



SUSTAINABILITY AWARDS & RECOGNITION



INTRODUCTION

Sustainability is a journey, and every Club will have different starting points, resources and opportunities. Whether your Club has installed energy-saving measures, created a wildlife habitat, reduced waste, encouraged sustainable travel or brought the local community together around an environmental project, these achievements are worth recognising.

Celebrating sustainability can help Clubs maintain momentum, thank the people who make change happen and demonstrate that football in Wales can play a positive role in protecting our environment and communities.

Recognition does not always mean winning a formal award. A simple thank-you to a volunteer, a certificate for a young player or sharing a Club's achievements through social media can be just as powerful.

This resource provides ideas for recognising sustainability achievements internally and opportunities for Clubs and individuals to seek external recognition.

This resource will help your Club to:

- Celebrate the progress your Club has made through Together Greener.
- Recognise the volunteers, members, teams and partners making change happen.
- Encourage continued participation in sustainability activities.
- Raise awareness of your Club's environmental work within the community.
- Strengthen relationships with partners, sponsors and local organisations.
- Build your club's reputation for positive environmental and community action.
- Inspire other Clubs, teams and organisations to take action.
- Capture evidence and stories that can support future funding and partnership applications.
- Identify opportunities to enter relevant awards and recognition programmes.





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BENEFITS

Why Celebrate Sustainability?

Recognition is about more than receiving a trophy. Celebrating progress can reinforce positive behaviour, demonstrate that people's contributions matter and help sustainability become part of the culture of the Club.

It can also help Clubs communicate their impact externally. A successful project, partnership or individual contribution can provide a powerful story for members, sponsors, funders, local communities and the wider Welsh football family.

Recognition can help you:

Motivate - Recognising effort can encourage volunteers and members to continue contributing.

Appreciate - Sustainability projects often depend on people giving their time, skills and enthusiasm. Recognition provides an opportunity to say thank you.

Inspire - Sharing what your Club has achieved can encourage others to consider what they could do.

Demonstrate - Awards, case studies and recognition can provide evidence of your club's commitment to sustainability.

Build pride - Celebrating achievements can create a sense of collective ownership and pride in the club and its community.

Create momentum - Recognition can provide a useful opportunity to reflect on what has been achieved and identify the next challenge.



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GREEN TEAM

Recognising Your Green Team

Your Green Team, sustainability group or individual sustainability leads are often the people driving Together Greener activity behind the scenes.

Take time to recognise their contribution. This does not have to be expensive. A thank-you at an awards evening, a certificate, social media recognition or a simple presentation from the Club committee can make a difference.

Consider also recognising:

- Grounds volunteers.
- Parents and guardians.
- Young people.
- Coaches and team managers.
- Committee members.
- Community partners.
- Sponsors.
- Local environmental organisations.

Keep a simple record of who has contributed to each project throughout the year. This makes it much easier to recognise people later.





CLUB AWARDS

Ideas for Internal Club Awards

Internal awards can be a simple and engaging way to celebrate the people and teams contributing to your sustainability journey.

Green Volunteer of the Year

Recognise a volunteer who has made an outstanding contribution to improving sustainability at the club. This could be someone who has leading a recycling initiative, supported biodiversity projects or organised community activities.

Young Sustainability Champion

Celebrate a young player or young volunteer who has demonstrated leadership or enthusiasm for sustainability. This could include someone who has encouraged their team to reduce waste, supported a biodiversity project or helped communicate sustainability messages.

Team Sustainability Award

Recognise a team that has demonstrated strong commitment to sustainable behaviours. This could be a team that has reduced single-use plastics, encouraged walking, cycling or car-sharing to training and games, taken part in a biodiversity project or supported a Club sustainability campaign.





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Community Partnership Award

Celebrate a partnership that has delivered positive environmental and community benefits. This could involve a school, local authority, community group, environmental organisation or local business.

Biodiversity Champion

Recognise an individual, team or project that has helped improve biodiversity around the Club. Examples could include creating habitats, planting native species, protecting pollinators or improving awareness of local wildlife.

Water Champion

Recognise meaningful action to reduce water consumption, prevent pollution or improve water awareness.

Waste Reduction Champion

Celebrate an individual, team or project that has helped reduce waste, increase reuse or improve recycling.

Sustainable Travel Champion

Recognise a person, team or initiative that has encouraged walking, cycling, public transport or car-sharing.





OTHER RECOGNITION

Provide Recognition In Different Formats

Not everyone wants or expects a formal award, and sustainability contributions can take many forms.

Consider creating different ways for people to be recognised:

- Certificates.
- Thank-you messages.
- Social media features.
- Club newsletter profiles.
- Matchday announcements.
- Volunteer appreciation events.
- Player-of-the-month style sustainability awards.
- Small sustainable prizes.
- Recognition boards in the clubhouse.
- Thank-you letters from the Club chair or committee.

The most important thing is to make recognition genuine, inclusive and connected to the contribution made.





CELEBRATE OFTEN

Celebrating Progress Throughout the Year

Don't wait until the end of the season to celebrate sustainability. Small moments of recognition throughout the year can help maintain momentum and keep members engaged.

Consider creating a “Together Greener Moment of the Month” highlighting a person, team, project or achievement.

For example:

Together Greener Moment – March

“Our U14s helped plant 50 native wildflowers around the clubhouse this weekend, creating new habitat for pollinators and adding colour to our grounds. A huge thank you to the Players, Coaches and Volunteers who made it happen!”

You could also create a simple Together Greener wall or noticeboard showing completed Green Goals, projects, photographs and achievements.





SHARING SUCCESS

Sharing Your Success

Recognition becomes even more valuable when Clubs share their achievements with others.

Use your existing communication channels to tell the story of what you have achieved and, importantly, who made it happen.

Consider sharing:

- What you did.
- Why you did it.
- Who was involved.
- What changed.
- Any measurable results.
- What you learned.
- What you plan to do next.

Avoid simply saying that your Club is “green” or “sustainable”. Show people the action and the evidence behind it.

Example

“This season we've installed rainwater collection, introduced new recycling stations and planted a biodiversity area around our clubhouse. Thanks to our Green Team, volunteers and junior players for helping make it happen.”





EXTERNAL AWARDS

External Awards & Recognition

External awards can provide an opportunity to showcase your Club's work beyond your immediate community.

Opportunities change from year to year, so Clubs should check eligibility, deadlines and categories before applying.

Don't only search for awards with "sustainability" in the title. A biodiversity project might fit a nature award; a volunteer-led initiative might fit a volunteering award; and a school partnership might fit a community collaboration award.

Welsh Sports Association Sports Industry Awards

The Welsh Sports Association (WSA) [Sports Industry Awards](#) include a Best Sustainability Initiative category, alongside categories recognising collaboration, social impact, innovation and other areas of good practice.

Importantly the WSA has stated that member Clubs can participate through their parent organisation or alternatively your Club can consider [becoming a member](#).

Sport Positive Awards

The [Sport Positive Awards](#) provide international recognition for organisations and individuals using sport to address climate change, sustainability, biodiversity and environmental justice. Recent categories have included Biodiversity Project, Community Initiative, Education and Training, Purpose-led Partnership, Campaign of the Year, Leadership and Next Generation Trailblazer.





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BBC Green Sport Awards

The [BBC Green Sport Awards](#) in collaboration with Sport Positive Summit recognise positive environmental stories and green champions across sport. These can provide another potential route for Clubs, individuals and projects to gain wider recognition.

BASIS Awards (The British Association for Sustainable Sport)

The [BASIS Awards](#) are a celebration of sustainability in sport, shining a spotlight on the people, projects and partnerships leading the charge for climate action, innovation, and sustainability across the sector. From grassroots clubs to national governing bodies, innovative technologies to collaborative partnerships, the BASIS awards celebrate those delivering meaningful change.

International Sports Convention (ISC) Awards

The ISC [International Sports Awards](#) recognize outstanding achievements and groundbreaking advancements in the worldwide sports industry. They cover a diverse array of categories, including sustainability.

Other opportunities to explore

Depending on your project and location, Clubs could also explore:

- Local authority awards.
- Community awards.
- Environmental awards.
- Volunteer awards.
- Youth awards.
- Biodiversity and nature awards.
- Sustainability awards run by business or community networks.
- Awards linked to specific projects or partnerships.
- Sport Wales or sector-wide recognition opportunities.
- Recognition provided by local environmental organisations or community groups.



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RIGHT AWARD

Choosing the Right Award

Before starting an application, consider whether the opportunity is genuinely appropriate for your Club.

Ask yourself:

- Does our project meet the eligibility criteria?
- Is the award open to grassroots Clubs?
- Does our work fit the category?
- Can we demonstrate what changed?
- Can we provide evidence?
- Do we have photographs or other supporting material?
- Can the people involved contribute to the application?
- Is the time required to apply proportionate to the opportunity?

Don't enter everything, instead focus on awards where your story is strong and the recognition would be valuable to the Club or people involved.





STRONG NOMINATIONS

Building a Strong Nomination

A strong nomination is more than a description of what you did. It should explain why it mattered and what difference it made.

A useful structure is:

THE CHALLENGE	What problem or opportunity did the Club identify?
THE ACTION	What did you do?
THE PEOPLE	Who was involved and how did you engage them?
THE IMPACT	What changed as a result?
THE EVIDENCE	What can you demonstrate through numbers, feedback or other evidence?
THE LEGACY	What will continue as a result of the project?
THE FUTURE	How will the work develop in the future?



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TELL A STORY

Tell the Story, Not Just the Statistics

Numbers are valuable, but stories help bring sustainability projects to life. For example, “We planted 100 native plants.” is useful.

But “Our junior teams worked with a local environmental group to transform an unused area beside the clubhouse into a native biodiversity garden. The project involved 40 young players and volunteers and created a new space for pollinators while giving young people an opportunity to learn about local wildlife.” Provides much greater context.

The best applications combine both.





COLLECTING EVIDENCE

Evidence to Keep

Start collecting evidence throughout the project rather than trying to recreate it when an award deadline arrives.

Useful evidence includes:

- Before-and-after photographs.
- Project photographs.
- Number of volunteers involved.
- Number of participants engaged.
- Energy, water or waste savings.
- Carbon reductions.
- Amount of waste diverted from disposal.
- Number of trees or plants established.
- Biodiversity improvements.
- Money saved.
- Funding secured.
- Community organisations involved.
- Member feedback.
- Social media reach.
- Media coverage.
- Testimonials.
- Certificates or partnership letters.

This information can also support your Together Greener Progress Tracker, action plans and annual sustainability reporting.





DEMONSTRATE

Use Your Together Greener Journey

Your Together Greener work can provide much of the evidence needed to demonstrate progress.

Consider bringing together information from the Together Greener’s five-steps:

1. ASSESS

Audits and baseline information.

2. IDENTIFY

Actions and opportunities identified.

3. ACT

Projects completed and Green Goals delivered.

4. COMMUNICATE

Stories, photographs and engagement.

5. REVIEW

Progress, results and lessons learned.

This creates a clear story of where the Club started, what it did and what changed.





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CULTURE CHANGE

Recognition as a Sustainability Tool

Recognition should not become the reason your Club takes sustainability action. Instead, use recognition to reinforce the reasons you are already taking action.

A successful award can provide visibility, but the real value is the culture and change created within the Club.

Ask yourself:

What do we want people to feel proud of?

Perhaps it is the volunteers who made the project possible, the young people who led the change, the community partnership that developed, or the difference the Club has made to its local environment. That is the story worth celebrating.





FURTHER SUPPORT

Every sustainability journey contains achievements worth recognising. Whether your Club has taken its first Green Goal or has developed a long-term sustainability strategy, celebrating progress can help people see that their actions matter.

Recognition also creates an opportunity to pause, reflect and share what has been learned. By celebrating people as well as projects, Clubs can strengthen their sustainability culture and encourage others to get involved.

Remember recognition doesn't have to mean winning an award. Sometimes the most meaningful recognition is simply saying thank you to the person who helped make change happen.

Use what you have learned in this resource to:

- Identify sustainability achievements worth celebrating.
- Recognise volunteers, members, teams and partners.
- Create your own internal sustainability awards or recognition activities.
- Share your Club's achievements with your community.
- Gather evidence and stories throughout the year.
- Identify relevant external awards and recognition opportunities.
- Use your Together Greener audits, action plans and progress records to strengthen nominations.
- Use recognition to build momentum for your next sustainability action.

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

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