



MONITORING, MEASURING, & REPORTING



INTRODUCTION

Taking action is an important step on your Club's sustainability journey, but understanding whether those actions are making a difference is equally important.

Monitoring, measuring and reporting progress helps your Club understand what is working well, identify opportunities for improvement and demonstrate the positive impact being made. It also helps keep sustainability visible within the Club, celebrates achievements and builds confidence among members, volunteers, partners and the wider community.

This resource explains how your Club can monitor its progress simply and practically, measure improvements over time and produce an annual sustainability report that reflects the actions being taken through the Together Greener Programme.

This resource will help your Club to:

- Understand why monitoring and reporting sustainability matters.
- Measure progress across the Together Greener Programme.
- Record actions and achievements throughout the year.
- Monitor environmental and operational improvements.
- Produce a simple annual sustainability report.
- Demonstrate progress to members, volunteers, partners and funders.
- Celebrate success and maintain momentum.





BENEFITS

Why Monitor, Measure and Report Progress?

Monitoring and measuring progress allows Clubs to understand the impact of their actions, learn from experience and make better decisions for the future. Reporting that progress helps communicate achievements, maintain accountability and encourage wider involvement.

Regular monitoring also ensures sustainability remains part of everyday Club management rather than becoming a one-off initiative.

Benefits of monitoring and reporting include:

- Understanding what is working well.
- Identifying where further improvements are needed.
- Tracking progress against Green Goals and Action Plans.
- Demonstrating responsible governance.
- Supporting funding and grant applications.
- Building trust with members and stakeholders.
- Celebrating achievements and recognising volunteers.
- Inspiring others within Welsh football.





WHAT TO MONITOR?

What Should Your Club Monitor?

Every Club will measure different things depending on its size, facilities and sustainability priorities.

Rather than collecting large amounts of data, focus on information that helps inform decision-making and demonstrates improvement. Monitoring both environmental data and engagement activity provides a more complete picture of progress.

Examples include:

Environmental Performance

- Electricity consumption.
- Gas or heating fuel use.
- Water consumption.
- Waste and recycling.
- Sustainable travel initiatives
- Biodiversity improvements.
- Carbon emissions.

Club Activity

- Sustainability projects completed.
- Green Team meetings.
- Volunteer hours.
- Community events.
- Awareness campaigns.
- Educational activities.
- Sustainable travel uptake.





MEASURING SUCCESS

Not everything needs to be measured through numbers. Many important sustainability outcomes can be demonstrated through improvements in behaviour, culture and participation.

Consider measuring:

Quantitative Measures

- Energy bills reduced.
- Water consumption reduced.
- Recycling rates increased.
- Carbon emissions reduced.
- Number of trees planted.
- Number of biodiversity projects completed.
- Percentage of members using sustainable travel.

Qualitative Measures

- Member feedback.
- Volunteer engagement.
- Community partnerships.
- Increased awareness.
- Improved reputation.
- Lessons learned.
- Success stories.

Together, these measures help demonstrate the wider value of your Club's sustainability work.





WHAT TO MONITOR?

Linking Monitoring to Together Greener

Monitoring should build upon the work your Club has already completed throughout the Together Greener Programme.

Use information gathered through:

- Topic-specific audits (Energy, Waste, Travel, Biodiversity, Water and Management).
- Green Goals.
- Individual Topic Action Plans.
- Club Sustainability Strategy.
- Club Sustainability Action Plan.
- Carbon Reduction Plan.
- Sustainability Progress Tracker.
- Carbon Footprint Measurement.

Together these resources create a complete picture of your Club's sustainability journey.





RECORDING PROGRESS

Recording Your Progress

Keeping simple records throughout the year makes annual reporting much easier.

Consider recording:

- Actions completed.
- Dates of projects.
- Before and after photographs.
- Volunteer involvement.
- Costs and savings.
- Funding received.
- Community partnerships.
- Lessons learned.
- Future opportunities.

Even a simple spreadsheet or shared document can provide valuable evidence when reviewing progress.

Top Tips

- Monitor little and often rather than once a year.
- Use simple measures that matter to your Club.
- Record evidence as projects happen.
- Celebrate achievements of volunteers.
- Share both successes and lessons learned.
- Use data to support future funding applications.
- Review your Action Plans regularly.
- Update your Sustainability Progress Tracker annually.
- Use reporting to inspire further action.



REPORTING PROGRESS

Producing an Annual Sustainability Report

An annual sustainability report does not need to be lengthy or complex.

A simple report summarising your Club's activities, achievements and priorities demonstrates transparency, accountability and commitment to continuous improvement.

It also provides an excellent opportunity to celebrate everyone who has contributed to your sustainability journey.

Consider sharing your report:

- At your Annual General Meeting.
- With Club members.
- On your website.
- Through newsletters.
- On social media.
- With local partners.
- With sponsors and funding organisations.





REPORT TEMPLATE

Annual Sustainability Report Template

When producing your Clubs annual sustainability report considering including the following sections and information.

Club Details

- Club Name.
- Reporting Year.
- Green Team Lead.
- Date of Report.

Sustainability Vision

Provide a short statement describing your Club's sustainability ambitions and commitment.

Highlights This Year

Summarise the key achievements from across the year.

Examples:

- Energy improvements completed.
- Biodiversity projects delivered.
- Waste reduction initiatives.
- Sustainable travel campaigns.
- Water conservation measures.
- Community partnerships.





Together Greener Programme

Progress Across Together Greener

Include a copy of your Sustainability Progress Tracker.

Environmental Performance

Provide information regarding your carbon footprint where available. Include measurement across scope 1, 2 and 3.

Community Impact

Summarise community impact such as:

- Volunteer involvement.
- Community engagement.
- Partnerships developed.
- Educational activities.
- Awareness campaigns.

Challenges We Faced

Reflect honestly on:

- Barriers encountered.
- Lessons learned.
- Areas requiring additional support.

Priorities for Next Year

List your top sustainability priorities and Green Goals for the coming year.

Recognition

Recognise the volunteers, members, partners and organisations that supported your Club throughout the year.





Together Greener Programme

Success Stories

Numbers tell part of the story, but people better connect with personal stories.

Alongside data, include examples of:

- Volunteer achievements.
- Community projects.
- Biodiversity improvements.
- Young people leading change.
- Club partnerships.
- Member experiences.
- Successful fundraising.
- Innovative sustainability ideas.

Stories help bring sustainability to life and encourage others to get involved.



COMMUNICATE

Sharing Your Progress

Regular communication keeps sustainability visible and helps create a culture where everyone feels part of the journey. Celebrating success often encourages continued action.

Share updates regularly through:

- Club newsletters.
- Social media.
- Matchday programmes.
- Noticeboards.
- Website news.
- Sponsor updates.
- Community events.
- Annual presentations.





FURTHER SUPPORT

Monitoring, measuring and reporting progress helps ensure your Club's sustainability journey continues to develop year after year. By recording achievements, reflecting on challenges and sharing progress openly, your Club can build momentum, strengthen engagement and demonstrate leadership across Welsh football.

Remember that every improvement, no matter how small, contributes to a more sustainable future. Over time, these individual actions create significant collective impact for football, communities and the environment.

Monitoring progress is not about proving perfection, it is about demonstrating commitment, learning from experience and continuously improving. Every step forward helps create a greener future for football in Wales.

Use what you have learned in this resource to:

- Monitor sustainability actions throughout the year.
- Measure improvements across all six Together Greener topics.
- Record environmental, financial and community benefits.
- Produce a simple annual Sustainability Report.
- Celebrate achievements with members and volunteers.
- Demonstrate progress to partners, sponsors and funders.
- Inform future Sustainability Strategies and Action Plans.
- Update your Sustainability Progress Tracker annually.
- Continue building a more sustainable, resilient and responsible football club.

Further information on Management can be found at www.faw.cymru/togethergreener-management

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