



Deliverable E.3.1

After LIFE Plan

Version 1.0

Project supported by:



Scuola Superiore
San'Anna



EURACTIV



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LIFE17 GIE/IT/000611 – T.A.C.K.L.E. PROJECT

Deliverable E.3.1.: After LIFE Plan

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Table of Contents

Document history	2
1. Introduction.....	4
2. Exploitation & Replicability Plan.....	5
3. Dissemination & Communication Plan.....	13

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1. Introduction

This document, called “After – Life Plan”, is part of action E3 aimed at disseminating the project results after the end of the project.

It defines the dissemination and replication activities that project partners will implement to further promote LIFE TACKLE’s results after its end, in order to allow its long-term impact. In particular, it defines how the results achieved during the project will be continued and further developed after the end of the project, how to facilitate/encourage/ensure their wider application by others and when, by whom and what financial resources will be used.

This After-LIFE Plan is divided into two sections:

- *Dissemination and Communication Plan*: it includes the **dissemination and communication activities at the local, regional and national levels** (targeting local administrations, local companies/service suppliers, supporters), and at the **international level** (other National Football Associations and Leagues).
- *Replication and Transferability Plan*: it includes the **technical and exploitation activities** aimed at further developing the project approach and results.

In particular:

- Activities to support NFAs to further implement the TACKLE guidelines;
- Activities to support new NFAs to implement the TACKLE guidelines;
- Project dissemination activities at the local, regional, national and international levels;
- Activities for TACKLE replicability and transferability (*Replicability plan* foreseen in action B5).

It also identifies the kind of technical and human resources, as well as financial resources, needed by project partners to implement each planned activity.

In order to be able to carry out the AFTER-LIFE initiatives, the Consortium foresees an expected budget of around € 80,000. This budget will be used both for personnel cost (around € 55,000) and for the organization of the events (around €25,000).

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2. Exploitation & Replicability Plan

The following **exploitation and replicability activities** will be implemented in the period 2022-2024 by each partner.

In particular, for each partner, the following Tables specify the kind of initiative that they plan to implement, the specific activity that will take place, the period in which the activity will take place, the target audience and the resources scheduled.


Partner	Initiative	Activity	Period	Target	Resources
Sant'Anna School of Advanced Studies (SSSA) 	Juventus carbon footprint	Calculation of the carbon footprint of the Italian football club Juventus FC (Based on carbon footprint methodology drafted as part of LIFE TACKLE pilot actions)	2022/2023	Football clubs	External private funding
	ERASMUS+ GOALS	Implementation of at least 12 improvement operational and governance actions on the basis of the best practices identified in the LIFE TACKLE guidelines	2022/2023	Football organizations (NFAs and clubs)	EU funding
	ERASMUS+ ACCESS	Implementation of at least 9 improvement operational and governance actions on the basis of the best practices identified in the LIFE TACKLE guidelines	2022 - 2024	NFAs, rugby organizations, municipalities	EU funding

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Partner	Initiative	Activity	Period	Target	Resources
	ERASMUS+ ACCESS	“Compendium of circular best practices for sport and cities”. Starting from the LIFE TACKLE guidelines, the compendium will include circular practices that sport organizations and municipalities can implement together.	2022 - 2024	NFAs, rugby organizations, municipalities	EU funding
	ERASMUS+ GAMES	Implementation of at least 18 improvement operational and governance actions on the basis of the best practices identified in the LIFE TACKLE guidelines	2022 - 2024	Athletics, biathlon and floorball organizations	EU funding
	ERASMUS+ GAMES	“Guidelines on decarbonisation practices”. Starting from the LIFE TACKLE guidelines, the guidelines will be drafted including only decarbonization practices that can be applied by the three involved sport	2022 - 2024	Athletics, biathlon and floorball organizations	EU funding
	UEFA’s initiatives	Support in transferring the lessons learnt and experiences of Life Tackle in UEFA’s initiatives adopted in the	2022 - 2024	Professional football clubs	SSSA internal funding, UEFA funding

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Partner	Initiative	Activity	Period	Target	Resources
		framework of the sustainability strategy For example, SSSA is already participating in a project with UEFA that also involves PepsiCo, aimed to implement circular economy practices in the Food&Beverages sector of the Champions League. SSSA has the role to facilitate the transfer of Life Tackle best practice database in this initiative.			
	EU Green Sport Expert Group	Tiberio Daddi was invited by the Sport Unit of the European Commission to participate to the next Green Sport Expert Group meeting in Brussels that will take place on June 21 st , 2022. He will present the Life Tackle project results and lessons learnt and discuss how these results can be exploited by the expert group and can contribute to the EU Work Plan for Sport. Further contributions to the Green Sport Group based on TACKLE	2022 & onwards	European Commission Sport Unit	Internal resources

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		outputs are expected in the future.			
	Olympic Games Milano-Cortina 2026	Preliminary discussion on how the best practices of Life Tackle can be valorized in the Olympic games.	2022-2026	Organizing Committee of Milano-Cortina 2026	Internal resources

Partner	Initiative	Activity	Period	Target	Resources scheduled
Association of Cities and Regions for sustainable Resource management (ACR+) 	ERASMUS+ ACCESS	Circularity Assessment: Identifying the gaps – Ireland, Denmark, Porto, Wales. Based on observations and results from TACKLE, at least 4 cities/regions will be screened for discrepancies and potential collaborations between sports organisations and public authorities.	2022 - 2025	Sport associations and clubs, local and regional authorities	Human and financial resources, EU financing
	ERASMUS+ ACCESS	“Compendium of circular best practices for sport and cities”, Ireland, Denmark, Porto, Wales. Starting from the LIFE TACKLE guidelines, the compendium will include circular practices that sport organizations and	2022 - 2025	Sport associations and clubs, local and regional authorities	Human and financial resources, EU financing

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		municipalities can implement together.			
	ERASMUS+ ACCESS	Circular City Committees: Narrowing the Gap, Ireland, Denmark, Porto, Wales. This initiative will see the deployment of the approach set up during LIFE TACKLE and will upgrade it to a proper Communities of Practices framework.	2022 - 2025	Sport associations and clubs, local and regional authorities.	Human and financial resources, EU financing
	ERASMUS+ Green Sports Hub	Mapping of existing initiatives (tools and standards). This publication contains existing examples of good practices in different sport, including those developed within the LIFE TACKLE framework.		Sport organisations	Sport organisations

Partner	Initiative	Activity	Period	Target	Resources
Federazione Italiana Giuoco Calcio (FIGC) 	UEFA Strategy	According the new UEFA strategy on Sustainability, FIGC will be online following n. 11 pillars identified (Life Tackle has been included and mentioned)	2022 onwards	General public, NAs, football stakeholders, media, universities, commercial partners, clubs	Internal financial and human resources + UEFA grants
	Cases for bottle cups	Thanks to the Project, FIGC provided n.5 cases for collecting bottle cups	2022 onwards	NFA's Employees, Media, other	Life Tackle's past resources

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		at its n. 3 Headquarter in Rome, the Museum and the Technical Center in Florence (as legacy of the Project)		stakeholders and guests	
	ISO14001 Certification for the Technical Centre in Coverciano (FI)	Following the audit performed with the help of SSSA at the technical centre of Coverciano, as a next step FIGC is working to initiate the process for obtaining the ISO14001 Certification of the Centre. Thus, FIGC is currently working in this direction. Besides the technical centre, the future strategic plan of FIGC will also include the ISO14001 certification of the FA Headquarters in Rome.	2022 onwards	FIGC Technical Center	Internal financial resources, internal & external human resources + Local authorities

Partner	Initiative	Activity	Period	Target	Resources
Romanian Football Federation (FRF)	ERASMUS+ GOALS	Implementation of at least 12 improvement operational and governance actions on the basis of the best practices identified in the LIFE TACKLE guidelines	2022/2023	Football organizations (NFAs and clubs)	EU funding
	FRF sustainability strategy	Transfer of know-how from TACKLE experience to the strategy of FRF for sustainability	30 June 2022	Romanian Football Federation and its members	Internal funding and human resources

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	Sustainability strategies of Romanian football clubs	Assimilating TACKLE guidelines and know-how in the sustainability strategies of Romanian football clubs	2022 – 2024 and further	Romanian football clubs	Resources of FRF and clubs (financial and human)
	Modernization of FRF infrastructure	Improving the environmental footprint of FRF activities	2022-2024	FRF training center and FRF headquarters	Public resources, UEFA and FIFA funds and internal human resources + external consultancy

Partner	Initiative	Activity	Period	Target	Resources
Inter-municipal Waste Management of Greater Porto (LIPOR) 	FC Porto carbon footprint	Support FC Porto with GHG compensation measures from different events	2022/2023	FC Porto	Internal funding
	Environmental improvement operational actions	Implementation of at least 3 improvement operational actions based on the best practices identified in the LIFE TACKLE guidelines	2022/2023	Municipalities, Stadiums and Sport Pavilions	Internal funding

Partner	Initiative	Activity	Period	Target	Resources
EURACTIV	GREENFOOT Project	Crowdfunding for Energy Efficiency	2020-2023	NFAs, international football	EU Funding

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		Renovations in sports buildings		organizations, football fans, stakeholders	
	GOALSCORE Project	Promoting football institutional support against gender violence	2022-2025	NFAs, football organizations, victims associations, football fans, stakeholders	EU Funding

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Project Number LIFE17 GIE/IT/000611



3. Dissemination & Communication Plan

The following **dissemination and communication activities** will be implemented in the period 2022-2024 by each partner.

In particular, for each partner, the following Tables specify the kind of initiative that they plan to implement, the specific activity that will take place, the period in which the activity will take place, the target audience and the resources scheduled.


Partner	Initiative	Activity	Period	Target	Resources
 Sant'Anna School of Advanced Studies (SSSA)	Academic training sessions	Master's Programme in Circular Economy and Environmental Resource Management (GECA), offered by the Institute of Management of Sant'Anna School of Advanced Studies	January-July 2022-2023-2024, Pisa	Students	Internal financial and human resources
	Academic training sessions	Ph.D. Programme in Innovation, Sustainability and Healthcare, offered by the Institute of Management of Sant'Anna School of Advanced Studies	2022-2023-2024, Pisa	Students	Internal financial and human resources

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Project Number LIFE17 GIE/IT/000611




Partner	Initiative	Activity	Period	Target	Resources
	Public conferences and events (international)	ESSMA Summit	May 30th - June 1st, 2022, Orange Vélodrome, Marseille (FR) Location and dates of 2023 edition TBD	Football stakeholder, including stadium industry, clubs, Federations etc.	Internal financial and human resources
	Public conferences and events (international)	Ecomondo, international trade fair of Material & Energy Recovery and Sustainable Development	November 2022-2023, Rimini (IT)	Students, Companies, Public institutions	Internal financial and human resources
	Public conferences and events (international)	Project manager Tiberio Daddi will participate to an environmental conference in Corfu, Greece where he will present TACKLE's results as part of the project's after-life dissemination initiatives	June 2022, Corfù (Greece)	Students, Companies, Public institutions, academics	Internal financial and human resources
	Networking	Erasmus+ GOALS, ACCESS, GAMES	2022-2023-2024 project Conferences	NFAs, grassroots clubs, supporters	ERASMUS+ programme financial resources, internal personnel
	Workshops/ Webinars	Organization of 6 Webinars on Sports and Environment in the framework of the	April 2022 to April 2023	NFAs' employees and amateur clubs'	Erasmus+ GOALS financial resources,

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Partner	Initiative	Activity	Period	Target	Resources
		Erasmus+ GOALS project		managers, coaches, youth and female players and players' families.	internal personnel
	Academic Papers	1 publication of Scientific Article on the results of the survey carried out in action B.4.2	2023	Academic community	Internal financial and human resources
	EU funded project submission	The results obtained in the framework of LIFE TACKLE will be used as a baseline for future project proposals on football and sustainability	2023-2024-2025	Public institutions	Internal financial and human resources
	Interviews with media	Participate to interviews of specialized Sports Magazines and Online Media	2023-2024	General public	Internal financial and human resources
	“Charter on environmental sustainability in Italian Football”	Launched during LIFE Tackle under the initiative of FIGC, SSSA will continue to coordinate the table and assist in the dissemination of the document. During the next follow-up meeting will discuss the launch of a green competition involving Italian football clubs.	2022 onwards (next follow-up meeting at the end of June)	General Public, Clubs, Football Stakeholders	Internal Personnel, Football stakeholders/partners

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Partner	Initiative	Activity	Period	Target	Resources
Association of Cities and Regions for sustainable Resource management (ACR+) 	Sustainability Strategy for the Belgian Pro League	Sustainability Strategy	Belgium, 2022	Belgian professional football clubs	Internal human and financial resources and TACKLE outputs and results
	EU funded project submission	The results obtained in the framework of LIFE TACKLE will be used as baseline for future project on football and similar sports	2023-2024-2025	Public institutions, sport federations, local and regional authorities	Internal financial and human resources
	Public conferences and events (international)	European Week for Waste Reduction (EWWR)	19-27 November 2022	Football clubs	Internal human and financial resources for mobilizing and recruiting participants from the sports sector

Partner	Initiative	Activity	Period	Target	Resources
	“Carta sulla sostenibilità del calcio”	The Charter will be implemented as legacy of the Project, and it	Already started in 2021, will be	General Public, Clubs,	Internal Personnel, Football

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	(Charter on the on Sustainability in Italian Football)	will be incorporated in the National Club licenses system.	carried out in the following years	Football Stakeholders	stakeholders/ partners
Federazione Italiana Giuoco Calcio (FIGC) 	Workshops/ Webinars	Webinars on Sport and Environment in the framework of the Erasmus+ GOALS project	April 2022 to April 2023	NFAs' employees and amateur clubs' managers, coaches, youth and female players and players' families.	Internal Personnel
	Interviews with media	Participation to interviews of specialized sport magazines and online media (example: monthly Magazine "11")	2022-2023	General public	Internal financial and human resources
	Awards and Recognitions	Radio 24 Award "Sport for Nature" awarded by FIGC	2022 & following: FIGC will also be invited to the next editions as representative of the TACKLE project	General public	Internal financial and human resources
	University: speaker	Participation as speaker to Universities' Master classes/Lessons (e.g.: Luiss of Rome, POLIMI in Milan)	2022-2024, Italy	Students	Internal financial and human resources

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	Webinars/ courses/ stages	Stages, webinar and training courses will take place at FIGC Technical Centre in Coverciano and at the Sport Manager Commission	2022-2024, Coverciano (IT)	Participants: managers, student, coaches, journalists	Internal financial and human resources
	FIGC Report	Since 2012, FIGC publishes an annual report on Football with a section on sustainability. Since 2018, we have integrated the Life Tackle Project to this section and we will continue doing so in the coming years.	2022-2024	General public, NFAs football stakeholders, media, universities, commercial partners, clubs	Internal financial and human resources
	Green Sports Hub Europe platform	As Associated partner, FIGC supports the platform in sharing good practices identified in the framework of Life Tackle	2022-2023 Ends in December 2023	General public, football stakeholders, media, universities, commercial partners, clubs, NAs	Internal financial and human resources (no EC financing as associated partner)
	MADISON MARK	The Company works on big events (see Formula E) contacted FIGC for re-using the events/matches/training session set up. Agreement in progress	2022	General Public, FIGC, Clubs, Local authorities hosting the events	Internal financial and human resources

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Partner	Initiative	Activity	Period	Target	Resources
Romanian Football Federation (FRF) 	Networking	Disseminate TACKLE outcomes with FRF stakeholders	2022-2024	FRF stakeholders: Clubs, commercial partners, public authorities, Universities, Media	Internal financial and human resources
	Press releases and communication	Disseminate TACKLE outcomes with the general public during FRF events	2022-2024	Spectators, athletes, other general public	Internal financial and human resources
	Sustainability Training Sessions	Sustainability training with FSR officers of clubs	2022-2024	1 st and 2 nd League Clubs	Internal financial and human resources
	Advocacy	Advocacy for building sustainable sports/football facilities	2022-2024	Romanian Government and Romanian public authorities	Internal financial and human resources
	EU funded projects	Proposal and development of future projects dedicated to sustainability	2022-2024	European Commission	Internal and EU funds

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Swedish Football Federation (SvFF) 	Advisory Board Meetings	SvFF will continue to organize Sustainability Round Tables, initiated with the Tackle project, with the aim of engaging its sponsors and partners in a collaborative effort to ideate and implement sustainability initiatives in football.	2022 onwards	SvFF sponsors and partners	Internal resources
	SvFF Sustainability Report	Launched in 2021, it will become an annual report, also thanks to the inputs received through the TACKLE project. The next reports will include specific KPIs for measuring progresses.	2022 onwards	General public, NFAs, clubs football stakeholders etc.	Internal resources

Partner	Initiative	Activity	Period	Target	Resources
Azienda Multiservizi e d'Igiene Urbana (AMIU) 	Dissemination/ Networking/ Event (regional)	Torneo Ravano, Genova: Opportunity to raise awareness on the project, also using Tackle's communication material (T-shirts, leaflets, roll up)	2022	Schools	Internal Resources and TACKLE's past resources

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	Dissemination/ Networking/ Event (regional)	SpazzApnea, Genova: Opportunity to raise awareness on the project, also using Tackle's communication material (T-shirts, leaflets, roll up)	2022	Citizens and Students	Internal Resources and TACKLE's past resources
	Dissemination/ Networking/ Event (regional)	Festa dello Sport, Genova: Opportunity to raise awareness on the project, also using Tackle's communication material (T-shirts, leaflets, roll up)	2022	Sports Associations, Students	Internal Resources and TACKLE's past resources
	Dissemination/ Networking/ Event (regional)	Sportivamente Insieme, Ronco Scrivia: Opportunity to raise awareness on the project, also using Tackle's communication material (T-shirts, leaflets, roll up)	2022	Citizens and Schools	Internal Resources and TACKLE's past resources
	Workshop related to sustainability (regional)	SUQ Festival, Genova: Opportunity to raise awareness on the project, also using Tackle's communication material (T-shirts, leaflets, roll up)	2022	Environmental Associations, Students	Internal Resources and TACKLE's past resources
	Workshop related to sustainability/ Event (regional)	Ocean Race Europe, Genova: Opportunity to raise awareness on the project, also using	2023	Environmental Associations, Sports Associations, Media	Internal Resources and TACKLE's past resources

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		Tackle's communication material (T-shirts, leaflets, roll up)			
	Other workshops/ dissemination activities (regional)	Raising awareness on waste management in local schools among students. Opportunity to talk about the work of AMIU in the TACKLE project. Specific activities TBD	2023	Students	Internal Resources and TACKLE's past resources

Partner	Initiative	Activity	Period	Target	Resources
Intermunicipal Waste Management of Greater Porto (LIPOR) 	Public conferences (local)	TBD	2022-2023-2024, dates and place TBD	Students, Companies, Public institutions	Internal financial and human resources
	Networking (as Partner of FC Porto)	ERASMUS+ ACCESS conferences	2022-2023-2024	NFAs, Grassroots Clubs, Supporters	Internal financial and human resources
	Awareness-raising	Awareness raising actions on the environmental impact of football for young people	2022-2023-2024 (exact location and dates TBD)	Young clubs, Public institutions	Internal financial and human resources
	Awareness-raising	Awareness raising actions for municipalities, stadiums and sport pavilions	2022-2023-2024 (exact location and dates TBD)	Technicians, Public institutions	Internal financial and human resources

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Partner	Initiative	Activity	Period	Target	Resources
EURACTIV 	Public Conferences and Events (international)	EU Green Week (participation and physical distribution of project leaflets)	2022,2023, 2024 editions	Policymakers, environmentalists, stakeholders	Internal human and financial resources
	Public Conferences and Events (international)	European Sustainable Energy Week	2022, 2023	Public authorities, private companies, projects, NGOs and consumers	Internal human and financial resources
	Networking	ERASMUS+, Horizon Europe Calls	2022-2024	NFAs, supporters, football organizations	Internal human and financial resources
	Webinars/ Workshops	Webinars/Workshops within the GREENFOOT and GOALSCORE projects	2022-2024	NFAs & staff members, football fans, stakeholders	
	Website and Social Media	Life Tackle content on EURACTIV websites, the project website lifetackle.eu, and LifeTackle social media channels will remain available to the public for years to come and possibly will be updated with relevant replication activities	2022 onwards	General public at large	EU Funding, internal human resources

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