



GREEN

FOOTBALL

WEEKEND

2024

greenfootballweekend.com

THIS YEAR THE FOOTBALLING

COMMUNITY SHOWED UP

LIKE NEVER BEFORE

In February, the first ever Green Football Weekend unleashed the power of the beautiful sport to tackle climate change.

- **80+ clubs**, including all Premier League sides, competed for the Green Football Cup.
- **Fans across the country** scored 80,000 green goals by taking climate-friendly actions.
- **40 teams** wore green armbands to show their support for taking climate action.
- **Clubs across the leagues** took part in greener games to reduce carbon pollution.



HERE'S HOW IT PLAYED OUT



AN ACTION-PACKED

TOURNAMENT

80+ clubs battled it out for the Green Football Cup in a tournament where fan climate-friendly actions - from eating more veggies to taking shorter showers - decided the winner and gave fans the chance to win amazing prizes.

Thousands of schools held themed lessons supported by Green Football Weekend educational content, **County FAs** engaged grassroots players, and even the Archbishop of Canterbury hosted a green interfaith game!

....**normalising the climate conversation** for fans across the country.



#GREENFOOTBALLWEEKEND



CLUBS PLAYED

THEIR PART

40 football clubs joined the action by participating in 'greener games', showcasing their work to become more climate-friendly.

- Subsidising public transport for fans
- Offering discounted veggie food
- Providing refill stations for reusable bottles
- Announcing new sustainability commitments
- Running lessons with juniors
- Distributing wildflower seeds to fans
- Featuring Green Football Weekend across hoarding and LED screens at stadiums

AND PLAYERS SHOWED THEIR SUPPORT

Players took centre stage, including Ben Mee, Amy Turner, Ben Davies, Cristian Romero, Jessie Lingard, Eric Dier, David Wheeler, Funso Ojo and Katie Rood.

- Speaking about the power of football for climate
- Cooking up a veggie storm in the studio
- Scoring green goals for their clubs
- Sporting green armbands on the pitch
- And even assisting in the creation of the Green Football Cup!

Pundits and famous fans joined in too. Gary Lineker, Robbie Savage, Karen Carney and Jamie Carragher, Ed Balls, Alastair Campbell and more got their followers behind with exciting activations.



The Telegraph



sky sports

DAILY Mirror

theguardian

SPORT BIBLE

★EUROSPORT

Daily Mail

talkSPORT

BBC RADIO

5 live

90 MIN

BBC SPORT

TAKING THE MEDIA

BY STORM

Green Football Weekend earned **more than 60 top tier media** features, including:

- A creative takeover with live match commentary, news stories, prime time broadcast ads on Sky Sports and BT Sport.
- Features on BBC Match of the Day, TalkSport and 90 Minutes
- Dedicated stories on Good Morning Britain, BBC Radio 5 Live, The Telegraph, The Mirror, Daily Mail, The Independent and more

And tons of regional media inspiring people everywhere to join the action!

TURBOCHARGED BY AMAZING PARTNERS

The **English Football League** and the **Women's Super League** mobilised engagement across their clubs, while **The Premier League** supported with ad space at televised matches and **The FA** announced its backing.

30+ of the UK's biggest institutions backed the campaign, including the **National Trust**, **WWF**, **RSPB** and the **Church of England**. Brands got involved too, including **Football Manager**, who mobilised its gaming audience with bespoke content and great prizes.



UNPRECEDENTED

IMPACT

Green Football Weekend demonstrated the footballing community cares about tackling climate change and is ready to play its part.

- Fans' climate-friendly activities saved 54,408 kg CO2e and their pledges to adopt new habits could save 8,756,907 kg CO2e per year, equating to planting 145,000 trees!
- Clubs' sustainability commitments and planning increased directly as a result of the the campaign.

Man U fans scored the most green goals and won the 2023 Green Football Cup for their club - proof that we can make a huge difference when we take small steps together.



GREEN FOOTBALL WEEKEND

Fan Leaderboard

		Green Goals
1	Manchester Utd	17,232
2	Leicester	9,342
3	Leeds	7,959
4	Chelsea	4,745
5	Port Vale	3,888





MEASURABLE

SUCCESS AND INSIGHTS

As part of our **commitment to the public good**, Green Football Weekend will publish the results and insights of our campaign.

In this report we will share data-backed learnings for increased reach and impact in future editions and celebrate those who participated in 2023.

The report will be circulated in prominent industry fora, informing wider sports' sustainability efforts around and fan engagement on climate.

GREEN FOOTBALL WEEKEND

IS POWERED BY:



One of Europe's biggest **media, sports and entertainment companies and a leader on sustainability** through its campaign Sky Zero.



Planet League works with over 70 professional football clubs **to mobilise their fans to take climate action in their daily lives.**



The **home of live football**, with 52 Premier League matches per year and a mission to become one of the greenest broadcasters in the UK.



A research-driven organisation that **rallies football fans to bring about change** to preserve our planet.



The national representative body for all supporters in England and Wales, **working to drive positive change at every level of the game.**



A global movement of people and organisations taking **high impact steps to address climate change**, established by Christiana Figueres and Nigel Topping.

SPONSOR

GREEN FOOTBALL WEEKEND

2024

In 2023, Green Football Weekend showed there's undivided fan support for sustainability. Its 2024 edition aims to:

- Engage **millions more fans** in the climate conversation.
- Deepen **engagement with clubs**
- Drive **reach through retail**
- Engage **sustainability partners**
- Scale up its **presence in schools and communities**
- **Strengthen data and insight** on the impact of individual climate action



#GREENFOOTBALLWEEKEND

*

#GREENFOOTBALLWEEKEND

*

#GREENFOOTBALLWEEKEND

*

#GRE

WHY SPONSOR

GREEN FOOTBALL WEEKEND

2024

Reach multi-million audiences with our amazing network of media partners.

Promote your products or services to millions of fans around the UK and internationally.

Build brand profile with a growing audience of fans and schools.

Demonstrate your leadership on sustainability and help drive measurable impact on reducing carbon pollution.

Help lead a revolution in sport, as football leads the way in tackling climate change.



SPONSOR

GREEN FOOTBALL WEEKEND

2024

Here's how we see partners helping us to grow Green Football Weekend in 2024. We will be on hand to support you across these areas.

Engagement with clubs

Creating and resourcing sustainability activations that are plug-n-play for clubs and easy for fans.

Reach through retail

Extending the reach and impact of Green Football Weekend through retail promotions and sustainability initiatives

Presence in schools

Supporting the expansion of our schools programme: more schools, more activity, more impact.

Strengthening insights

Deepening understanding of the message framing and incentives that will engage more fans in Green Football Weekend.



WHAT WE NEED

FROM OUR PARTNERS

Transform how many people we can reach with your marketing campaigns.

Inspire consumers to score green goals and adopt new habits aligned with your product.

Help us create powerful and entertaining content.

Turbo-boost fan involvement by expanding our work with **famous players and high profile names.**

Reward your customers and partners with participation in Green Football Weekend.

For 2024 we are introducing three levels of sponsorship. This table summarises the main distinctions - details for these packages are in [the appendix](#).

MAJOR PARTNER (1)	OFFICIAL PARTNER (4)	SUPPLY PARTNER (10)
Support greater integration into media partner coverage for your consumer and corporate activity.	Support integration into media partner coverage for your consumer activity.	References in the media partner coverage of your consumer activity.
Logo, promotional banner and brand content featured on greenfootballweekend.com .	Logo, promotional banner and brand content on greenfootballweekend.com .	Logo and acknowledgement on greenfootballweekend.com .
Opportunity to develop exclusive Green Football Weekend activities that could be featured in broadcast coverage.	Opportunity to develop exclusive Green Football Weekend activities for promotion through PR and your own channels.	Opportunity to develop exclusive Green Football Weekend activities for promotion through PR and your own channels.
Brand activity content in Green Football Weekend resources and brand featured in media comms.	Brand activity content in Green Football Weekend resources and brand featured in media comms	Brand featured in press releases and communications.
Speaking opportunities to showcase your involvement to media, clubs, partners and fans.	Introductions to clubs as partner of Green Football Weekend.	Introductions to clubs as supplier of Green Football Weekend.

GREEN

FOOTBALL

WEEKEND

CLUBS

Accrington Stanley
Arsenal
Aston Villa
Barnsley
Birmingham City
Blackburn Rovers
Blackpool
Bolton Wanderers
Bradford City
Brentford
Brighton
Bristol Rovers
Burnley
Burton Albion
Cambridge United
Cardiff City
Chelsea

Cheltenham Town
Chesterfield
Colchester United
Coventry City
Crawley Town
Crystal Palace
Derby County
Doncaster Rovers
Everton
Exeter City
Fleetwood Town
Forest Green Rovers
Fulham
Harrogate Town
Hibernian
Huddersfield Town
Hull City

Ipswich Town
Leeds United
Leicester City
Leyton Orient
Lincoln City
Liverpool
Luton Town
Manchester United
Manchester City
Mansfield Town
Middlesbrough
Millwall
MK Dons
Newcastle United
Northampton Town
Norwich City
Nottingham Forest

Notts County
Oxford United
Peterborough United
Plymouth Argyle
Port Vale
Portsmouth
Preston North End
QPR
Reading
Rochdale
Rotherham United
Sheffield Wednesday
Shrewsbury Town
Southampton
Stevenage
Stoke City
Sunderland

Sutton United
Swansea City
Swindon Town
Tottenham Hotspur
Walsall
Watford
West Bromwich Albion
West Ham United
Wigan Athletic
Wolverhampton
Wanderers
Wrexham
Wycombe Wanderers

**...and more to come
for Green Football
Weekend 2024!**