



# Benchmark

on Sport and environmental education



**PLANET BALL**

Led by



Partner





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## INTRODUCTION

### What is the Planet Ball project?

The "**PLANET BALL: Football as a tool for environmental education**" project, coordinated by the Think tank Sport and Citizenship, focuses on developing tools for grassroots clubs and local sports stakeholders to promote environmentally responsible behaviour in their sport, in order to develop environmental awareness from an early age through sport.

- The first phase of the project, and the main objective of this handbook, is to collect good practices that have been implemented in order to identify what is missing and what could be improved in order to build a strong and comprehensive training program.
- In the second phase, the project will provide theoretical and practical awareness-raising training using a 'train the trainers' approach, with the idea that the trainees will become ambassadors of good practice in their clubs and communities.
- The third stage of the project is to support the young people, armed with their knowledge, to disseminate widely the content and results of what they have learned and worked on, intending to create a community of good practice.

### Why did we create the handbook?

The production of this handbook is an initiative of the PlanetBall project. It serves as a comprehensive guide for educators, coaches and football organisations, providing them with practical tools and methods to effectively integrate environmental education into their programmes. The motivation behind the development of this handbook stems from the urgent need to bridge the gap between sport and environmental education, especially for young people. Educating young people about environmental issues by mobilising them through their favourite sport is at the heart of the PLANET BALL project. We strongly believe in the role of sport in formal and non-formal education. With urgent challenges to address when it comes to the protection of the environment, we want to make the sport movement a key actor in educating the youth to the protection of their planet and natural resources.

This benchmark presents educational tools and environmental activities that have already been implemented in France, Greece, Romania, Spain, Estonia, Turkey and Finland. It emphasizes four key areas crucial for integrating environmental education into sports.

- Firstly, it focuses on **fostering environmental awareness through physical and sports activities**, demonstrating how engaging in sports can also promote a deeper understanding of environmental issues.
- Secondly, it highlights the **promotion of eco-friendly sports by merging sport activities with environmental conservation**, showcasing innovative practices that benefit both the environment and participants.
- Thirdly, the handbook underscores the **importance of capacity building and training for sport actors**, providing essential resources to equip coaches, educators, and sports organizations with the skills needed to lead these initiatives effectively.
- Lastly, it acknowledges **the role of sports clubs and events as committed leaders in environmental education and societal change**, illustrating how these entities can drive positive environmental impact and inspire broader community engagement.

By addressing these four areas, the handbook aims to create a comprehensive framework for leveraging sports as a powerful tool for environmental education and action.

## How can sports play a transformative role?

- **Sustainable events:** Sports venues and events can reduce their carbon footprint and promote green practices by implementing environmentally friendly designs and operations.
- **Awareness campaigns:** By integrating environmental education into sports activities, millions of people can be reached and being properly informed about sustainability and environmentally friendly practices. This broad exposure can lead to widespread understanding and action.
- **Empowering Youth:** Integrating environmental education into sports training encourages young people to adopt sustainable behaviours but also empowers them to become advocates for change.

- **Community Building:** Sport, by its very nature, brings people together and creates strong community bonds. This collective spirit can be directed to address local environmental challenges and encourage community-wide participation in sustainability efforts.
- **Collaborative efforts:** Partnerships between sports actors and environmental civic society organizations can increase the impact of sustainability initiatives and promote a culture of environmental responsibility.

Through these strategies, sports can make a significant contribution to environmental protection and inspire future generations to lead the fight against climate change.

## How PLANETBALL project contribute to the protection of the environment?

- **Addressing Climate Change:** Global temperatures have risen by 1.2°C since pre-industrial times, with serious consequences for ecosystems and human societies. As we face these escalating challenges, the need for innovative solutions becomes more urgent.
- **The Global Impact of Football:** With over 3.5 billion fans around the world, football has an incredible power to shape attitudes and behaviours. This extensive reach makes it an ideal platform for spreading environmental awareness and encouraging sustainable action.
- **Engaging Young People:** Educating young people about environmental issues is vital as they are the future citizens and leaders of our planet.

## Good practices of Sport and Environmental education

### FOSTERING ENVIRONMENTAL AWARENESS THROUGH PHYSICAL AND SPORTS ACTIVITIES

#### 1. OSES (Ocean Sustainability through Education and Sport), France

Title	OSES (Ocean Sustainability through Education and Sport)
Area	Water sports, Environmental and Social Sustainability.
Implementing Actor	Sport and Citizenship
Summary	The project “Ocean Sustainability through Education and Sport” focuses on the development of tools for federations and local sports actors to educate youth in eco-responsible actions and develop environmental awareness from an early age through sport. The project is built around four pilot interventions, implemented by sport organisations at local, regional and European level. Those pilot interventions consist of integrating pedagogical methodology about ocean protection and environmental awareness into day-to-day sports activities.
Target group	Young people and educational trainers, but more broadly interested sport stakeholders and athletes.
Objectives	<ul style="list-style-type: none"> <li>- To assess the experience and insight of active sports organisations on creating and implementing an awareness campaign and educational methodology towards ocean and seas preservation.</li> <li>- To develop educational and environmental awareness methodology at the local level to foster ocean protection through sport.</li> <li>- To measure the social and environmental impact of the programme implemented to strengthen advocacy toward ocean protection.</li> </ul>
Number of participants involved:	9 partners: Sport and Citizenship (leader), Surfrider (Spain), EMSEA (European Marine Science Educators Association), University of Barcelona, Ocean as Common (France), Begi Bistan (Spain), Green Coast Surf school (Portugal), Dan Europe (Malta), Normandy Sailing League (France)
Activities	<ul style="list-style-type: none"> <li>- The first phase of the project is one of research and assessment of the role of sport in protecting the oceans and the development of a methodology and teaching tools to raise young people's awareness of the environment.</li> <li>- Then, pilot interventions were held in the four partner clubs: the pilot projects involved the partner organisations using the educational tools in their day-to-day sporting activities as well as</li> </ul>

	<p>engaging young people from their organisations in environmental activities.</p> <ul style="list-style-type: none"> <li>- The last phase of the project will consist in an impact evaluation to highlight better the role of sport in ocean protections.</li> </ul>
Results	<ul style="list-style-type: none"> <li>- A study on Sport and Ocean Literacy was created. It provides insight into what can be done to link the two in the partner countries.</li> <li>- The project will then lead to the production of a handbook on good practices regarding ocean literacy and environmental education through sports.</li> <li>- Gathering the expertise of the partners and the work on the ground of the four pilot interventions, the consortium will develop a comprehensive methodology, keeping in mind the need for adaptation to local contexts. Accessible through the project website, this methodology will showcase different tools, contents, activities, and domains which can be used by sport organisations and clubs to create environmental awareness programs for different target groups (youth and trainers)..</li> <li>- More details on the workshops will also be made available online.</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- It links different stakeholders from across Europe on the topic of education on ocean protection, which helps raise awareness on an urgent issue.</li> <li>- It tackles the advantages sport can bring to raising awareness on climate change.</li> <li>- It offers a complete methodology that can easily be used again by other actors in new countries.</li> <li>- The self-feedback on the pilot interventions will allow new users to adapt their workshop methodology.</li> <li>- Its approach considers both formal and informal education, which is key to reach young audiences.</li> </ul>
Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.	<p>There could be a lack of interest from local communities in which the pilot workshops take place. Partnering with active associations from the areas in question, as well as communicating well in advance in the language of the community can help with these potential issues.</p>
Duration	36 months
References	<a href="http://sportetcitoyennete.com">Oses Project - Sport and Citizenship Think tank (sportetcitoyennete.com)</a>



## 2. Playdagogy - Environmental education, France

Title	Playdagogie – Education à l’environnement (Playdagody - Environmental education)
Area	Environment, Education, Sports
Implementing Actor	Play International
Summary (description and reason to be)	The subject of environmental education can be complex and sometimes difficult to assimilate into everyday life. The technical vocabulary used by scientists in this field makes it difficult to understand the issues and concepts involved. Teachers therefore need to explain each term as simply and visually as possible and get pupils to think about the simple things they can do in their everyday lives to protect the environment. The work of the Playdagogie kit sessions is used to support these teachings with fun and engaging activities for children.
Target group	9-12 years old school pupils and their teachers
Objectives	<ul style="list-style-type: none"> <li>- To educate children on the importance of protecting their local environment and on changes they can implement in their day-to-day life to limit their ecological impact.</li> <li>- To promote community and a healthy lifestyle.</li> <li>- To make the environmental issue accessible to children.</li> <li>- To help preserve the ecosystem in Mayotte and the rest of France.</li> </ul>
Activities	<ul style="list-style-type: none"> <li>- Answering the call of the Regional Chamber for the Social and Solidarity Economy (CRESS) for project ideas on environmental protection in Mayotte, Play International organised a pilot intervention on waste recycling with a group of pupils.</li> <li>- After receiving positive feedback on their first action, Play International developed an educational program on environmental protection, with the help of partner professionals.</li> <li>- The educational kit, at first focused on the issues specific to Mayotte, was then adapted to the reality of the ecosystems in mainland France. It is available online in French.</li> </ul>
Results	Two educational kits, for Mayotte and mainland France, were published online. They offer creative sporting activities that are also educational on environmental issues, mainly using acro sports and traditional games. Schools have been using them to explain the importance of environmentally friendly behaviours in one’s day-to-day life. For instance, it promotes paying attention to one’s consumption, composting, not doing one’s washing or dishes in the rivers, but also respecting the three “R”, reduce, reuse and recycle. The goal of the exercises is also to get pupils to understand the workings of an ecosystem and how humans can cause imbalance within the environment.

<p>Strengths</p>	<ul style="list-style-type: none"> <li>- It mixes environmental education and games, to help reach younger audiences. The taking into account of the children's feelings in the debate is another strength that helps engaging them.</li> <li>- It takes into account the ecological specifics of the region it will be implemented in.</li> <li>- The kit was made in collaboration with local actors, that can help its accuracy and its dissemination to relevant stakeholders.</li> </ul>
<p>Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.</p>	<p>The tool may have difficulties reaching teachers and other potential users of this kit. Collaborating with local professionals is an efficient way to avoid this risk.</p>
<p>References</p>	<p><a href="https://www.play-international.org/projets/playdagogie-education-environnement">https://www.play-international.org/projets/playdagogie-education-environnement</a>  <a href="https://www.play-international.org/kit/scolaire/kit-envi-sco-metropole?destination=/kit/scolaire/kit-envi-sco-metropole">https://www.play-international.org/kit/scolaire/kit-envi-sco-metropole?destination=/kit/scolaire/kit-envi-sco-metropole</a></p>

### 3. SENS - For Sustainable Environment, Nature Sports, Turkey

Title	SENS - For Sustainable Environment, Nature Sports
Area	Environment, sports, education
Implementing Actor	Sorgun Gençlik Derneği (SORGED, 'Sorgun Youth Association')
Summary (description and reason to be)	As part of the Erasmus + SENS project, the Turkish association put together sports outings and training to promote environmental action among young people. The 'Sorgun Youth Association' (SORGED) was founded in 2014 in Sorgun, Yozgat in order to ensure that young people take their rightful place in society and that society benefits more from young people. It promotes youth participation in society and aims to achieve great synergy by bringing together young people with different talents.
Target group	Young people in partnering countries
Objectives	<ul style="list-style-type: none"> <li>- Creating environmental awareness and consciousness in nature sports, drawing attention to the destruction of nature sports areas.</li> <li>- Training young people on the existing solutions to be more environmentally friendly when practising sport.</li> <li>- Promoting sports-related environmental education and sports in a safe and clean environment.</li> <li>- Creating strong cooperation and synergy between partners.</li> </ul>
Number of participants involved:	4 (Sorgun Gençlik Derneği as leader from Türkiye, Vere Montis in Croatia, Scout Society Association in Romania and the Hellenic Powerlifting Association in Greece)
Activities	<ul style="list-style-type: none"> <li>- Like the other partners, SORGED held courses for young people that were part of the association, to encourage cycling, trekking and orienteering, with a focus on how to be environmentally friendly when practising these sports.</li> <li>- SORGED organised an Environmental Education workshop in Yozgat Çamlığı National Park, Turkey's First National Park, for individuals who are sensitive to the environment and have positive attitudes and</li> </ul>

	<p>behaviours towards environmental protection. It targeted teenagers and young adults, as the training was carried out by an environmental engineer and a professor from the Department of Medical Pharmacology at Bozok University Faculty.</p> <ul style="list-style-type: none"> <li>- After that, a Zero waste and environmental awareness training was held with local children in Yozgat and an “Eco sports” Info Day.</li> <li>- The project includes the exchange of experiences and the development of joint guidelines for ecologically sustainable sporting events. They were carried out during the 5 partners meetings.</li> </ul>
Results	<ul style="list-style-type: none"> <li>- 12 events were held across the partnering countries.</li> <li>- The plan and objectives of each sport course were published on the project website.</li> <li>- A Handbook was published with guidelines on holding sporting events in an ecologically sustainable manner.</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- It focuses on local communities in each implementing countries, to reach as many young people as possible.</li> <li>- Although it was a small-scale project (of only a year, and 4 partners), they met regularly and managed to organise a lot of successful events.</li> <li>- It is easy to implement in other places, or with other outdoor sports.</li> </ul>
Difficulties or constraints for its implementation . Actions that are planned to mitigate those risks.	<p>Engaging young people can sometimes be difficult. Having consortium members that directly work with youth (such as SORGED) is thus an interesting advantage.</p>
Duration	<p>Project in total: 1 year</p>
References	<p><a href="https://www.sportsens.org/tr/projemiz">https://www.sportsens.org/tr/projemiz</a>  <a href="https://erasmus-plus.ec.europa.eu/projects/search/details/101090633">https://erasmus-plus.ec.europa.eu/projects/search/details/101090633</a></p>

## 4. Goals for Zero Plastic, Greece

Title	Goals for Zero Plastic
Area	Sport, Environment, Education
Implementing Actor	Organization Earth
Summary	Climate crisis is a main challenge that the global community is facing. The UN urgently calls for climate action to eliminate damage and educate future generations. Sports for good projects contribute to participants' adoption of positive attitudes such as environmental awareness and ethical use of the planet's resources. Plastic pollution is one of the main environmental challenges of overcrowded Greek refugee camps, while there are limited environmental awareness opportunities and sport spaces available to camp residents. The project aims to promote climate resilience and sustainability, and offer to 800 camp residents, both children and adult refugees and asylum seekers, access to sustainable sport facilities, raise environmental awareness, adopt sustainable practices and reduce plastic pollution in Schisto refugee camp in Greece.
Target group	The target groups will be the Schisto Refugee camp residents (racial and ethnic minorities, socio-economically disadvantaged).
Objectives	<ul style="list-style-type: none"> <li>- Providing the community with sustainable sports infrastructure that will enable them to exercise regularly.</li> <li>- Educating the camp residents on how plastic items could be reused, by giving them a second life, instead of disposing them in a landfill.</li> <li>- Facilitating the disposal of items that can be recycled and will also educate program participants.</li> </ul>
Number of participants involved:	80 children and 40 adults per month. At least 50% of participants are women and girls. They are all refugees and asylum seekers in the Schisto Refugee camp in Greece. The refugees and asylum seekers' countries of origin include Afghanistan, Cameroon, Congo, Iran, Iraq, Pakistan, Somalia, Syria, and Yemen.
Activities	<ul style="list-style-type: none"> <li>- 219K of plastic bottle caps / approximately 312kg of recycled plastic will be used for the creation of upcycled sports infrastructure, including goalposts, benches, corner flags and a recycle bin. Residents will be actively involved in the collection</li> </ul>

	<p>process. In addition, the concrete ground of the football pitch will be replaced with a turf one, made of recycled materials.</p> <ul style="list-style-type: none"> <li>- 76 environmental educational and awareness-raising activities will be implemented in or near the newly-created sustainable sports infrastructure, which will be used as a vehicle for creating positive social and environmental change and not just providing physical activity. 100 children and 40 adults will participate in the experiential activities, and will learn about concepts such as recycling, food waste and sustainable food systems and how to undertake responsibility towards climate issues.</li> </ul>
<p>Results</p>	<p>The refugee and asylum seeker communities of Schisto Refugee Camp in Greece have improved access to sustainable and/or climate-resilient sports infrastructure:</p> <ul style="list-style-type: none"> <li>• 2 Goal Posts (Total 106.000 plastic bottle caps, 140 kg of recycled plastic), 4 Benches, 4 corner flags, 1 recycling bin</li> <li>• 1 sustainable football pitch with recycled materials</li> </ul> <p>Number of people having gained access to the facility: 800  Amount of recycled plastic waste utilised in the process: Total 219K of plastic bottle caps / approximately 312kg recycled plastic. Their recycling will save 1900 kg of CO2 emissions and 122.500 lt of water.</p>
<p>Strengths</p>	<p>Plastic pollution is one of the main environmental challenges of the Schisto refugee camp. The Plastic Reduction and Reusing Policy, including the Goals for Zero Plastic Initiative, will activate and inspire our sports activity participants, employees, volunteers, and other NGOs to recycle plastic and participate in climate action. In addition, it will guide Organization Earth to reduce its carbon footprint by minimizing single-use plastic, which will also improve the living conditions in the area where the camp is located.</p>
<p>Difficulties or constraints for its implementation . Actions that are planned to mitigate those risks.</p>	<p>The weather conditions might not allow the creation of the infrastructure outdoors in Schisto Refugee Camp. Our contractor has proposed, as an alternative solution, to complete them in their workshop and then transport them to the camp.</p> <p>The amount of collected plastic caps might not be adequate to meet the required amount needed to complete the proposed upcycled sports infrastructure. As we are aware that the amount is quite high (219K plastic bottle caps), we plan to collect them from multiple sources, including both our partners (schools, NGOs, local authorities, etc) and our contactor, Athens Makerspace, who, as a specialist in plastic upcycling, has an</p>

	<p>extensive network. We are also in the process of researching more sources located in the Greater Athens region.</p> <p>Camp residents might be hesitant to participate in the plastic cap collection. The Sports Climate Champions, who will be trained as part of the proposed project, will be refugee camp residents who already participate in our sports programs and have expressed interest in getting involved in environmental actions. They are in the best position to activate the community as they are part of it and can approach and engage more efficiently with other Refugee camp residents.</p>
Duration	1 year
References	<p><a href="https://www.adidas.gr/sustainability/move-for-the-planet">https://www.adidas.gr/sustainability/move-for-the-planet</a></p> <p><a href="https://www.common-goal.org/Stories/Goals-for-Zero-Plastic2023-05-23">https://www.common-goal.org/Stories/Goals-for-Zero-Plastic2023-05-23</a></p>

## 5. Sport and Growth - Greece

Title	Sport and Growth
Area	Sport, Environment, Education
Implementing Actor	Organization Earth
Summary	Sport and Growth project that is implemented by Organization Earth in collaboration with Barcelona Foundation aims at improving the overall well-being of refugee children that reside in Schisto and Ritsona Refugee Camps as well as of unaccompanied minors residing in designated shelters in Athens urban area. Sport and Growth deploys an innovative football-based training methodology so as to instil participants with positive social values such as respect, solidarity, and ambition, while it upsills their competencies through environmental awareness, digital literacy and health promotion workshops. Finally, the project facilitates beneficiaries integration and inclusion to the hosting community by engaging them in meaningful community-based activities.
Target group	-200 Refugee children aged 7-17 years old, boys and girls reside inside refugee camps. -200 Unaccompanied minors aged 14-17, boys and girls of unaccompanied minors' shelters.
Objectives	<ul style="list-style-type: none"> <li>- Improving the physical, mental, and emotional wellbeing of participants by combining sport, leisure, recreational and environmental activities (connecting with nature reduces stress and enhances inner balance) and adopting a sustainable lifestyle. Focusing on awareness raising and health promotion through targeted workshops.</li> <li>- Giving participants the opportunity to develop soft skills by adopting social values while using sport as a tool for personal development, as well as green skills through their connection with nature.</li> <li>- Developing social inclusion of participants by giving them the opportunity to interact with local children and through team-building activities that will foster group identity and a sense of acceptance and belonging to the host society.</li> </ul>
Number of participants involved:	400 refugee children



<p>Activities</p>	<ul style="list-style-type: none"> <li>- SportNet training sessions by using a specific methodology developed by the Barça Foundation that uses sport to promote values such as teamwork, self-expression, and healthy living among participants, fostering life skills and social integration through physical activity.</li> <li>- Workshops and targeted activities in an effort to raise awareness and promote a healthy lifestyle. Children are familiarised with basic nutrition principles and trained in first aid, being also acquainted with eating disorders and discovering key concepts of mental health.</li> <li>- Green skills and environmental awareness workshops inside the refugee camps with participation of refugee children. The workshops promote the importance of the connection with nature to participants' physical, emotional and mental health.</li> </ul>
<p>Results</p>	<ul style="list-style-type: none"> <li>- Provide access to organised sport-based activities, reaching 875 sport-based activities.</li> <li>- Provide access to educational, personal &amp; professional skills development and health promotion workshops.</li> <li>- Increase integration with the host population.</li> </ul>
<p>Strengths</p>	<ul style="list-style-type: none"> <li>- Sport and Growth deploys an holistic approach that seeks to support the psychosocial, physical, and mental well-being of the refugee children and unaccompanied minors.</li> <li>- Collaborations with external actors such as the Medical School of Athens ensure the high-quality of the provided services.</li> <li>- Organization Earth manages to enrich the environmental activities with impactful visits to the Center of the Earth, its organic vegetable garden that serves as an educational hub, where minor participants have the opportunity to delve into practical aspects of what they have previously learned (composting, recycling and reusing, everyday sustainable practices etc.).</li> </ul>
<p>Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.</p>	<p>For most of the beneficiaries of Sport and Growth, Greece is not the country of their final destination. As a result they tend to leave the facilities that accommodate them after a short period of time meaning that it's really difficult for the project to achieve an educational continuity.</p>



Duration	22 months
References	<a href="#">Sports for Development   ΟΡΓΑΝΩΣΗ ΓΗ (organizationearth.org)</a>

## PROMOTING ECOFRIENDLY SPORTS: merging sport activities with environmental conservation

### 6. Let's Do It, Romania!, Romania

Title	Let's Do It, Romania!
Area	Environment, Community Engagement.
Implementing Actor	"Let's Do it Romania!" – Organisation
Summary	"Let's Do It, Romania!" is part of a global "Let's Do It, World!" movement, focusing on organising large-scale cleanup events, to tackle illegal waste dumping. The initiative engages communities, including sport clubs, schools and local organisations, to participate in cleaning natural areas such as parks, forests, and beaches.
Target group	General public – including sports clubs, schools, community groups, and volunteers.
Objectives	<ul style="list-style-type: none"> <li>- Clean up illegally dumped waste from natural areas across Romania.</li> <li>- Raising awareness about the importance of environmental stewardship and waste management</li> <li>- Promote community engagement.</li> <li>- Encourage Physical activity</li> </ul>
Number of participants involved:	According to the official website of the organization, 2.200.000 volunteers across the country participated in the annual events from the beginning of the activities.
Activities	<ul style="list-style-type: none"> <li>- Nationwide cleanup events on designated days; coordinating with local authorities, schools, sports clubs, and community groups.</li> <li>- Providing educational materials and workshops on environmental protection.</li> </ul>
Results	<ul style="list-style-type: none"> <li>- Successful disposal of significant amounts of waste annually.</li> <li>- Increased public awareness about the importance of environmental responsibility.</li> <li>- Positive media coverage and enhanced reputation.</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- Strong community engagement and volunteerism.</li> </ul>

	<ul style="list-style-type: none"> <li>- Collaboration with a wide range of stakeholders, including Romanian Football Federation.</li> <li>- High visibility.</li> </ul>
Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.	<p>Ensuring consistent volunteer participation annually – mitigated through partnerships and sponsors to secure funding.</p> <p>Managing the safe disposal of collected waste – Coordinating with local authorities for efficient disposal.</p>
Duration	Initiatives have been ongoing annually since 2010
References	<a href="https://letsdoitromania.ro/despre/">https://letsdoitromania.ro/despre/</a>

## 7. Kilometres of Nature, Estonia

Title	Looduse Kilomeetrid (Kilometres of Nature)
Area	Sports, Education, Environment
Implementing Actor	Estonian School Sport Union
Summary	The aim of the spring hiking day "Kilometres of Nature" is to invite students from primary to high school to move by covering a certain distance on the hiking trails around their home in nature. Movement includes walking, running, cycling, roller skating, etc. The project helps to expand knowledge about independent exercise and shape digital competence with the help of applications designed to diversify physical activity, but also raise awareness on respecting nature when practising sport.
Target group	Students
Objectives	<ul style="list-style-type: none"> <li>- Encouraging students to engage in sport in nature.</li> <li>- Making students more familiar with the nature surrounding them which will in turn raise their awareness of its need to be protected.</li> <li>- Promote digital transition where it is relevant.</li> </ul>
Number of participants involved:	36 schools in 2020 and 138 in 2021
Activities	<p>Every year between 2020 and 2022, the School Sport Union called for schools to get their students and staff to walk, bike, roller-skate, etc. in the "health trails" in nature surrounding their homes. They had about a month to cover the biggest distance.</p> <p>For each school, a contact person (physical education teacher, manager, etc.) collects the kilometres recorded and travelled by the students/school community and forwards them to the Estonian School Sports Association. Various sports equipment and prizes were raffled among all the schools that took part in the celebration of Health Day. To enhance interest in the event, they also added the opportunity for</p>

	<p>participants to test themselves in the location-based quiz game Loquiz, called "From School Bench to Olympia".</p>
Results	<ul style="list-style-type: none"> <li>- In 2020, 36 school communities took part in the initiative and covered a record distance of 206,739.26 km on health trails around their homes. Around 2000 students participated and covered a total distance of 56,200 km in 2022.</li> <li>- Data was collected on the sporting habits of students.</li> <li>- A document was produced to sum up the events of Health Day.</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- It promotes healthy exercise in an accessible way, because it ran over a month, so participants had the time to organise and get involved.</li> <li>- Healthy competition can be very efficient to motivate participants.</li> <li>- Partnering with schools is a great way to engage young people and children.</li> <li>- As a national and well-connected organisation, the Estonian School Sport Union can easily mobilise relevant actors all over the country.</li> </ul>
Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.	<ul style="list-style-type: none"> <li>- It requires time and organisation for all distances covered to be collected by teachers. The use of an app makes it easier for everyone to keep track of the progress made.</li> <li>- It is not so much focused on environmental responsibility as it is an occasion of leading by example. Having students exercise in nature indeed gives the adults that accompany them the opportunity to show them how to respect their environment (by not littering, picking up trash if there is any, not pulling out branches or plants, etc.).</li> </ul>
Duration	Project : About a month
References	<p><a href="http://koolisport.ee">Uudised - Kutsume kõiki koole osalema projektis "LOODUSE KILOMEETRID" (koolisport.ee)</a></p> <p><a href="http://koolisport.ee">Kevadine matkapäev "Looduse kilomeetrid" (koolisport.ee)</a></p> <p><a href="http://koolisport.ee">Uudised - Kutsume koole osalema "Looduse kilomeetrid 2021" projektis! (koolisport.ee)</a></p>

## 8. Eco-friendly Sports, Turkey

Title	Eco-friendly Sports (Erasmus+ Sport Project)
Area	Sport, Environment, Education
Implementing Actor	ADEL Slovakia
Summary (description and reason to be)	This project aims to promote sports and physical activities that not only contribute to better health but also have a positive impact on the environment.
Target group	Some citizens of the eight countries: people of all ages, physical abilities and knowledge about climate change. More than 1.000 participants were involved.
Objectives	<ul style="list-style-type: none"> <li>- To promote and develop new methods of environmental education through sport.</li> <li>- To increase the number of eco-friendly sports events organised</li> <li>- To generate public awareness about the possible connection between sport and the protection of the environment</li> <li>- To foster citizens' engagement in sport, but also encourage them to take action towards a better environment</li> <li>- To improve the knowledge and experience of representatives of sports clubs and youth workers about the concept of eco-friendly sport</li> <li>- To provide opportunities, in the urban lifestyle, to keep people's physical and mental health and to significantly decrease the stress levels</li> </ul>

<p>Number of participants involved:</p>	<p>8: ADEL (Slovakia), Innovative Education Center (Austria), Doğa Koruma Merkezi DMK (Turkey), Bulgarian Sports Development Association (Bulgaria), Budapest Association for International Sports BAIS (Hungary), The Club Deportivo CHAÑE (Spain), Check-In Cooperation and Development (Portugal), Se Poate Association (Romania)</p>
<p>Activities</p>	<ul style="list-style-type: none"> <li>- 48 local events in all 8 countries were organised. For exemple : Canoe and River Cleaning, Mushrooming Hike, Herbal Hike, Bicycle ride followed by an eco-washing powder workshop...</li> </ul>
<p>Results</p>	<ul style="list-style-type: none"> <li>- 3 publications:             <ul style="list-style-type: none"> <li>- A Good practices collection: How to combine sport and protection of the environment. 3 good practices were analysed in Turkey.</li> <li>- Eco-Friendly Sport Program for Youth</li> <li>- Sport and Nature Education Program for Trainers, Sport Experts and Youth Workers</li> </ul> </li> <li>- Podcasts and videos on how to make sport more eco-friendly, how to organise eco-friendly events...</li> <li>- Developed methods involving environmental education through sport.</li> </ul>
<p>Strengths</p>	<ul style="list-style-type: none"> <li>- The final report is available in 8 different languages, facilitating the exchange of good practice.</li> <li>- The creation of 3 publications, all very rich and comprehensive</li> <li>- It focuses on local communities of each implementing countries</li> </ul>
<p>Difficulties or constraints for its implementation. Actions that are planned to</p>	<ul style="list-style-type: none"> <li>- Covid-19 pandemic</li> </ul>



mitigate those risks.	
Duration	The project started in January 2020 and various activities were implemented over the following 28 months (until May 2022)
References	<a href="https://www.ecofriendlysport.eu/">https://www.ecofriendlysport.eu/</a> <a href="https://www.ecofriendlysport.eu/wp-content/uploads/2022/06/English-Final-Report.pdf">https://www.ecofriendlysport.eu/wp-content/uploads/2022/06/English-Final-Report.pdf</a>

## CAPACITY BUILDING AND TRAINING OF THE SPORT ACTORS

### 9. Sustainability Training through ERASMUS + GOALS Project, Romania

Title	Sustainability Training through ERASMUS + GOALS Project
Area	Sports , Environment
Implementing Actor	Romanian Football Federation + Sant'Anna University from Pisa
Summary	Representatives of the football clubs underwent an introduction to the principles of sustainability in football and the actions that clubs can initiate. In the future, the licensing process will also include such a criterion. The session was led by Tiberio Daddi, a professor and researcher at the Sant'Anna School of Advanced Studies in Pisa, who also conducted a training session for the employees of the Romanian Football Federation the previous day.
Target group	Football Club Representatives
Objectives	<ul style="list-style-type: none"> <li>- Introduce the principles of sustainability in football and possible actions that domestic football clubs could initiate.</li> <li>- Train football staff about the importance of sustainability concepts.</li> <li>- Training for sports managers and coaches supervising young practitioners should ultimately help to raise awareness among young practitioners.</li> </ul>
Number of participants involved:	20 representatives of domestic Football Clubs.
Activities	Training session led by Tiberio Daddi – Lecturer and Researcher from Sant'Anna University from Pisa
Results	<ul style="list-style-type: none"> <li>- Each Club has adopted Environmental sustainability provisions in their Sustainability Strategy.</li> <li>- After that training session, each participating club began incorporating CSR activities into their annual actions</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- Professional Development of the participants</li> </ul>

	<ul style="list-style-type: none"> <li>- Practical Application</li> <li>- Expert facilitation: The session was led by Tiberio Daddi – a professor and researcher with expertise in sports sustainability.</li> </ul>
Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.	<ul style="list-style-type: none"> <li>- Resistance in first instance from the participants, because of the lack of knowledge on the topic – This was mitigated by organizing annual courses and therefore educating the clubs + Obligation of including CSR activities among clubs in order to pass the licensing process.</li> <li>- Costs of environmental activities – Mitigated by receiving financial help from the Romanian Football Federation.</li> </ul>
Duration	The training session lasted one day
References	<a href="https://www.frf.ro/recomandate/foto-reprezentantii-cluburilor-invitati-la-un-training-despre-sustenabilitate/">https://www.frf.ro/recomandate/foto-reprezentantii-cluburilor-invitati-la-un-training-despre-sustenabilitate/</a>

## 10. KEKE-koutsi (coach of sustainable environment), Finland

Title	KEKE-koutsi (coach of sustainable environment)
Area	Sports, environmental education
Implementing Actor	Finnish Olympic Committee
Summary	Climate and environmental actions are the responsibility of everyone, including those involved in club activities. Clubs play a significant role in fostering attitudes and engaging people. Significant work to minimise environmental impacts can be accomplished through simple, everyday actions, as the collective effects across the entire field of activity are

	substantial. The Olympic Committee, in collaboration with Sitra and sports clubs, has developed an environmentally responsible toolkit – the KEKE Coach – for clubs to use. The KEKE Coach provides sports clubs with easy, practical tips for everyday use, enabling clubs and their members to save time, money, and the environment.
Target group	Sport Clubs in Finland and their members
Objectives	<ul style="list-style-type: none"> <li>- Encouraging clubs to act in accordance with the principles of sustainable development.</li> <li>- Keke-koutsi supports sport clubs in Finland to get WIN-WIN-WIN -impacts.</li> <li>- Improving clubs’ physical and economic conditions.</li> <li>- Making better decisions for the environment.</li> </ul>
Activities	<ul style="list-style-type: none"> <li>- The coach (not a physical coach, a toolpack)</li> <li>- The Smart Club Award is given to a club that has implemented environmentally smart practices.</li> </ul>
Results	<p>There are a lot of actions different clubs have done related to all five themes in the toolkit such as:</p> <ol style="list-style-type: none"> <li>1) transportation: increasing the use of carpools, bus transportation, different competitions to use bikes/walking, bringing the hobbies near the kids/to the neighbours.</li> <li>2) equipment: organizing flea markets in the club/in matches/social media channels, club’s own equipment “bank”, using the same gears to different ages so it is easy to buy second hand, lending instead of buying.</li> <li>3) food and events/trash: education about food in clubs events, food tastings/cooking nights, no candy/treats at camps, making healthy food together at camps, left over food is prepared for the kids to have before trainings after school, using less disposable dish, picking up trashes while training.</li> <li>4) Administration: improving the registration process to be more effective, improving communications: whastapp, e-mail meetings, increasing electronic communications instead of physical , payment via online only</li> </ol>
Strengths	Easy feasible educational tips for clubs.
Duration	Starting from 2018
References	<a href="https://www.olympiakomitea.fi/keke-koutsi-vinkit-ymparistovastuulliseen-seuratoimintaan/">https://www.olympiakomitea.fi/keke-koutsi-vinkit-ymparistovastuulliseen-seuratoimintaan/</a>

## 11. Erasmus+ Training Agency and Cooperation activities (TCA) thematic seminar focusing on Sport and Sustainability, Finland

Title	Erasmus+ Training Agency and Cooperation activities (TCA) thematic seminar focusing on Sport and Sustainability
Area	Environmental education, sustainability, sports
Implementing Actor	The Finnish sport institute network and Finnish national Agency for Education (EDUFI)
Summary	The Finnish sport institute network (consisted of 11 institutions), committed to advance and spread the training in the field of sport and exercise, an Erasmus+ thematic seminar titled "Sport and Sustainability," which took place in the Sport Institute of Finland in Vierumäki in May 2023. This Erasmus+ event was the first of its kind in the sports education field and received funding from the Erasmus+ Training & Cooperation Activities (TCA).
Target group	Teachers, experts, coaches, educators, education managers and developers working in vocational education in the field of sport and exercise. Vocational education providers and high-performance centres providing vocational education and training in the sports sector.
Objectives	<ul style="list-style-type: none"> <li>- To serve as a forum for European experts from the sport and vocational education and training (VET) sectors to convene and exchange ideas.</li> <li>- To equip participants with an understanding of the key pillars of sustainability within the sports field.</li> </ul>
Number of participants involved:	60 participants from 15 European countries.
Activities	<p>Three-day learning journey around the theme of sport and sustainability.</p> <p>The seminar has three main themes linked to sustainable development as lifelong approach in sports and exercise: children's sport education, top level sport as a part society and active lifestyle in adulthood, especially in outdoor activities</p>
Results	Sharing best practices and innovations, increased awareness of sustainability in the field of sports, networking, new ideas for Erasmus+ projects.
Duration	3 days

References	<p><u><a href="https://salto-et.net/events/pdf_export/FI01_0458_THO_2022">Finnish sport institutes supporting sustainability in vocational education and training   Opetushallitus (oph.fi)</a></u></p> <p><u><a href="https://salto-et.net/events/pdf_export/FI01_0458_THO_2022">https://salto-et.net/events/pdf_export/FI01_0458_THO_2022</a></u></p>
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## SPORTS CLUBS AND EVENTS:

### Committed leaders in environmental education and societal change

#### 12. Toulouse Football Club, France

Title	“11+1” Solidarity Programme
Area	Environment and sports
Implementing Actor	French football club Toulouse Football Club (TFC)
Summary	The TFC Foundation aimed to focus on environmental protection throughout the month of May, in collaboration with the Zero Waste Toulouse association. Each month, the club chooses a cause to support, a player ambassador, a solidarity product for sale, a local beneficiary association, and an event at the Stadium during a match. This May, the TFC Foundation aimed to mobilise its community around environmental protection through waste reduction by partnering with this association to support its commitment and by leading three projects: "Green Running", educational support for young people from the training centre, and financial support for the association.
Target group	Players of the centre of training (19-21 years old), external association “Zero Waste Toulouse” and staff of the club.
Objectives	<ul style="list-style-type: none"> <li>- Raise the club’s community awareness on environmental issues and eco-friendly habits to adopt.</li> </ul>
Number of participants involved:	More than 35 people (volunteers and staff)
Activities	<p>Three lines of actions were implemented:</p> <ul style="list-style-type: none"> <li>- Green Footing/Running: A simple concept involving running your usual route while picking up litter along the way, equipped with gloves and garbage bags. The litter-picking run took place on the Île du Ramier, around the stadium. Each volunteer addressed the issue of waste with their team, often starting from 'What is zero waste in daily life?' and then broadening the discussion to society as a whole, explaining the stakes involved and offering advice.</li> <li>- Awareness session for players in the training center: targeted at 19-21 year olds. The Zero Waste Toulouse association engaged with the young people at the Training Center to raise their awareness about waste reduction and prevention. The discussions focused on the issues posed by the large amounts of waste and</li> </ul>

	<p>wastefulness generated by our current consumption habits. In a second phase, the discussions turned to solutions for reducing this waste and wastefulness upstream.</p> <ul style="list-style-type: none"> <li>- Financial support action from TFC towards Zero Waste Toulouse: the Foundation provides financial assistance to the association to help it realize and complete one of its projects aimed at young people (and older ones): the <u>'Zero Waste Wiki' website</u>. This free site is a tool for educational stakeholders (e.g., schools) to help them raise awareness among their audiences (young and old) and start a process of reducing waste and wastefulness within their structure.</li> </ul>
Results	<ul style="list-style-type: none"> <li>- Green footing/running: more than 35 bags of waste were collected; the participants were able to be educated throughout the route thanks to the Q&amp;A sessions provided by the supervising volunteers, allowing them to question their consumption habits and waste management practices.</li> <li>- Awareness session: the players from the training centre were made aware of the issue of waste and were able to question their consumption habits, thanks to the intervention of an employee of the association and two volunteers.</li> <li>- Financial support: help launch the website 'ZeroWasteWiki.org' in 2021, a true collective online encyclopaedia project operating on the wiki principle. This project aims to provide freely reusable, objective, verifiable, and up-to-date content to enable as many people as possible to promote the zero waste, zero wastefulness approach.</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>- Development of partnerships with local stakeholders: This allows for the use of existing content and local knowledge and expertise rather than reinventing it. Additionally, this partnership helps bridge communities that do not typically interact with each other.</li> <li>- TFC has a strong community that mobilises and engages when public actions are implemented.</li> <li>- TFC won the Philippe Seguin Trophy from the Fondation du Football, recognizing the 11+1 program. This achievement has increased their visibility and positioned them as a role model within the professional football club community.</li> </ul>
Difficulties or constraints for its implementation. Actions that are planned to	<p>The biggest challenge lies in the difficulty of measuring the long-term impact of these actions: TFC acknowledges that it is still young and new to the issue of raising awareness about environmental matters within its communities and is considering further development in this area in the coming years. For example, it would have been necessary to follow up</p>



mitigate those risks.	with the young people a few months after the training to assess changes in their habits or to provide additional training modules on the topic.
Duration	One month
References	<u><a href="#">Le programme [11+1] de la Fondation TFC collabore avec Zéro Waste Toulouse – Ecolosport</a></u> <u><a href="https://zerowastetoulouse.org/fondation-tfc-collabore-avec-zero-waste-toulouse/">https://zerowastetoulouse.org/fondation-tfc-collabore-avec-zero-waste-toulouse/</a></u>

### 13. Forever Green Platform, Spain

Title	Forever Green Platform
Area	Sport & Sustainability
Implementing Actor	Real Betis Balompié Fundacion.
Summary	<p>Forever Green is an open platform for companies that want to show the world what they are doing today for the future of our planet, developed by the Real Betis Fundacion.</p> <p>Trough Forever Green, the Real Betis contributes to raise awareness among supporters and young players of the need to reduce waste, use recyclable materials and adopt environmentally-friendly behaviour in their daily lives.</p>
Target group	Fans, Society, Companies
Objectives	<ul style="list-style-type: none"> <li>- To keep the planet safe and so future generations can continue enjoying football as we have been doing since always.</li> </ul>
Number of participants involved:	Real Betis Balompié and multiple companies, associations and partners
Activities	<p>The platform is growing day by day by carrying out a large number of activities. Particular attention is given to awareness-raising and education activities aimed at young people such as:</p> <ul style="list-style-type: none"> <li>- the creation of the Betis Eco-garden to promote organic agriculture and responsible consumption while educating and raising awareness in knowledge and respect for the environment. This collaborative project was complemented by a shading system for an open-air classroom where environmental awareness and dissemination activities can be carried out.</li> <li>- The development of a training programme for associations, neighbours and schools through guides on good agricultural practices at home, talks, courses and seminars on organic farming, among others to animate the Betis Eco-garden.</li> <li>- visits of the Ciudad Deportiva Rafael Gordillo and presentation of the eco-responsible innovations,</li> <li>- giving sustainability talks to children and clubs from Spain and Internationally</li> <li>- tree planting ceremony withing schools</li> <li>- plogging activities for kids</li> </ul>
Results	Betis Seville and its Forever Green programme are now recognised in Seville and Spain as a major player in environmental education through football. The various initiatives undertaken have helped to raise awareness

	and educate many young people about environmental issues. The Forever Green platform continues to expand its network, reaching an ever-growing number of young people in Spain and around the world.
Strengths	Forever Green is a consolidated project that continues to grow day by day, the fans and the rest of the world are becoming aware of what Forever Green is and its actions.
Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.	Sometimes, it is difficult to make sustainability attractive to people and it is difficult for them to see that sustainability is a serious topic.
Duration	Permanent
References	<a href="#">Home - Forever Green</a> <a href="#">Projects - Forever Green</a>

## 14. Let's play green, Estonia

Title	Mängime Roheliselt päev ("Let's play green"), PlayGreen
Area	Environment, Sports, Education
Implementing Actor	Estonian Football Federation
Summary	As part of the Erasmus + funded project Play Green (2019-2021), the federation held a one-day event called "Let's play green" devoted to playing football and spreading the message of environmental sustainability. It was organised similarly to an existing and famous event, the Estonian Club Football Festival, but with a focus on drawing the public's attention to environmental issues. The point of the event and the project was to promote green behaviours among sports enthusiasts, but also to promote sports among environmentally conscious volunteers.
Target group	Young people wishing to volunteer, especially young women, and young football players
Objectives	<ul style="list-style-type: none"> <li>- Greening sporting events through their volunteers</li> <li>- Raising young people's awareness on the environmental impact of sporting events and training them to help reduce it</li> <li>- Creating volunteering opportunities focused on sport and environment for people to engage in sport through a new volunteering program.</li> <li>- Creating a European network of organisations enhancing sustainability in grassroots sports through volunteering programs and sharing of good practices</li> <li>- Engaging women (who make most of volunteers) in sports through their green volunteering.</li> </ul>
Number of participants involved:	6 (ECOSERVEIS as coordinator, Football Federations of Malta, Estonia, Lithuania and Flanders, ENGSO)

<p>Activities</p>	<p>Before the event, volunteers were recruited for their interest in environmental-friendly initiatives. They received training on such initiatives, with a focus on sporting events, to prepare the upcoming event.</p> <p>On the day, three different football finals were held, and “Green team” volunteers had the opportunity to plan the dissemination of green messages.</p>
<p>Results</p>	<p>For the event itself:</p> <ul style="list-style-type: none"> <li>- 1742 people attended the event and were both witnesses and actors of its environmentally friendly quality.</li> <li>- They mapped the resources used during the event and the waste produced, through a questionnaire.</li> <li>- A guide for furthering this sort of event was published in four languages with recommendations from each partner, to complete the methodology elaborated during the previous phases of the project.</li> </ul> <p>For the project as a whole:</p> <ul style="list-style-type: none"> <li>- 4 webinars and 4 practice videos were produced</li> <li>- 9 PlayGreen events took place in 4 countries using the mentoring tools</li> <li>- More than 200 organisations in the field of sustainability and sports were reached.</li> </ul>
<p>Strengths</p>	<ul style="list-style-type: none"> <li>- A truly innovative project in the Estonian context which had no precedent.</li> <li>- A concrete methodology and approach with self-evaluation that makes it easier for other organisations to carry on with similar initiatives</li> <li>- They relied on a “Green team” made up of motivated and trained volunteers who helped them promote green behaviours throughout the event. They started communicating on the event early on, and trained the volunteers all throughout the project, before the event.</li> <li>- They put the emphasis on the training of volunteers, adapting to the Covid situation by organising it online.</li> <li>- Raising awareness to the Estonian public, whose majority is engaged in football, about sports and sustainability.</li> </ul>

<p>Difficulties or constraints for its implementation. Actions that are planned to mitigate those risks.</p>	<p>Continuing engaging the volunteers throughout the project during the pandemic all the way to the event. To mitigate the difficulties caused by the stops caused by the pandemic, they kept contact with the volunteers through social media and offered online training instead of in person.</p>
<p>Duration</p>	<p>Project : 3 years – Event : 1 day</p>
<p>References</p>	<p><a href="http://jalgpall.ee/docs/PlayGreen%20Guideline%20-%20english.pdf">jalgpall.ee/docs/PlayGreen Guideline - english.pdf</a>  <a href="https://erasmus-plus.ec.europa.eu/projects/search/details/603188-EPP-1-2018-1-ES-SPO-SCP">https://erasmus-plus.ec.europa.eu/projects/search/details/603188-EPP-1-2018-1-ES-SPO-SCP</a></p>

## CONCLUSION

This Benchmark concludes by highlighting the vital connection between environmental sustainability and sports. It's clear that sports have an incredible potential to drive positive environmental change. As demonstrated by the diverse initiatives across Europe, sports serve as a platform for competition and physical activity and a powerful catalyst for environmental education and positive social change.

Throughout the document, we've explored a range of initiatives from different parts of Europe. Each one shows how sports can be effectively paired with environmental education to engage people of all ages, from young athletes to community leaders. The aim is to inspire everyone to adopt sustainable practices and think more consciously about the impact we have on our planet.

### Important Findings

#### Holistic Approach: Combining Education and Hands-On Activities for Lasting Impact

- Most of the projects in this document take a well-rounded approach, combining educational workshops with hands-on activities. This means participants don't just hear about environmental issues; they get actively involved in addressing them. By doing so, these initiatives create a deeper understanding and lasting impact.

#### Empowering Youth: Environmental Education through Sports for Community Change

- One of the most exciting aspects is how these programs are tapping into the enthusiasm of young people. By involving them in environmental education through sports, we're not just teaching them about sustainability—we're empowering them to be champions for change in their communities.

#### Collaborative Efforts: Uniting Organizations to Enhance Environmental Campaigns

- A significant number of projects bring together sports organisations, environmental groups, schools, and even government bodies. This teamwork makes it possible to pool resources, share expertise, and amplify the impact of these environmental campaigns.

## Creative Solutions: Integrating Sustainability into Sports Facilities and Clubs

- The creative approaches seen in some initiatives, like using recycled materials to build sports facilities or integrating sustainability into the licensing of football clubs, are truly inspiring. These innovations show that with a bit of creativity and flexibility, we can tackle environmental challenges head-on.

## Replicable Models: Adapting Successful Practices for Broader Implementation

- Many of the successful practices can be adapted and implemented elsewhere. This means other regions can learn from these projects and use them as blueprints to develop their own sustainability efforts.

### Next steps

The PLANET BALL project demonstrates how much sports can contribute to environmental awareness and action. This document highlights the importance of continuing to invest in these kinds of programs, as they bridge the gap between sports and sustainability. They encourage athletes, fans, and communities to take responsibility for protecting our planet.

As we look to the future, it's crucial to build on these accomplishments and address any challenges that come our way. We need ongoing monitoring, feedback, and flexibility to ensure that these efforts remain effective and impactful. By staying committed to these principles, sports can continue to play a vital role in shaping a more sustainable world where environmental care is at the heart of every athletic activity.

In conclusion, by embedding environmental values into the sporting world, we can foster a new generation of environmentally conscious individuals who are equipped to lead the charge toward a greener and more sustainable future. This is an exciting journey, and it's just beginning.





# PLANET BALL

[planet-ball.org](http://planet-ball.org)

Planet Ball project focuses on the development of tools for federations and local sports actors to educate youth in eco-responsible actions and to raise environmental awareness from an early age through football.



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