



# LEAGUES & CLUBS TOOLKIT

Unleashing the power of football  
to tackle climate change and  
protect nature.





**Green Football is the world's leading football climate campaign. Last year, together, we built an incredible movement.**

- 115 clubs were part of the campaign.
- 70 clubs hosted fan zone activities.
- 40 clubs committed to new sustainability goals.
- 20,000 goals scored by fans in the Green Football Cup.
- 81% of fans said it inspired them to take action on climate.

This year, we're going even further with **Green Football's Great Save**. A campaign that brings fans, clubs, and communities together to score big for the planet. By taking simple actions together, we're proving that every save, big or small, makes a difference.

Whether you're an old hand or new to the campaign, together we're bigger than the sum of our parts. No matter where you are in your climate journey, your actions count.



# GREEN FOOTBALL'S GREAT SAVE

## WHAT'S IT ALL ABOUT?



Fans, clubs and partners coming together to **sell, donate and repair their pre-loved kit.**



**Clubs** engaging fans, hosting greener games, and **making new sustainability commitments.**



**Fans helping their club win The Green Football Cup** by taking climate-friendly actions.



Thousands of **schools teaching children how to sew, repair kit** and try other fun activities.



**Grassroots teams swapping and selling pre-loved kit,** and holding special Green Football games.



**Players, pundits and influencers inspiring fans** to join them in taking part in the Great Save.



**A creative takeover by broadcast and media partners.**



Working with political and business leaders to **drive policy change on key issues.**

# GREEN FOOTBALL IN 2025

Over **75,000 tonnes** of sportswear ends up in landfills every year.  
There's so much kit out there, with no chance of getting a game.

Whatever old kit you've got at home.  
**Sell it, re-use it, pass it** to someone who needs it .  
Just don't bury it in the back of the landfill net.

**This year we're asking people to make Green Football's Great Save.**



# HELP PROTECT FOOTBALL FOR FUTURE GENERATIONS



## Preventing waste and reducing landfill

An estimated 75,000 tonnes of sportswear ends up in landfill each year



## Reducing carbon pollution

Doubling the number of times a garment is worn can nearly halve its greenhouse gas emissions.



## Building communities

and helping fans save money in a cost of living crisis



## Increasing access to sport

Providing kit to groups in need so they can play football



## Building a movement

Creating an enabling environment for bolder action by political and business leaders

**1/3 of community pitches are already unplayable** for 2 months each year due to flooding.  
By 2050, **a quarter of professional clubs' pitches could flood** annually.

# LEAGUES: HOW YOU CAN GET INVOLVED AND SUPPORT YOUR CLUBS

## Inspire your grassroots audience to participate in Green Footballs Great Save

### COLLABORATIVE IDEAS FOR GRASSROOTS LEAGUES TO HELP INSPIRE, SUPPORT AND ENGAGE THEIR CLUBS

Grassroots football leagues can play a pivotal role in supporting their member clubs and the campaign, establishing their commitment to reducing the impacts the game is having on the planet

**Maximise Communications.** Use all media channels to engage audiences. Create PR moments with local media to highlight community champions.

**Reselling Points.** Support your clubs to host a 'resale rail' at central venues to sell preloved kit, with proceeds supporting local charities, with unsold items donated to local charities.

**Further Commitment.** Help your league become better educated by completing a short Climate & Football Course (more details available [here](#)).

**Donation Points.** Work with your member clubs to organise boot & kit donation points at your central venues, redistributing surplus items to local schools or charities.

**Invite your local MP.** Contact your local MP and request for them to attend a central venue to hear directly from those involved in the grassroots game on the challenges being faced by climate change.

**SCOR(Y).** Consider how you could include sustainability initiatives like reducing waste into your Standard Code of Rules for the 25/26 season and beyond.

# CLUBS: KEY WAYS YOU CAN HELP SAVE KIT FROM LANDFILL

Choose a match date during the campaign to showcase your commitment

## Utilise your home advantage

There are several simple ways grassroots clubs can get involved in this year's campaign and bring sustainability to life

Green Football's Great Save is flexible, clubs can pick a date that suits them during the 11th March - 2nd of April to kick off their action

You do not need to do everything suggested, pick what works for you and your members, keep it simple and make it fun!

### Donation Points.

Encourage your members to donate old kit, record what you receive ready to be redistributed to local charities or schools

**Host a Green Football Game** to engage members and to showcase your sustainability work.

### Further Commitments

Encourage your members to take further climate positive actions [HERE](#) for a chance to WIN some amazing prizes

**Create inspiring stories** from your activities that can be amplified across digital channels highlighting your local champions

**Resell Old Kit.** Kitround offers a simple and effective way for grassroots clubs to sell their preloved kit and receive 100% of the cash.

### Track your impact.

Keep a record of everything you resell, reshare or donate and you can WIN some amazing prizes

# Welcome to kitround

The UK's Leading Platform for

## **Pregamed Sports Kit**

kitround is the UK's first marketplace dedicated to pregamed sportswear, designed to reduce waste and support community-driven initiatives

## **More than a Marketplace**

Working with businesses, sports clubs, governing bodies, and charities, kitround supports grassroots sports and prolongs the life of sports equipment, enhancing sustainability

[Visit kitround here](#)

**kitround**  
back in the game





# THE GREEN FOOTBALL CUP: HELPING YOUR MEMBERS TO TAKE PART AND WIN AMAZING PRIZES

## ENCOURAGE THE GRASSROOTS GAME TO MAKE A GREAT SAVE!

To connect all levels of the game to the campaign Green Football has its own cup competition where grassroots participants can score green goals for the professional club they support, AND win 'money can't buy' prizes to reward their action

### How it Works:

Participants pass on their preloved kit to their grassroots club for resale, resharing or donation

At the point of donation, the participant scans a QR code and completes a short online form to enter the prize draw\* selecting the pro club they wish to support

The participant is then encouraged to voluntarily complete additional simple climate friendly actions, such as switching to a plant-based meal once a week or travelling to a matchday more sustainably. Each action scores more goals for their club, and increases their chances of winning one of the fantastic prizes

\*The QR code will be included in the digital media pack which will be released shortly

# THE GREEN FOOTBALL CUP: HELPING YOUR MEMBERS TO TAKE PART AND WIN AMAZING PRIZES

## CREATE CONTENT FOR SOCIALS

**Grassroots stories:** Share stories from your league or club

**Features:** Shine a light on individuals & club contributions as part of the campaign

**Linked activations:** Promote other activations from the grassroots game related to the core topic of kit.

## INCENTIVISE INVOLVEMENT IN THE GREEN FOOTBALL CUP

**Prize Categories:** Prizes will be awarded to both individuals and grassroots clubs in recognition of their overall support of the campaign

**Exclusive rewards:** Prizes already include match day tickets, a Wembley Stadium tour and others TBC

**Leaderboards:** Supporters of the campaign will be able to see a live league table and follow their chosen club's performance here: [www.greenfootball.org](http://www.greenfootball.org)

# TRACKING PROGRESS: MEASURE AND SHARE THE CAMPAIGN'S SUCCESS:

## 1. Impact reporting:

Record and share with us the quantity of items sold, reshared or donated during the campaign

## 2. Score more goals:

Encourage your members to score more goals by pledging to take further climate positive actions

**3. Amplify the message:** Take the bragging rights by sharing your fantastic achievements on socials tagging @\_greenfootball

## 4. Create a legacy:

Leagues and clubs working collaboratively on embedding simple and effective sustainability initiatives

# POTENTIAL IMPACT OF LONG-TERM SOLUTIONS:

**Cost Savings and Accessibility:** Circular fashion and donation initiatives lower costs for grassroots clubs and families, making playing sports more accessible while reducing the need for new apparel production

**Community Engagement and Education:** Awareness campaigns and green initiatives cultivate an environmentally conscious mindset amongst clubs and their members, creating a long-lasting impact

**Environmental Benefits:** Policies that promote, reuse, resharing or donating, whilst adopting more sustainable purchasing behaviour can drastically reduce sportswear waste and emissions in the grassroots game

**Increased Consumer Awareness and Participation:** Education and transparency requirements empower consumers to make better informed, sustainable choices

**Reduction in Waste and Emissions:** Mandatory recycling, sustainable materials, and circular economy practices can drastically reduce landfill waste and emissions in the sportswear industry

**Stronger Industry Accountability:** Policy enforcement on transparency, fair labour, and emissions sets a high standard for sustainability, encouraging the entire sportswear industry to prioritise ecological and social responsibility

# CORE MESSAGING YOU CAN USE IN YOUR COMMS

- Climate change is threatening the future of football and kit is part of the problem. An estimated 100,000 tonnes of sportswear ends up in UK landfills every year - equivalent to around 500 million football shirts, or 951 shirts per minute.
- Green Football unleashes the passion of the football community to tackle climate change and protect nature, uniting fans, clubs, players, pundits, broadcasters, grassroots teams and schools.
- This year fans, clubs and leagues across the UK are coming together for Green Football's Great Save to save kit from landfill: by donating, selling or reusing kit instead of throwing it away.
- By taking part, you'll be saving money and supporting people in your community who otherwise might not have the kit to be able to play. And you'll be helping to protect our world.
- Keeping your kit in play for just nine more months can reduce its carbon, water, and waste footprint by up to 30%.
- Head to [www.greenfootball.org](http://www.greenfootball.org) to let us know you've made the Great Save by donating, selling on or reusing your kit - and you'll be entered into a draw to win prizes including 12 months' free Sky Sports and Ultra Boost, tickets to the Sky Bet Championship Play-off Final at Wembley, a signed 23/24 Lionesses shirt and more.

**Our full messaging doc can be found [here](#).**

# KEY STATS YOU CAN USE IN YOUR COMMS



Climate change is threatening the future of football - an estimated **120,000 games** are postponed each season due to unplayable pitches caused by flooding



Keeping your kit in play for just nine more months can reduce its carbon, water, and waste footprint by **up to 30%**.



An estimated **100,000 tonnes** of sportswear ends up in UK landfills every year - equivalent to **951 football shirts every single minute** in the UK.

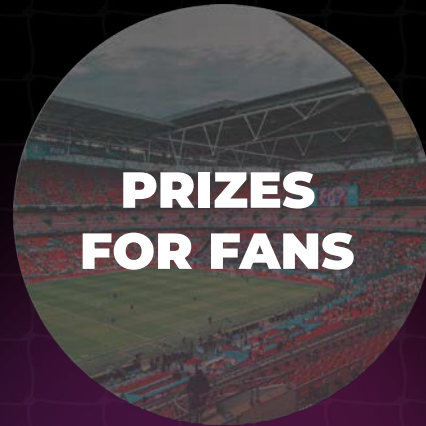


Extending the life of clothes by just **nine months** of active use could reduce its carbon, water, and waste footprint by **up to 30% each**.

# RESOURCES:



**Our assets package is coming soon and will be located [here](#).**



**Information regarding prizes for fans will be added soon.**

# 2024 HIGHLIGHTS VIDEO







[hello@savetodayplaytomorrow.com](mailto:hello@savetodayplaytomorrow.com)