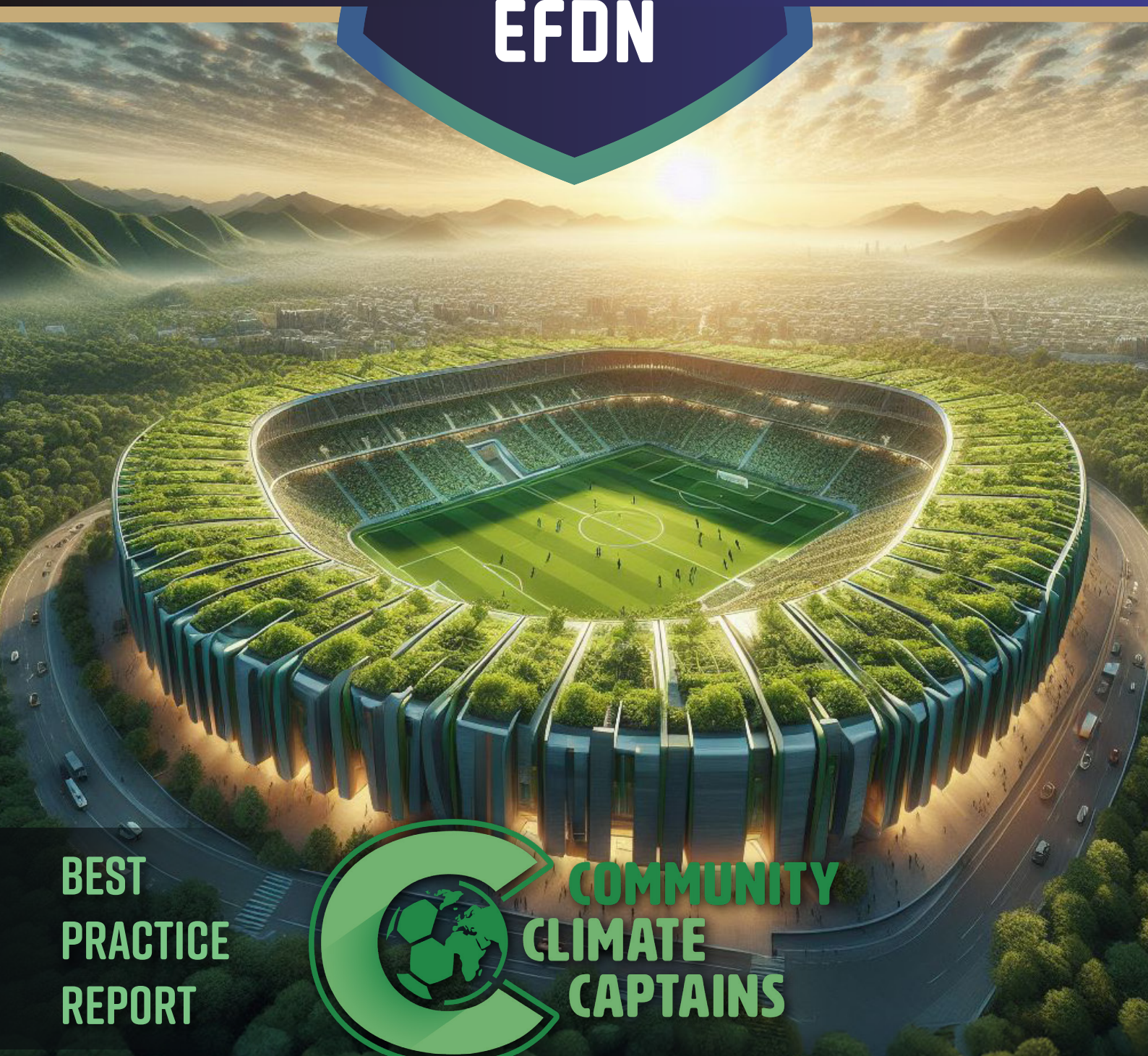


European Football for



Development Network

EFDN



**BEST
PRACTICE
REPORT**



**COMMUNITY
CLIMATE
CAPTAINS**



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EXECUTIVE SUMMARY

Background: Football, with its vast influence and universal appeal, stands as a powerful catalyst for social and environmental change. Recognising this potential, the Community Climate Captains project, inspired by the foundational work of Football for Climate Justice, aims to mobilise European football fans in the urgent fight against climate change. This initiative represents a concerted effort to harness the passion of the football community for a sustainable future.

Objective: The Community Climate Captains project seeks to create a dynamic and effective framework for engaging football fans in climate action. It focuses on European football clubs and their unique ability to influence fans and communities.

Key Strategies: Drawing insights from successful sports campaigns and sustainability strategies, Climate Captains advocates for a fan-centric approach. Key considerations for the project includes:

- **Active Listening to Fans:** Understanding that meaningful engagement begins with listening, not preaching. Clubs must recognise the diverse priorities and concerns of their fans regarding climate change.

- **Collective Solutions:** Emphasising community and collective action over individual behavioural change. This approach resonates with the communal nature of football, aiming to create larger, more significant impacts.
- **Collaboration with Community and NGOs:** Encouraging clubs to partner with existing local organisations and NGOs in climate action, leveraging their existing trust with fans.
- **Integrating with Social Programmes:** Expanding and adapting existing social programs to include climate initiatives, ensuring a grounded and holistic approach to sustainability.

Climate Captains is a rallying cry for football clubs, sustainability professionals, and the wider football community to embrace their potential as agents of environmental change. It's an opportunity to transform the passion for football into effective climate action, making every game a win for the planet. This report forms the foundational base of the project, which will be built upon in subsequent stages.



1. INTRODUCTION: MOBILISING EUROPEAN FOOTBALL FANS FOR CLIMATE ACTION

Football, is more than just a sport; it is a universal language that transcends borders and cultures, uniting millions of fans across the globe. With its unparalleled ability to reach diverse communities, football stands as a potent vehicle for change, and nowhere is this change more pressing than in the context of climate action.

In commencing the Climate Captains project, this report embarks on a journey to explore the intersection of football and climate action, specifically focusing on the European football landscape. It builds on the foundation of the earlier report, "Football for Climate Justice: Research Report" by the European Football for Development Network (EFDN), the Bohemian Football Club and the Think Tank for Action on Social Change (TASC), which highlighted the urgency of addressing climate change through the engagement and empowerment of football fans. Our mission is clear: to chart the path towards mobilising European football fans for climate action, fostering sustainability, and amplifying the power of our sport to inspire positive change.

In recent years, the climate crisis has intensified, underscoring the need for swift and collective action. Recognising the immense reach of football clubs and their unique connection with fans, we firmly believe that they possess the potential to be instrumental agents of change in the fight against climate change. This report serves as a practical guide for football sustainability professionals, offering a concise blueprint for engaging fans and communities in meaningful climate action.

1.1. FAN ENGAGEMENT FOR CLIMATE ACTION

The heart of this report lies in the concept of fan engagement for climate action. Football clubs are capable of shaping opinions and driving societal change. Our approach acknowledges that fans are not passive spectators but active stakeholders in the future of the planet. Harnessing this passion and dedication for the environment can be a game-changer.

The earlier EFDN reports laid the groundwork for understanding the link between football and climate justice, emphasising the role of football clubs as platforms for dialogue and action. We build upon this argument, advocating for a proactive approach to engage fans in climate-related discussions and initiatives. The report underscores that fan engagement for climate action is not a mere option but an ethical obligation for football clubs, aligning with their societal responsibility.

1.2. BEST PRACTICES

Drawing inspiration from Football for Climate Justice, we delve into best practices that have emerged from European Football Clubs' pioneering efforts in climate engagement. These practices encompass a range of approaches, from eco-friendly stadium initiatives to community-based sustainability projects. By referencing successful examples, we offer tangible strategies for clubs to replicate and adapt, ensuring that fan engagement for climate action becomes an integral part of their operations.

Community partnerships, as highlighted in the earlier report, emerge as a central theme. Clubs that have actively collaborated with local communities have witnessed the most significant impact in their climate initiatives. We stress the importance of these partnerships, emphasising that they not only enhance the effectiveness of sustainability projects but also foster a sense of shared responsibility and ownership among fans and local residents.

1.3 SCALING UP AND MEASURING IMPACT

Building on the argument presented in the previous report, we address the crucial aspect of scaling up successful initiatives. Recognising that every football club is unique, we provide flexible strategies that cater to clubs of varying sizes and resources. Scaling up is not merely about replication but adaptation to local contexts and fans' preferences.

Measuring impact remains a focal point, guided by the understanding that data-driven insights are vital for evaluating the effectiveness of fan engagement efforts. Simple yet effective metrics are discussed, ensuring that clubs can assess their progress and make informed decisions for future climate initiatives.

1.4 CALL TO ACTION

This report stands as a call to action for European football clubs and sustainability professionals. It acknowledges the interconnectedness of football, fans, and climate action and presents a roadmap for leveraging this connection to tackle one of the most pressing challenges of our time. While building upon the earlier EFDN report, we focus on practicality, providing concise and actionable guidance for clubs to mobilise their fans and communities in the fight against climate change. The power of football is immense, and by harnessing it for climate action, we can collectively score a goal for a sustainable future.

2. FAN ENGAGEMENT FOR CLIMATE ACTION

In the realm of football's immense influence, where the roar of the crowd echoes through stadiums and fans' unwavering loyalty transcends borders, lies an untapped force for addressing one of our generation's most pressing challenges: climate change. This section explores the pivotal role of fan engagement for climate action within the Climate Captains project. We delve into the profound impact that mobilising fans can have compared to internal sustainability efforts alone, underpinned by a quantitative analysis of carbon emissions. Furthermore, we emphasise the importance of understanding fans and their context, drawing on the invaluable insights from the Football for Climate Justice survey of football fans and their communities.

2.1 THE POWER OF FAN ENGAGEMENT

Football clubs, with their global reach and passionate followings, wield a unique influence that extends far beyond the confines of the pitch. Fans are not merely spectators but active participants, deeply connected to their clubs and the values they represent. Harnessing this connection for climate action is not just an opportunity; it's an imperative.

Internal sustainability efforts within football clubs are undoubtedly crucial in reducing their carbon footprint. However, the real game-changer lies in mobilising fans as climate champions. Fans, collectively, hold the potential to make an astronomical difference in the fight against climate change. To put this potential into perspective, let's turn to a set of estimations derived from modelling.

2.2 MOBILISING FANS: A QUANTITATIVE PERSPECTIVE

Using modelling techniques, we've estimated that the 154 member clubs of the European Football for Development Network (EFDN) are responsible for approximately 782,332 CO₂-eq in emissions. While this is a significant figure, the real eye-opener comes when we shift our focus to the fans.

Fans of these clubs, collectively account for emissions of a staggering 2,461,314,240 CO₂-eq. This stark contrast between club emissions and fan emissions highlights the untapped potential within fan communities. It underscores the immense power football clubs have at their disposal to inspire and mobilise their supporters for climate action.

2.3 UNDERSTANDING FANS AND THEIR CONTEXT

To unleash the full potential of fan engagement for climate action, it is imperative to understand the fans themselves their values, motivations, and unique contexts. To achieve this, the Climate Captains will develop an unprecedented survey of football fans and their communities. This survey can learn from the survey produced for the Football for Climate Justice project, which provides invaluable insights into the mindset of football fans of the participating clubs regarding climate issues.

The survey revealed that football fans are not apathetic to climate change; on the contrary, they are deeply concerned. Over 80% of respondents expressed concern about the climate crisis and a desire to see their clubs play a role in tackling the crisis. This signifies a fertile ground for clubs to engage with their fans on climate-related topics.

Furthermore, the survey unveiled that fans are more likely to support and participate in climate initiatives initiated by their beloved clubs. This underscores the power of the emotional connection between fans and clubs. When clubs take a stand on climate issues, fans are not just willing but eager to follow suit.

The Football for Climate Justice fan survey also underscored how the diverse policy and social contexts in the communities involved lead to different needs and priorities of the fan base. The rich tapestry of political, social, and cultural contexts across European football clubs' points to a clear need for tailored climate actions. There is no one-size-fits-all approach to engaging fans in climate action. Clubs must carefully consider their unique context and fan demographics when crafting their sustainability strategies.

By taking a tailored approach, football clubs can ensure that their climate actions are not only relevant but also embraced by their fans. This nuanced understanding of context allows clubs to tap into the collective power of their supporters effectively.

2.4. THE ROLE OF COMMUNITY

Beyond the individual fan, the survey also highlighted the significance of community in the context of football clubs. Fans perceive their clubs as integral parts of their communities, with clubs often being the driving force behind community cohesion. This community aspect presents a unique opportunity for clubs to foster collective climate action.

Football clubs are more than sports institutions; they are community hubs. By integrating climate action into the fabric of these communities, clubs can create a ripple effect that extends far beyond the stadium. Initiatives that involve local schools, businesses, and residents can amplify the impact of fan engagement efforts, ultimately contributing to a more sustainable and resilient future.

2.5. PUSHING FOR MEANINGFUL CLIMATE ACTION

Fan engagement for climate action is not just a strategy; it's a responsibility for football clubs. The quantitative analysis of fan emissions underscores the magnitude of the opportunity at hand.

By mobilising their vast fanbases, clubs can multiply their impact exponentially.

The insights from the Football for Climate Justice survey paint a picture of fans who are not only concerned about climate change but also eager to act. Clubs hold the key to unlocking this potential by aligning their values with the values of their fans and communities. In the following sections of this report, we will delve deeper into best practices for fan engagement, community partnerships, and scaling up initiatives. The power of football is immense, and as Climate Captains, we are poised to harness this power for the benefit of the planet. The journey begins with the fans, and together, we can score a resounding goal for climate action.



3. ANALYSING BEST PRACTICES IN FAN ENGAGEMENT FOR CLIMATE ACTION

As we delve into the realm of fan engagement for climate action within football, it's vital to recognise the nascent stage of this specific endeavour. Limited precedents in football, or sport in general necessitate a broader search for best practices. Consequently, this report expands its scope, looking beyond football and even beyond climate change initiatives, to gather insights from global sports organisations. These insights will help inform and shape the Climate Captains project, offering a blueprint for engaging football fans in impactful and sustainable environmental actions.

3.1 LEARNING FROM SPORTS FOR SOCIAL GOOD ENGAGEMENTS.

By analysing these diverse global sports initiatives, the Climate Captains project can extract valuable lessons on effectively engaging fans in climate action. These best practices offer a roadmap for developing innovative, inclusive, and impactful fan engagement strategies, harnessing the passion for football to drive meaningful environmental change. The goal is to create a unified, dynamic approach that resonates with fans' values and passions, turning them into active participants in the journey towards a more sustainable and resilient future.

Overview of Initiatives of Note

1. United Nations Office on Sport for Development and Peace (UNOSDP): UNOSDP's integration of sport into development and peace initiatives underscores the multifaceted role sports can play in fostering positive social change. This approach demonstrates the potential of sports, including football, as powerful tools for addressing global challenges, including climate change.
2. FIFA's Football for Hope: This initiative leverages football to address social issues in developing countries, focusing on health, education, and social integration. It highlights the importance of tailoring fan engagement strategies to local contexts, ensuring relevance and effectiveness.
3. NBA Cares: As a global social responsibility program, NBA Cares tackles issues like education, youth support, and health. It showcases how sports organisations can effectively use their platforms to engage fans in broader societal matters, a strategy that can be adapted for climate action.
4. UEFA Foundation for Children: By using football to improve children's lives in areas like health and education, this foundation illustrates the power of engaging younger audiences in meaningful causes. This approach can be vital in nurturing a future generation of environmentally conscious football fans.
5. Laureus Sport for Good: This organisation uses sports to combat violence, discrimination, and disadvantage, emphasising the transformative power of sports. This model can inspire similar transformative approaches in climate action initiatives.
6. Right To Play: Focusing on the power of play to educate

and empower children in adversity, Right To Play shows the effectiveness of engaging and interactive methods in raising awareness and fostering change, a method that can be employed in climate action.

7. Common Goal: Led by football players donating part of their salaries to support football-related charities, this initiative exemplifies the impact of personal commitment and leadership in driving change, a principle that can be leveraged to encourage fan participation in climate action.
8. Rugby League Cares: This charity's comprehensive approach to supporting its communities underlines the effectiveness of holistic and integrated initiatives, relevant in designing all-encompassing fan engagement strategies for climate action.
9. Athlete Ally: Focused on creating inclusive and respectful sporting environments, Athlete Ally's work demonstrates the importance of fostering an environment of respect and inclusivity in any fan engagement initiative.

Key Points for Climate Captains

It is important to reflect on how these overarching initiatives could inform the development of the Climate Captains initiative, by distilling out some points of relevance.

- Contextual Relevance: Tailoring fan engagement strategies to the specific cultural, social, and environmental context of each club and its fans, as seen in FIFA's Football for Hope, can enhance effectiveness and resonance.
- Youth Engagement: Engaging younger audiences, similar to the UEFA Foundation for Children, is crucial for long-term sustainability impact. Initiatives should aim to educate and involve young fans in climate action.
- Holistic Approach: Embracing a comprehensive approach that addresses multiple aspects of sustainability, as shown by Rugby League Cares, can create more impactful and resonant campaigns.
- Leadership and Personal Commitment: Encouraging personal commitment and leadership in climate action, as exemplified by Common Goal, can significantly enhance fan involvement and investment in sustainability efforts.
- Interactive and Engaging Methods: Adopting interactive methods to educate and engage, similar to Right To Play's approach, can make climate action more engaging and accessible to fans.
- Leveraging Transformative Power of Sports: Drawing on the transformative potential of sports, as demonstrated by Laureus Sport for Good, to drive societal change can be a potent strategy in mobilising fans for climate action.

3.2 THE ROLE OF CAMPAIGNS

Campaigns in the world of sports have played a pivotal role in mobilising fans for social good. These initiatives, often spearheaded by major sports organisations, have successfully engaged vast fanbases in addressing critical social issues, from combating discrimination to promoting health and education. Analysing these campaigns provides invaluable insights for the Climate Captains project, particularly in harnessing the collective power of fans for climate action.

Overview of Key Campaigns

1. Kick It Out: This British football initiative focuses on eradicating racism and discrimination in the sport. It promotes inclusive practices and strives to make football a more welcoming environment for everyone.
2. HeForShe with UEFA: A solidarity campaign initiated by UN Women and supported by UEFA, HeForShe engages men and boys in football as agents of change for gender equality and women's rights.
3. NBA's "Basketball Without Borders": This global program uses basketball to foster friendship, healthy living, and education. It's a community outreach effort that transcends the sport, emphasising its role in promoting positive societal values.
4. NFL's "My Cause, My Cleats": NFL players showcase their personal causes through custom cleat designs, bringing attention to issues they are passionate about and personalising their advocacy.
5. MLB's "Going to Bat Against Breast Cancer": This Major League Baseball initiative raises awareness and funds for breast cancer research, leveraging the sport's platform for a critical health cause.
6. NHL's "Hockey Fights Cancer": An annual campaign that engages the hockey community in raising money and awareness for cancer research, demonstrating the sport's commitment to social responsibility.
7. FIFA's "Live Your Goals": Aimed at encouraging more girls and young women to engage in football, this campaign focuses on increasing global participation and interest in women's football.
8. UEFA's "No to Racism": This campaign takes a strong stance against racism in football, promoting diversity, inclusion, and accessibility within the sport.
9. The FA's "Heads Up" Campaign: Spearheaded by the English Football Association, this initiative focuses on mental health, encouraging open conversation and awareness around the issue.
10. ATP's "Aceing Cancer": A tennis campaign where players contribute to cancer research based on their performance, linking sports achievement with philanthropy.

Key Points for Climate Captains Development

- Clear and Focused Messaging: Campaigns like Kick It Out demonstrate the effectiveness of having a clear and focused message. For Climate Captains, articulating a specific and compelling narrative around climate action is essential.
- Inclusivity and Engagement: Initiatives such as HeForShe with UEFA emphasise the importance of inclusivity and engaging diverse fan demographics. Climate Captains should aim to involve all segments of the fan base in its climate action efforts.
- Personalisation and Emotional Connection: NFL's "My Cause,

My Cleats" shows the power of personalisation and emotional

connection in advocacy. Personal stories and causes related to climate change can make the issue more relatable and impactful for fans.

- Leveraging Sports as a Platform for Awareness and Action: Campaigns like NHL's "Hockey Fights Cancer" and MLB's "Going to Bat Against Breast Cancer" illustrate how sports can be powerful platforms for raising awareness and inspiring action. Climate Captains can leverage the unifying spirit of football to mobilise fans for climate-related causes.

3.3 CLIMATE SPECIFIC INITIATIVES IN SPORT.

The realm of sports has seen an increasing commitment to sustainability and climate action, offering rich insights for the Climate Captains project, particularly in fan engagement and community involvement.

Overview of Key Climate Strategies in Sports

1. Green Sports Alliance: This organisation stands at the forefront of leveraging sports to promote sustainable communities. It actively encourages fans to participate in sustainability efforts, not only at sporting events but also in their daily lives, highlighting the pervasive influence of sports in driving environmental awareness and action.
2. FIFA's Green Goal Program: Initiated during the FIFA World Cup, this program aims to reduce the event's environmental impact. It achieves this by encouraging fans to adopt sustainable practices like using public transportation, recycling, and supporting eco-friendly merchandise, effectively integrating sustainability into the fan experience.
3. The Ocean Race's 'Racing with Purpose' Program: This comprehensive sustainability initiative, centred around a sailing event, focuses on educating and engaging fans about ocean health and climate change. It serves as an exemplary model of how sports events can be platforms for widespread environmental education.
4. Formula E's "Positive Change" Initiative: As an electric car racing sport, Formula E uniquely positions itself to raise awareness about renewable energy and sustainable practices. It not only promotes these concepts through the sport itself but also engages its fan base in understanding and supporting sustainable technologies.
5. NHL's "Green" Initiative: This initiative by the National Hockey League encourages fans to adopt environmentally friendly practices, such as recycling and energy conservation, particularly focusing on sustainable food choices during events. It demonstrates how sports leagues can play a pivotal role in promoting environmental responsibility among their fans.
6. UEFA's "Cleaner Air, Better Game" Campaign: Targeting air pollution and sustainable urban mobility, this campaign by UEFA seeks to engage football fans in environmental sustainability. It represents a direct approach to integrating environmental concerns into the fan experience, especially in urban settings.
7. Pledgeball: A UK based charity that engages fans with environmental sustainability. The basic premise is to utilise the inherent competitive tension between sets of fans to encourage positive behaviour change. Pledgeball also organises the Green Football Weekend.

8. The "Play It Forward" Initiative by the Australian Open: This initiative by one of tennis's major tournaments encourages fans to engage in sustainable practices, such as using refillable water bottles and opting for public transport. Alongside this, it provides educational content on climate action, making it a multifaceted approach to sustainability.
9. SailGP's Race for the Future: SailGP uses its platform to advocate for a cleaner and more inclusive future. By engaging fans through interactive educational experiences and sustainable event practices, it sets a benchmark for how sports can actively involve fans in sustainability initiatives.
10. Sports for Climate Action Framework by the United Nations: This global initiative encourages sports organisations and their fans to support and promote climate action. It focuses on reducing the carbon footprint of sports events and serves as a guiding framework for sports entities worldwide to align with global climate goals.
11. Planet Super League: A behaviour-tech platform using the power of sport to drive action on climate change. The project seeks to encourage participants to score goals by undertaking sustainable practices.
12. Footprint Coalition by Robert Downey Jr.: Although not exclusively sports-related, this initiative has seen collaborations with sports figures to engage fans in environmental sustainability through advanced technologies. It represents a novel approach to combining celebrity influence and technological innovation in environmental advocacy.
13. GameDay Recycling Challenge: This friendly competition among U.S. colleges and universities promotes waste reduction and sustainability at football games. It showcases how friendly competition can be an effective tool for encouraging environmental responsibility in a sports setting.
14. EcoAthletes: This organisation empowers athletes to speak out on climate change and engage their fans in environmental action. It highlights the influential role athletes can play in advocating for and driving sustainability initiatives.
15. Protect Our Winters (POW): Initially focused on winter sports, POW now encompasses a broader scope, engaging athletes and fans in advocacy for climate policy solutions. It demonstrates how sports communities can be mobilised for impactful environmental advocacy.
16. Football for Forests: Operates as an app designed to integrate environmental conservation with the love of the game. The primary aim is to engage the vast community of football fans in contributing to the protection and restoration of forests worldwide.
17. Sports engagements by the UNFCCC: There are two main sports engagement campaigns under the UNFCCC, the UN convention under which governments advance climate action:
 - Race to Sero Campaign: A global campaign that rallies businesses, cities, regions, and sports sectors towards a resilient, zero-carbon future. It emphasises the significant role sports can play in achieving global climate objectives.
 - Sport for Climate Action: This initiative encourages sports organisations to recognise and combat climate change. It focuses on the environmental impact of sports and the potential for the sports community to drive meaningful change and is in the process of developing a fan engagement strategy called "Bigger than the Game".

Key Points for Climate Captains Development

- Fan Engagement and Education: Strategies like the Ocean Race's program, Pledgeball, Planet Super League and the Play It Forward initiative demonstrate the effectiveness of educating and actively engaging fans in sustainability efforts, making them active participants in climate action.
- Leveraging Major Events for Sustainability: Programs like FIFA's Green Goal and the NHL's Green Initiative show how major sports events can serve as platforms for promoting sustainable practices among large audiences, a concept that can be adapted to football events.
- Empowering Athletes as Advocates: Initiatives like EcoAthletes and Protect Our Winters highlight the influential role of athletes in advocating for climate action, suggesting that football players can be powerful ambassadors for sustainability.
- Innovative Approaches to Sustainability: Formula E's focus on renewable energy and the Footprint Coalition's use of advanced technologies illustrate the potential for innovative, technology-driven approaches to promoting sustainability in sports.

4. ENVISIONING A NEW DIMENSION IN FAN ENGAGEMENT ON CLIMATE ACTION IN FOOTBALL

In embarking on the ambitious journey of the Climate Captains project, it's imperative to draw upon the rich tapestry of insights and experiences from pioneering initiatives like Football for Climate Justice and other notable initiatives from the world of football and sport, as previously discussed.

While there is much being done in the field of sports sustainability, it's clear that much more progress can be made in facilitating fans in accessing climate solutions to catalyse transformative climate action. In this section, we will discuss how Climate Captains can incorporate these critical lessons into its strategy, ensuring a fan-centric, impactful, and sustainable approach to climate action in football.

4.1. EMPHASISING ACTIVE LISTENING OVER PREACHING

The key to meaningful engagement in climate action starts with football clubs actively listening to their fans, rather than assuming a prescriptive role. It is essential to understand that fans are not a monolithic group; they have diverse priorities and concerns regarding climate change. Active listening involves conducting surveys, organising forums, and creating platforms where fans can express their views on climate-related issues. This approach not only fosters a sense of inclusion and respect but also ensures that the initiatives taken are aligned with the fans' genuine interests and concerns. This way, clubs can develop strategies that resonate more deeply with their fanbase, leading to more impactful and sustained engagement. Climate Captains will achieve this with its fan-survey.

4.2. FOCUSING ON COLLECTIVE SOLUTIONS OVER INDIVIDUAL BEHAVIOURAL CHANGE

While individual actions are important, Climate Captains should pivot towards promoting collective solutions. The ethos of football is inherently collective, resonating with the desire of fans to be part of something larger than themselves. This collective spirit can be harnessed to drive community-wide initiatives, such as group

pledges to reduce carbon footprints, community clean-up events, or collaborative efforts to support renewable energy projects. Such collective actions have the potential to create a more significant impact and are more in line with the communal nature of football fandom, moving beyond the limitations of individual behavioural change campaigns.

4.3. COLLABORATING WITH COMMUNITY ORGANISATIONS AND NGOS

Football clubs do not need to reinvent the wheel when it comes to climate action. Many community organisations and NGOs are already actively engaged in local climate initiatives. Clubs can leverage their trust and rapport with fans to bridge the gap between these organisations and the fan base. By partnering with these entities, clubs can amplify existing efforts, bringing in a fresh wave of enthusiasm and participation. This approach not only streamlines resources but also embeds the clubs more deeply into the fabric of community-led climate action, enhancing the authenticity and impact of their efforts.

4.4. INTEGRATING CLIMATE ACTION INTO EXISTING SOCIAL PROGRAMMES

Clubs should evaluate their existing social programs to identify opportunities where climate action can be integrated or replicated in a climate context. For instance, educational programs aimed at youth can include climate literacy, or health and wellness initiatives can incorporate environmental well-being. This strategy ensures that climate action is not treated superficially but is interwoven with the social fabric of the club's community engagement. By starting with a social dimension, clubs can develop more holistic and impactful strategies that address the intersecting aspects of social and environmental well-being. It also helps in avoiding the pitfalls of superficial climate actions, ensuring that the initiatives are grounded, relevant, and resonate with the core values of the club and its fans.

5. CONCLUSION: FORGING AHEAD WITH CLIMATE CAPTAINS - A NEW CHAPTER IN FOOTBALL'S CLIMATE JOURNEY

As we conclude this report, it's evident that the Climate Captains initiative stands at a pivotal moment in the intersection of football and climate action. Building upon the foundation laid by Football for Climate Justice and other insightful initiatives, Climate Captains is poised to steer European football into a new era of environmental stewardship and fan engagement.

We have explored the myriad ways in which clubs can meaningfully engage with their fans on climate issues, emphasising the need for active listening, collective solutions, community collaboration, and the integration of climate action into existing social programmes. These approaches are not just strategies but are steps towards a deeper transformation within the world of football – a transformation where environmental consciousness becomes ingrained in the fabric of the sport and its community.

The roadmap laid out in this report is a call to action for clubs, fans, and the broader football community. It's a call to harness the passion, the unity, and the global reach of football to make a tangible impact in the fight against climate change. Climate Captains is not just an initiative; it's a movement towards a sustainable future where football plays a leading role.

As we move forward, the success of this movement will depend on our collective efforts – the clubs, the players, the fans, and the communities. It's about turning the chants in the stands into chants for change, transforming the energy on the pitch into energy for positive action, and leveraging the spirit of competition to drive cooperation for a healthier planet.



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