



**ENGLAND
FOOTBALL**

GRASSROOTS TRAVEL

WELCOME GUIDE

WELCOME

Every year in England, over 250 million car journeys are made just by people traveling to play football. That adds up to an enormous amount of CO₂ in our atmosphere.

To help reduce this impact, we've launched an initiative to make football more sustainable—and we need your support! It's simple: log your travel to and from training and matches.

By joining in, you could win some amazing prizes! Every journey you log helps your club compete for an exclusive training session at St. George's Park, and you'll also be entered into a monthly draw to win tickets to Wembley Stadium.

Start logging today!

Getting started

Getting set-up with an account is quick and easy.

1. OPEN YOUR PREFERRED DEVICE

Whether you're using a smartphone, tablet or laptop, make sure it's connected to the internet.

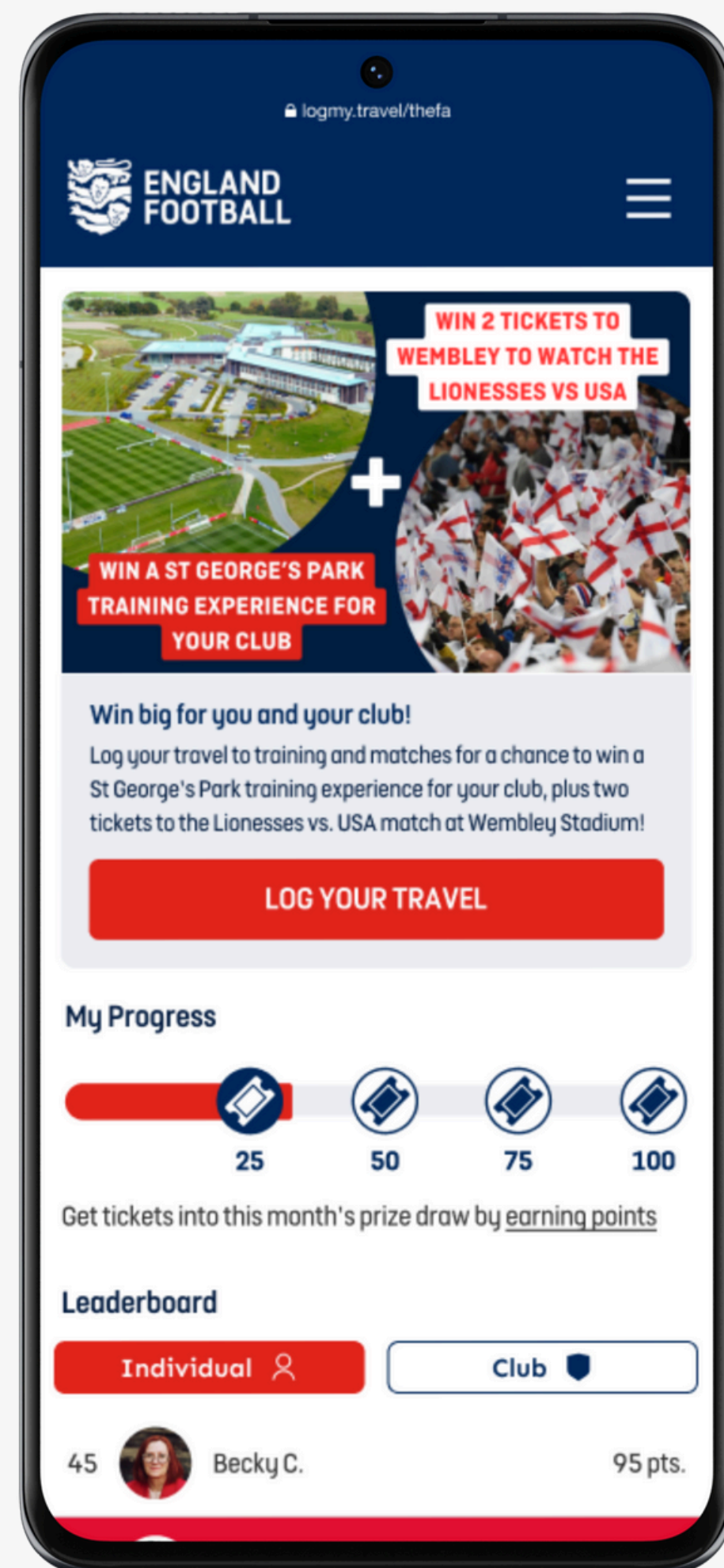
2. VISIT THE PLATFORM

Open your web browser and go to logmy.travel/football or scan the QR code at the bottom of this page.

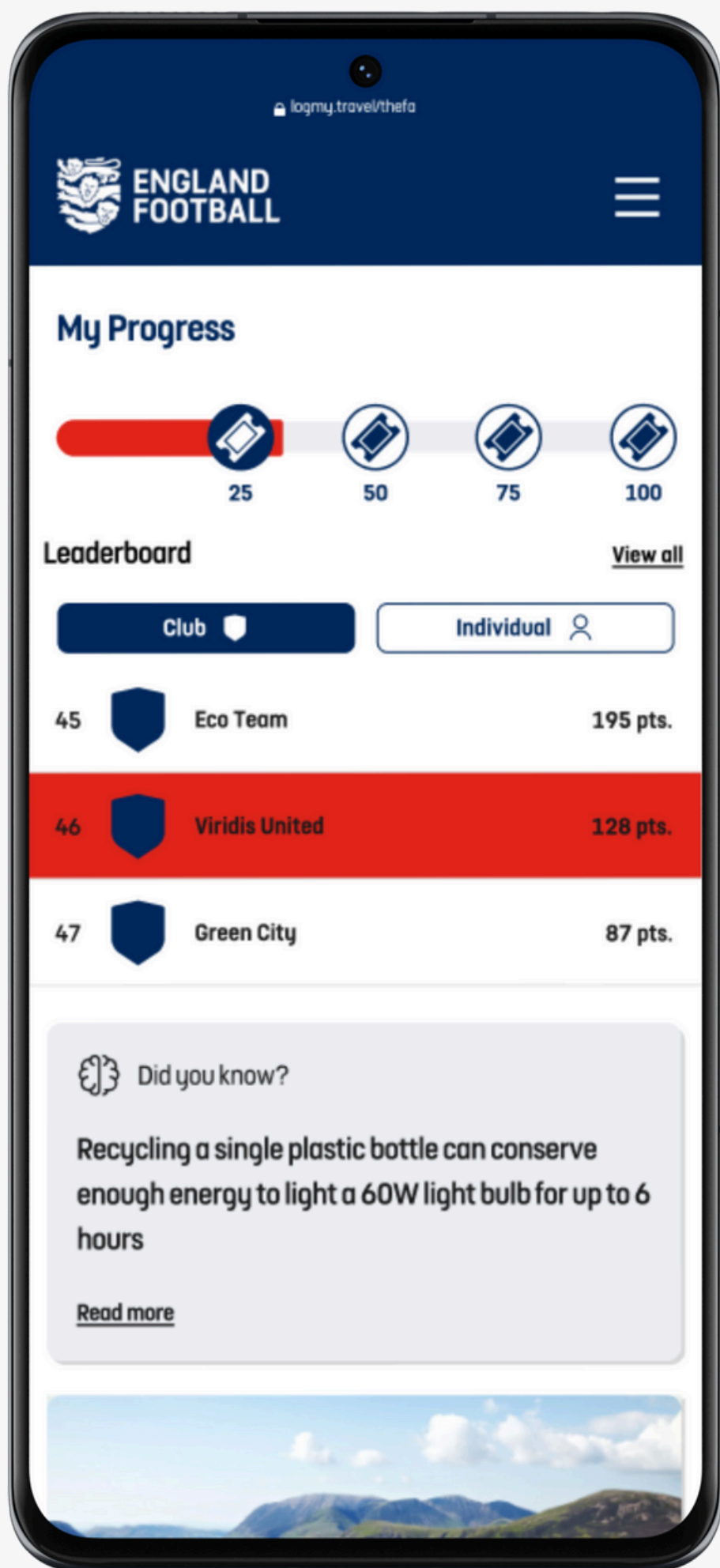
3. SIGN UP

Once on the platform, click "Create an account" and enter your details.

If you encounter any issues during registration, please contact hello@lowr.co.



Prizes



INDIVIDUAL PRIZE

Every month, The FA are giving YOU the chance to win tickets to the iconic Wembley Stadium! To be in with a chance of winning, simply collect points - every 25 points earns, you get one ticket in the prize draw. You can earn up to four tickets every month.

The progress bar provides an up-to-date view of how many points and entries you've collected. At the end of each month, your progress bar will reset to 0 points, allowing you to start collecting points and tickets again for the next month.

CLUB PRIZE

The FA is offering an incredible opportunity for one club to win a St George's Park experience! Help your club win this by collecting points and finishing at the top of the club leaderboard.

COLLECTING POINTS

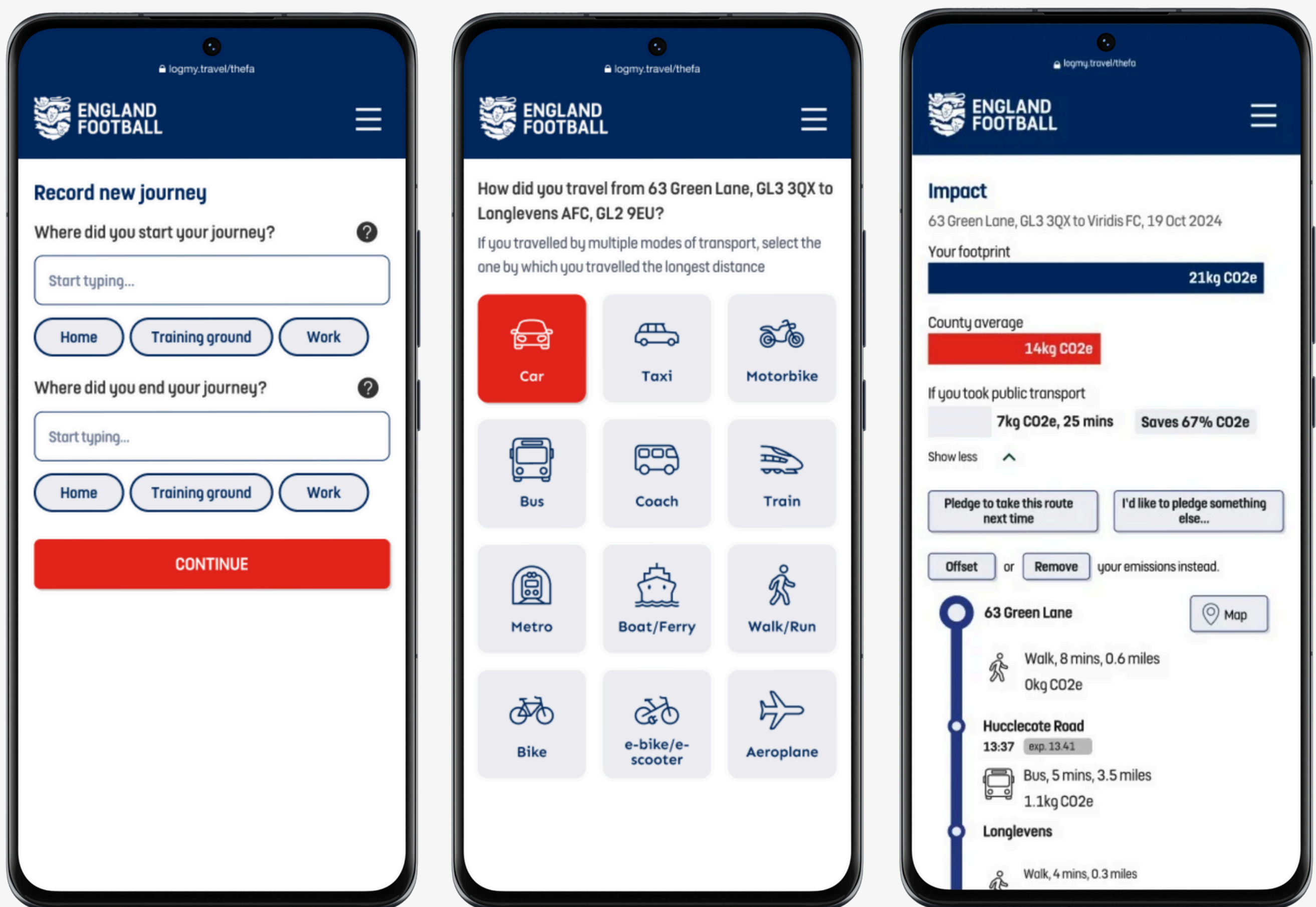
Collecting points is easy! You can earn points by:

- Logging your travel to and from training & matches
- Committing to a sustainable pledge
- Answering the weekly quiz questions correctly
- Reading an article and answering the question at the end
- Making a recipe and logging each of your servings



Log

A huge proportion of the FA's carbon footprint comes from grassroots travel. Help us understand how to reduce these carbon emissions by logging your journey to training and matches.



If you have a route that you always take, remember to hit the "save as a favourite route" button and you'll be able to quickly log the same route on a different day.

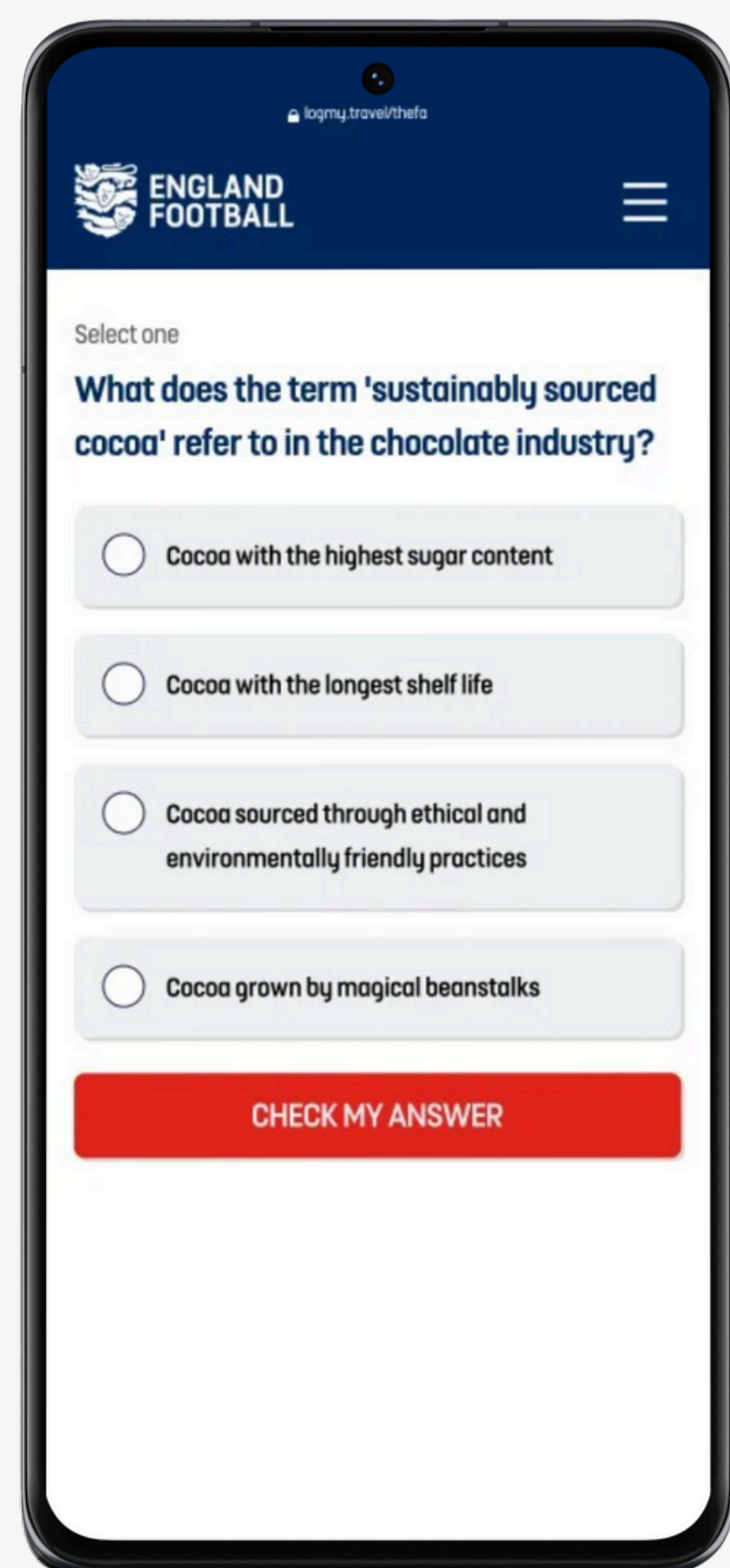
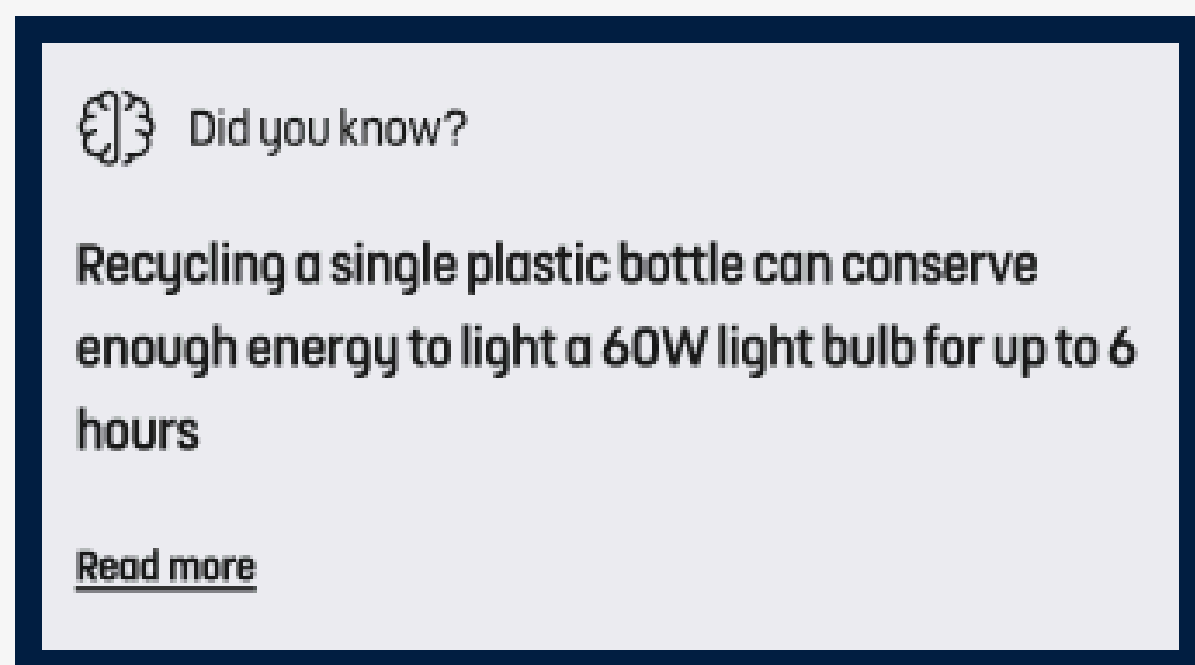


Learn

Keeping informed on health and sustainability through articles, facts and quizzes can help you make better choices, improve your well-being, and contribute to a healthier planet.

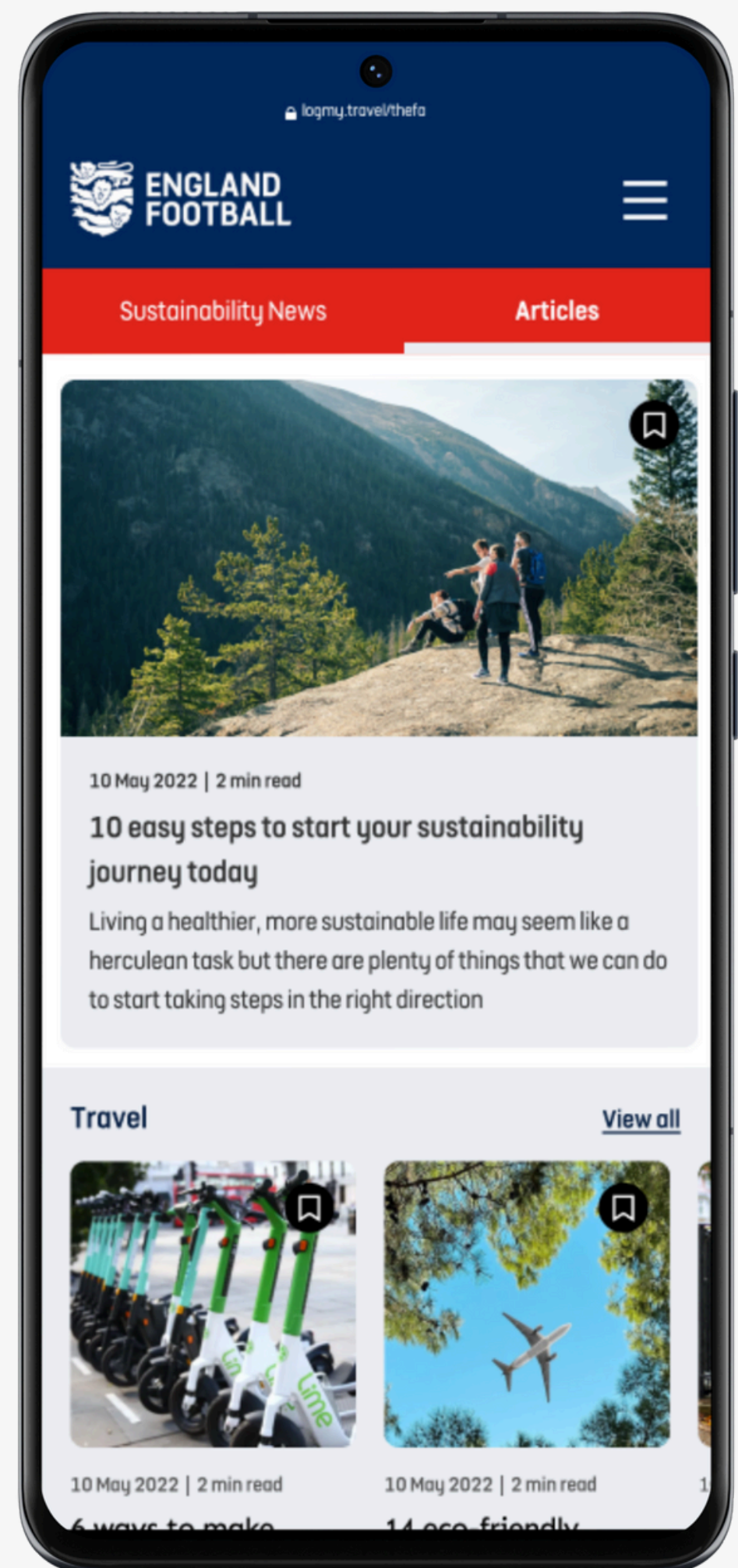
BITE-SIZED FACTS

Easy-to-read facts that give you a useful insight into health and sustainability.



QUIZZES

Test your knowledge with our fun quizzes every week.



ARTICLES

Explore informative articles that will educate you on the topics of sustainability. By reading these articles, you can stay up-to-date on sustainable practices and learn how to integrate them into your daily life.

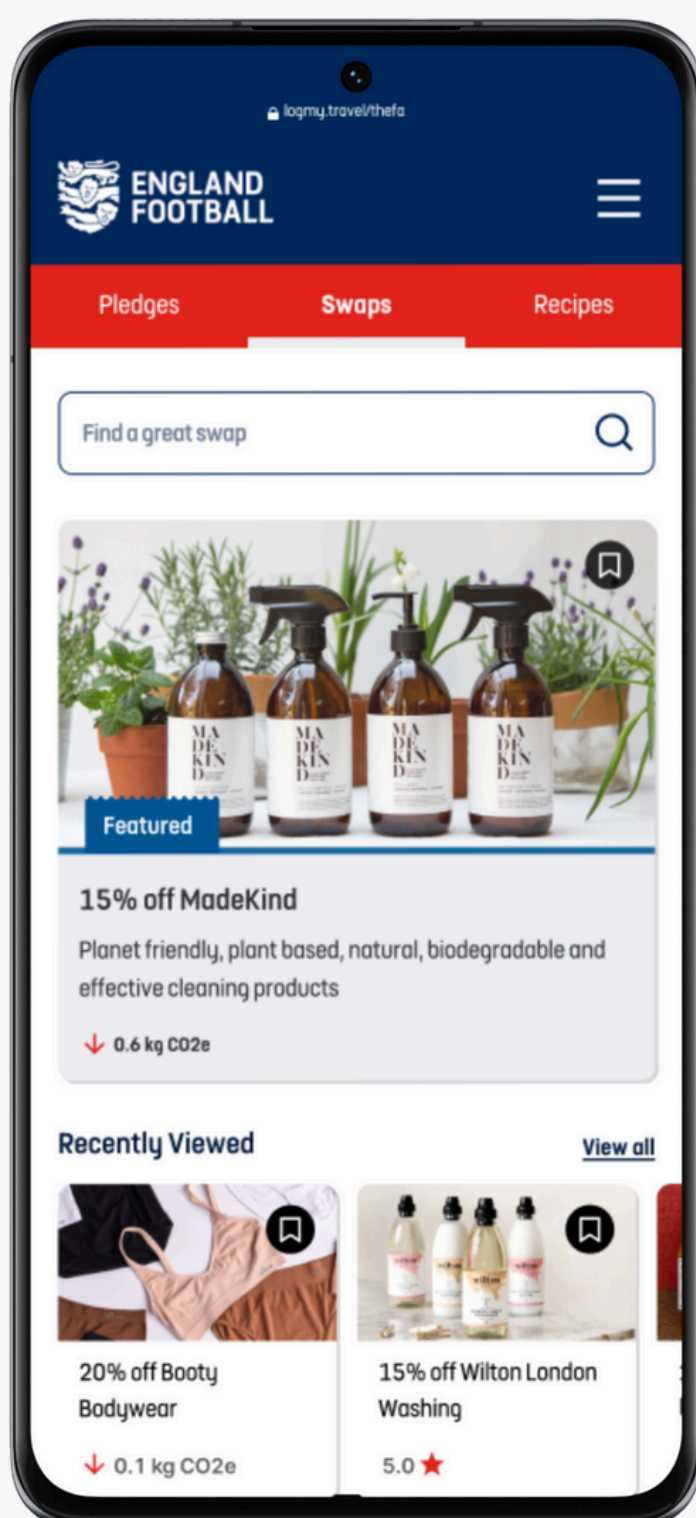
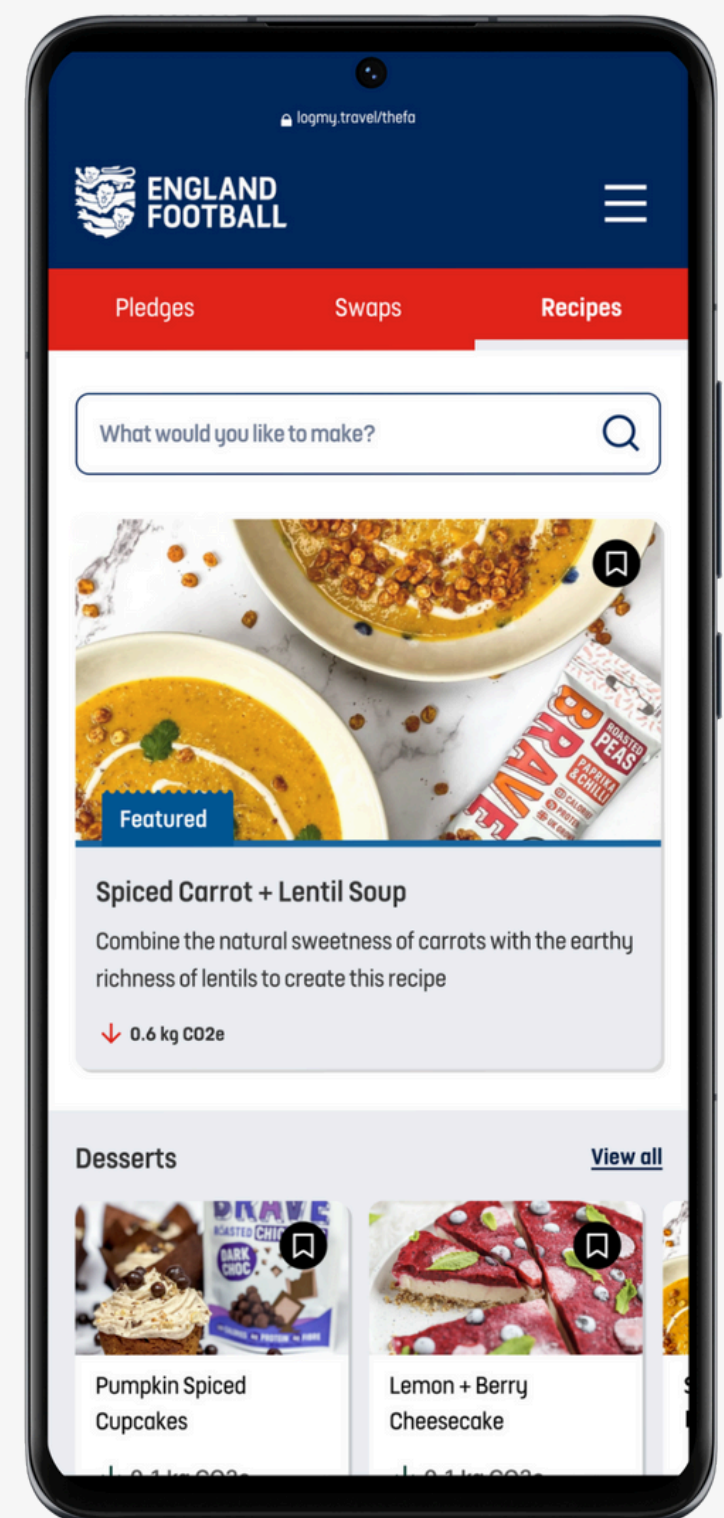


Lower

Take control of the health of the planet with our inspiring collection of planet-friendly recipes, ethical & sustainable swaps and sustainable pledges

RECIPES

Whether you're a novice in the kitchen or a seasoned chef, explore our wide range of easy & delicious plant-based dishes.

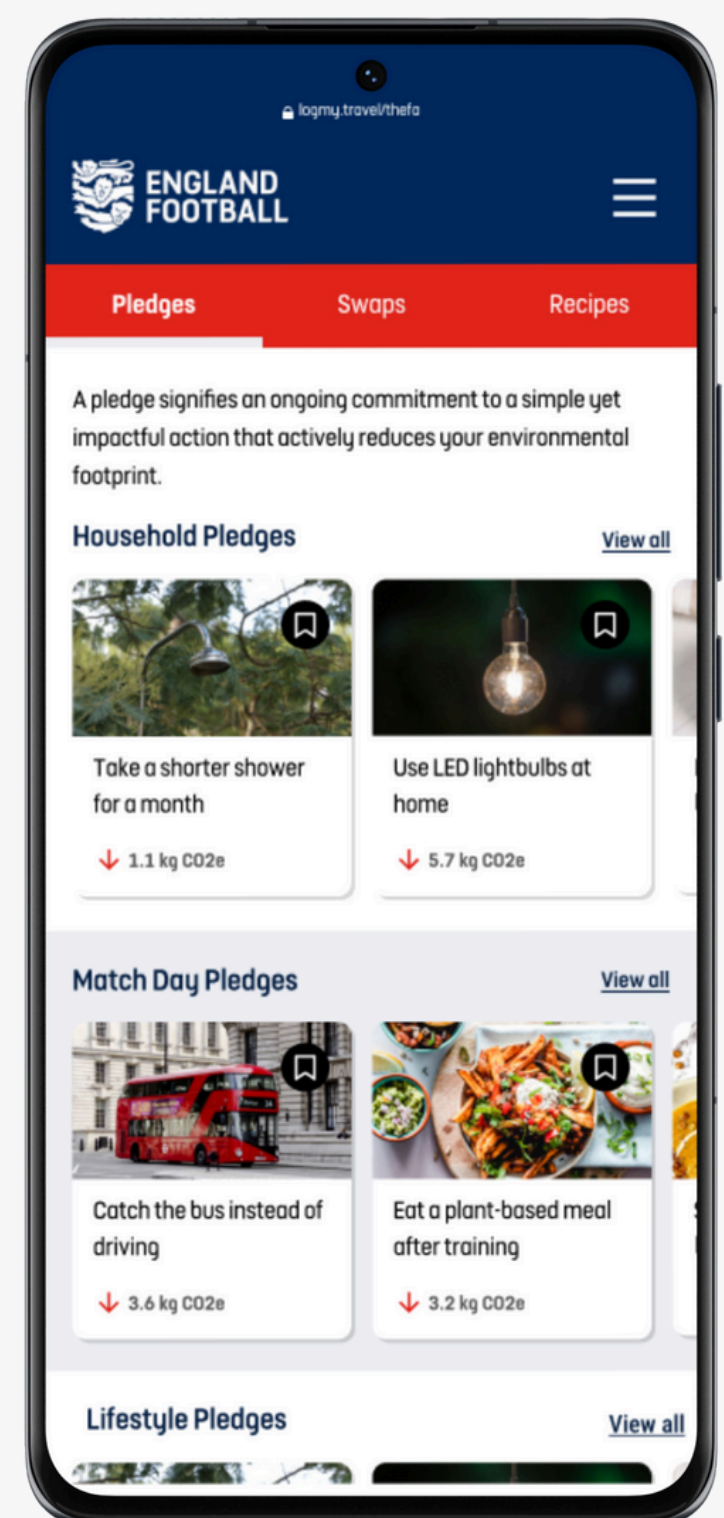


SWAPS

Discover exclusive discounts on over 45,000 sustainable products, from clothes to plant-based food and everything in between.

PLEDGES

The pledges are designed to inspire and encourage you to take small, yet meaningful steps to reduce your impact on the environment.

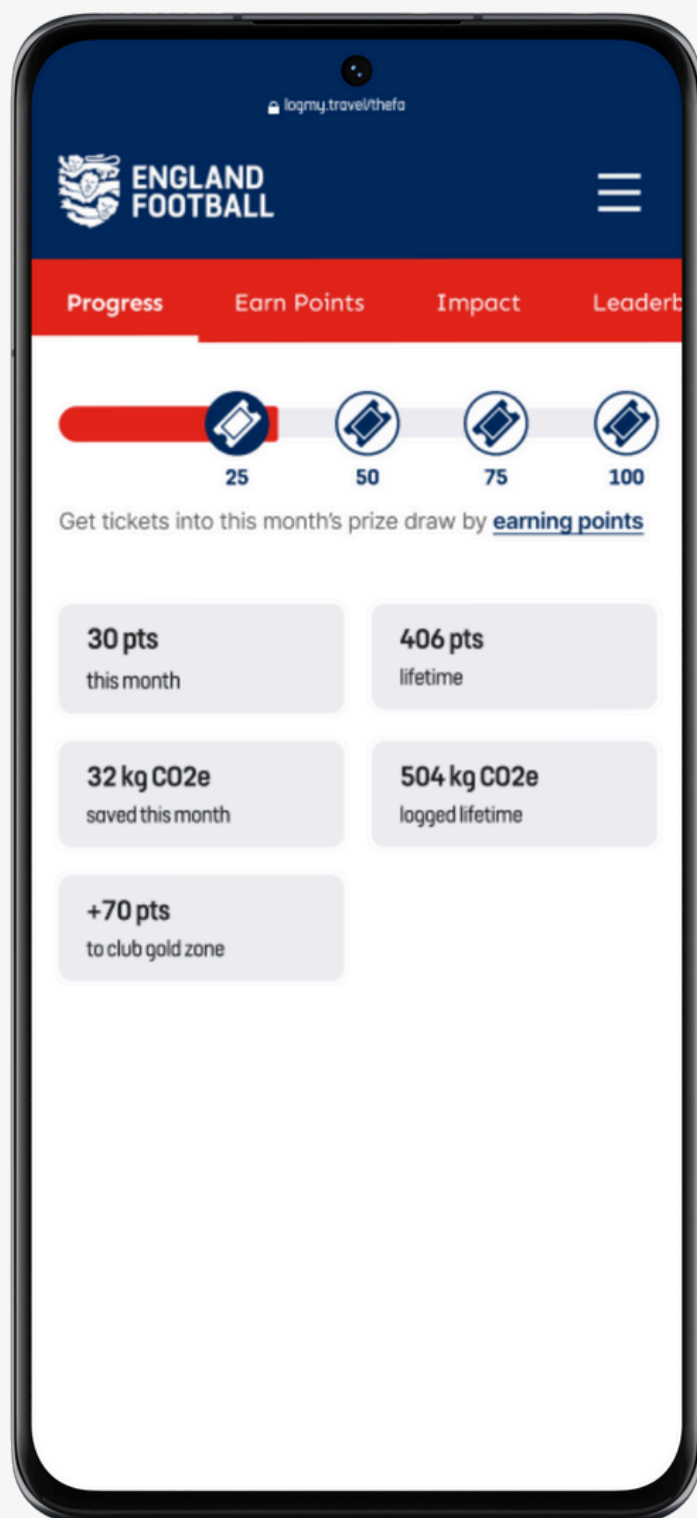
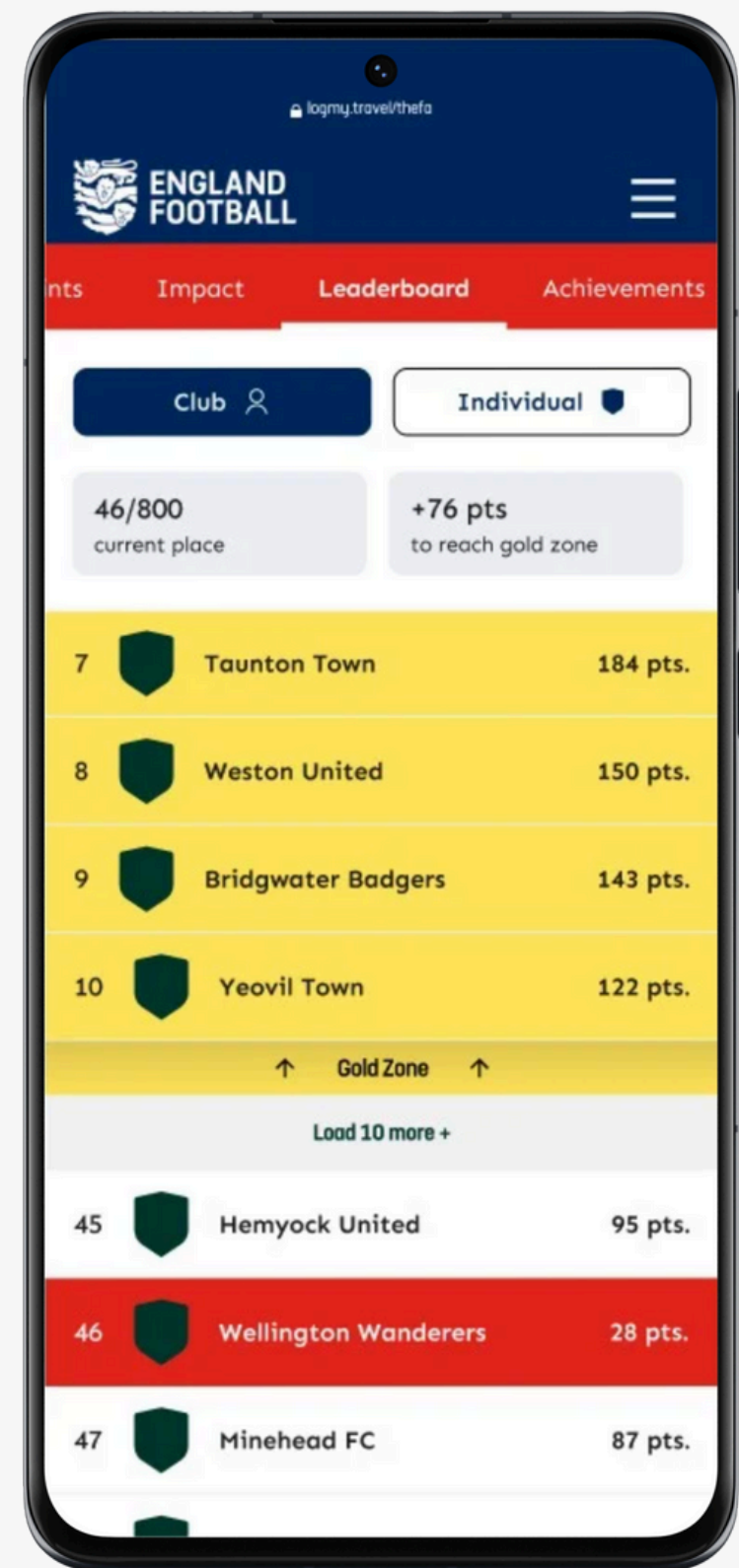


The 'Me' Section

LEADERBOARD

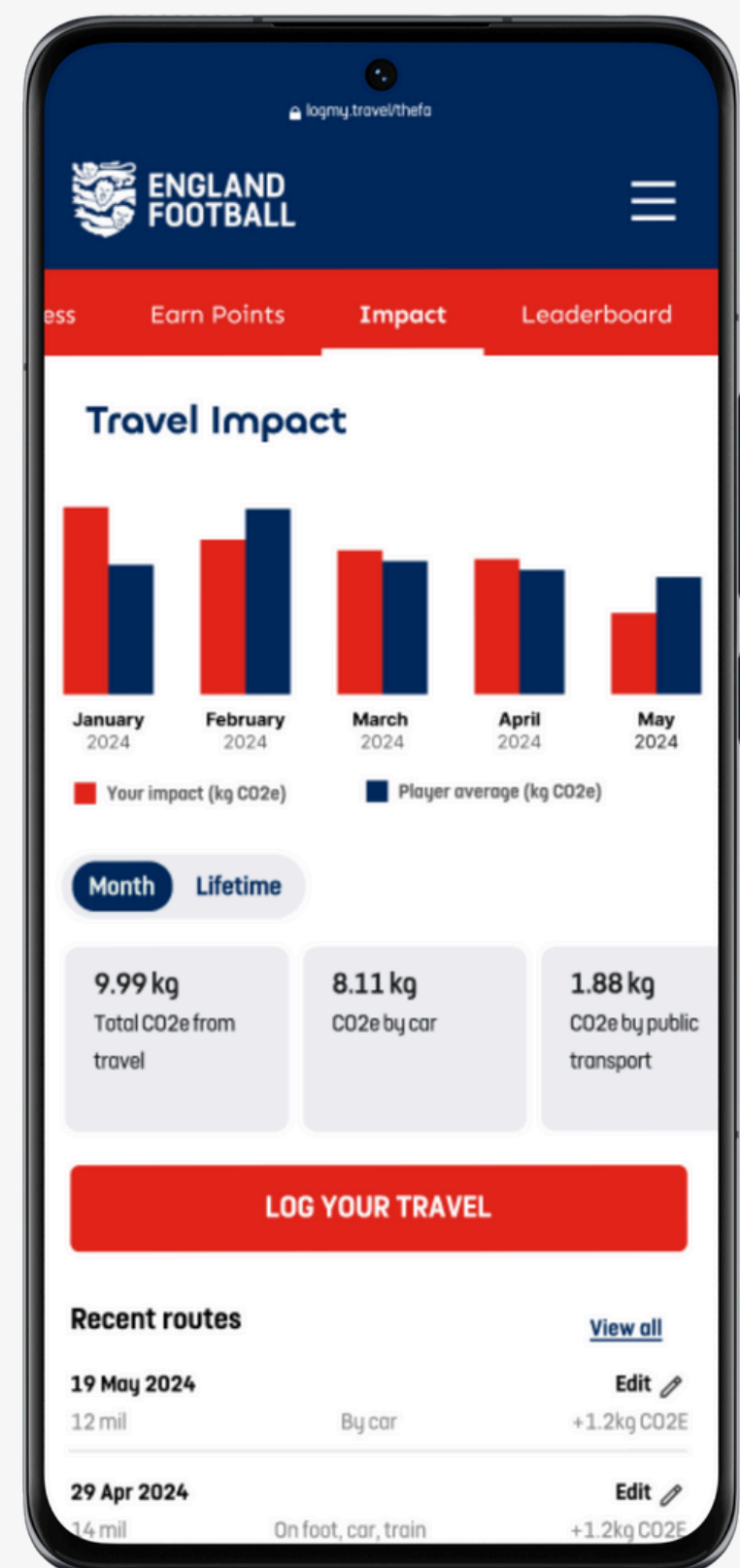
The club leaderboard offers a real-time snapshot of how your club ranks against others in your county. The club that finishes at the top of the leaderboard at the end of the initiative will win the St. George's Park experience.

Meanwhile, the individual leaderboard tracks your progress compared to other club members.



PROGRESS

Visit the "Progress" tab for a detailed view of your sustainability achievements.



IMPACT

The "Impact" section provides insights into your logged journeys, allowing you to track your travel footprint over time and compare it with other players..

