



SUSTAINABLE EVENTS & MATCHDAYS



INTRODUCTION

Every training session, fixture, tournament and Club event provides an opportunity to reduce environmental impact while creating a more enjoyable experience for Players, Volunteers, Officials and Supporters.

Many of the most effective sustainability actions require little or no additional cost. Simple improvements to travel, waste, energy, water use, communications and biodiversity can reduce emissions, lower running costs and demonstrate your Club's commitment to protecting the future of football in Wales.

This resource provides practical guidance to help Clubs embed sustainability into everyday football activities.

This resource will help your Club to:

- Plan more sustainable football matches and events.
- Improve the environmental experience for Players and Spectators.
- Engage volunteers and members in sustainability.
- Create practical event checklists that can be used throughout the season.





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BENEFITS

Why Deliver Sustainable Events & Matchdays?

Football brings people together. Every matchday involves travel, energy, catering, equipment, volunteers and facilities. While each event may only last a few hours, together they represent a significant environmental footprint across Welsh football. Making small improvements each week can deliver meaningful benefits over time.

Benefits for Your Club

Delivering more sustainable events can help your Club:

- Reduce energy and water costs.
- Lower waste disposal costs.
- Improve recycling rates.
- Reduce travel emissions.
- Protect local biodiversity.
- Improve the experience for visitors.
- Strengthen relationships with sponsors and partners.
- Demonstrate leadership within your community.

Remember, sustainability is not about creating extra work. It is about making better decisions when planning the activities your Club already delivers.



EVENT CHECKLIST

Good planning makes sustainable events easy to deliver. A simple checklist before each fixture or event helps ensure sustainability becomes part of normal event planning rather than an afterthought. Using the same checklist throughout the season helps build consistency and continuous improvement. You can use the following checklist or take inspiration from it to create your own.

**Matchday Planning –
Practical Checklist**

Action	COMPLETED
Appoint someone to coordinate sustainability actions.	☐
Include sustainability within the event planning meeting.	☐
Travel information shared	☐
Check waste and recycling facilities.	☐
Ensure water refill facilities are available.	☐
Leaks checked	☐
Brief volunteers.	☐
Switch on only essential lighting and equipment.	☐
Litter pick organised	☐
Prepare communication messages.	☐
Consider biodiversity activities if appropriate.	☐





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Travel

For most football Clubs, travel often produces the largest share of carbon emissions. Helping people travel differently is one of the most effective actions a Club can take.

Small changes across an entire season can significantly reduce emissions while helping supporters save money.

Practical Checklist

Action	COMPLETED
Walking or cycling has been encouraged where possible.	☐
Car sharing has been encouraged offering lift-share opportunities through Club communication channels.	☐
Group travel has been arranged via coaches or minibuses, where applicable.	☐
Use of public transport has been encouraged where available.	☐
Travel advice is included in fixture communications highlighting sustainable travel options.	☐
Secure cycle parking is available.	☐



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Waste

Matchdays often generate large amounts of avoidable waste. Simple planning can significantly reduce litter while improving recycling. Where possible, purchase products with minimal packaging and recyclable materials.

Practical Checklist

Action	COMPLETED
Clearly labelled recycling bins.	☐
General waste bins are situated where needed.	☐
Encourage reusable water bottles.	☐
Reduce single-use plastics and request that suppliers use recyclable packaging materials.	☐
Avoid unnecessary printed materials.	☐
Provide recycling points around clubhouse and pitches.	☐
Arrange litter picks after matches.	☐
Encourage everyone to "leave no trace."	☐





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Energy & Water

Clubhouses are often busiest on matchdays. Small operational changes can reduce energy and water consumption without affecting the experience. These simple actions reduce both environmental impact and operating costs.

Practical Checklist

Action	COMPLETED
Switch off unnecessary lighting.	☐
Only heat occupied areas.	☐
Close doors and windows.	☐
Turn off equipment after use.	☐
Use LED lighting where possible.	☐
Check taps and toilets for leaks.	☐
Encourage shorter showers.	☐
Promote water refill stations.	☐
Use dishwashers only when full.	☐
Report leaks immediately.	☐
Promote water-saving behaviours.	☐



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Food & Catering

Food and refreshments are an important part of football culture. Small improvements can reduce waste while supporting healthier and more sustainable choices. Supporting local suppliers also strengthens the local economy.

Practical Checklist

Action	COMPLETED
Offer tap water refill points.	☐
Reduce disposable straws, cups and cutlery.	☐
Offer reusable cups where practical.	☐
Source food locally where possible, prioritising seasonal ingredients.	☐
Reduce food waste through better planning.	☐
Donate surplus food where appropriate.	☐
Provide vegetarian or plant-based options alongside traditional choices.	☐
Recycle cooking oil responsibly.	☐





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VOLUNTEERS

Volunteers & Communications

Volunteers are central to successful sustainable events. Keeping everyone informed helps create shared responsibility.

Before the Event

Share:

- Sustainability reminders.
- Volunteer roles.
- Recycling arrangements.
- Travel information.
- Water refill locations.

During the Event

Use simple messages such as:

- "Bring your reusable bottle."
- "Please recycle."
- "Switch off lights."
- "Walk where you can."

After the Event

Celebrate:

- Volunteer contributions.
- Sustainability successes.
- Positive community impact.
- Lessons learned.
- Recognition encourages continued involvement.



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NATURE ACTIVITIES

Bringing Nature Into Matchdays

Football Clubs can use matchdays to celebrate the natural environment around their facilities.

Ideas

- Biodiversity walks before matches.
- Wildflower or tree planting events.
- Bug hotel or bird box building.
- Pollinator information displays.
- Nature trails for children.
- Community litter picks.
- Wildlife identification activities.
- Promote local conservation projects.

These activities help connect football with nature while engaging families and the wider community.





EVENT REVIEW

Learning & Continuous Improvement

Every event provides an opportunity to learn. After each match or event, spend a few minutes reflecting with volunteers or organisers.

Ask Questions Such As

- What worked well?
- What could be improved?
- How much waste was recycled?
- Did people use refill stations?
- Were sustainable travel messages effective?
- Were any energy savings achieved?
- Did volunteers have enough information?

Small improvements at each event lead to significant progress over an entire season.





FURTHER SUPPORT

Delivering sustainable events does not require major investment. The biggest difference comes from making sustainability part of everyday planning, involving volunteers, communicating clearly and continually improving over time.

Each matchday is an opportunity to demonstrate leadership, inspire your community and contribute towards a more sustainable future for football in Wales.

Together, thousands of sustainable matchdays across Wales can create a lasting positive impact for football, communities and the environment.

Use what you have learned in this resource to:

- Develop a Sustainable Matchday Checklist for your Club.
- Include sustainability in event planning meetings.
- Encourage greener travel choices.
- Reduce waste and improve recycling.
- Lower energy and water use during events.
- Engage volunteers in sustainability actions.
- Celebrate biodiversity and your local environment.
- Share your progress with members, supporters and the wider community.
- Review each event and identify improvements for next time.

Download the [UEFA Football Event Sustainability Manual](#) for a more in-depth practical tools that Clubs can apply to their day-to-day event operations.

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