



PlayGreen

PEDAGOGICAL MATERIALS TO GREEN SPORTS
EVENTS WITH VOLUNTEERS

Coordinated by:



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INTRODUCTION

Sport is widely regarded as a catalyst for positive change in society, not least due to its unchallenged popularity and its unique opportunities to encounter new people, develop skills and contribute to physical and mental well-being. This social character of sport and the volunteer-driven nature of its organisations, naturally puts sport clubs and federations in a position to facilitate development and well-being unlike any other part of society could do¹.

However, latest with the release of the 17 United Nations Sustainable Development Goals, the sport sector become aware that it not isolated from the current challenges faced around the globe. It's unmatched popularity and widely positive regarded reputation, put the sport sector in a responsibility to engage in an honest discussion today on how its own current environmental challenges, ranging from grassroots- to high-performance level can be overcome.

We at PlayGreen believe that by doing so, the organised sport can be at the forefront of wider societal change and a strong advocate for a sustainable and worthwhile future for ourselves and everyone around us. We also believe, that investing in young people is investing in a future determined by progress and change. By helping young people to critically reflect on the current environmental challenges faced in sport, we can not only contribute to innovative solutions in our own sector, but also be a role model for all parts of society.

With PlayGreen, six organisations (Ecoserveis as project coordinator, ENGSO as technical partner and the Estonian, Lithuanian and Maltese Football Associations as well as Voetbal Flanders or Flemish FA as implementing organizations) have partnered up to develop a flexible methodology for any sport organisation to encourage young people to explore innovative solutions to the above mentioned

¹ Coalter, F. (2007). A wider social role for sport: Who's keeping the score?. Routledge.



... INTRODUCTION

environmental challenges via a playful approach, while benefiting from accompanied mentorship and training.

Due to the strong focus on mentorship, our methodology not only aims to help young people engage in sport, but also to understand its current environmental challenges and gain valuable skills in overcoming those. Through the development of an innovative and sustainable sport event on behalf of each respective football association, creative thinking is put in practice and the development of transferable skills such as the ability to work in a team, think creatively and solve problems in an analytical is facilitated.

This document gives an overview on the intellectual outputs of the PlayGreen project, which guide any sport organisation interested in the duplication of the PlayGreen programme within their own contexts and engage with their own “Green Team (GT)” of volunteers.

In the four parts of this document, you will find the links to two resources on volunteering in sports, a strategy on how to target and get on board a Green Team of volunteers, resources to green sports events with volunteers as well as practical examples of the PlayGreen implementation in practice by four Football Federations: the national Football associations of Estonia, Lithuania, Malta as well as the Flemish Football Association.

All the presented resources can also be downloaded in PPT and PDF under the project website www.playgreenproject.eu, where you will also find links to online video seminars and further information about our project.

Enjoy your read!

The **PlayGreen** Team



1 • VOLUNTEERING IN SPORTS

Volunteering and Sports

The following pedagogical material is a presentation of outlining the status quo of volunteering in sport in Europe. It also offers some practical activities and recommendations for organisations to implement with their volunteers, in an effort to follow appropriate guidelines in recruitment and make the experience rewarding, motivating and engaging for the volunteers involved. The reader can click the link to access the presentation in PPT or PDF format.



VOLUNTEERING
IN SPORTS



Volunteering Best practices

Below, you find a compilation of best practices on volunteering and sports or environment compiled by the Flemish FA, Estonian FA, Malta FA, ENGSO and Ecoserveis.



VOLUNTEERING
BEST PRACTICES



CASE EXAMPLES OF
ENVIRONMENT AND SPORT



2 • GATHERING A GREEN TEAM: ENVIRONMENTAL VOLUNTEERS SPORTS

Here you will find insights and learnings on how to target, recruit a team of environmentally interested and conscious volunteers, forming the base for the “Green Team”. The main idea is that the individual members of the Green Team are interested in solutions to current ecological challenges, sustainable development and/or environmental protection and climate change. While they can be active in sports, the idea is that the environmental incentive helps them to be more active.

To gather and recruit volunteers, three stages were used in the PlayGreen methodology: (1) Roadmap and Communication Campaign, (2) Target of the Green Team and (3) Establishing the Green Team. You will find more detailed information on these stages under Intellectual Output 1 (see reference section).



GATHERING A GREEN TEAM OF ENVIRONMENTAL VOLUNTEERS

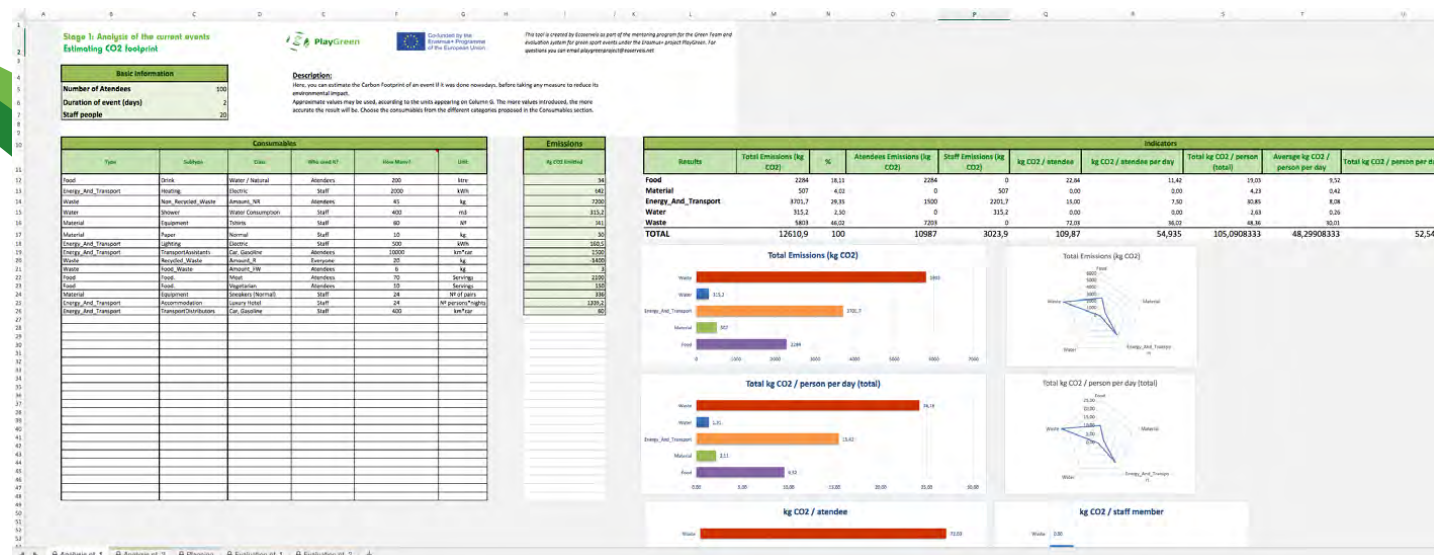
• • • A STRATEGY • • •



3 • GREENING SPORTS EVENTS WITH VOLUNTEERS

After having gathered the team of environmentally conscious volunteers, it is the time to keep them engaged and provide mentoring for the development of the environmentally friendly sport event or league.

For more detailed information on the planning, implementation and evaluation of a “green” sport event, please refer to the “Guideline on environmental volunteering” and the “Green Tool” you can find below.



Both resources, the “Guideline on environmental volunteering” and the “Green Tool”, can be used independently from the other or in combination, as each document provides its own specific focus. The Guideline provides information on the steps for organising a sustainable sport event, while the “Green Tool” helps the Green Team to assess and evaluate their respective innovative approaches, by providing a tool for calculating the carbon emissions (and potential savings in such) in various event-related categories, such as food and beverage, energy, transport, waste and materials. You can find both resources below:



The mentoring model of PlayGreen is based on two dimensions knowledge (through seminars) and skills (through training and mentoring). Both the seminars and online training can be found as PPT, so that each organisation can adapt it according to their needs, in pdf and as video tutorials.

Below you will find an overview of the mentoring process with the PlayGreen Methodology. It is based on the PlayGreen premises of supporting the Green Team to (a) create a green sport event and (b) explain how to communicate the impacts of sport events on the climate and the environment. The mentoring follows a logic of four stages: analysis, planning, implementation and evaluation. In all four stages, it is crucial that support and mentoring is provided to the volunteers by their respective association and/or Volunteer Coordinator.



**METHODOLOGY TO PLAN, DEVELOP AND EVALUATE
GREEN GRASSROOTS SPORT EVENTS
WITH VOLUNTEERS**





Figure 1: The PlayGreen method 4 phases: Analysis of the environmental impact of a current sport event. Planning green activities to mitigate the impact. Implementation of the green practices and communicate about them. Evaluation of their success.

This mentoring methodology and its four stages are based on the official “ISO 20121:2012 Event sustainability management systems developed in the context of the London 2012 Games by the London 2012 Organising Committee of the Olympic and Paralympic Games”. The four mentioned stages, therefore, provide a widely tested and acknowledged way of structuring the mentoring of the volunteers.

Each stage of the volunteering mentorship cycle can be supported by the pedagogical materials provided

in this document. However, the methodologies and materials can be adjusted to the individual experiences and capacities of the mentoring organization.

Below you will find an overview of the PlayGreen Mentoring Toolkit as well as more details on each of the four stages:

 METHOD AND MENTORING STAGES		
KNOWLEDGE		PRACTICE
01 ANALYSIS	Environmental impact of Sports	Green Tool Environmental impact sports event
02 PLANNING	Green events best cases	Green Tool • Planning the green activities
03 IMPLEMENTATION	Green Communication campaign	Green Communication campaign • resources for action
04 EVALUATION	Evaluation of sustainable sport events	PlayGreen evaluation system and resources

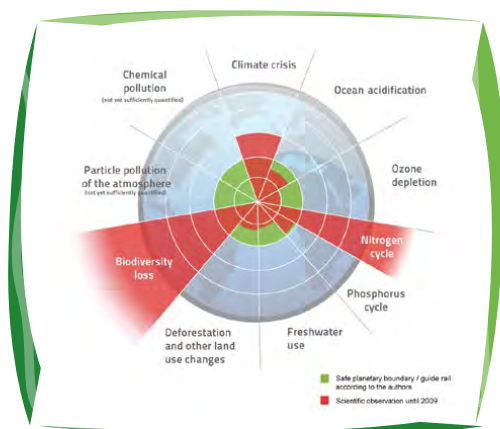
Figure 2: The PlayGreen method 4 phases and its content based on the Knowledge and Practice (training).

ANALYSIS

In the analysis stage, the two dimensions “knowledge” and “practice” are reflected by the education of the Green Team about the environmental impact of sport events (knowledge) and the analysis of the current impact of regular sport events (practice) through the Green Tool.

Knowledge: Environmental impact of sports events

The following pedagogical material is a presentation that explains the potential impact of sport events on the environment. You will find the presentation in the most suitable format by clicking on the link below.



ENVIRONMENTAL IMPACT OF SPORTS EVENTS



WATCH THE
VIDEO TUTORIAL

Practice: Green Tool. Environmental Impact of Sports Events

In order to have a tangible base for evaluation of the green sport event organised by the Green Team, the Green Tool is presented to the volunteers. This tool can be used during all four phases of the process and helps the volunteers identify dimensions for providing innovative approaches to the event organisation. The Green Tool is an Excel resource that is combined with a guideline and an online video explanation.

HOW TO USE THE GREEN TOOL?

MEASURE THE ENVIRONMENTAL
IMPACT OF YOUR SPORT EVENT



WATCH THE
VIDEO TUTORIAL



PLANNING

Based on the analysis and knowing the impact of a regular sport event and why it matters to tackle it, the planning phase focuses on the transfer of knowledge about potential green best practices (knowledge) and the support of the volunteers in developing own appropriate measures (practice).

Knowledge: Green Best practices

To help the Green Team develop their green sport event, the EU funded project “Life Tackle”, focusing on major high-performance sport events may be an inspiration for areas of improvement, potentially possible to apply at grassroots level. You will find the project here [“Life Tackle”](#).



GREEN EVENTS BEST PRACTICES
MENTORING - PLANNING STAGE

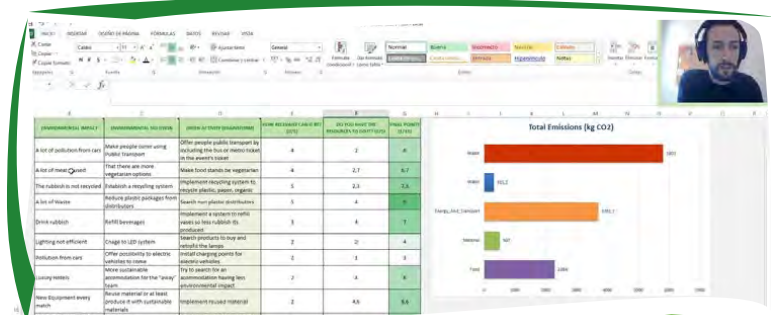


WATCH THE
WEBINAR



Practice: Green Tool. Planning the green activities

The Green Tool can also be used to think about the different kinds of green activities to potentially put in place. To do so, by completing the Green Tool, the Green Team can better plan future events with informed information. Please find below an example of practice, explaining how to plan the green activities to be applied.



WATCH THE
VIDEO TUTORIAL



IMPLEMENTATION

During the implementation phase, the Green Team has the opportunity and the mission to engage the Players (called the Green Participant Volunteers), staff members and fans by communicating the impacts of sports events and the green activities that are put in place.

Knowledge: Green communication campaign

The knowledge element in this phase is covered by a webinar on green communication campaigns and specific advice for young volunteers on how to enhance the sustainability of sport events, with Albert Bosch as guest.

Practice: Green communication campaign resources in practice

To create the communication campaign addressed at young people usually not active in sport, but with interest in climate change and sustainability, PlayGreen created three resources. The resources are: (a) a document to be used as a template to prepare the campaign, (b) a document with messages to share as part of a defined campaign and (c) images to post on social media. The practice consists of using the documents or use them as a guideline to create a green communication campaign. A specific guideline to create a communication campaign, as well as all other resources mentioned, can be found by clicking on the links below.



GREEN COMMUNICATION CAMPAIGNS



WATCH THE WEBINAR



CREATING A GREEN COMMUNICATION CAMPAIGN



WATCH THE VIDEO RECORDING



COMMUNICATION CAMPAIGN PREPARATION AND LAUNCH



PICTURES RESOURCES TO BE USED ON SOCIAL MEDIA



EVALUATION

During the evaluation phase, the Green Team will need to present their campaigns and their rationales for evaluating them. All the resources and ways to report during the evaluation phase can be found under the respective links below:

Knowledge: PlayGreen evaluation

In order to evaluate all the campaigns there is a need to set and explain the standards in which the Green Team is going to be evaluated. As such, specific resources are created and explained; resources that are going to be filled by the Green Team and used to evaluate the green sport events. You will find a set of evaluation criteria and-system as examples below:



EVALUATION OF SUSTAINABLE SPORT EVENTS



WATCH
THE WEBINAR

Practice: Resources to evaluate a PlayGreen project

INTERNATIONAL COMPETITION GREEN TEAMS EVALUATION SYSTEM



WATCH
THE VIDEO



DOCUMENT TO REPORT ON THE GREEN SPORT EVENT



EVALUATION GREEN TEAMS PLAYGREEN



4 • REWARDING

After the green event is celebrated, it is important to reward the volunteers for their efforts. It is certainly worthwhile to inquire the volunteers at the beginning of the mentoring on their expectations of learnings and skills hoped to be acquired as well as the expectations towards the mentorship process itself, so that the mentors from the sport organisation have guidance on the volunteers' expectations. This process also helps the mentoring organisation in clarifying potential questions and provides an opportunity for cross-checking potential initiatives thought of by the mentoring organization. By understanding the underlying motives of the mentees, the environmental element of the project can be used as an incentive for non-active people to gain experience and get in touch with sport, likewise from an organizational, but also from a participating perspective.

After completion of all cycles, the rewarding of the green team members is a crucial element of the project life cycle, to provide acknowledgement and recognition to the volunteers' efforts made. If desired, this can be complemented by a peer-to-peer evaluation about gained skills and experiences made. Please find below an example of a digital certificate of appreciation, which may also be downloaded below.



You can also follow the link below to create your own badge with your organization's logo: <https://badge.design/>



5 • CONCLUSIONS AND KEY NOTES

This document provides an overview of resources to train a team of environmentally interested volunteers to enhance the environmental sustainability of grassroots sport events. By setting a specific structure and resources, any sport organisation can train a green team of volunteers and engage them in doing sports. It is important to note that each resource in this document can be adapted and complemented by own resources as desired.

It is important to note that each organization who implemented PlayGreen found differences in what worked. While the Estonia FA volunteers engaged on social media to organize the events and learn about green practices, the Malta FA found that participants engaged more through physical meetings. While lessons learned are specified in Intellectual Output 1 (Guideline to green sport events with volunteers, see references), here are key lessons learned that can help other organizations to implement it:



In the pilot of Voetbal Vlaanderen we noticed that young people are quite busy, and it is hard to maintain them engaged, as such, we recommend leading them from nearby, a bit like micromanagement. We thought it would be very nice for them to have complete autonomy, but in this project, they needed / wanted guidance and clarity.

Nand De Klerck



In our Malta FA pilot project, we noticed that participants were more likely to engage in physical onsite events which involved a number of activities and social networking rather than facing a computer on an online event on their own. We found that the more active the engagement was the greater the participation.

Peter Busuttil





The Estonia FA noticed that young participants also engaged very well when there were people from different ages in the team. If the Green Team of volunteers (20) was also supported by Green Team members who were older they had a more fruitful engagement. In addition, there had to be a clear plan of action: planned activities, time and place, and a clear final goal. Making the plan clearly understandable to the Green Team certainly made them be excited. In addition, meetings were to take place either after working hours or on weekends. Finally, the spread of the COVID-19 virus caused a major setback, which cancelled out many of the planned activities. New solutions and opportunities came quickly but physical presence and communication are still preferred.

Juta Petersoo



In order to implement a successful PlayGreen Tournament volunteers should be motivated and feel important members of the team. To do so, a strategy is to distribute responsibilities between them. While it is challenging to sustain the group of volunteers, doing activities such as photobooks can be interesting in order to keep them motivated.

Greta Guižauskaitė

Generally speaking, it is recommended that the Green Team meets at least once or twice per stage (analysis, planning, implementation and evaluation), to complement the learning with engaging and team-building activities that could perhaps have a physical activity focus. Also, this is an opportunity to bring non-sport practising participants closer to physical activity and to enhance knowledge of sport, both on organisational, but also on participating or practical side.

All developed resources may be used separately or as part of the whole PlayGreen method as needed.

**We wish you best success
in implementing your
PlayGreen project!**

The **PlayGreen** Team



6 • ABOUT THE AUTHORS



The PlayGreen project coordinators

Ecoserveis is a non-profit strategic innovation consultancy specialising in energy and climate. Though EU and local projects works to bring energy closer to society by promoting a fair and sustainable energy model. Ecoserveis identifies society's energy needs, provides solutions and build bridges between the public and technology, the market, research and innovation.

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PlayGreen Communications

ENGSO is the European Sport NGO; a leading voice of voluntary sports organisations in Europe, representing National Sport Confederations and National Olympic Committees from 33 European countries. The mission of ENGSO is to promote the interest of sports organisations in Europe with the main aim to be a bridge building organisation among different organisations dealing with grassroots sport.

CONTACT:
koutrou@engso.eu



Implementing organization in Lithuania

The Lithuanian FA is the implementing partner in Lithuania and is the Lithuanian Football Federation is the governing body of football in Lithuania. The Federation is responsible for football development in the country and for the national teams, including the Lithuania national football team. It is based in Vilnius.

CONTACT:
g.guizauskaite@lff.lt





Implementing organization in Flanders

The Flemish wing of the Royal Belgian Football Association (Voetbal Vlaanderen) is responsible for the grassroots football development in the Flemish Region (one of the three official regions of the Kingdom of Belgium). It develops grassroots sport events for more than 3.000 amateur football clubs with more than 350.000 members. Its mission is to make football available for everyone.

CONTACT:

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Implementing organization in Estonia

Estonian Football Association is an independent non-profit association based on free initiative, established to promote football and coordinate football related activities in Estonia. EFA is the governing body of football, beach football and futsal in Estonia and organises the football leagues (including top league), Estonian Cup and manages Estonian national football teams (men, women, youth).

CONTACT:

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Implementing organization in Malta

The Malta Football Association is a private non-profit association. The principal aim of the Malta FA is to foster the game of football through the organisation of competitions, coaching, refereeing and also love for the game amongst youngsters. The Malta FA is currently formed of fifty-three clubs and thirteen Member Associations, which in turn organise football competitions for the clubs and teams affiliated with them or other activities related to their status.

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