



SETTING YOUR GREEN GOALS TOOLKIT



INTRODUCTION

Setting clear Green Goals is a key step in your Club's Together Greener journey. These goals provide direction, focus and a shared purpose for your Together Greener Team and wider Club. They help turn ideas into meaningful action and ensure your efforts lead to real, measurable impact over time.

Each Club should set two Green Goals to focus on over the next 12 months. These should reflect your Club's priorities, your current starting point and the opportunities identified through your assessments and engagement with members.

This toolkit is designed to:

- Help you define, record and share your Green Goals.

Your goals should also be included in your Green Goals Charter, demonstrating your Club's commitment to taking action.





WHAT ARE GREEN GOALS?

Green Goals are clear, focused objectives linked to one or more Together Greener topics such as energy, water, waste, biodiversity, travel or infrastructure.

They should:

- Be meaningful and relevant to your Club.
- Focus on improvement and positive impact.
- Be achievable within a 12-month period.
- Engage your Club members and community.

Your detailed actions will sit within each topic's action plan.

Your Green Goals provide the overall direction and priority areas.

Your Action Plans set out the steps to achieve them.





Together Greener Programme

INVOLVING YOUR CLUB

Green Goals should not be set in isolation. They should reflect the views, ideas and priorities of your Club community.

Your Together Greener Team should:

- Review findings from audits and assessments.
- Use insights from your Club Member Survey to understand what matters most to members.
- Engage players, volunteers and supporters in discussions.
- Consider what is realistic based on your Club's capacity and resources.

This approach helps ensure your goals are relevant, supported and more likely to succeed.





USING SMART GOALS

To make your Green Goals clear and effective, use the SMART framework:

Specific – Clearly define what you want to achieve.

Measurable – Include how progress will be tracked.

Achievable – Ensure it is realistic for your Club.

Relevant – Link to your Club's priorities and Together Greener topics.

Time-bound – Set a clear timeframe, typically 12 months.

Example:

Instead of saying “reduce waste”, a SMART goal would be:

“Reduce general waste by 30% within 12 months by introducing recycling bins, eliminating single use plastics and running awareness campaigns.”





NEXT STEPS

Setting your Green Goals should be a simple, collaborative process that brings your Together Greener Team and wider Club together. By taking a structured approach, you can move from understanding your current position to agreeing clear priorities and defining realistic, impactful goals.

Use the steps below to guide your thinking, involve others in the process and ensure your goals are meaningful, achievable and aligned to your Club's Together Greener journey.

1. Review your starting point

Use your assessments and audits to understand current performance.

2. Engage your Together Greener Team and Club members

Use surveys, discussions and feedback to identify priorities.

3. Identify key focus areas

Select two topics where your Club can make the biggest impact.

4. Develop your SMART goals

Turn your priorities into clear, structured goals.

5. Agree and record your goals

Use the Green Goals template to document your two Green Goals.

6. Include your goals in your Green Goals Charter

Formalise your commitment and share it with your Club.





FURTHER SUPPORT

Once your Green Goals are set, you can develop more detailed actions within each relevant topic using the Together Greener Action Plan templates.

Keep your goals visible and revisit them regularly. Track progress, celebrate success and adapt where needed.

Setting clear Green Goals is not just about planning; it is about creating momentum, engaging your Club and driving meaningful change over time.

Engage Club members through conducting a Survey. You can download the [Club Member Survey template](#).

To record your Green Goals you can download the [Green Goals template](#).

Include your Green Goals in your Green Goals Charter. Download the [Green Goals Charter](#).

Further information and resources can be found at www.faw.cymru/TogetherGreener

If you require support completing this activity, please contact sustainability@faw.cymru