

Practice to be assessed and included in the Guidelines

Number/code: GOV 22

Title: Public Consultancy and Financing on Renewable Energy for Football Grassroots Clubs

Guidelines section:

<input checked="" type="checkbox"/>	Governance	<input type="checkbox"/>	Operational management
		<input type="checkbox"/>	<i>Context of the event</i>
		<input type="checkbox"/>	<i>Event</i>
		<input type="checkbox"/>	<i>Stadium management</i>
		<input type="checkbox"/>	<i>Procurement</i>
		<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	

Description:

The Dutch FA (KNVB) has pledged to help the nation's 3.000 grassroots sports clubs significantly lower their energy costs and environmental impact by brokering renewable energy deals and facilitating finance opportunities for energy-saving equipment.

As part of the De Groene Club (The Green Club) project, the KNVB has partnered with utilities company Essent to offer amateur clubs energy advice, as well as favourable prices for the installation of solar panels, new boilers and insulation as a result of Essent's ability to scale the initiative if several clubs get involved.

However, clubs receiving advice from Essent would be under no obligation to acquire its services, meaning they are free to work with rival energy companies with no negative consequences.

Interested clubs are expected to make an initial investment of between €30,000-€50,000 to purchase equipment, such as solar panels and boilers, with a return on investment expected after around five or six years. They can use their own money or apply for financial assistance through the Stichting Waarborgfonds Sport (SWS), a social investment fund, which has been facilitated by the KNVB.

If the governing bodies are successful in implementing the project at all 3,000 clubs in the country, it will save the same amount of energy that is used annually by the Dutch town of Rheden, which has a population of 43,000.

Environmental benefits:

Two remarkable benefits could be considered as a result of this programme after the first pilot year:

- 42.000 kWh of electricity saved
- 2.600 m³ of gas saved

Economic benefits:

The year-long pilot, in which 22 grassroots clubs (in football, hockey and tennis) in the southern part of the Netherlands participated in the programme, showed savings of €7,000 in energy costs across the year. On average, energy accounts for 16% of grassroots clubs' costs in the Netherlands.

Applicability and replicability potential

The scheme has already attracted interest from Essent, while the KNVB worked with Amsterdam-based creative agency Liebe Leute to develop De Groene Club brand concept. And with climate change and sustainability becoming a topic of increasing importance for the Dutch government (last week a Dutch court ruled that the government must increase its emission cuts to at least 25% by 2020), KNVB sees plenty of opportunity to engage more companies in his project.

The procedure itself can be described in 5 steps:

1. Energy Scan
 - Zero measurement on location
 - Explanation of energy potential and measures on location
 - Support in finding subsidy opportunities and tax benefits
2. Drafting the action plan
 - Provisional choice for measures
 - Assess the investment within the sports club
3. Possibility for best-value measures
 - Request guidance (local) offers
4. Financial consulting
 - Support for taking a loan
5. Realisation
 - The Green Club supports the implementation of energy-saving measures.

Source

[DE GROENE CLUB](#)

[KNVB](#)