



Deliverable B.4.1

List of awareness raising tools

Project supported by:



Scuola Superiore
Saint Anna



The TACKLE project has received funding
from the LIFE programme of the European Union
Project Number LIFE17 GIE/IT/000611



1. Introduction – Brief description of the project

LIFE TACKLE, *Teaming up for A Conscious Kick for the Legacy of Environment*, is a project co-financed by the LIFE Programme of the European Union. As explained on the LIFE Programme website, “the LIFE programme is the EU’s funding instrument for the environment and climate action. The general objective of LIFE is to **contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing projects with European added value**”.

Environmental issues such as waste management, mobility, lighting, fan environmental awareness and environmental governance system of football associations and clubs are today offering strong margins for improvement and opportunities. TACKLE aims to **raise environmental awareness through the game of football, by talking to the people that run and play the sport, as well as the supporters**. That means focusing on sharing knowledge about how best to run sporting events and manage stadiums, from the pitches the players play on to the food and drink the fans consume. Activities are implemented during the whole event cycle. Best practices on environmental management are collected and tested in different stadiums across Europe and information exchanged among national football associations to guide their implementation.

The project is implemented in **more than 6 countries** as more national football associations and stadiums across Europe will implement the guidelines developed by TACKLE as the project proceeds. Strong contacts with **EURO 2020 organisers** are maintained to share with them the TACKLE results and help them better manage the environmental impact of matches during the European Championship.

Communication and dissemination are particularly relevant for TACKLE since it is a LIFE Environmental Governance and Information project and its main objective is to increase the awareness and to improve the practices of sport events in order to optimise environmental management during football events. **Beside raising awareness about environmental policy, TACKLE also aims to show the importance of the European added-value to the targeted audience.**

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2. Purpose of this document

The list of awareness raising tools is a deliverable for LIFE TACKLE, part of Action B4 which is devoted to the implementation of awareness raising activities regarding environmental management in stadiums directed to fans and supporters attending football matches. The main aim is to promote the continuous improvement of the environmental management of football events by addressing supporters, making them know about the project and about environmental good practices in stadiums. Engage with fan supporters in keeping correct behaviours during football matches is indeed one of the LIFE TACKLE's objectives.

The absence of an effective environmental governance causes the absence of an efficient environmental and waste operational management in stadiums during matches: there is no communication campaign aimed at fostering separate waste collection in stadiums. This lack of communication and public engagement on waste management is emphasised since supporters are usually more focused on the match and on having fun. Briefly, taking care of their waste is certainly not their first concern.

3. List of awareness raising tools

All the messages and layout for the tools listed below are produced by EURACTIV and approved initially by SSSA and ACR+, then by the rest of the consortium.

Among the following tools, NFAs involved in the consortium (FIGC, FRF and SvFF) and identified clubs linked to the pilot stadia of the project will choose the most suitable ones for carrying out the awareness raising campaign in their respective stadiums. Accordingly, NFAs are in charge of the implementation of the activities linked to each tool.

- **Informative panels and banners:** They will provide 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

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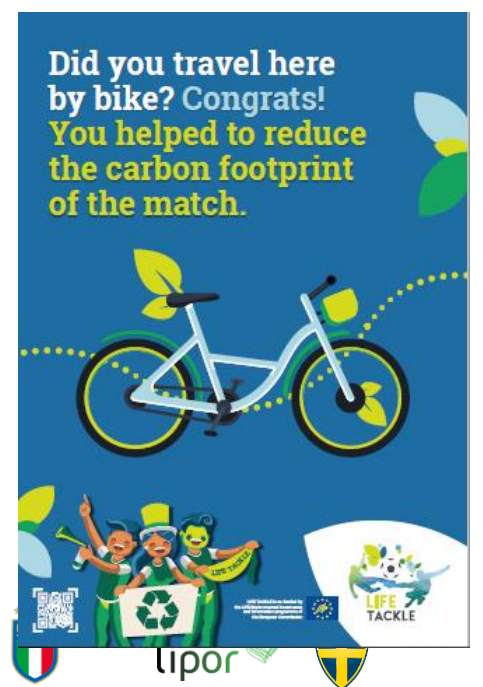
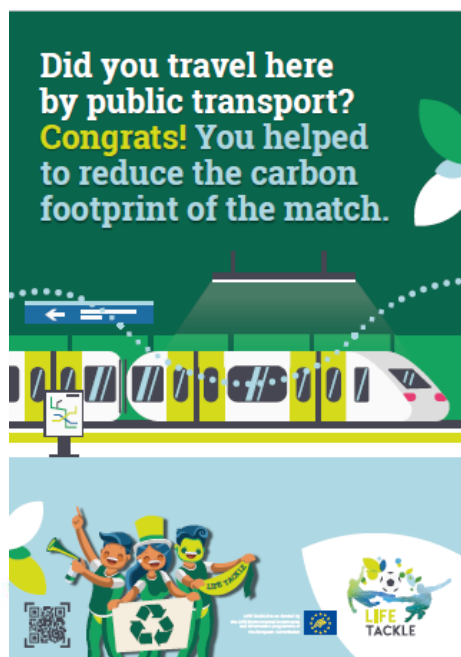


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10 stadiums by each NFA partner of the consortium during at least 15 matches per stadium (total: 150 matches per NFA).

Panels:



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Banners:



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- **Message on the backside of the tickets:** Persuasive and effective message will be printed on the tickets in order to get the attention of the fans. A QR code will be combined with the main message in order to allow supporters to access extended information regarding the project and environmental management and measures adopted by that stadium. KPI: distributed in at least 5 stadiums for 10 matches each by each NFA partner (total: 50 matches per NFA).

Messages to display are as follows:

- We can win against climate change. Score for our planet, recycle!
- Score against climate change, recycle!
- Score against climate change, reuse!
- Score against climate change and we all win the match.
- Score for the climate!
- Score for our planet by biking to the next match!
- 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!
- Passion for football is infinite, nature is not! Reuse!
- Score a golden goal: protect the environment!
- Your green hat-trick? Reduce, reuse, recycle!
- Don't bench the environment! Recycle!

- **Production of t-shirts with an impressive message:** T-shirts will be distributed to stewards during football matches. KPI: distributed in at least 5 stadiums for at least 10 matches each by each NFA partner (total: 50 matches per NFA).

Messages to display are the same ones for the backside of the tickets (see above).

- **Vox Pops interviewing supporters:** 3 vox pops, one per NFA in the consortium, will be produced during football matches in order to give voice to the fans and get their opinions, impressions and feedbacks about the awareness campaign implemented in the stadium. Videos will be projected on big screens of stadiums before the beginning of the match or during the break or at the end of the match. Afterwards, videos will be published online on LIFE TACKLE's website and on

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EURACTIV's website and shared on social media. KPI: to be shown in at least 10 stadiums for at least 15 matches by each NFA partner (total: 150 matches per NFA).

- **Video-interviews with football players:** 3 video-interviews, one per NFA involved in the consortium, with footballers will be produced to engage with the main characters of the football game on environmental management in sports. This will ensure more visibility and attractiveness to the project thanks to the chosen testimonials inspiring football supporters to become more aware and active on such themes. Videos will be projected on big screens of stadiums before the beginning of the match or during the break or at the end of the match. Afterwards, videos will be published online on LIFE TACKLE's website and on EURACTIV's website and shared on social media. KPI: to be shown in at least 10 stadiums for at least 15 matches by each NFA (total: 150 matches per NFA).
- **Social media:** All the content published on the project's website and all publications related to the project or to topics directly linked to the project's ones is shared on social media channels of the project. Each partner disseminates each relevant post and information by using his own social media channels. Besides, social media promotion and coverage is provided in particular on Twitter, Facebook and LinkedIn.
- **Strategic initiatives:** Best practices and innovative solutions to encourage good behaviours sustaining the environment during sports events will be promoted and shown to the big audience of football supporters.
- **Sustained editorial coverage:** Articles, interviews and opinion pieces published on euractiv.com on topics and current news regarding environmental management and improvements in football and sport events. All the relevant content is published in Sports section, related also to the Energy & Environment hub.

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