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PLANET BALL

BEST PRACTICES COLLECTION

**Using football
to tackle climate
change**



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What is the PLANET BALL project?

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 project “**PLANET BALL: Football as a tool for environmental education**”, is an ERASMUS+ Sport project, coordinated by the Think tank Sport and Citizenship (France), focuses on developing tools for grassroots clubs and local sports stakeholders which will **promote environmental awareness and educate participants in eco-responsible behaviours** from an early age through sport.



How ?

PLANET BALL combines football, education, and the environment in response to the urgent need for climate action and sustainable practices. By recognizing the global appeal of football, this initiative aims to drive meaningful environmental change.

Why did we create the handbook?

The handbook serves as a comprehensive guide for football stakeholders and civic society organizations, offering practical tools, methods, and inspirational examples to effectively integrate sustainability strategies into their governance and daily operations, as well as environmental education into their sports programming. The motivation behind the development of this handbook stems from the urgent need for the football industry, at all levels, to take action in favor of climate adaptation and environmental sustainability promotion, but also to bridge the gap between sport and environmental education, especially when it comes to youth. This study presents activities, initiatives and projects that have already been implemented in France, Greece, Romania, Spain, Estonia, Turkey and Finland.

How can sports play a transformative role?



1 Sustainable events

Sports venues can cut carbon footprints and promote green practices through eco-friendly designs and operations.



2 Community building

Sports unite people, strengthening community bonds that can be leveraged for local environmental efforts.



3 Empowering youth

Including environmental education in sports training inspires young people to adopt sustainable habits and become advocates.



4 Collaborative efforts

Partnerships between sports and environmental organizations amplify sustainability initiatives and promote environmental responsibility.



5 Awareness campaigns

Integrating environmental education in sports can reach millions, fostering widespread sustainability awareness and action.

The Global Impact of Football

3.5 billion fans

around the world support football, so the sport has incredible power to shape attitudes and behaviour. This enormous reach makes it an ideal platform for raising environmental awareness and encouraging sustainable action.

Good practices map



Integrating sustainable practices

- 1 Super League Sustainability Table (Greece)
- 2 Forever Green Platform (Spain)
- 3 Flora's ecological footprint (Estonia)
- 4 Environmental policy of a Turkish first division club: "Climate Act" Policy (Turkey)

Fostering environmental awareness through physical and sports activities

- 5 OSES (France)
- 6 Playdagogy (France)
- 7 SENS, For Sustainable Environment, Nature Sports (Turkey)
- 8 Goals for Zero Plastic, (Greece)
- 9 Sport and Growth (Greece)

Sustainable Construction

- 10 Implementation of Solar Panels for Clean and Renewable Energy (Romania)
- 11 Solar panels at Bolt stadium (Finland)

Integrating sustainable practices

- 12 My Eco-Friendly Football Club (France)
- 13 Green Coach (France)

Promoting ecofriendly sports: merging sport activities with environmental conservation

- 14 Let's Do It, Romania! (Romania)
- 15 Kilometres of Nature (Estonia)
- 16 Eco-friendly Sports (Turkey)

Capacity building and training of the sport actors

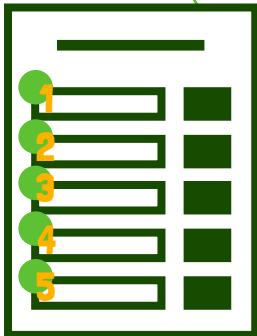
- 17 Sustainability Training through ERASMUS + GOALS Project (Romania)
- 18 KEKE-koutsi (coach of sustainable environment) (Finland)
- 19 Erasmus+ Training Agency and Cooperation activities (TCA) thematic seminar focusing on Sport and Sustainability (Finland)

A look at 6 good practices



Super League Sustainability Table

Driving Environmental Sustainability: Strategies in Football



A Greek Super League (1st tier of men's professional football) matrix that ranks professional clubs based on their environmental and social sustainability performance. This project aimed to highlight the social and environmental actions of the teams and promote healthy competition for the further improvement of society through football. It was implemented by Sports Footprint, a sports sustainability specialised stakeholder that provides sports actors with consultation regarding sustainability strategies and was presented publicly in 2022 in collaboration with Sport24, one of the most well-known Greek sports journals.

 **Target group** : Super League's Greek professional football clubs

 <https://www.thesportsfootprint.gr/super-league-sustainability-table/>

<https://www.thesportsfootprint.gr/posts/projects/new-trends-in-football-csr-sustainable-development/>




OSSES – Ocean Sustainability through Education and Sport

Fostering environmental awareness through physical and sports activities



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.

 <https://www.sportetcitoyennete.com/en/europe/oses>




Playdagogy – Environmental education

Fostering environmental awareness through physical and sports activities



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

 <https://www.play-international.org/projets/playdagogie-education-environnement>

<https://www.play-international.org/kit/scolaire/kit-envi-sco-metropole?destination=/kit/scolaire/kit-envi-sco-metropole>




Eco-friendly Sports

Promoting ecofriendly sports: merging sport activities with environmental conservation



This project not only aims to improve health through sports but also actively promotes environmental consciousness. By integrating eco-friendly practices, it encourages activities like cleanup events, tree planting, and nature-based learning sessions. In addition, it offers workshops on sustainable practices and ways to reduce waste during sports. Through collaborations across eight countries, this initiative empowers communities to protect the planet while staying active and enjoying nature.

 **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.

 <https://www.ecofriendlysport.eu/>

<https://www.ecofriendlysport.eu/wp-content/uploads/2022/06/English-Final-Report.pdf>



KEKE – koutsu – Coach of sustainable environment

Capacity building and training of the sport actors



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



<https://www.olympiakomitea.fi/keke-koutsu-vinkit-ymparistovastuulliseen-seuratoimintaan/>



Let's do it, Romania!

Promoting ecofriendly sports: merging sport activities with environmental conservation



“Let’s Do It, Romania!” is a key part of the global «Let’s Do It, World!» movement, aiming to reduce illegal waste by organizing large-scale cleanup events. Engaging diverse groups, from sports clubs to schools, the initiative encourages community participation to clean natural spaces like parks, forests, and beaches. Additionally, it raises awareness about waste management and environmental responsibility, empowering people to contribute actively to a cleaner environment.

Target group : General public, including sports clubs, schools, community groups, and volunteers.



<https://letsdoitromania.ro/despre/>

To go further

Discover all the best practices on the [Planet Ball website](#) that show how football can effectively integrate sustainable development strategies.

State of play of greener football good practices

READ

Introduction

Greener football in Europe :
the Role of Football in Climate and Sustainability Efforts

What is the Planet Ball project?

Why did we create the handbook?

How can sports play a transformative role?

How Planet Ball project contribute to the protection of the environment?

Integrating sustainable practices: Educational tools for sports professionals

1. Green Coach, FR

2. "My Eco-Friendly Football Club", FR

Driving Environmental Sustainability: ESG and CSR Strategies in Football

3. Super League Sustainability Table, GR

4. Forever Green Platform, ES

5. Flora's ecological footprint, EE

6. Environmental policy of a Turkish first division club: "Climate Act" Policy, TR

Sustainable Construction: Enhancing Football Facilities for a Greener Future

7. Implementation of Solar Panels for Clean and Renewable Energy, RO

8. Solar panels at Bolt stadium (HJK Oy's home stadion), FI

Conclusion and important findings

Next steps

Benchmark on sport and environmental education

READ

Introduction

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How Planet Ball project contribute to the protection of the environment?

Good practices of sport and environmental education

Fostering environmental awareness through physical and sports activities

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

2. Playdagogy - Environmental education, France

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

4. Goals for Zero Plastic, Greece

5. Sport and Growth - Greece

Promoting ecofriendly sports: merging sport activities with environmental conservation

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

7. Kilometres of Nature, Estonia

8. Eco-friendly Sports, Turkey

Capacity building and training of the sport actors

9. Sustainability Training through ERASMUS + GOALS Project, Romania

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

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

Sports clubs and events: Committed leaders in environmental education and societal change

12. Toulouse Football Club, France

13. Forever Green Platform, Spain

14. Let's play green, Estonia

Conclusion and important findings

Next steps



PLANET BALL

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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