



COMMUNICATIONS TOOLKIT: TRAVEL



INTRODUCTION

Travel often represents one of the largest sources of emissions associated with football. Communication can help encourage active travel, car sharing and the use of public transport.

This 'Communications Toolkit' is focused on raising awareness of sustainable and active travel to your members and your Club's work on the topic of travel.

This resource will help your Club to:

- Promote walking, cycling and public transport.
- Encourage carpooling.
- Raise awareness of sustainable travel options.
- Support travel-related campaigns and initiatives.
- Celebrate positive travel behaviours.
- Reduce the environmental impact of Club travel.





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BENEFITS

Why Communication Matters

Travel can be a significant part of a Club's environmental impact. People are more likely to change travel habits when they understand the benefits.

Regular positive communication can help members discover alternative travel options while improving health, reducing congestion and lowering emissions.

Communication can also make sustainable travel easier, more visible and more attractive to members.

Benefits of communication include:

- Encourage walking, cycling, public transport and car sharing where practical.
- Reduce unnecessary car journeys and help members consider alternatives.
- Reduce travel-related carbon emissions and support the Club's wider climate goals.
- Help teams and members plan sustainable travel to training, matches and events.
- Showcase successful initiatives and celebrate members who choose lower-carbon travel options.





KEY THEMES

Key Communication Themes

Choose Greener Travel

Encourage members to consider walking, cycling, public transport and other lower-carbon options where practical.

Share The Journey

Promote car sharing for teams, volunteers and supporters travelling to training, matches and events.

Plan Ahead

Help members think about sustainable travel options before travelling to the Club.

Make It Easy

Share practical information about public transport, cycling routes, walking routes and car-sharing opportunities.

Celebrate Progress

Share examples of teams and members choosing more sustainable ways to travel.

Small changes to how we travel can add up to a significant reduction in the Club's carbon footprint.

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.



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 encourage positive behaviours every day.





TEMPLATE POSTS

Template Social Media Posts

Walk to Football

Could you walk to training tonight? Even one active journey each week can make a difference to your health and the environment.

#TogetherGreener

Cycle to the Club

Cycling to training? Secure bike parking is available at the Club.

Choose active travel where possible and help reduce emissions.

#TogetherGreener

Carpool Promotion

Share the journey. Carpooling can reduce costs, traffic and emissions.

Speak with teammates and fellow parents/fans about sharing lifts.

#TogetherGreener





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NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your sustainable travel 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 Sustainable Travel Update

Our Club is continuing to make progress through the FAW's Together Greener programme. Sustainable travel is an important part of our sustainability journey.

Recent Travel Actions Include:

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

We're encouraging more sustainable travel across the Club. Members can continue to support these efforts by making more active and sustainable travel choices and helping to identify opportunities to reduce travel emissions at our Club.

Every sustainable journey helps support a greener future for football.



EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Active and Sustainable Travel at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to reduce our travel emissions.

Help us keep by choosing a more active and sustainable travel journey for Club activities.

Every sustainable journey helps support a greener future for football.

We encourage all members to support these efforts by:

- Consider walking, cycling, public transport and other lower-carbon options where practical.
- Consider car sharing when travelling to training, matches and events.

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 our travel emissions and creating a more sustainable future for football in Wales.

When traveling to our Club's matches consider walking, cycling, using public transport or sharing lifts where possible.

Together we can reduce congestion and emissions.

Digital Screen Message

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- Carpool with others.
- Use public transport.
- Use active travel.
- Every Action Counts.



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CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- Active travel participation.
- Carpooling success stories.
- Cycle bus initiatives.
- Team travel achievements.
- Travel challenge results.

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





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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

Small changes in travel habits can create significant environmental benefits. Communication helps Clubs encourage positive behaviours and create a culture of sustainable travel.

Use what you have learned in this resource to:

- Promote sustainable travel.
- Encourage active travel.
- Support carpooling initiatives.
- Share success stories.
- Reduce travel-related emissions.

Further information on Travel can be found at www.faw.cymru/togethergreener-travel

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