the two specific Green Goals of:

- 
-

 @ACCESS2CC

 @ACCESS\_2CC

 @ACCESS\_2CC

 [www.access-cc.eu](http://www.access-cc.eu)

 [contact@access-cc.eu](mailto:contact@access-cc.eu)

Signed:

Date:








## STEP 5 – CONDUCTING A POST-SEASON REVIEW

Your Green Team should conduct a brief review each year of progress against the Green Goal action plan. This should include:

- ☐ A review and, where necessary, a revision of the Green Goal action plans
- ☐ Identification of any new actions and drawing up of plans for the year ahead
- ☐ A review of the successes and challenges of the past twelve months
- ☐ A review and update, if necessary, of the Green Team membership
- ☐ A draft schedule of Green Team meetings for the coming year

### ***Reviewing Successes and Challenges***

What worked well for our Green Team and club sustainability programme this year?

- 1.
- 2.
- 3.
- 4.

What difficulties did our Green Team and club sustainability programme experience this year?

- 1.
- 2.
- 3.
- 4.

What, if anything, should we do differently in the coming year?

- 1.
- 2.
- 3.
- 4.

*Once your club has an established sustainability programme, consider longer term action planning for your club, e.g., a three-year roadmap for your priority goals, to ensure your short term-actions can feed into longer term strategic actions for the club, community & plan.*



## APPENDIX 2

### PILOT CLUBS

FC Porto – Dragon School Clubs

**GRD Rans**



**Esperança Atlético Club**



**Juventude Atlético de Rio Meão**



**Associação Desportiva de Grijó**



**Complex Desportivo do Campus Académico da Maiêutica**



 **MAIÊUTICA** Cooperativa de Ensino Superior, C.R.L.

# FOOTBALL ASSOCIATION OF WALES

**Briton Ferrry Llansawel**



**Caernarfon Town FC**



**Cambrian United**



**Clarbeston Road**



**North Wales Dragons**



**Welshpool**



## GAEILIC ATHLETIC ASSOCIATION, IRELAND

**Affane-Cappoquin-Tourin, Co. Waterford**



**Cappagh, Co. Kildare**



**Drum-Inch, Co. Tipperary**



**Éire Óg Greystones, Co. Wicklow**



**Kilmeena, Co. Mayo**



**Kiltegan, Co. Wicklow**



**Milltown, Co. Westmeath**



**St. Aidan's, Co. Roscomon**




**Windgap, Co. Kilkenny**




# APPENDIX 3

## EXAMPLES OF SIGNED CLUB CHARTERS



**ÁR gCLUB GLAS**  
*TÁ ÁIT DÚINN UILIG ANSEÓ  
MAR IS LINNE UILIG AN ÁIT SEÓ*



**IS CLUB GLAS É ÁR gCLUB, A CHINNTEOIDH:**



- ✓ Go bhfuil inbhuanaitheacht ar chroílár chursai pleanála sa chlub
- ✓ Go bhfuil sé ar chumas ár mball tacú le tograí glasa an chlub
- ✓ Go mbeidh ceannaireacht inbhuanaitheacht á leiriú sa phobal againn
- ✓ Go bhfógróimid ár ngníomhachtaí glasa go rialta sa chlub agus sa cheantair
- ✓ Go bhfuil gníomhaíochtaí inbhuanaitheachta an chlub ionchuimsitheach do gach uile duine
- ✓ Go dtacoimid le clár inbhuanaitheachta CLG, Chumann Peil Gael na mBán, agus an Chumannn Chamógaíochta
- ✓ Go gcomhoibreoimid le comhpháirtithe oifigiúla Chlár na gClubanna Glasa, lena n-áirítear na húdaráis áitiúla, chun na spriocanna atá i gcoiteann againn a bhaint amach
- ✓ Go mbeidh gníomhaíochtaí an chlub ag teacht le Spriocanna Forbartha Inbhuanaithe na Náisiún Aontaithe, a athnaíonn gur gá aghaidh a thabhairt ar éagothromaíocht agus ar chursai oideachais, sláinte agus forbairt gheilleagrach a fheabhsú le dul i ngleic le hathrú aeráide agus míleadh comhshaoil

**Tá sé socraithe ag an gclub an dhá Sprioc Glas seo a chur i bhfeidhm:**

1. Bitheagsúlacht: Breis is 1000 crainn a chur timpeall ar an gclub agus agus na fála sceaicha atá ann a bhainistiú ar mhaithe leis an mbithéagsúlacht
2. Cúrsaí Dramhaíola: Siopa sealadach a eagrú le daoine a ghriósú le héidach chlub a mhalartú seachas a cheannach as an nua; bainistiú inbhuanaithe a dhéanamh ar ár mboscaí agus córas bruascail

Sínithe ag: Seán MacDonnail

Dáta: 29/4/2025



Kilmeena GAA Club, Co Mayo, Ireland



# GREEN GOALS CHARTER



North Wales Dragons, Colwyn Bay, Wales

## GREEN GOALS CHARTER

ACHIEVING ENVIRONMENTAL SUSTAINABILITY IN OUR CLUB

We are committed to championing positive change in our club, for our community and for the planet. Through our club activities, we will unlock the potential of our game to drive positive change for society and the environment.

**In support of our commitment to environmental sustainability, we will:**

- Assess our operations and processes and identify opportunities to improve our environmental management
- Embed sustainability into our planning and decision-making, aligning it with the priorities of our local and regional authorities.
- Engage our club members and supporters in sustainability awareness and initiatives.
- Regularly communicate our sustainability actions to our members and supporters.
- Ensure our sustainability activities and projects are designed to be inclusive for club members of all backgrounds and abilities.
- Support the sustainability strategy of the Football Association of Wales.
- Align our activities with the UN Sustainable Development Goals, recognising that tackling climate change and environmental degradation goes hand in hand with improving health and education, reducing inequality, and spurring economic growth.


**Our club has committed to implementing the two specific Green Goals of:**

1. We will promote the use, the saving and recycling of water, targeting the decrease of single use plastic bottles and containers
2. We will promote reducing fossil fuel energy wherever possible, in a bid to assist with carbon reduction.

**Signed:** [Club Chairperson or equivalent]: Christopher Roberts of North Wales Dragons

**Date:** 15/04/2025





## CARTA DE OBJETIVOS AMBIENTAIS

### Alcançar a Sustentabilidade Ambiental na Associação Desportiva de Grijó



Estamos comprometidos em promover uma mudança positiva na Associação Desportiva de Grijó, na nossa comunidade e no planeta. Através das nossas atividades no clube, vamos explorar o potencial do nosso desporto para impulsionar mudanças positivas na sociedade e no ambiente.

Para apoiar o nosso compromisso com a sustentabilidade ambiental, iremos:


- Avaliar as nossas operações e processos, identificando oportunidades para melhorar a nossa gestão ambiental.
- Integrar a sustentabilidade no nosso planeamento e na tomada de decisões, alinhando-a com as prioridades das autoridades locais e regionais.
- Promover a consciencialização dos nossos alunos, equipa técnica e adeptos sobre a responsabilidade ambiental, incentivando a sua participação ativa nas iniciativas.
- Comunicar regularmente as nossas ações de sustentabilidade aos nossos alunos, equipa técnica e adeptos.
- Assegurar que as nossas atividades e projetos de sustentabilidade sejam concebidos para serem inclusivos para todos, independentemente das suas origens e capacidades.
- Apoiar os programas de sustentabilidade desenvolvidos pelas entidades reguladoras.
- Alinhar as nossas atividades com os Objetivos de Desenvolvimento Sustentável das Nações Unidas, reconhecendo que combater as alterações climáticas e a degradação ambiental está diretamente relacionado com a melhoria da saúde e educação, redução das desigualdades e incentivo ao crescimento económico.


A Associação Desportiva de Grijó compromete-se a implementar dois objetivos ambientais específicos:

1. Melhorar a Gestão dos Resíduos
2. Sensibilizar a comunidade para a utilização sustentável dos recursos  
(promovendo hábitos de consumo consciente e a preservação dos recursos hídricos, energéticos e materiais)



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Assinatura, 

Grijó, 09 / 05 / 2025

Associação Desportiva de Grijó (FC Porto Dragon School)



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