



# GREEN FOOTBALL

9-22 March 2026

# WHERE FOOTBALL LIVES

## The campaign at a glance

### The idea

Football holds communities together. But the places we play and watch the game are under threat from extreme weather and so is everything the game gives us.

### The core invitation

Tell us where football lives for you.

### How clubs can take part

Clubs choose what fits their community and capacity. You can:

- Share place-based stories from players, fans or communities
- Create moments of recognition on match-day that spotlight local places
- Connect existing community or sustainability work to protecting where football lives
- Use the Green Football Cup as a simple, gamified route into action

# DEFEND WHERE FOOTBALL LIVES



We unite football to  
protect the game we  
love and the world we  
share.



Football doesn't just live in stadiums. It lives in our streets and our parks, our pitches and playgrounds. These are the everyday spaces where people come together to kick around, connect, and belong.

Whether playing or watching, when extreme weather like flooding, heat, and wild fires wipes out a match, it's not just the 90 minutes that's lost. It's seeing our mates. It's our weekly run-out. It's how we finally switch off, the one thing that gets us out of our head for a couple of hours.

For millions of us, football — whether it's five-a-side, Sunday league, or the weekly pilgrimage to the ground — is a lifeline.

But our changing climate puts all of that at risk. The routines, the relationships, the sense of belonging... It all rests on the places where we find the game we love.

**Now those places need us.  
It's time to come together and defend where football lives.**

# WHAT THIS CAMPAIGN IS (AND ISN'T)

Football holds communities together. But the places we play and watch the game are under threat from extreme weather and so is everything the game gives us.

These places do far more than host the game. They bring people together, support physical and mental wellbeing and form part of the routines and rituals that make football matter in everyday life. By celebrating them, we help people see what's worth defending.

By defending the places where football lives - by supporting adaptation to make them more climate-resilient, and tackling the root causes of extreme weather - we protect participation, coaching, volunteering, local pride and the quiet, consistent cohesion these spaces provide.



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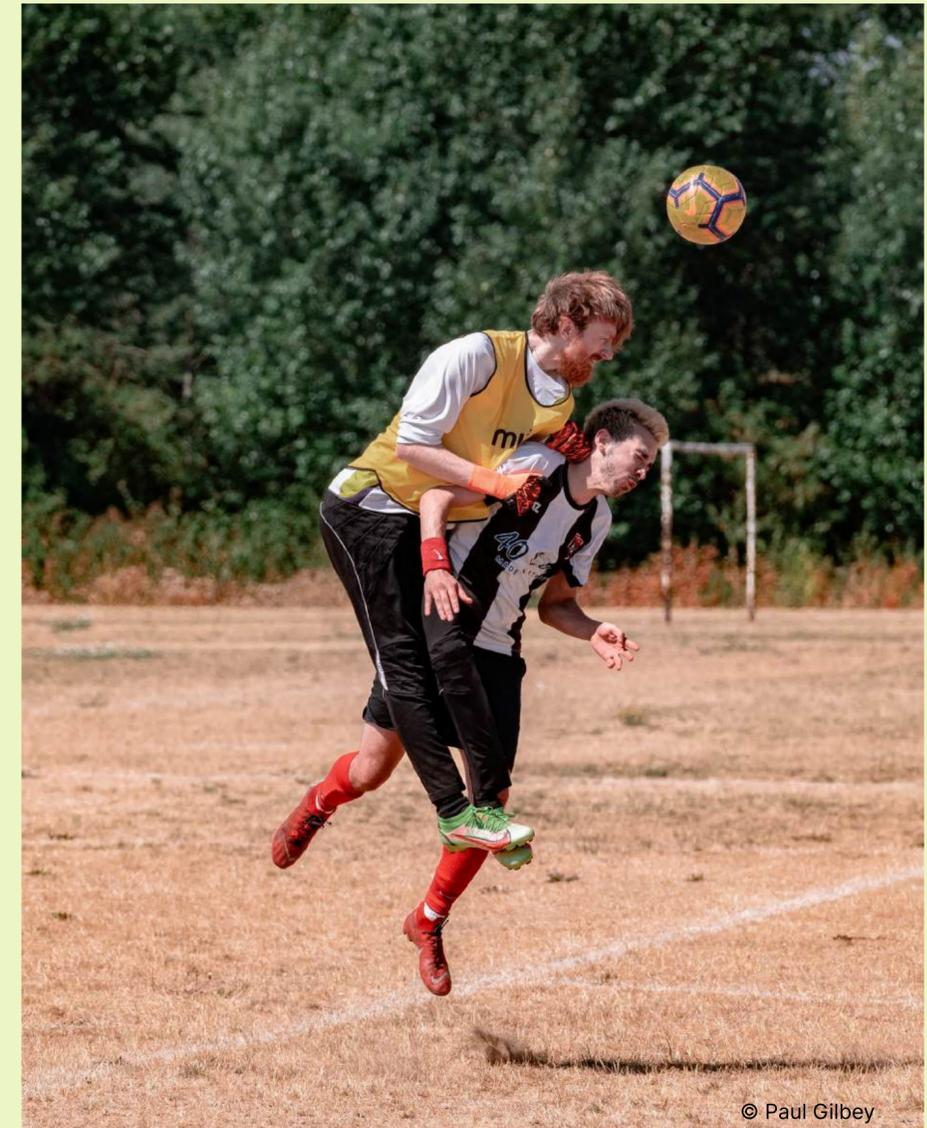
# WHAT THIS CAMPAIGN IS (AND ISN'T)

This campaign is designed to add to existing club storytelling, not replace it or force a shift into climate-first messaging. The core fan invitation is simply:

**Tell us where football lives for you.**

This is the primary invitation fans will see across the campaign.

Note: Everything that follows below is illustrative, not prescriptive. Clubs don't need to do everything — just to choose what fits their community, capacity, and context.



# HOW CLUBS CAN DEFEND WHERE FOOTBALL LIVES

Clubs can choose from the following, depending on what feels right:

## SHARE PLACE-BASED STORIES

Players, fans or community groups sharing the places where football lives for them - past or present.

**Call-to-action:** Follow [@\\_greenfootball](#) to find out how you can defend where football lives

## CONNECT EXISTING COMMUNITY OR SUSTAINABILITY WORK

Anything the club already does linked to sustainability or nature can link into this campaign as part of defending where football lives. Support for grassroots clubs or local football spaces also works.

**Call-to-action:** Follow [@\\_greenfootball](#) to find out how you can defend where football lives

# HOW CLUBS CAN DEFEND WHERE FOOTBALL LIVES

Clubs can choose from the following, depending on what feels right:

## HOST A GREEN FOOTBALL MATCHDAY

Celebrate your own progress or commitments to sustainability and nature on a themed match-day. Amplify stories and engage fans through activations and literature. Highlight the places where football lives at your club and in your community.

**Call-to-action:** Defend where football lives.

## THE GREEN FOOTBALL CUP

The Green Football Cup can be used as a simple, gamified route into action, e.g. a walk to the game, recycle/donate a shirt, eat less meat earns points logged onto a leaderboard managed by our partner, Pledgeball.

**Call-to-action:** Push your club to victory and defend where football lives in the Green Football Cup at [www.greenfootball.org](http://www.greenfootball.org)

# STORY FORMATS CLUBS CAN USE

## PLAYER-LED STORYTELLING

### The pitch that made me

A social video format where players return to the first or most meaningful place they played football - a park, pitch, cage, or school field - and reflect on how it shaped them.

Grounding the story in real locations and personal memory highlights why these grassroots spaces matter, and what's at risk when they're lost to flooding, extreme weather, or long-term decline.

Tag or collaborate with us on socials @\_greenfootball

NOTE: Michael Carrick is used here for illustrative purposes only.



# STORY FORMATS CLUBS CAN USE

## EXAMPLE NARRATIVE

### The pitch that made me



Players return to the first or most meaningful place they played in their youth...



...reflecting on how those spaces shaped them, and why protecting them still matters, even for elite professionals.



We gain a deeper appreciation of the player from those who knew them before they were famous...



...and finish on the urgency and importance of protecting these places for future generations of players.

NOTE: Calvin Phillips is used here for illustrative purposes only.

# STORY FORMATS CLUBS CAN USE

## PLAYER-LED STORYTELLING

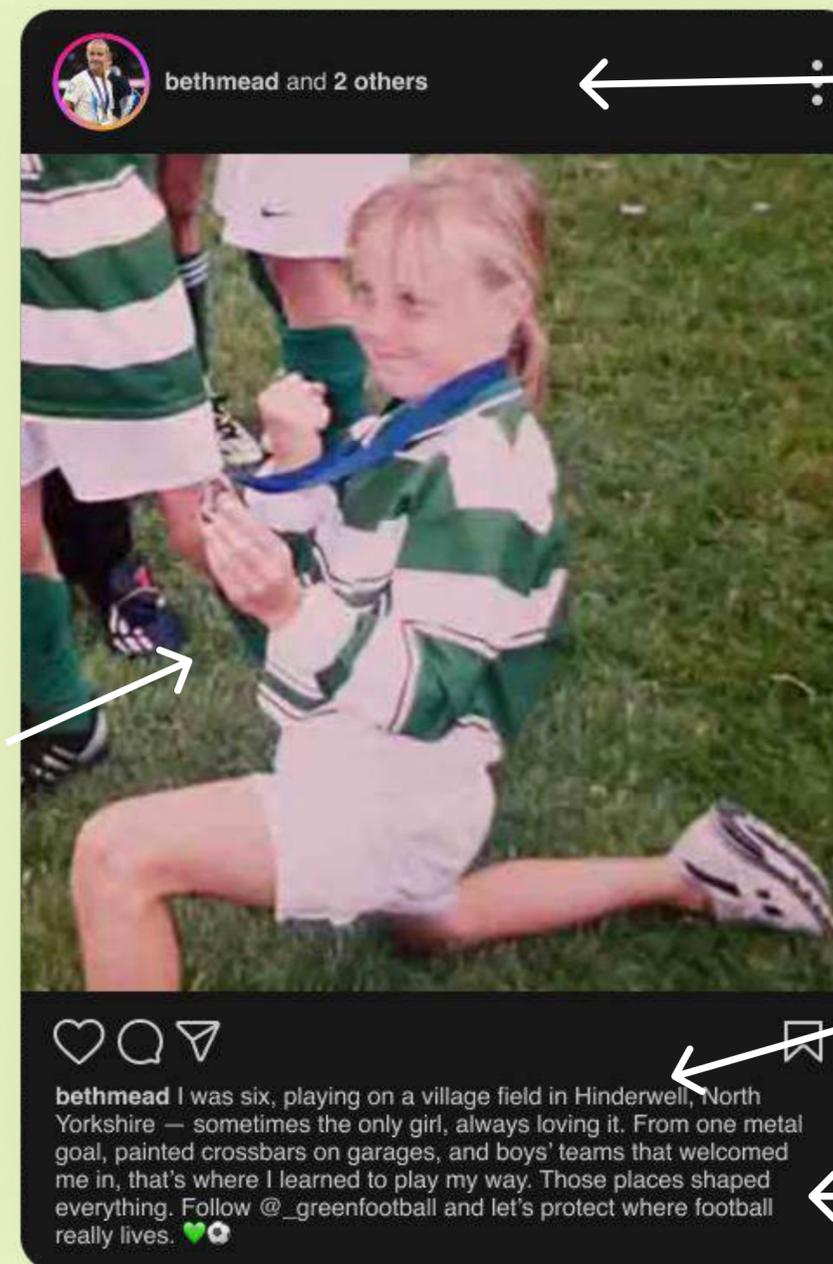
### Where I came from

A simple social feature where players post a picture of themselves as a young player alongside a reflection/anecdote from that time to show why protecting grassroots football spaces matters.

**Example format:** A video or photo-post-with-caption of a player that talks through one or several childhood football photos, describing who they were, what they wanted and how football shaped them, implicitly or explicitly linking that story to the grassroots pitches and local environments that formed the pipeline into the professional game.

Tag or collaborate with us on socials  
[@\\_greenfootball](#)

NOTE: Beth Mead is used here for illustrative purposes only.



Collab post with player, club and [@\\_greenfootball](#)

“Portrait” dimension photo where possible; if it’s a horizontal photo, then this can be cropped into a square

Short description of the time period, memories of that time, and why it was important to the player (this can be co-written by us if needed).

End tie into importance of protecting these places with a tag for [@\\_greenfootball](#) where possible

# STORY FORMATS CLUBS CAN USE

## PLAYER-LED STORYTELLING

### Where I came from

A simple photography-led social feature where players wear/hold the shirts of Sunday League teams local to their club's area.

**Example format:** A video or photo-post-with-caption of a player that talks through one or several childhood football photos, describing who they were, what they wanted and how football shaped them, implicitly or explicitly linking that story to the grassroots pitches and local environments that formed the pipeline into the professional game.

Tag or collaborate with us on socials @\_greenfootball

NOTE: Man City are used here for illustrative purposes only.

Sunday League team tagged in relevant photograph; optional player tag

"Portrait" dimension photo where possible; if it's a horizontal photo, then this can be cropped into a square



Collab post with pro club, Sunday League club and @\_greenfootball

Short description of what the activation is and why it matters (this can be co-written by us if needed)

End tie into importance of protecting these places with a tag for @\_greenfootball where possible

# GREEN FOOTBALL MATCHDAY

## COMMS & DIGITAL

- Showcase your stories of players across match-day programmes, big screens and social channels.
- Highlight where football lives in your community - fans, community participants, grassroots clubs - and tell their stories.
- Showcase your club's sustainability progress and success stories.
- Make new commitments around climate or nature.
- Signpost fans to do their bit in the Green Football Cup.

## MATCH-DAY FURNITURE

- Advertising boards with the Green Football logo or website.
- Wrapped ball plinths.
- Signage around the stadium and concourses.



# GREEN FOOTBALL MATCHDAY

## FANS

- Encourage fans to tell their stories on social media about where football lives for them.
- Highlight fan and community stories about the wider football ecosystem and the places where football lives and their importance (social, physical health, mental health)
- Engage fans and communities in the Green Football Cup

## MEDIA & BROADCAST

- Keep the Green Football team posted on your stories and plans for possible media engagement.
- Use your own local media contacts to amplify your stories and impact.



# THE GREEN FOOTBALL CUP

## POWERED BY PLEDGEBALL

Fans can score points for your club by making simple pledges linked to climate and nature.

The Cup gives an easy mechanism to engage fans in doing their part, and through the gamified league table and impact statistics gives tangible stories to tell.

The Cup itself is presented to the club whose fans pledge to save the most carbon emissions over the course of the campaign. Previous winners include Manchester United (x2) and Northampton Town.



# THE GREEN FOOTBALL CUP



©TNT Sports

## Rally the fans

Pick your Green Football match-day and prepare to rally your fans and community to take part.



## Choose the rewards

You know your fans best, offer them prizes they'll really care about as they race to win the Green Football Cup.

02	Northampton Town	1813
03	Leicester City	1514
04	Chelsea	1195
05	Brentford	1021
06	Forest Green	805
07	Norwich City	656
08	Exeter City	353

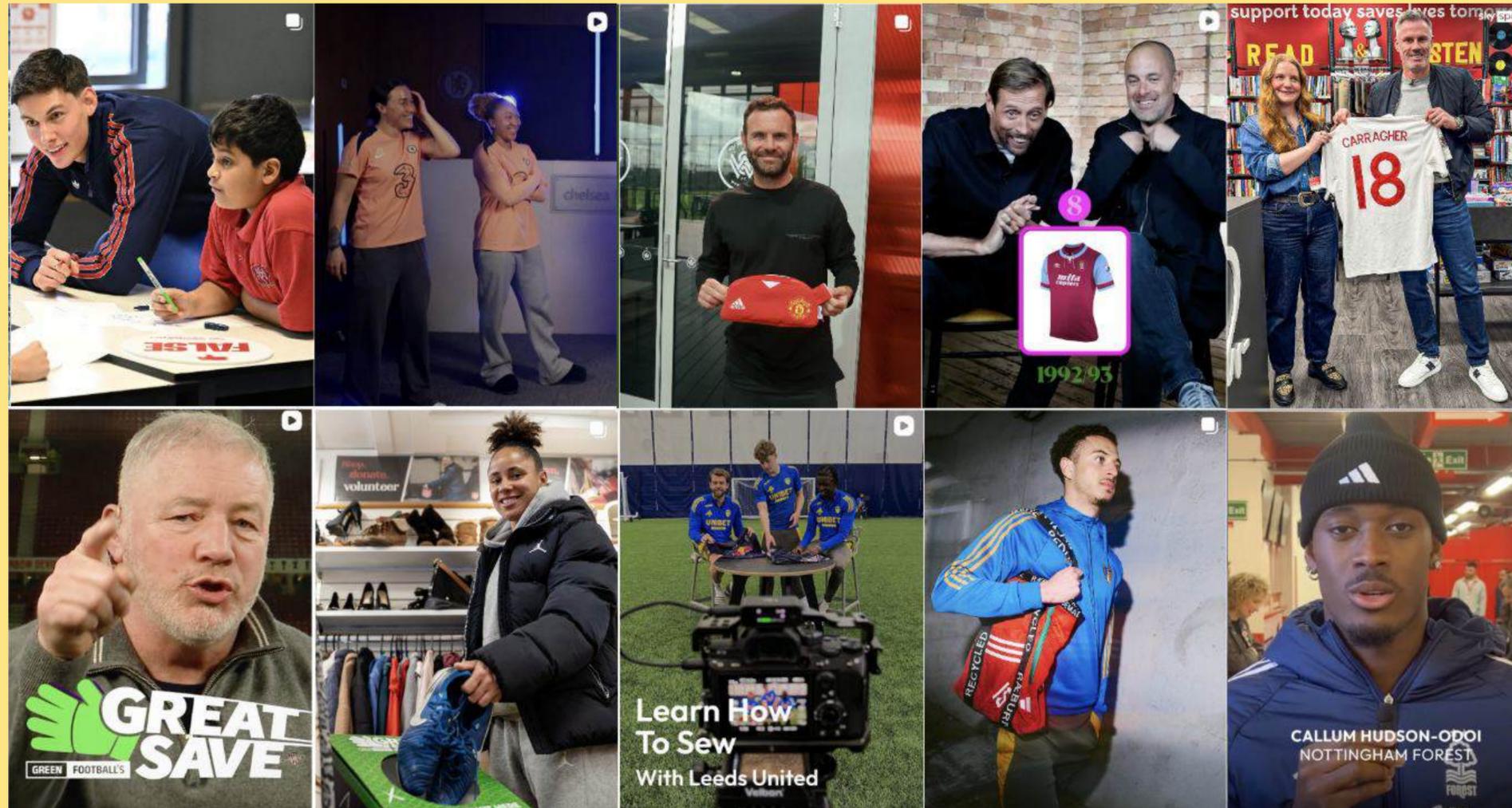
©Paul Gilbey

## Fans pledge, you climb

Fans make simple climate and nature pledges, each one boosts your club's position in the Cup. More pledges = more points = higher up the table.

# SOCIAL MEDIA

Sharing on social media makes a massive impact, so please share your content in collaboration with us at [@\\_greenfootball](#)



# PARTNERS



One of Europe's biggest media, sports and entertainment companies and a leader on sustainability through its campaign Sky Zero.



The national representative body for all supporters in England and Wales, working to drive positive change at every level of the game.



A global movement of people and organisations taking high impact steps to address climate change.



A research-driven organisation that rallies football fans to bring about change to preserve our planet.



Final Third is a specialist in football-led community engagement and education on climate.



A strategic digital marketing agency for ambitious organisations driving positive change and innovation.



The home of live football, with 52 Premier League matches per year and a mission to become one of the greenest broadcasters in the UK.

# GREEN FOOTBALL IMPACT 2025

Green Football engages millions of fans, helping to normalise the conversation about climate change in football and galvanise action.

## 96 CLUBS, 75 PLAYERS

gave their platform and voice, acting as powerful messengers to reach and engage fans, and showcase climate action.

## 13+ MILLION

people reached via broadcast, social media, schools, and events.

## 19% INCREASE

in conversation about football & climate change during the campaign.

Through our partnership to save kit from landfill with The Salvation Army in 2025, fans helped drive a 21% rise in kit donations and a 7% uplift in shop contributions.

## 400+ PIECES OF MEDIA COVERAGE

across national, regional and sports media.

## 21% INCREASE IN SALVATION ARMY DONATIONS