



COMMUNICATIONS TOOLKIT: WASTE



INTRODUCTION

Effective communication can help Clubs reduce waste, improve recycling rates and encourage more sustainable behaviours amongst members, volunteers and supporters.

This 'Communications Toolkit' is focused on raising awareness of waste reduction and recycling to your members and your Club's work on the topic of waste.

This resource will help your Club to:

- Raise awareness of waste reduction and recycling.
- Promote responsible waste disposal.
- Encourage participation in waste reduction initiatives.
- Support circular economy projects such as boot swaps and equipment reuse.
- Celebrate sustainability achievements.
- Build a culture where reducing waste becomes part of everyday Club life.





BENEFITS

Why Communication Matters

Waste reduction depends heavily on the actions and behaviours of Club members. Clear communication helps people understand what can be recycled, where waste should be disposed of and why reducing waste matters.

By communicating regularly, Clubs can encourage positive habits and demonstrate their commitment to creating a cleaner, greener future for football.

Good communication helps members understand how waste can be prevented and encourages everyone to take responsibility for reducing, reusing and recycling.

Benefits of communication include:

- Encourage better waste behaviours across training, matches and Club activities.
- Reduce contamination by helping members understand what goes in each waste stream.
- Build awareness of the Club's environmental impact and commitment to reducing waste.
- Encourage shared responsibility among Players, volunteers, staff and visitors.
- Celebrate progress such as reduced waste, recycling improvements and successful reuse initiatives.





KEY THEMES

Key Communication Themes

Reduce First

Encourage members to reduce waste before focusing on recycling.

Reuse More

Promote equipment swaps, reusable bottles and reusable cups.

Recycle Correctly

Help members understand what can and cannot be recycled.

Celebrate Progress

Share success stories and positive examples.

Small, consistent messages are often more effective than occasional large campaigns.

KEY PRINCIPLES

Key Communication Principles

Successful sustainability communications should be clear, positive and consistent.

When communicating:

- Focus on solutions and achievements.
- Explain why actions are important.
- Keep messages simple and easy to understand.
- Share progress regularly.
- Celebrate contributions from members and volunteers.
- Use real examples from your Club wherever possible.
- Link actions to the Together Greener programme and the future of Welsh football.

Small, consistent messages are often more effective than occasional large campaigns.



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CHANNELS

Communication Channels

Different communication channels reach different audiences. Clubs should use a mix of methods to maximise engagement.

Social Media

Social media provides a quick and effective way to share updates, tips and success stories.

Club Website

Your website can host detailed information about your sustainability activities and achievements.

Club Newsletters

Newsletters provide an opportunity to share progress and highlight upcoming initiatives.

Email Communications

Email allows Clubs to communicate directly with members, volunteers and stakeholders.

Matchday Communications

Announcements, programmes, scoreboards and digital screens can reinforce sustainability messages.

Signage

Permanent reminders around Club facilities help raise awareness and encourage positive behaviours every day.



TEMPLATE POSTS

Template Social Media Posts

Waste Reduction Post

Every piece of waste we avoid helps create a more sustainable future for football. Remember to bring reusable bottles, recycle correctly and help keep our facilities litter-free.

#TogetherGreener

Boot Swap Promotion

Give your old boots a second life. Our upcoming Boot and Equipment Swap is a great opportunity to save money, reduce waste and support fellow Club members.

- 📅 Date: [Insert Date]
- 📍 Location: [Insert Location]

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Recycling Reminder

Please help us recycle correctly. Use the labelled bins provided around the Club and help us reduce contamination. Together we can make a difference.

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NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your Waste reduction and recycling work within your Club newsletter. You could decide to focus on a different Together Greener Topic each edition or combine updates in each edition from each of the topic communication toolkits.

Together Greener Waste Reduction & Recycling Update

Our Club is continuing to make progress through the FAW's Together Greener programme. Reducing waste and recycling is an important part of our sustainability journey.

Recent Waste Actions Include:

- [Insert action]
- [Insert action]
- [Insert action]

Members can continue to support these efforts by disposing of waste responsibly and helping to identify opportunities to improve waste reduction.

Together we are creating a greener future for our Club and our community.



EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Waste Reduction and Recycling at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to improve our recycling and reducing waste across our facilities.

Help us keep our Club waste-free. Please use the correct recycling and waste bins and take reusable items home with you. Together we can create a cleaner future for football.

We encourage all members to support these efforts by:

- Dispose of waste in the correct bins provided.
- Use a reusable water bottle instead of a single-use plastic bottle.
- Recycle used boots and equipment.
- Take reusable items home with you.

Thank you for helping us make a positive difference.

Kind regards,

[Club Name]





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MATCHDAY COMMS

Matchday Communications

Matchdays provide an excellent opportunity to communicate sustainability messages to Players, supporters and visitors. You can use the below information to create your own match day announcements and messages.

Matchday Announcement

“Welcome to today's fixture.

As part of the FAW Together Greener programme, our Club is committed to reducing waste and creating a more sustainable future for football in Wales.

Help us keep today's fixture waste-free. Please use the correct recycling and waste bins and take reusable items home with you.

Together we can create a cleaner future for football.

Digital Screen Message

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- Reduce waste.
- Dispose of waste in correct bins.
- Take reusable items home.
- Every Action Counts.



CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- Waste reduction achievements.
- Recycling rates.
- Plastic reduction successes.
- Boot swap participation.
- Volunteer litter picking activities.

Whenever possible, include photographs, statistics and quotes from members.





COMMON MISTAKES

Common Mistakes To Avoid

Communication is most effective when it remains positive and engaging.

Avoid:

- Overly technical language.
- Communicating only once.
- Focusing solely on problems.
- Using too much data without context.
- Forgetting to explain why actions matter.
- Failing to celebrate success.





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CHECKLIST

Communication Checklist

Before publishing communications, ask:

- Is the message clear and easy to understand?
- Does it explain why the action matters?
- Is there a clear call to action?
- Is the tone positive and engaging?
- Does it align with Together Greener values?
- Does it encourage participation?





FURTHER SUPPORT

Reducing waste is everyone's responsibility. Through clear communication and positive engagement, Clubs can create lasting behaviour change and support a more circular future for football.

Use what you have learned in this resource to:

- Promote waste reduction.
- Encourage responsible recycling.
- Support circular economy initiatives.
- Celebrate success.
- Build awareness across your Club community.

Further information on Waste can be found at www.faw.cymru/togethergreener-waste

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