



CREATE A SUSTAINABILITY ACTION PLAN



INTRODUCTION

A sustainability strategy sets out where your Club wants to go; an action plan explains how you will get there. It turns ideas, objectives and ambitions into practical actions that can be delivered over time by your committee, volunteers and members.

The Together Greener Programme encourages Clubs to take a structured approach to sustainability by identifying priorities, setting achievable actions and regularly reviewing progress. A well-developed action plan helps ensure that sustainability becomes part of everyday decision-making rather than a one-off project.

This resource will help your Club create a practical sustainability action plan that brings together the findings from your Together Greener audits, supports the delivery of your Sustainability Strategy and complements the topic-specific action plans available throughout the programme.

This resource will help your Club to:

- Turn audit findings into practical actions.
- Deliver the objectives set out in your Sustainability Strategy.
- Prioritise sustainability activities over time.
- Assign clear responsibilities.
- Identify resource and funding requirements.
- Monitor progress and celebrate success.
- Integrate sustainability into everyday Club management.
- Support continuous improvement across all six Together Greener topics.





BENEFITS

Why Develop a Sustainability Action Plan?

A sustainability action plan provides a practical roadmap for delivering your Club's ambitions. Rather than trying to tackle everything at once, it allows your Club to prioritise actions, allocate responsibilities and make steady progress over time.

Developing an action plan can help your Club:

- Turn strategy into action.
- Focus on the highest priority improvements.
- Make better use of volunteers and resources.
- Spread larger projects over several years.
- Support funding applications with clear evidence of planning.
- Keep sustainability on committee agendas.
- Monitor achievements and maintain momentum.
- Demonstrate accountability to members and partners.

The best action plans are realistic, flexible and regularly reviewed as your Club develops.





GETTING STARTED

Before developing your action plan, take time to understand your Club's current position.

The Together Greener Programme includes a range of audits and planning tools that provide the evidence needed to identify priorities.

You may wish to review:

- Sustainable Club Management Audit.
- Climate Action Readiness Audit.
- Community Engagement & Partnerships Audit.
- Energy Audits.
- Waste Audits.
- Travel Audits.
- Biodiversity Audits.
- Water Audits.
- Sustainability Progress Tracker.

Your action plan should also reflect:

- Your Club Sustainability Strategy.
- Your Together Greener Green Goals.
- Existing Club development plans.
- Available volunteers and resources.
- Funding opportunities.
- Feedback from members and stakeholders.

Remember that each Together Greener topic includes its own dedicated Action Plan template. This resource is designed to bring these individual plans together into one coordinated sustainability action plan for your Club.





Together Greener Programme

TAKING ACTION

Turning Strategy into Action

Your Sustainability Strategy outlines your Club's vision, objectives and priorities. Your action plan explains how those objectives will be delivered.

For each objective, ask:

- What needs to happen?
- Who will lead the action?
- When will it be completed?
- What resources are required?
- How will success be measured?

Breaking larger objectives into smaller actions makes delivery more manageable and helps maintain momentum throughout the year.



PRIORITISE

Prioritising Your Actions

Not every action needs to happen immediately. Prioritising allows your Club to focus on what will deliver the greatest impact with the resources available. Consider grouping actions into three categories.

1. Short-term

Short-term quick wins are simple, low-cost actions that can often be delivered within a few weeks or months. These early successes help build enthusiasm and demonstrate progress.

Examples include:

- Form a Green Team.
- Complete Together Greener audits.
- Introduce recycling signage.
- Launch a sustainable travel campaign.
- Carry out energy and water meter readings.
- Share sustainability updates with members.





Together Greener Programme

2. Medium-Term Projects

These actions may require planning, volunteer time or modest investment but can often be delivered within one to two years.

Examples include:

- Develop biodiversity areas.
- Install LED lighting.
- Improve waste and recycling facilities.
- Introduce rainwater harvesting.
- Deliver climate awareness training.
- Develop partnerships with local organisations.





Together Greener Programme

3. Long-Term Ambitions

Long-term projects often require significant planning, funding or external support and may form part of your wider Club Development Plan.

Examples include:

- Install renewable energy technologies.
- Complete major clubhouse improvements.
- Develop a carbon reduction programme.
- Improve climate resilience.
- Enhance accessibility.
- Deliver large-scale biodiversity projects.

Working towards long-term ambitions through smaller annual actions helps make them more achievable.





BUDGET

Budget Planning

Some sustainability improvements require little or no financial investment, while others may involve larger capital costs.

When preparing your action plan, consider:

- Existing Club budgets.
- Grant opportunities.
- Sponsorship.
- Community fundraising.
- Volunteer support.
- Partnership projects.
- Phased investment over several years.

Budget planning helps ensure actions are realistic and aligned with your Club's financial capacity.





RESPONSIBILITIES

Allocating Responsibilities

Successful sustainability depends on shared ownership.

Each action should have a named lead person or group responsible for coordinating delivery.

Responsibilities may include:

- Club Committee.
- Green Team.
- Grounds Team/Facility managers.
- Coaches.
- Volunteers.
- Community partners.

Clear responsibilities help maintain accountability and ensure actions continue even when committee members change.





Together Greener Programme

TEMPLATE GUIDE

Using the Action Plan Template

The Together Greener Programme includes a downloadable Sustainability Action Plan template that can be adapted for Clubs of all sizes.

The template includes the following sections:

- Action.
- Linked Strategic Objective.
- Success Measure.
- Responsibility Lead.
- Timescale.
- Budget.
- Priority.
- Progress Tracker.

The template is designed to be used as a single action plan to include all actions linked to achieving the Strategic Objectives set out in the Clubs Sustainability Strategy and can work alongside the detailed individual Action Plans available within each Together Greener topic.



Together Greener Programme

How to Complete the Progress Tracker

The action plan template includes a progress tracker which uses a simple Traffic Light Rating System for each action.

Review each action often with your Green Team or Committee and decide which colour best reflects your current position.

Traffic Light Rating

-  **Red – Getting Started**
This action is still in the early stages.
-  **Amber – Progressing**
Good progress has been made, but there is still work to do.
-  **Green – Established**
The action has been completed.

Remember, the aim is continuous improvement rather than perfection.





STRATEGY ACTION PLAN

Club Name:

Date:

ACTION	STRATEGIC OBJECTIVE	SUCCESS MEASURE	RESPONSIBILITY LEAD	TIMESCALE	BUDGET	PRIORITY	PROGRESS TRACKER



STRATEGY ACTION PLAN

ACTION	STRATEGIC OBJECTIVE	SUCCESS MEASURE	RESPONSIBILITY LEAD	TIMESCALE	BUDGET	PRIORITY	PROGRESS TRACKER
Establish A Green Team	Embed Sustainability Into Club Governance	Green Team Established And Quarterly Updates Presented To Club Committee	Club Committee	September 2026	£0	Short Term	
Complete Together Greener Audits	Understand Clubs Current Sustainability Performance	All Audits Completed	Green Team	October 2026	£0	Short Term	
Develop A Carbon Reduction Plan	Reduce Environmental Impact	Carbon Reduction Plan Approved	Green Team	March 2027	£0	Short Term	
Install LED Lighting	Improve Energy Efficiency	Electricity Consumption Reduced	Facilities Manager	August 2030	£3,000	Long Term	
Install Rainwater Harvesting System	Reduce Water Use	Rainwater Harvesting System Installed	Facilities Manager	Dec 2030	£2,000	Long Term	
Publish Annual Sustainability Report	Improve Reporting And Engagement	Report Published Each Season	Club Committee	Annually	£0	Medium Term	



Together Greener Programme

MONITOR PROGRESS

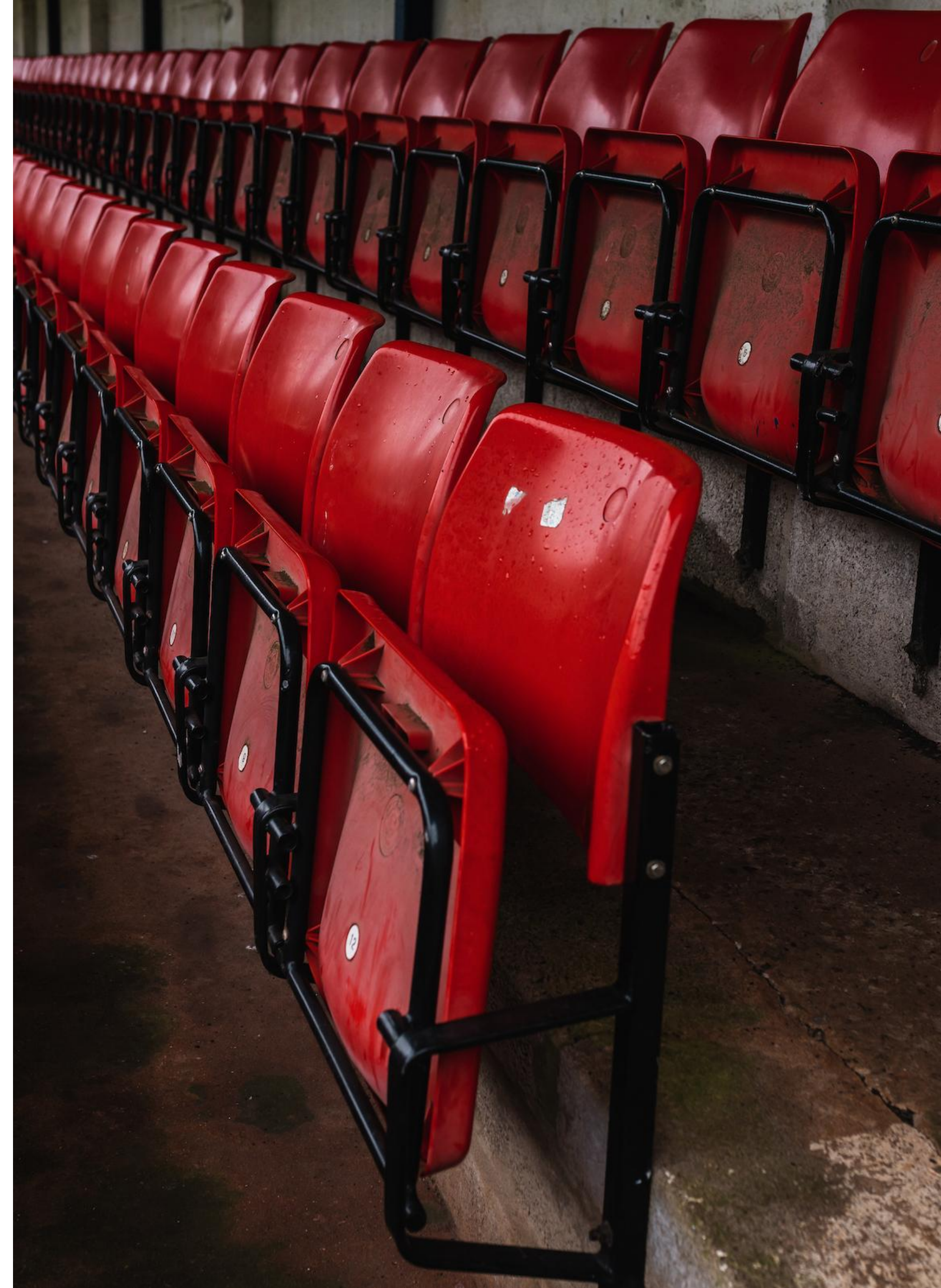
Monitoring Progress

An action plan should be reviewed regularly to ensure progress is maintained.

Review actions by asking:

- Has the action been completed?
- Is it on schedule?
- Have any barriers emerged?
- Are responsibilities still appropriate?
- Do timescales need updating?
- Have new opportunities arisen?

Updating your action plan throughout the year helps keep sustainability at the centre of Club decision-making.





REPORTING PROGRESS

Measuring and Reporting Progress

Your Sustainability Action Plan should work alongside two key Together Greener resources:

Sustainability Progress Tracker

Complete the [Progress Tracker](#) annually to assess how your Club is performing across all six Together Greener topics. The findings can help identify priorities for future action plans.

Monitoring, Measuring & Reporting Progress

Use the [Monitor, Measure & Report Progress](#) resource to collect evidence, measure outcomes and communicate your Club's achievements to members, partners, sponsors and funding organisations.

Together, these resources create a cycle of continuous improvement:





REVIEW

Keeping Your Action Plan Alive

An action plan should be a working document rather than something created and forgotten.

Consider reviewing it:

- Quarterly Green Team meetings.
- Committee meetings.
- Before each football season.
- After completing major projects.
- Following annual Sustainability Progress Tracker reviews.

Celebrating completed actions helps maintain enthusiasm and encourages continued participation from volunteers and members.





FURTHER SUPPORT

Your Sustainability Action Plan brings together the work completed across the entire Together Greener Programme. It should evolve as your Club grows, new opportunities emerge, and priorities change.

To support implementation, explore the range of resources throughout the Together Greener Programme which provide a complete framework for planning, delivering and reviewing sustainability within your Club.

Use what you have learned in this resource to:

- Develop a practical Sustainability Action Plan for your Club.
- Turn audit findings into achievable actions.
- Deliver the objectives set out in your Sustainability Strategy.
- Prioritise short, medium and long-term sustainability improvements.
- Allocate responsibilities and identify resources.
- Link actions to your Together Greener Green Goals.
- Monitor progress using the Sustainability Progress Tracker and Monitoring, Measuring & Reporting Progress resources.
- Build a culture of continuous improvement that supports the Football Association of Wales' vision for a more sustainable future for football in Wales.

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