



COMMUNICATIONS TOOLKIT: ENERGY



INTRODUCTION

Communication is an essential part of improving energy efficiency within your Club.

It helps members understand why changes are being made, encourages positive behaviours and demonstrates your Club's commitment to sustainability through the Together Greener programme.

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

This resource will help your Club to:

- Raise awareness of energy efficiency amongst members, volunteers and supporters.
- Encourage positive energy-saving behaviours.
- Promote energy projects and initiatives.
- Celebrate achievements and share progress.
- Engage the wider community in your sustainability journey.
- Build a culture where energy efficiency becomes part of everyday Club life.





Together Greener Programme

BENEFITS

Why Communication Matters

Many energy-saving actions rely on behaviour change as much as technology. Members who understand the impact of switching off lights, reducing unnecessary heating or reporting maintenance issues are more likely to support your Club's sustainability efforts.

Effective communication can help create shared ownership of energy reduction goals and ensure that everyone understands how they can contribute.

Regular communication also demonstrates leadership and helps showcase the positive impact football Clubs can have within their communities.

Benefits of communication include:

- Encourage energy-saving behaviours such as switching off lights and equipment when not in use.
- Help reduce energy costs by making members aware of how their actions affect consumption.
- Demonstrate climate action and show how the Club is reducing its environmental impact.
- Engage members and volunteers in practical energy-saving initiatives.
- Celebrate improvements such as LED upgrades, renewable energy projects and reductions in energy use.



KEY THEMES

Key Communication Themes

Use Less

Encourage simple energy-saving behaviours such as switching off lights, heating and equipment when they are not needed.

Switch To Efficient

Highlight improvements such as LED lighting, efficient appliances, heating controls and other energy-saving upgrades.

Use Energy Wisely

Help members understand how everyday choices around lighting, heating and equipment can affect energy consumption and costs.

Reduce Our Carbon Impact

Connect energy efficiency with the Club's wider commitment to reducing carbon emissions and taking climate action.

Celebrate Progress

Share energy-saving projects, reductions in consumption, cost savings and examples of teams and members making a difference.

Small changes in how we use energy, combined with longer-term efficiency improvements, can reduce costs and help create a more sustainable Club.

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 raise awareness and encourage positive behaviours every day.



TEMPLATE POSTS

Template Social Media Posts

Energy Awareness Post

We are committed to reducing energy use and creating a more sustainable future for football. Simple actions such as switching off lights, reporting faults and using facilities responsibly can make a big difference. Together we can reduce costs, lower emissions and create positive change.

#TogetherGreener

Energy Saving Reminder

Did you know? Turning off lights and equipment when not in use can help reduce our club's energy consumption and operating costs. Every action counts. Thank you for helping us build a greener future for football in Wales.

#TogetherGreener

Project Announcement

Exciting progress at [Club Name]. As part of our FAW Together Greener journey, we have recently installed [LED lighting / solar panels / energy monitoring systems]. These improvements will help reduce energy use and support a more sustainable future for our Club.

#TogetherGreener





NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your energy 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 Energy Update

Our Club is continuing to make progress through the FAW's Together Greener programme.

Recent Energy Actions Include:

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

Members can continue to support these efforts by using facilities responsibly, switching off equipment when not required and helping to identify opportunities to improve energy efficiency.

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





EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Energy Efficiency at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to improve energy efficiency across our facilities.

These actions will help reduce operating costs, lower carbon emissions and support a more sustainable future for football.

We encourage all members to support these efforts by:

- Turning off lights when not needed.
- Reporting faults or maintenance issues.
- Using facilities responsibly.
- Supporting our sustainability initiatives.

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 energy use and creating a more sustainable future for football in Wales.

Thank you for supporting our sustainability journey.

Digital Screen Message

Together Greener

- Save Energy.
- Reduce Emissions.
- Protect Our Future.
- Every Action Counts.



CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- Energy reductions achieved.
- New energy projects completed.
- Funding secured.
- Volunteer contributions.
- Awards and recognition.
- Future sustainability ambitions.

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.



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

Communication plays a vital role in helping Clubs reduce energy use and build long-term engagement. By sharing information, celebrating success and encouraging participation, Clubs can create lasting behaviour change and strengthen their sustainability culture.

Use what you have learned in this resource to:

- Promote energy efficiency initiatives.
- Encourage positive behaviours.
- Celebrate achievements.
- Engage members and supporters.
- Build awareness of sustainability within your club.
- Support a greener future for football in Wales.

Further information on Energy can be found at www.faw.cymru/togethergreener-energy

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