TOGETHER GREENER ACTION WEEK

INTRODUCTION

The Together Greener Action Week is an FAW campaign giving Clubs across Wales an opportunity to come together to celebrate football, raise awareness of sustainability and climate action, and take practical steps to make their Club greener.

The Together Greener Action Week is a week-long celebration of sustainability across Welsh football, taking place during the period designated each year for Wales Climate Week.

The Action Week is designed to be simple, flexible and accessible. There is no expectation that Clubs have to organise a major event or complete a long list of actions. Instead, we want Clubs to use the week as a moment to do something, talk about it and inspire others.

The Action Week gives Clubs an opportunity to:

- Dedicate a match as a 'Together Greener Match'.
- Raise awareness of sustainability and climate change.
- Showcase what the Club is already doing.
- Commit to a new sustainability action.
- Engage Players, Coaches, volunteers and supporters.
- Run activities at training sessions or matches.
- Launch a new sustainability initiative or project.
- Work with its community and partners.
- Share stories, photographs and achievements with the FAW.

Your Club does not need to do everything during the week. Choose something that is realistic, meaningful and relevant to your Club. The most important thing is to take some action.





Together Greener Action Week

Together Greener Programme

BENEFITS

Why Take Part in the Together Greener Action Week?

Together Greener Action Week is about using the power and reach of football to create positive change.

Taking part can help your Club:

- **Turn awareness into action** – use the week as a catalyst to start something new.
- **Engage your football community** – involve players, coaches, volunteers, families and supporters.
- **Showcase your progress** – demonstrate what your Club is already doing through Together Greener.
- **Build partnerships** – involve schools, community organisations, businesses and environmental groups.
- **Raise your Club's profile** – share positive sustainability stories through your communications.
- **Identify opportunities to save money** – many sustainability actions can reduce energy, water, travel or waste costs.
- **Contribute to wider action** – small actions across Clubs can collectively make a significant difference.
- **Create Club pride** – celebrate volunteers and members who are helping make the Club more sustainable.

A dedicated “Together Greener Game" can provide a simple focal point for action, while activities such as sustainable travel, reusable bottles, greener food and conversations about climate change can involve players and supporters.

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TOGETHER GREENER

Football in Wales is built on community. Our Clubs are places where people come together, learn, grow and belong. They are also places where everyday decisions can make a real difference to our environment, our communities and future generations.

The FAW Sustainability Strategy supports our vision for a global, local Cymru, recognising football's responsibility and unique opportunity to protect what we have today while helping create a better tomorrow. Guided by the Well-being of Future Generations (Wales) Act 2015, the FAW is committed to improving Wales' environmental, social, cultural and economic wellbeing.

The Together Greener Programme brings this ambition directly to Clubs. It provides practical guidance and resources to help Clubs understand their environmental impact, identify opportunities and take achievable action.

The programme is built around six topics each with its own 5-step approach:



The Together Greener Action Week provides an opportunity to bring this work to life, by taking action, engaging people and showing what sustainability looks like in Welsh football.



Together Greener Action Week



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GETTING STARTED

1. Register your Club

Complete the Together Greener Action Week registration to let the FAW know that your Club intends to take part.

Registration will help the FAW understand participation across Wales and allow us to provide participating Clubs with the Action Week communications and asset pack, including materials that can be used across Club social media and other channels.

2. Choose your focus and make a commitment

Keep it simple. Choose one or two areas that are realistic for your Club.

You could use the six Together Greener topics to help decide:

TOPIC	POSSIBLE ACTION WEEK ACTIVITY
Energy	Energy-saving challenge
Waste	Waste reduction or recycling campaign
Travel	Walk, cycle or car-share to the match
Biodiversity	Nature activity or planting project
Water	Water-saving campaign.
Management	Launch a Green Team, strategy or carbon reduction project

You can also combine several topics into one activity.

3. Plan Your Together Greener Match

The easiest way to get involved is to dedicate a match or several of your Clubs age group matches during the Action Week as a ‘Together Greener Match’.

Use the match as an opportunity to showcase your commitment to sustainability and encourage everyone attending to play their part.

4. Involve Your Club Community

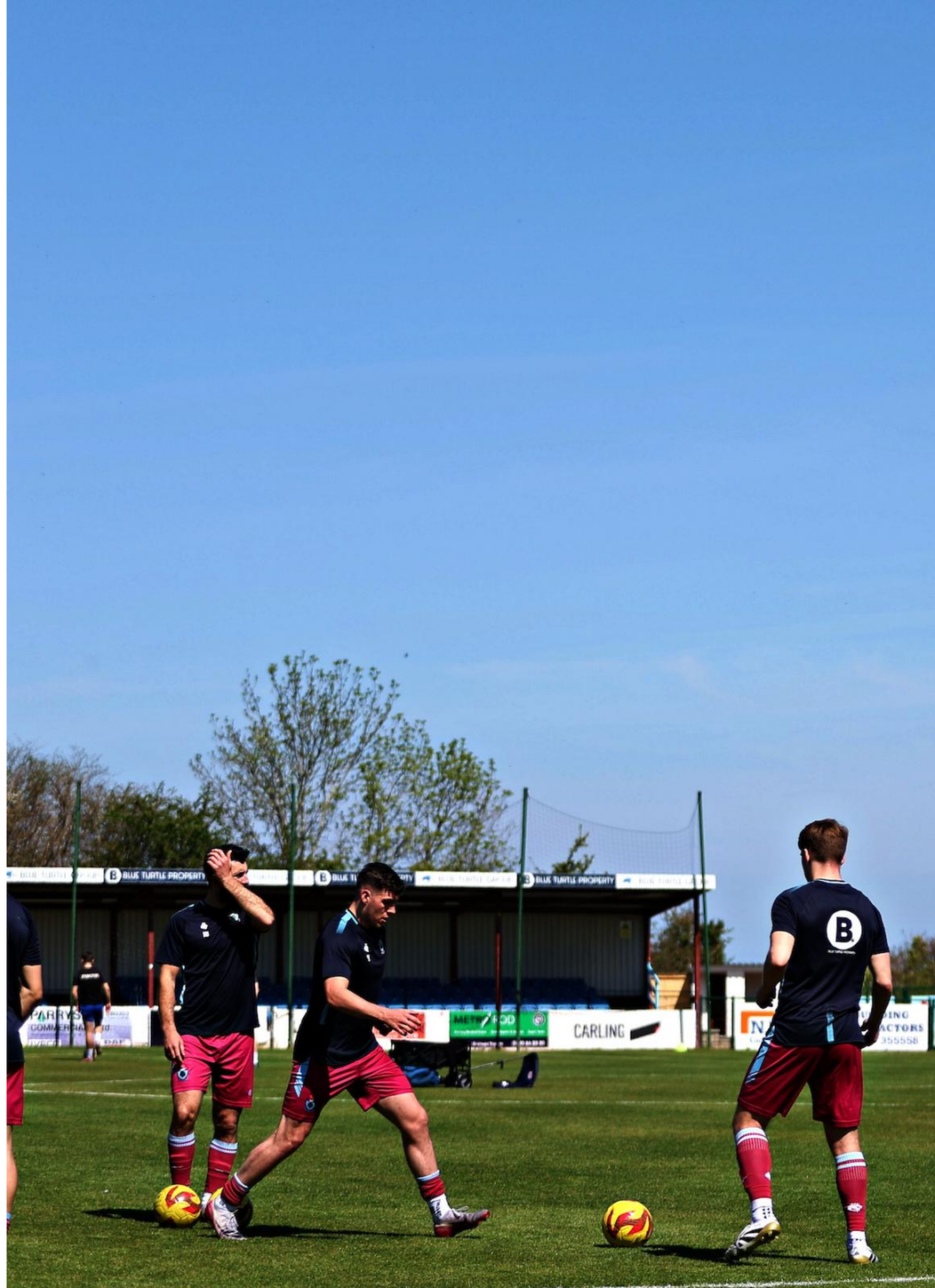
The strongest sustainability activity is activity that people feel part of.

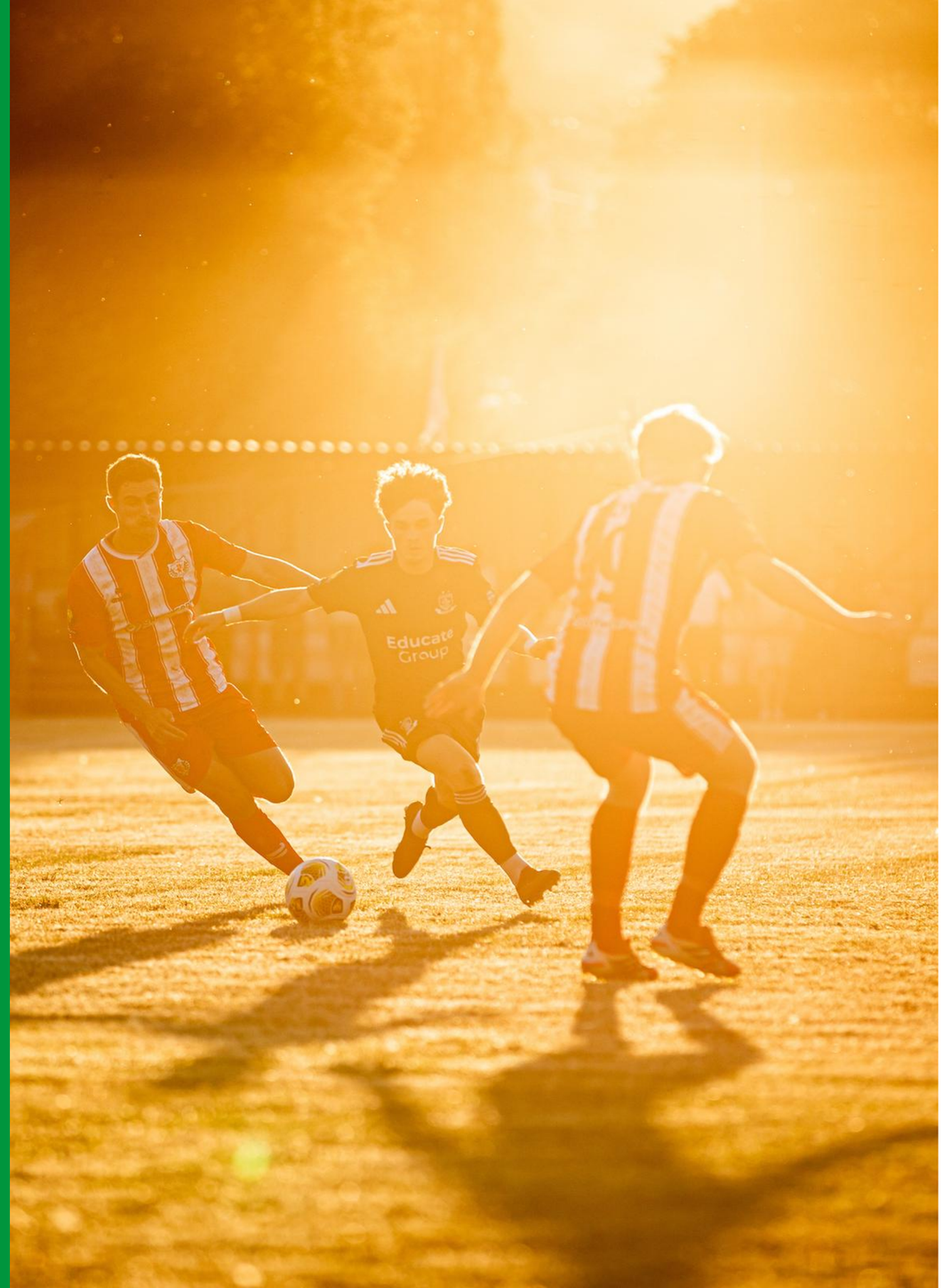
Consider involving:

- Players and teams.
- Coaches and team managers.
- Young people and youth teams.
- Volunteers.
- Parents and families.
- Supporters.
- Club committees.
- Grounds teams.
- Facility managers.
- Sponsors and commercial partners.
- Local schools and community organisations.

Why not appoint a Together Greener Action Week Champion for each team or age group?

This can make participation easier and give young players and volunteers an opportunity to take ownership.





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GREENER MATCH

Your Together Greener Match

The easiest way to get involved is to dedicate a match or several Club team matches during the Action Week as a Together Greener Match. This could be a men's, women's, girls', boys', youth, disability or recreational fixture, whatever works for your Club and each team can play their part. Use the match to highlight your commitment to sustainability and encourage everyone attending to get involved. Think about what you want your matchday to look and feel like.

Consider:

Before the match

- Promote the Action Week on social media.
- Explain what your Club is doing.
- Encourage sustainable travel.
- Tell supporters what to expect.

At the match

- Display Together Greener messaging.
- Make an announcement.
- Run an activity or challenge.
- Showcase your sustainability work.
- Encourage supporters to take an action.

After the match

- Thank participants and volunteers.
- Share photographs and results.
- Celebrate your achievement.
- Tell people what happens next.

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Activity Ideas for your match for each together Greener Topics

Travel

Encourage Club members and spectators to:

- Walk or cycle where possible.
- Car-share.
- Use public transport.
- Share information about sustainable travel options.

Waste

- Provide clearly labelled recycling and waste bins.
- Reduce single-use plastics.
- Encourage reusable bottles and cups.
- Avoid unnecessary printing.

Energy

- Switch off unnecessary lights and equipment.
- Use energy-efficient lighting where available.
- Remind teams to turn off equipment after use.

Water

- Encourage responsible water use.
- Promote reusable water bottles.
- Report and fix leaks.
- Share your water-saving work.

Biodiversity

- Highlight wildlife or biodiversity around your Club grounds.
- Run a short nature activity.
- Showcase a biodiversity project.
- Plant or maintain pollinator-friendly areas where appropriate.

Management

- Announce a new sustainability commitment.
- Launch a Green Team.
- Share your sustainability strategy.
- Introduce a new sustainability project or Green Goal.





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COMMITMENT

Make A Commitment And Do Something New

The Together Greener Match is the centrepiece, but we encourage every participating Club to make at least one practical sustainability commitment during Action Week. It could be something small.

Below are some examples of commitments:

- "During the Together Greener Action Week, our Club will begin measuring our water use".
- "Our Club will establish a Green Team and meet for the first time".
- "We will introduce a car-sharing initiative for away fixtures".
- "We will organise a 'team walk' to training".
- "We will create a new biodiversity area around our Club grounds".
- "We will develop our first Club Sustainability Strategy".

Your commitment could become one of your Club's Green Goals or feed directly into your topic action plan.

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ACTIVITIES

Activities You Could Run

You do not need to organise a major event. Simple activities can create engagement and conversation.

Below are some suggestions on activities your Club can run:

Sustainable Matchday Challenge

Ask supporters to make one sustainable choice when attending the match; walk, cycle, car-share, bring a reusable bottle or avoid single-use plastics.

Sustainable Travel Challenge

Challenge players, volunteers and supporters to use sustainable travel for one match or training session.

Five-Minute Shower Challenge

Use the Together Greener Five-Minute Shower Challenge to encourage teams to reduce water use after training or matches.

Biodiversity Activity

Run a simple biodiversity walk, litter pick, planting activity or wildlife awareness session.

Litter Picking

Organise a litter picking activity after your Clubs match or training session.

Switch-Off Challenge

Encourage teams and facility users to switch off lights, heating and equipment when they are not needed.

Climate Conversation

Give players, young people or volunteers five minutes to talk about climate change and what it means for football and their community.

Launch Something New

Use the Action Week to launch a new project or plan.





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RESOURCES

Use The Together Greener Resources

The Together Greener Action Week is an opportunity to put the resources already available through the Together Greener Programme into practice.

Clubs can use:

Assess

Use your audits to understand your current position.

Identify

Choose practical actions from the action ideas and information resources.

Act

Use your topic action plans and Green Goals to turn ideas into commitments.

Communicate

Use the communications toolkits to tell your Club community what you are doing.

Review

Capture what happened and use your learning to decide what to do next.

The Action Week can therefore become more than a one-week campaign, it can be a starting point for longer-term sustainability action.

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COMMUNICATIONS

Tell your story

Communication is a key part of Action Week. Use your Club's existing channels to let people know what you are doing and why it matters. Keep messages positive, practical and focused on action.

You can use the following template posts to highlight your involvement in the Action Week:

Before Action Week

The FAW Together Greener Action Week is coming!

We're joining Clubs across Wales to celebrate sustainability and take action for a greener future so we can play today and protect tomorrow.

Find out what we're planning during our Together Greener Match.

#TogetherGreener

During Action Week

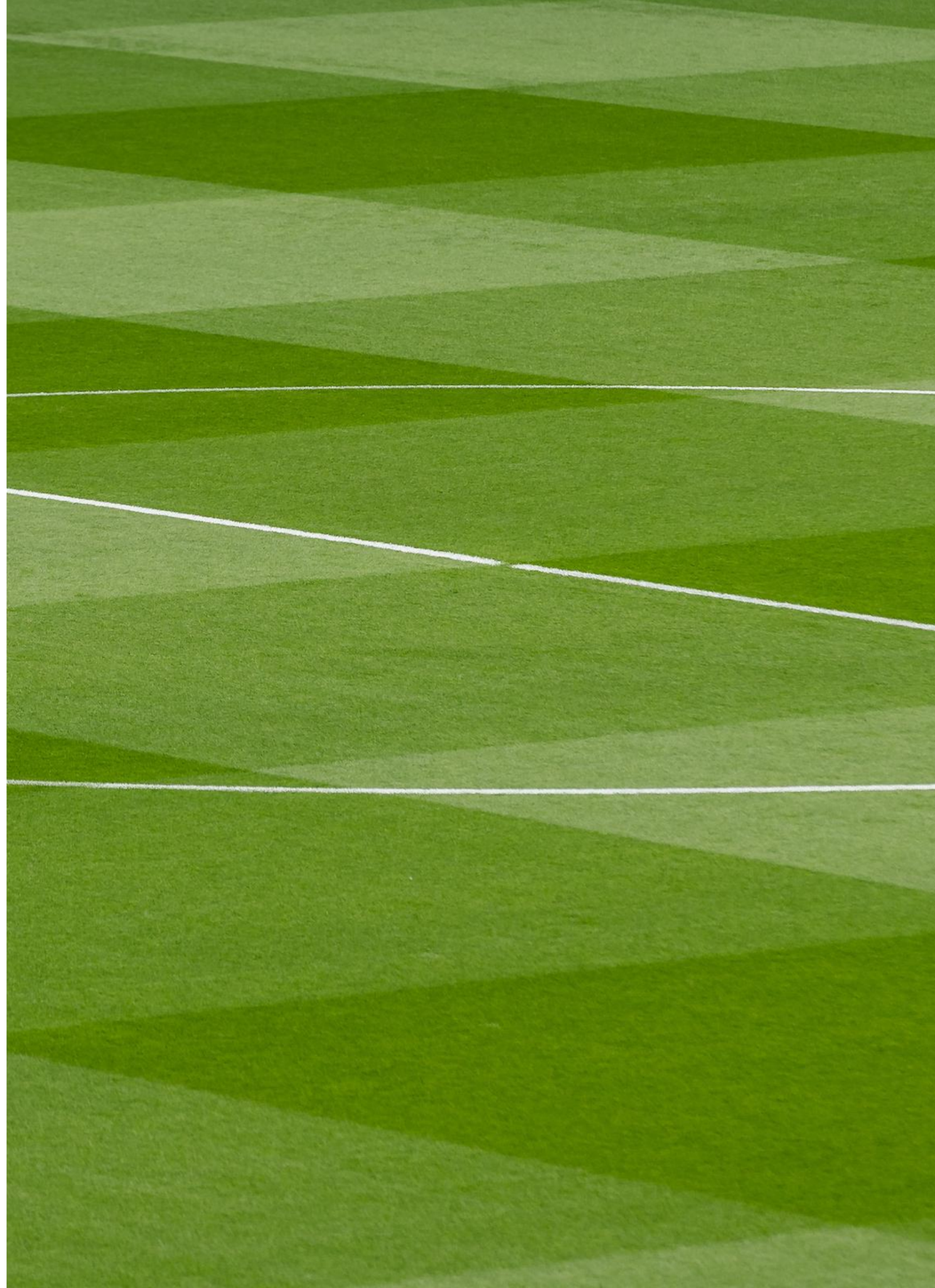
Today is our FAW Together Greener Match!

We're taking action for a more sustainable future and we're asking our players, volunteers and supporters to get involved.

Every action counts.

Play Today, Protect Tomorrow.

#TogetherGreener





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Sharing your commitment

Our Together Greener commitment

During the FAW Together Greener Action Week, we're committing to **[insert action]**.

It's one step towards making our Club more sustainable.

Play Today, Protect Tomorrow.

#TogetherGreener

After the week

FAW Together Greener Action Week – that's a wrap!

We're proud of everyone who got involved and helped us take action for a more sustainable future.

But this isn't the end. It's the start of our next step. If you are interested to get involved contact Sam.

#TogetherGreener

These messages can be adapted for Facebook, Instagram, X, websites, newsletters, WhatsApp groups and matchday announcements.

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SHARE YOUR ACTIONS

Share Your Action With The FAW

Help us tell the story of the Together Greener Action Week!

We want to hear what Clubs across Wales have done during Together Greener Action Week.

Following registration, Clubs will be provided with information about how to share their activities with the FAW.

You could share:

- Photographs from your Together Greener Match.
- Short videos.
- Your sustainability action or commitment.
- Player or volunteer stories.
- Results or achievements.
- Community partnership activities.
- Ideas that other Clubs could replicate.

Please make sure you have the appropriate permissions and consents before sharing photographs or videos with the FAW or publishing them through your Club channels.

The FAW may use examples from participating Clubs to celebrate the collective action taking place across Welsh football and inspire others.





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NEXT STEPS

Keep It Going

Action Week is a starting point, not the finish line

The biggest opportunity is to use the momentum created during Action Week to continue your sustainability journey.

After the week, ask yourself:

- **What worked?** - What did players, volunteers and supporters respond to?
- **What did we learn?** - Were there challenges or barriers?
- **What should we continue?** - Which actions should become part of normal Club activity?
- **What should we do next?** - Could your Action Week commitment become a Green Goal, action plan activity or longer-term sustainability objective?

Use the Sustainability Progress Tracker and the Monitoring, Measuring & Reporting Progress resource to help monitor and reflect on progress over time.

The Together Greener Programme is designed to support Clubs beyond the Action Week. Use the programme resources to help your Club continue its sustainability journey.

FURTHER SUPPORT

The Together Greener Action Week is an opportunity to bring the sustainability ambition of Welsh football to life.

Whether your Club is taking its first sustainability step or already has an established programme of activity, there is a place for you in Action Week.

A greener future for football will not be created by one Club or one action. It will be built through thousands of decisions, actions and conversations across Clubs and communities throughout Wales.

Use what you have learned in this resource to:

- Register your Club for Together Greener Action Week.
- Choose a practical sustainability action.
- Organise your Together Greener Match.
- Engage your players, volunteers and supporters.
- Use the Together Greener resources to support your activity.
- Share your story and celebrate your achievements.
- Use the momentum from Action Week to continue your Club's sustainability journey.

Further information on the Together Greener Programme can be found at **www.faw.cymru/togethergreener**

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