INTRODUCTION

Fans have made and continue to make a serious and, in many cases, successful effort to tackle big problems, from discrimination and rip off tickets to stadium safety and food poverty. Likewise, when it comes to the environment and sustainability, most fans believe that football should and can do more to address its impact on the environment. Indeed, FSA members unanimously voted in favour of taking action at the organisation’s 2019 and 2021 AGMs.

There are two things we know for certain about climate change. First, at present, it is largely caused by human activity and the pollution it generates (IPCC 2021). Second, it has an impact on every aspect of our lives—and that includes football.

Fans and fans’ groups can contribute to the national conversation by speaking to their clubs and backing the FSA as they engage with the FA, Premier League, and EFL to encourage them to strive for net zero carbon emissions and increase transport options for fans.

But what about on a local level? What about your fanbase, your town, your club, and your stadium? What can you do right now to make a difference?

One way is to partner with Pledgeball (just like the FSA). We’re football fans and a registered charity; our aim is to encourage more fans to promote sustainability at the grassroots level; and we’ve developed a simple online platform to help us do just that.
CLIMATE CHANGE IMPACTS FOOTBALL

A CHANGING CLIMATE MAKES IT MORE CHALLENGING TO PLAY, WATCH, AND MANAGE THE GAME.

- Heavy rain saw more than twenty professional fixtures cancelled in the 2015/16 season.
- Of the 92 teams in the Premier League and EFL, one in four can expect partial or total flooding of their stadium on an annual basis by 2050.
- The consequences of this were demonstrated in 2015 when Carlisle United’s Brunton Park flooded, forcing the club out of the stadium for seven weeks.

STORM EUNICE DEVASTED SHOREHAM FC’S GROUND AND CLUB HOUSE IN 2022, WITH THE CLUB HAVING TO RAISE FUNDS FOR REPAIRS.

COOLING BREAKS DURING GAMES ARE NOW A MUCH MORE COMMON OCCURRENCE, FOR EXAMPLE DURING THE 2019 WOMEN’S WORLD CUP AND THE 2020 EUROS.
OUR SCOPE OF WORK

THE PLEDGEBALL PROCESS, IMPLEMENTATION, AND EXECUTION.

WHAT IS PLEDGEBALL?
Pledgeball rallies fellow football fans to tackle climate change. Our website offers a unique, fun twist on individual and collective action, allowing fans to support their club and local businesses while also greening football and our environments. It provides fans with information about environmentally friendly behaviour, empowers them to make their own lives more sustainable, and shows how small changes can have a big impact.

This toolkit provides a practical guide on how to implement Pledgeball amongst your membership, to the wider fan community and at your club. Additional resources are available for you in this Google Drive folder. “Resources for Fans.”

WHAT IS A PLEDGE?
A pledge is a commitment to carry out a sustainable lifestyle change, made in support of your team in one or more of their fixtures. When carried out, each pledge reduces a person’s carbon emissions. This reduction is represented in two ways: as the total carbon dioxide equivalent (CO2e) saved; and as the number of cars removed from the road. The amount pledged determines your standing in the Pledgeball League.

COMPETITION
Each matchday, whilst teams compete on the pitch, fans compete off the pitch: two sets of fans go head to head to see who can pledge to save the most carbon emissions. The winner of the Pledgeball fixture is the team whose fans have committed to saving the most carbon emissions.
HOW PLEDGEBALL WORKS

MAKING A PLEDGE IS EASY

START AT THE PLEDGEBALL FIXTURES PAGE

SEARCH FOR YOUR TEAM

CLICK ON YOUR TEAM

SELECT YOUR PLEDGES

WATCH THE TALLY BAR MOVE & CLIMB THE LEAGUE!

Detailed instructions on how to submit a pledge can be found in a shared Google Drive folder, “Resources for Fans.”
PLEDGE LIST

CHOOSE FROM A LIST OF OVER 60 PLEDGES TO FIND A WAY TO MAKE AN IMPACT THAT FITS YOUR LIFESTYLE

SAMPLE OF PLEDGE REGISTRATION SHEET WITH LIFESTYLE PLEDGE OPTIONS
PLEDGEBALL LEAGUE TABLE

Competition is a big part of Pledgeball's appeal.

Every fixture pits fans of different clubs against one another to see who can have the biggest impact. The winner of each Pledgeball fixture is the team whose fans have committed to save the most carbon emissions. At the end of the week, each club places in the Pledgeball League.

![Sample of Pledgeball League Table]

Every professional game in the Premier League, EFL, UEFA club and national competitions, and FIFA World Cup is available on the Pledgeball website. If you support a non-League or Welsh league Club, tell us and we'll input your fixtures into our database.
WHAT FAN GROUPS CAN DO

THERE IS NO ONE-SIZE-FITS-ALL APPROACH TO PROMOTING AWARENESS ABOUT ENVIRONMENTAL SUSTAINABILITY IN FOOTBALL.

Everything starts with promotion and visibility. No matter the size of your group or fanzine, you'll likely have strong relationships with local fans and communities, as well as a connection with the people who work for and run your club. Don't underestimate your significance and potential influence. Fans across the world have joined together to change football, from stadium moves to ticket prices, from getting rid of a manager to stopping the Super League. When we work together, fans can do great things.

DIFFERENT FANS’ GROUPS HAVE DIFFERENT AIMS, RESOURCES, AND WAYS OF COMMUNICATING, SO THEY’LL NATURALLY ADOPT DIFFERENT SOLUTIONS.
ENGAGING WITH FANS

Change often comes from a lot of people doing something imperfectly, rather than a few doing it perfectly. When we work together, fans can do great things.

1. Introduce and Encourage
2. Organize a Pledgeball Derby
3. Create and Maintain Visibility
4. Showcase Fans' Voices
5. Coordinate Pledgeball Fixtures
6. Support the FSA's Climate Action Day

The following pages include ideas about how you can promote Pledgeball specifically and sustainability more generally.
1. INTRODUCE & ENCOURAGE

**Introduce** Pledgeball to your members and fanbase through communication channels.

**Use support materials** from Pledgeball, such as joint-branding, copy, and QR codes. (Examples in Resources for Fans)

**Encourage** members and fanbase to pledge on the Pledgeball website in support of your club.

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**A Bella Life**
@a_bella_life

Awesome to be part of this. I support the @TheMatildas and I support action on climate change. The @FIFAWWC in AUS has a great opportunity to speak up on #climatechange. 🌍💚 @Pledgeball12 for putting this together for #sustainablefootball #greenplanetsport.

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**Cheltenham Town SLO**
@CheltTownSLO

Submit a Standalone Pledge - pledgeball.org/pledgemadestan...
The @WeAreTheFSA have teamed up with @Pledgeball12 for the future of our planet 🌍🌍 Have a read 😊 #ctfc
2. ORGANISE A PLEDGEBALL DERBY

A PLEDGEBALL DERBY IS A FIXTURE WHERE BOTH CLUBS/SUPPORTERS TRUSTS ARE ENCOURAGING FANS TO PLEDGE.

ACTIONS

Ask other fans’ groups whether they would consider running a Pledgeball Derby.

Bristol City Supporters Club & Trust
@BristolCitySCT

We are also pleased to announce our support for @Pledgeball12 for this Saturday’s fixture.

Pledgeball encourages supporters to make a small, easy change to their lifestyle to collectively have a big impact on our planet.

Pledge: pledgeball.org/submit-fixture...

HTSA @officialhtsa · Dec 13, 2021
We’ve teamed up with @Pledgeball12 for Town’s away fixture at #BristolCity.

Make pledges to help the environment & get entered into a prize draw to win signed #htafc merch.

Read more: bit.ly/3EPHYZu

Pledge: bit.ly/3ymxKgN
3. CREATE & MAINTAIN VISIBILITY

**ACTIONS**

- **Make the Pledgeball League** and your club’s standing in it visible.
- **Display banners** in the stands showing support for climate action at your club.
- **Publish an article** about climate action on your website and send it to your mailing list.

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**Bristol City Supporters Club & Trust Retweeted**

🏆 We have a new Pledgeball League leader!

Congratulations to @BristolCity who are now top of the Pledgeball League after fans pledged to save an incredible 253,784kg of carbon emissions 🏆

@BristolCitySCT 🎓

6:08 AM · 12/16/21 · Twitter Web App

2 Retweets 21 Likes

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**Pledgeball: Huddersfield Town Supporters’ Association backs environment campaign**

FSA-affiliates Huddersfield Town Supporters’ Association (HTSA) have joined a number of clubs and Birmingham County FA in giving their support to the...
4. SHOWCASE FANS’ VOICES

Feature pictures and videos of pledging in action through your website and social media channels.

Fans from both sides joined Pledgeball founder Katie Cross to talk match predictions and their own pledges. Full videos on our Instagram.

Ifcwsc

It was lovely to meet up with Katie Cross from @pledge_ball before Sunday's game to share my pledge and score prediction.

Shampoo bars may come in handy for those wigs! 😊

Glad to share that @liverpoolfcw fans managed to save a whopping 61,737Kg of carbon emissions with their pledges clinching the win over @bristolcitywomenstc’s 43,186Kg saving! A massive effort to be proud of all around and thank you to everyone who made a pledge!
Pick ~six games at the beginning of the season and promote them as Pledgeball fixtures.

Choose a theme for each fixture to involve the community i.e., Waste, Local Businesses, etc.

Ask local businesses who promote sustainability to offer incentives like discounts to fans.

Liverpool Women Supporters Club
@LFCWSC

My pledge will help to save 5,832Kg of carbon emissions per year. [Jo]

It may not seem like much, but if everyone pledged just one thing (i.e. using a recyclable cup) it all adds up ✓

Let’s see if @LiverpoolFCW fans can climb the @pledge_ball table!

#LFCWomen #LWSC #LFC

We’ve teamed up with @Pledgeball12 for Town’s away fixture at #BristolCity.

Make pledges to help the environment & get entered into a prize draw to win signed #htafc merch.

Read more: bit.ly/3EPHYZu

Pledge: bit.ly/3ymxKgN
6. SUPPORT THE FSA’S CLIMATE ACTION DAY

Support the FSA's Climate Action Fixture Day.

STAY TUNED: MORE INFORMATION TO COME ABOUT THIS EVENT.
ENGAGING WITH FANS

FURTHER STEPS

Set up a dedicated working group of members to oversee your group’s work on Pledgeball and climate action.

Contact local politicians to discuss climate action at your stadium and how best to improve it.

Join your local climate commission (partnerships bringing public, private, and civic sectors together for climate action.)

**What are Climate Commissions?**

Climate Commissions are city-wide partnerships bringing together people from the public, private and civic sectors who work collaboratively with the local authority to help drive climate action. Commissions are independent advisory groups and do not have a governance role. Read our briefing note, *What is a local Climate Commission?*

The first climate commission was established in Leeds in 2017. Read more about the structure of the Leeds Climate Commission and how it was set up.

Under PCAN, two further core climate commissions have also been launched, in Belfast (January 2020) and Edinburgh (February 2020). Our latest, and largest, commission is our first regional one - Yorkshire and Humber Climate Commission.

PCAN aims to produce a replicable model for other places to establish their own commissions, and we are delighted to welcome new climate commissions to our wider
ENGAGING WITH CLUBS

**ACTIONS**

Request a *meeting* with your club to discuss sustainability and climate action. (Suggested questions in Resources for Fans.)

Urge your club to provide *incentives* for fans to get involved with Pledgeball.

Ask your club to *share* your Pledgeball actions on their website and social media channels.

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**PLEDGETBALL RUNS THE PRIZE DRAW AND INFORMS YOU OF THE WINNER. ALL WHO PLEDGE IN SUPPORT OF YOUR CLUB FOR THE SEASON WILL BE ENTERED TO WIN. THE MORE FIXTURES YOU PLEDGE FOR, THE MORE TIMES YOU’LL BE ENTERED.**

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**WE CAN USE THE PLEDGEBALL LEAGUE TABLE TO SHOW FANS' SUPPORT FOR CLUBS TO TAKE CLIMATE ACTION.**
ENGAGING WITH CLUBS

CLUBS CAN TACKLE CLIMATE CHANGE BY MAKING THEIR OPERATIONS MORE ENVIRONMENTALLY SUSTAINABLE - AND FANS ARE IN A GREAT POSITION TO ASK THEIR CLUBS IF THEY ARE DOING THIS ALREADY.

FURTHER STEPS

Below are suggested parties to encourage your club to invite to the sustainability working group. Actual participants will be location dependent and change from club to club. The intent is to include anyone involved and/or impacted by the club’s operations.

Set up a sustainability working group with all major stakeholders, including fans.

- Supporters
  - Internal staff - all levels
  - Local general population
  - Local governmental entities
  - Internal staff - all levels
  - Local governmental entities
  - Energy & water stewards
  - Waste haulers
  - Vendors & suppliers
  - Sponsors

Pledgeball
RESOURCES & CONTACT INFORMATION

PLEDGEBALL

INFO@PLEDGEBALL.ORG
WWW.PLEDGEBALL.ORG

We have provided this toolkit electronically as well as additional resources, such as the appendix items linked below, in this Google Drive folder called "Resources for Fans."

ABOUT PLEDGEBALL
COMMUNICATION EXAMPLES & TEMPLATES
COMMUNICATING CLIMATE CHANGE
HOW TO PLEDGE STEP-BY-STEP GUIDE

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