



# SPORT AS A FORCE FOR GOOD

# FROM HUMBLE BEGINNINGS TO UNITED NATIONS RECOGNITION



Life for Forest Green Rovers (FGR) began in the hamlet of Forest Green in October 1889. 121 years later in 2010, current chairman Dale Vince got involved with the club and began to improve the club's social and environmental impact.

As well as success on the pitch, FGR have since been crowned 'the greenest football club in the world' by FIFA, certified as the world's first vegan football club and as carbon neutral by the United Nations.

Sustainability is central to everything at FGR. From solar panels to electric vehicle charging points at The innocent New Lawn Stadium and vegan match day menu, FGR strive for continual improvement to maintain the title of the greenest football club in the world.





# OUR GREATEST GREEN ACHIEVEMENTS SO FAR



## **The world's first vegan football club**

2015 was the year that FGR went completely vegan, being the first and only certified team in the world, offering freshly made vegan food to all players, staff and fans.

## **The world's greenest football club**

In 2017 FIFA declared FGR as the 'greenest football club in the world'.

## **FGR receives prestigious UN 2018 Momentum for Change Award**

FGR received the award in the Climate Neutral Now category.



## **The world's first carbon neutral football club**

2018 was the year FGR was certified by the United Nations as carbon neutral, under the Carbon Neutral Now scheme.

## **FGR becomes founding member of UNFCCC Sports for Climate Action Framework**

In 2018 FGR became a founding member of UNFCCC Sports for Climate Action Framework and in 2019 FGR chairman Dale Vince became a Climate Champion for the Framework.

# 2020 & BEYOND: A BLUEPRINT ON CLIMATE ACTION FOR THE WORLD OF FOOTBALL

We intend to become **the first sports organisation to adhere to all of the principles of UNFCCC Sports for Climate Action Framework**, and continue to do so in perpetuity



Other goals for 2020 and beyond include:

- ② The creation of our new stadium and business park
- ② Growing the reach of our worldwide audience, and using this platform for sustainability messaging
- ② Continuing and increasing conversations with other sports clubs/organisations to help them reach carbon neutrality
- ② Taking our Devil's Kitchen brand into other sporting events





# OUR GUIDING PRINCIPLES

**We focus on the three biggest contributing sectors – Energy, Transport and Food, which between them account for the majority of everybody's personal carbon footprint**



We seek maximum environmental gain for minimum environmental impact - in all that we do.

We intend to continually reduce our own environmental impact.

In any apparent conflict between the environment and money we put the environment first.

We take into account ethical and social issues, biodiversity, and sustainability when making all strategic and operational decisions.

We encourage behavioural change, both within our organisation and outside of it.

We will not work with organisations directly involved in factory farming, animal slaughter or testing, arms, tobacco, nuclear power, fracking, GMOs or anything we consider to be unethical, immoral or just plain wrong.

We set ourselves targets and pursue continual improvement of systems and environmental performance.

We are committed to protecting the environment, preventing pollution and fulfilling all of our compliance obligations.



# OUR FOOTPRINT REDUCTION PLAN



## A commitment to measurement

Carbon footprint has been measured at FGR since 2011 as part of our Environmental Management System. This includes electricity, gas and water, and helps identify which areas of the club can be improved.

## Continual improvement

In 2013/14 FGR began measuring and tracking our solar generation (kWh) and fuel used (litres, in minibuses used to transport teams).

In 2018/19 FGR began measuring the mileage claims made by FGR staff.





# PROGRESS



**While attendance has increased by over 300% between the 2011/12 and 2018/19 seasons, consumption has decreased across key areas:**

Consumption	2011/12	2018/19
Electricity from grid (kWh)	309,122	295,937
Gas (kWh)	379,466	199,911
Water (litres)	6,794,540	2,752,387

**Although fan numbers increased, the carbon footprint per fan was reduced from 3.33kg in 2011/12 to 0.89kg in 2019/20**





# NO STONE LEFT UNTURNUED

## Energy

**GREEN ENERGY** The entire club is powered by 100% green energy from Ecotricity, some of which is generated by the solar panels on the stadium roof and the solar tracker at the ground entrance.

**ELECTRIC 'MOW-BOT'** FGR cuts the grass with a GPS-directed electric lawnmower, powered by energy harnessed from the sun.

**SMART METERS** installed for energy monitoring

**ENERGY EFFICIENCY** Low energy LED scoreboard used, energy efficient fryers in catering outlets, review and revision of timers for heating of building.

## Transport

**ELECTRIC VEHICLE (EV) CHARGING POINTS** Sustainable travel to all games is recommended, and FGR provide EV charging points from The Electric Highway. Electric Van for Kit man.

**COMMUNICATIONS** Public transport information on FGR website.

## Food

**THE WORLD'S FIRST VEGAN FOOTBALL CLUB** We offer freshly made vegan food to all players, staff and fans, which is great for the environment, health and performance and tastes pretty good too.

## Water

**RAINWATER COLLECTION** From beneath the pitch to use for pitch irrigation so we don't have to use mains water.

**WATER EFFICIENCY** Water efficient line marking, waterless urinals, installation of in-line pipe cleaners for bar areas to reduce cleaning by 66%.

## Other environmental efforts

**ORGANIC PITCH** The grass FGR plays on is sustainable, free from pesticides and herbicides.

**WASTE** Pitch side, corporate boxes and office recycling facilities, reduced packing waste from kit suppliers, recyclable pitch side sponsorship boards, snacks with compostable packaging, composting.

**BIODIVERSITY** Changed mowing regime and grass management plan for pitch, encouraging pollinators by seed sowing, bat and floral survey, bug hotels, bee feeders and bee hives.

**RAW MATERIALS** reduced paint for pitch marking, online ticketing, paperless membership scheme, removed plastic bags from shop, implemented bamboo kit, soap manufactured using grass from FGR pitch.

**COMMUNICATIONS** Community sessions conducted on energy, waste and healthy lifestyles, in-depth information on website, promotion of Climate Week in match-day programme, eco information on boards around the stadium, fit for life programme, fair trade, Sea Shepherd and vegan match day promotions.



# A CLOSER LOOK

Between 2017/18 and  
2018/19 **we reduced  
emissions by 30%**

Consumption	2017/18 emissions (tonnes)	2018/19 emissions (tonnes)
Electricity	116.7	81.2
Gas	68.5	36.8
Transport Coach	8.1	10.2
Transport Pool Vehicles	32.6	30.9
<b>Total</b>	<b>225.8</b>	<b>159.1</b>



# HOW?



The biggest reduction was in emissions from electricity and gas, down from 185.2 to 118 tonnes of CO<sub>2</sub>. That reduction stemmed from the ongoing energy efforts outlined above, as well as specific initiatives including:

- ⌚ A review of building occupancy, and heating being optimised against when the site was in use.
- ⌚ Turning off air conditioning in the gym during winter months.
- ⌚ Purchase of new energy efficient fryers for some catering outlets.





# OUR LEARNINGS



## **Rome wasn't built in a day**

Even the greenest football club in the world didn't get there overnight. Every season new efforts are trialled and introduced and improvements are made. In spite of all of FGR's achievements, there are still plenty of goals.

## **Measure & benchmark**

By measuring emissions since 2011, and adding more measurements along the way, FGR can set benchmarks for continual improvement.

## **Bring your fans along**

You have a responsibility to your fans. They will support your decisions and take learnings into their own lives. Change happens from within your community.



fgr.co.uk

