

GREENCOACH

"INCORPORATING SUSTAINABILITY IN THE GOVERNANCE OF SPORTS ORGANIZATIONS"

Final Report



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the European Union



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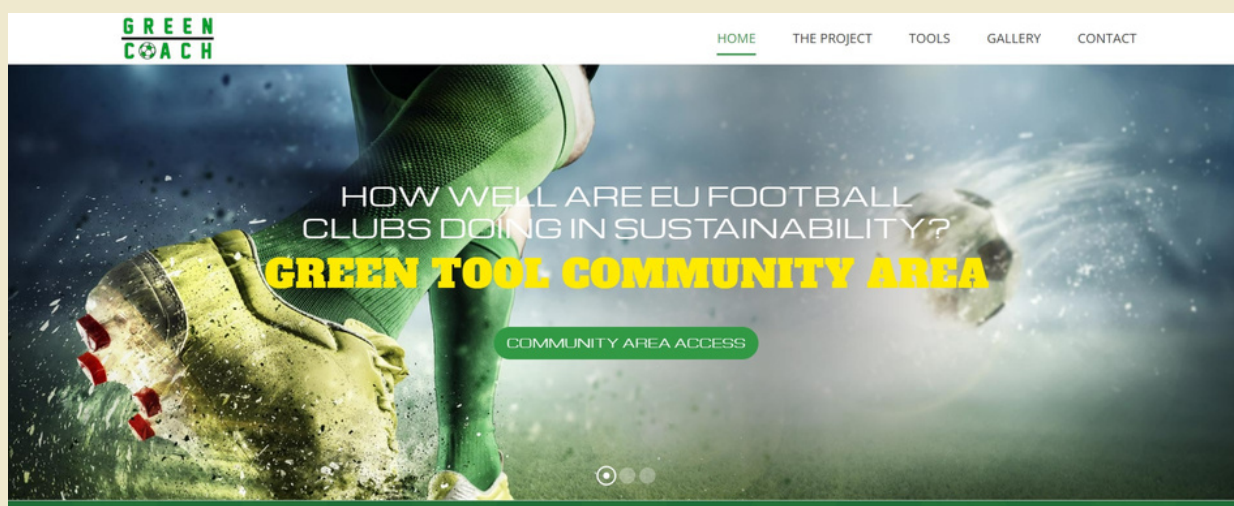
Greencoach is a 36 months project that went on from the beginning of 2020, with the aim to tackle the issue of environmental footprint of sport organisations by incorporating a monitoring benchmarking system and a better sustainability approach in the daily management of their actions.

To reach that, we worked on developing different tools:

- An online user-friendly benchmarking and monitoring system to implement sustainability plans and decrease environmental footprint.
- A quality seal that allows sport organisations to show their commitment to sustainability.
- Two educational modules for different target groups.
- An evidence-based study and an action plan for sports clubs to decrease their environmental footprint.

The primary target group of the project are sports organisations, represented in the partnership through 5 National Football Associations, but also sportspeople, families, spectators and staff. The project builds capacities of these target groups through the education and training modules for promoting sustainable management in sports organisations.

Through the project, Football Associations got new expertise and protocols to improve their internal governance on sustainability management, both on their daily management, and on the promotion among their users. The experience of the pilot Football Associations that are part of the consortium is now an example for other sport organisations to use similar approaches and to incorporate sustainability strategies.





01.02 - THE PARTNERSHIP

The GreenCoach partnership is composed of eight partners, connecting Football Associations based in five different countries (Belgium, France, Lithuania, Norway and Sweden) with non-profit and academic organisations based in Spain and Italy specialised in sustainability, education and youth empowerment.

COORDINATOR *Ecoserveis*



TECHNICAL PARTNERS

TDM 2000 International



Sant'Anna School of Advanced Studies



SPORT ORGANIZATIONS

ACFF



FFF



LFF



NFF



SVFF



01.03 - ERASMUS + SPORT

Erasmus+ is the EU's programme aimed at supporting education, training, youth and sport in Europe. It provides opportunities for Europeans to study, train, gain experience, and volunteer abroad. Erasmus+ doesn't just focus on students. It includes actions addressed to a wide variety of individuals and organisations.

Among the different Key actions part of the Erasmus + Programme, there is one dedicated to Sport: this action offers the opportunity to develop, transfer and implement innovative practices in different areas relating to sport and physical activity between various organisations and actors in and outside sport.



Sport Actions aim at:

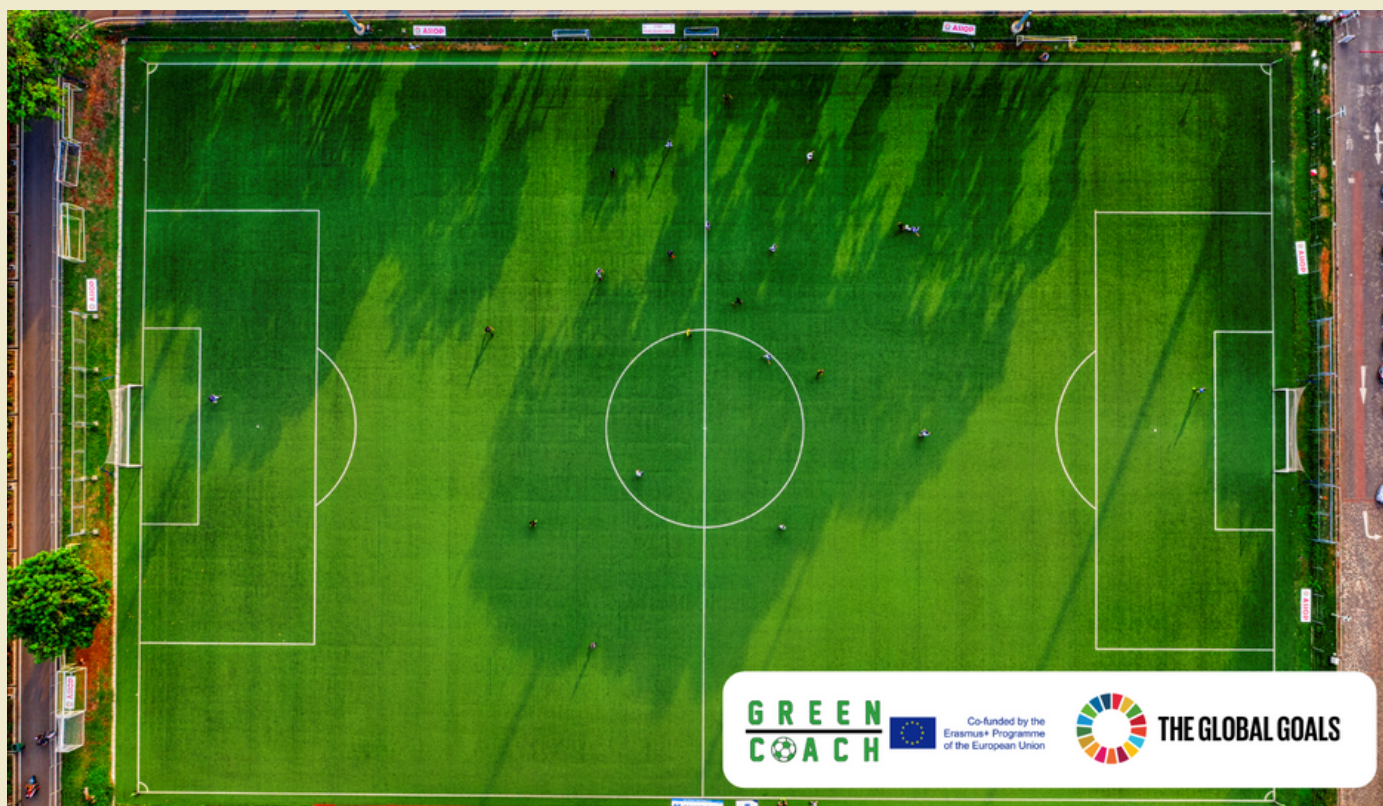
- Combat doping at grassroots level
- Fight against match fixing
- Tackle violence, racism and intolerance in sport
- Support the implementation of EU policy documents in the field of sport

The Green Tool is a user-friendly benchmarking and monitoring system to implement sustainability plans and decrease environmental footprint, putting a special focus on the engagement of players, spectators and staff in switching to more sustainable transport systems.

It is set to give deep insights on Football Clubs on the environmental footprint they leave depending on their management choices, giving them a score and providing them a Green Seal if they manage to adopt environmentally sustainable choices.

Moreover, we worked on the idea to engage positively fans and other people around the football world to be part of the movement.





Impact foreseen:

1. **GREENCOACH** tool: the user-friendly benchmarking and monitoring system gives the chance to implement sustainability plans and decrease environmental footprint. It also works to increase engagement of players, spectators and staff in switching to more sustainable transport systems.
2. **GREENTEAM** Seal wants to give recognition of the commitment to sustainability of sport centres and incorporate it into their corporate image and communication strategies.
3. **Both**: Help building capacities among sport associations to improve, develop and implement climate impact actions, and also on changing the individual behaviour of their community.

02.02 - THE PREPARATION



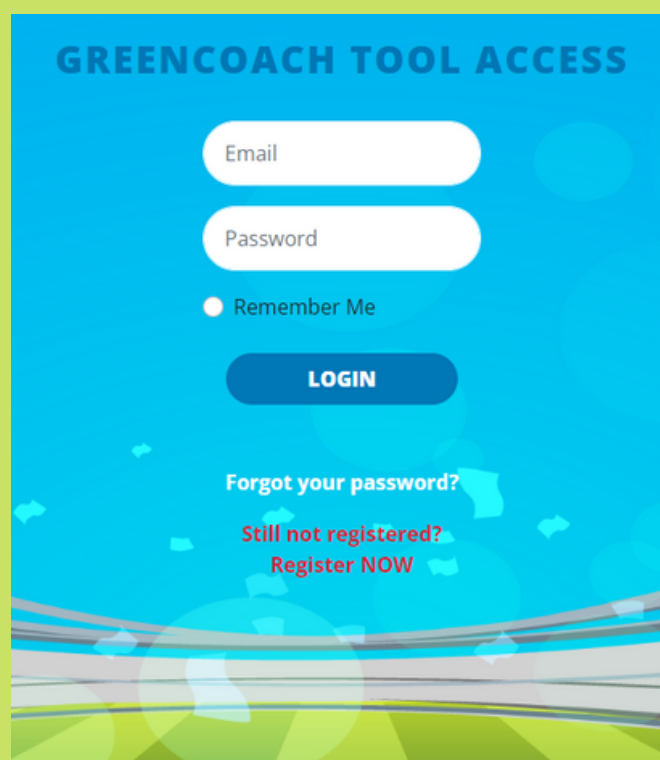
- Initial drafting and developing of the concept
- Working on the methodological scientific approach
- Interviews to clubs and collecting of data
- Creation of the baseline scenario
- Working on the website concept
- Finalization of the website and translations
- Testing and fine-tuning



02.03 THE TOOL

The final Green Tool provides the opportunity for football organizations to insert relevant data regarding their club (i.e. energy/water consumption, production of garbage, use of sport apparel, etc.) and to find out what is the environmental footprint they leave, and assigns them a different score (and a Green Seal – Gold, Silver or Bronze) depending on how good they manage.

It includes the possibility for the clubs to get deep insights on the different impacts they create and the connection with the different spheres of their management, through the application of different filters.



<https://www.greencoacherasmus.eu/green-coach-tool/login.php>

Moreover, to engage the community and fans, we developed a Community Area where people can find out data about the clubs in the countries involved in the project, facts about sustainability and sport, and helpful resources to be able to leave an impact.

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03. THE EDUCATIONAL MODULES

03.01 - THE DRAFTING OF THE MODULES

Greencoach has foreseen the creation of a series of educational modules to train the main stakeholders of sport facilities about sustainability in sport clubs and events.

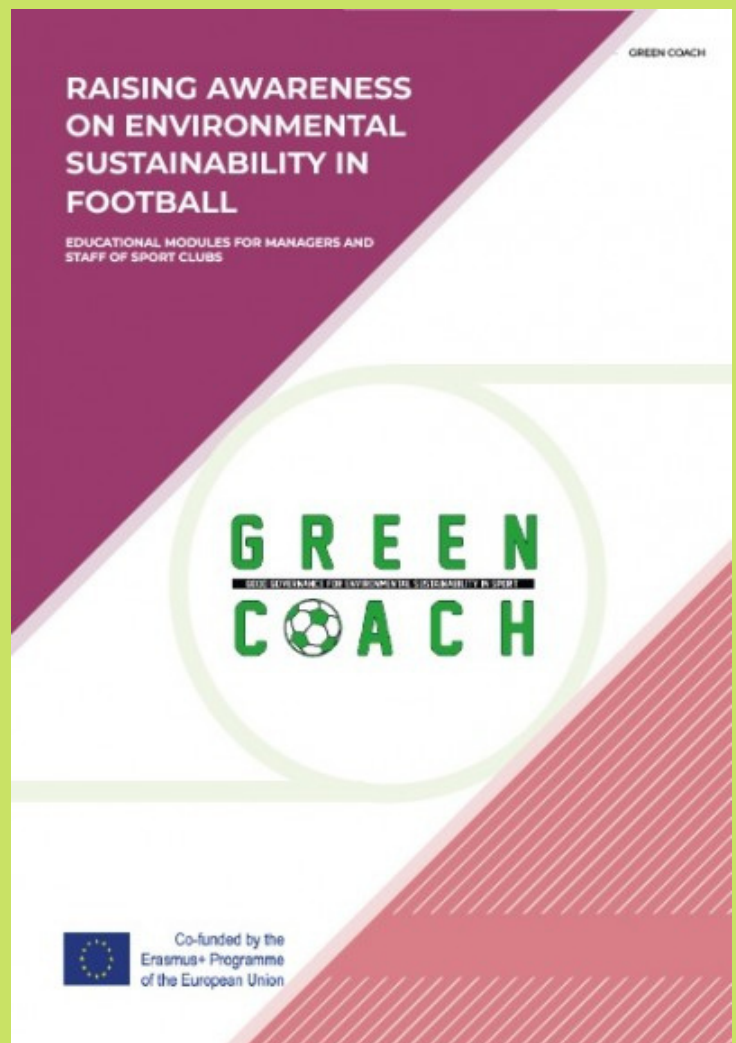
Drafting included:

- Review of the main needs of sport clubs
- Review on the main existing literature on the topic
- Collection of existing good practices
- Development of concept work
- Development of workshops and information on the topic
- Matching with the other developed tools and creation of manuals



03.02 – THE EDUCATIONAL MANUALS

- Two manuals containing a series of workshops on good governance for environmental sustainability of sport clubs were developed, directed to athletes and to managers and staff of sport organizations.
- A lite version containing only the workshops was also developed and translated in the languages of the sport federations involved for easier use by their associates.
- Topics tackled in the manuals:
 - Energy use in sports facilities.
 - Water Consumption in sports facilities.
 - Use of Sport Equipment.
 - Waste Management.
 - Plastic consumption reduction.
 - Sustainable mobility.
 - Environmental footprint.



03.03 - THE PILOT WORKSHOPS

The modules created has been tested by the partner entities together with the foreseen target groups: athletes and staff and managers of sport organizations.

The tests happened first online due to the outbreak of Covid in 2020 and 2021, and then in presence during the 2022, involving different age groups, backgrounds, teams and targets.

The pilot workshops served to evaluate the modules' efficiency, fine-tune the workshops and disseminate further the outcomes of the project.



04. THE EVIDENCE STUDY AND ACTION PLAN

Based on the data collected to create the baseline scenario, the Evidence Study was created and translated in all the languages of the partnership.

The document aims at providing the clubs with a checklist in order to execute actions to reduce their environmental footprint and take responsibility for their environmental impacts to reach sustainability.

A SWOT analysis is present for every single action proposed, underlining Internal and External positive and negative factors.



The campaign was guided by the Norwegian FA and ran by the Football Associations that took part in the project, to ensure the incorporation of sustainability values among the sports organisations' users, and engage them in the use of the benchmarking tools.

It concentrated on sustainable mobility, providing fans with different messages to support the reduction of the impact generated by transports used for the football events.

Public events, social media posts, posters, gadgets and involvement of testimonials were some of the actions developed by the different FA to send the message among their followers, associated clubs, and different stakeholders.



06. MULTIPLIER SPORT EVENTS

The Multiplier Sport Events are a set of specific events organized by the FAs taking part in the project, in order to share the outputs of the project with a larger base of stakeholders, multiplying the effect of Greencoach and giving additional visibility to the project.





06.01 - Belgium



06.02 - France



06.03 - Lithuania

06.04 – Norway



06.05 – Sweden

