



COMMUNICATIONS TOOLKIT: BIODIVERSITY



INTRODUCTION

Biodiversity projects are often highly visible and provide excellent opportunities to engage members, volunteers and the wider community.

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

This resource will help your Club to:

- Raise awareness of biodiversity.
- Promote habitat creation projects.
- Encourage community participation.
- Celebrate wildlife and nature recovery.
- Support educational activities.
- Showcase your club's contribution to nature.





BENEFITS

Why Communication Matters

Clubs can play an important role in supporting nature, particularly through how they manage their grounds and the spaces around their facilities

People are more likely to support biodiversity projects when they understand their purpose.

Communication helps explain why areas may be managed differently and highlights the positive impact and value these actions have for wildlife.

Benefits of communication include:

- Raise awareness of local wildlife and habitats around Club grounds.
- Encourage members to protect and respect biodiversity areas and nature-friendly spaces.
- Explain why changes to grounds management such as longer grass or wildflower areas are being introduced.
- Involve members and the wider community in biodiversity activities and projects.
- Celebrate the Club's contribution to nature recovery and encourage others to take action.



KEY THEMES

Key Communication Themes

Make Space For Nature

Show how Club grounds can provide valuable habitats for insects, birds, bats and other wildlife.

Protect What We Have

Encourage members to respect existing habitats, trees, hedgerows, ponds and biodiversity areas.

Manage For Wildlife

Explain how changes such as longer grass, wildflowers and native planting can support nature.

Discover Local Nature

Help members understand and celebrate the wildlife and natural environment around their Club.

Celebrate Nature

Share biodiversity projects, wildlife sightings and positive stories from across the Club.

Every Club ground can provide an opportunity to create, protect and connect habitats for nature.

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

Wildflower Areas

This area is being managed for biodiversity. By reducing mowing, we are creating valuable habitat for pollinators and other wildlife.

#TogetherGreener

Tree Planting

Every tree helps create a greener future. Thank you to everyone involved in our latest tree planting project.

#TogetherGreener

Wildlife Recording

What wildlife have you spotted around the Club?

Share your sightings and help us monitor biodiversity on site.

#TogetherGreener





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NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your biodiversity 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 Biodiversity Update

Our Club is continuing to make progress through the FAW's Together Greener programme. Our biodiversity projects continue to support nature recovery across our Club grounds.

Recent Biodiversity Actions Include:

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

We're providing valuable habitats for insects, birds, bats and other wildlife. across the Club. Members can continue to support these efforts by respecting existing habitats, trees, hedgerows, ponds and biodiversity areas.

Together we are creating space for nature to thrive.





EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Biodiversity at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to support nature recovery across our Club grounds.

These habitats provide valuable homes for wildlife and support nature recovery across Wales.

Together we are creating space for nature to thrive.

We encourage all members to support these efforts by:

- Respecting existing habitats, trees, hedgerows, ponds and biodiversity areas.
- Playing a role by providing a place for nature.
- Celebrating the wildlife and natural environment around our Club.

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 support nature recovery across our club grounds.

Look out for our biodiversity areas around the ground today.

These habitats provide valuable homes for wildlife and support nature recovery across Wales.”

Digital Screen Message

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- Create and protect habitats for nature.
- Make Space For Nature.
- Respect existing habitats, trees, hedgerows, ponds and biodiversity areas.
- Every Action Counts.



CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- Trees planted.
- Species recorded.
- Habitat improvements.
- Community events.
- Volunteer achievements.

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

Communication helps people understand, support and participate in biodiversity projects. By sharing progress and celebrating success, Clubs can inspire wider action for nature.

Use what you have learned in this resource to:

- Promote biodiversity initiatives.
- Engage your community.
- Celebrate nature recovery.
- Raise awareness of wildlife.
- Support biodiversity action across your Club.

Further information on Biodiversity can be found at www.faw.cymru/togethergreener-biodiversity

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