



COMMUNICATIONS TOOLKIT: WATER



INTRODUCTION

Water is a valuable resource that is often overlooked. Communication can help Clubs reduce consumption, prevent waste and improve awareness of water conservation.

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

This resource will help your Club to:

- Raise awareness of water conservation.
- Encourage responsible water use.
- Promote leak reporting.
- Highlight water-saving projects.
- Support long-term water resilience.
- Demonstrate environmental leadership.





BENEFITS

Why Communication Matters

Water is a valuable resource that can easily be wasted through leaks, inefficient fixtures or everyday behaviours. Simple actions can significantly reduce water consumption.

Regular communication helps make responsible water use part of normal Club activity. It helps members understand the importance of using water responsibly and reporting issues when they arise.

Benefits of communication include:

- Encourage responsible water use across Club facilities and grounds.
- Encourage prompt reporting of leaks to prevent unnecessary water loss.
- Help reduce water consumption and associated costs through simple behaviour changes.
- Build awareness of water conservation and resilience, particularly as climate risks increase.
- Celebrate water-saving achievements such as efficiency improvements, rainwater harvesting and reduced consumption.





KEY THEMES

Key Communication Themes

Use Water Wisely

Encourage members to avoid unnecessary water use across Club facilities and activities.

Stop Water Waste

Promote quick reporting of dripping taps, leaking toilets, damaged pipes and other water losses.

Protect Water Quality

Help members understand how everyday actions can affect drains, rivers, streams and local waterways.

Prepare For The Future

Highlight the importance of water efficiency and resilience as climate change increases pressure on water resources.

Celebrate Savings

Share improvements such as reduced water consumption, rainwater harvesting and water-efficiency projects.

Every drop matters. Simple changes can help protect water, reduce costs and build a more resilient 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.



Together Greener Programme

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.



Together Greener Programme

TEMPLATE POSTS

Template Social Media Posts

Save Water

Every drop counts.

Help us reduce water consumption by using facilities responsibly and reporting leaks.

#TogetherGreener

Leak Reporting

Spotted a leak?

Please report it immediately so we can reduce water waste and protect resources.

#TogetherGreener

Water Saving Project

We're proud to be improving water efficiency through our latest Together Greener initiative.

Small changes can make a big difference.

#TogetherGreener





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NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your water conservation 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 Water Conservation Update

Our Club is continuing to make progress through the FAW's Together Greener programme. Our Club is taking action to reduce water consumption and improve water efficiency.

Recent Water Conservation Actions Include:

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

We're taking action on our water efficiency and resilience as climate change increases pressure on water resources. Members can continue to support these efforts avoiding unnecessary water use across Club facilities and activities.

Thank you for supporting our efforts.



EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Water Conservation at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to reduce water consumption and improve water efficiency.

Water efficiency and resilience is important as climate change increases pressure on water resources.

We encourage all members to support these efforts by:

- Reporting dripping taps, leaking toilets, damaged pipes and other water losses.
- Avoid unnecessary water use across Club facilities and activities.

Thank you for helping us make a positive difference.

Kind regards,

[Club Name]





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 taking steps to reduce water consumption and improve water efficiency.

Help us save water today.

Use facilities responsibly and report any leaks or issues to club staff.”

Digital Screen Message

Together Greener

- Reporting dripping taps, leaking toilets, damaged pipes and other water losses.
- Avoid unnecessary water use across Club facilities and activities.
- Every Action Counts.





CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- Water savings achieved.
- Leak repairs completed.
- New water efficiency projects.
- Community engagement 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.



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

Effective communication helps Clubs protect valuable water resources and encourages responsible water use across the Club community.

Regular communication helps make responsible water use part of normal Club activity. It helps members understand the importance of using water responsibly and reporting issues when they arise.

Use what you have learned in this resource to:

- Promote water conservation.
- Encourage responsible behaviours.
- Support water efficiency initiatives.
- Celebrate achievements.
- Build awareness across your Club.

Further information on Water can be found at www.faw.cymru/togethergreener-water

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