

Deliverable B.4.4

Informative panels

Version 1.0

Document history

Version	Date	Description
1.0	31.07.2020	1 st version of the document

Informative panels and banners aim at providing powerful and direct messages to supporters on environmental measures in the domain of football.

They will be placed in strategic places such as on terraces, on the side line, at the entrance, above bars and so on in order to make them as visible as possible.

Different sizes and messages will be used for the production of panels and banners to adapt to the strategic place and the audience of the specific stadium.

KPI: to be placed in at least 10 stadiums by each NFA partner of the consortium during at least 15 matches per stadium (total: 150 matches per NFA).

Graphics below are the original versions produced in English. Other versions have also been produced in Spanish, French, Italian, Dutch, Portuguese, Romanian and Swedish in order to address messages to the targeted audience of each involved stadium.

Informative panels

Decided size: A3



**Our fans are committed.
Show you care for our
planet and our stadium.
Recycle and reuse!**



**Our fans have heart.
Show you care for our
planet and our stadium.
Recycle and reuse!**



LIFE TACKLE is a funded by
the European Union under the
LEADER programme of the
Common Agricultural Policy of
the European Union.



**We're all on the same
team when it comes
to our planet.
Score for the climate,
recycle!**



**Help us win against
climate change!
Consider taking public
transportation or riding
your bike to the next
match.**



LIFE TACKLE is a funded by
the European Union under the
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the European Union.



Did you travel here
by bike? Congrats!
You helped to reduce
the carbon footprint
of the match.

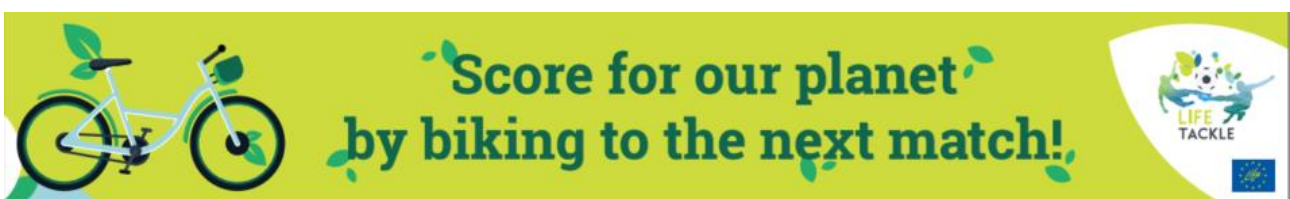
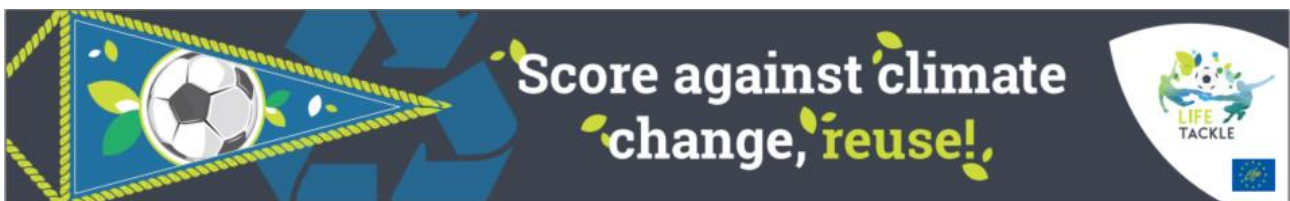
LIFE TACKLE is a co-funded by
the LIFE Programme of the European Union
and the Government of the Netherlands

Did you travel here
by public transport?
Congrats! You helped
to reduce the carbon
footprint of the match.

LIFE TACKLE is a co-funded by
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and the Government of the Netherlands


Informative banners

Decided size: 75x500cm.





Help us reduce the impact of each match on the planet.



Together we can score against climate change!



Passion for football is infinite, nature is not! Recycle!

