

GREEN FOOTBALL WEEKEND

2-5 FEBRUARY 2024

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Community

greenfootballweekend.com

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Green Football Weekend 2024 is just around the corner And we want you to get involved!

Get ready to kick off a football weekend like no other! [Green Football Weekend](#), is an annual campaign that unites football enthusiasts of all levels, from professional clubs to Sunday league teams.

Like so many things we love, football is vulnerable to the effects of climate change but it also holds incredible power to inspire and unite its fans to take action.

This year's campaign is focussing on **trying a tasty veggie meal**. Did you know that eating more veggies helps reduce injuries, improve recovery times, increase circulation, and importantly, protects our planet?

So it's a great step we can all take to help ourselves and the planet.

There's plenty of ways to get involved with Green Football Weekend - here are some suggestions:

Score Green Goals at [greenfootballweekend.com](#)

- Rally your players and fans to score goals by taking green pledges and actions between **18th January - 7th February**.
- Make every action count towards a greener future, both on and off the pitch. PLUS there's some great prizes on offer!

Host a Greener Game on 2-5 February

- Be a game-changer by organising your own mini greener game during Green Football Weekend.
- Showcase your commitment to sustainability and be a driving force for positive environmental impact.

We would love as many grassroots clubs to take part in Green Football Weekend and share what you're up to with us.

Here are some great ideas for hosting a Greener Game:

Offer veggie match day food

- If your club has a cafe attached, ask if they can champion some veggie food options over the weekend.
- Perhaps you can offer discounted options for those who choose to try a tasty veggie meal

Take on the Veg Wedge Challenge

- Take part in the nationwide Green Football Weekend do the Veg Wedge Challenge! How many vegetables can your team guess when one player shouts them out with a halftime orange wedge in their mouth?! **Here's how it works**
- Film the fun, tag **@GreenFootballWe**, and use **#GreenFootballWeekend**. Who's the champ in your team?

Advocate for eco-friendly travel

- Whether you're home or away, consider carpooling, walking or cycling to your game and ask your opponents to do the same.

Promote sustainability within your club

- Adopt eco-friendly practices. Ask your team and fans to bring reusable water bottles and coffee cups to the game.
- Maybe offer a discount on drinks to those who bring their own along!

Talk about it

- One of the best things we can do as individuals is to talk about climate change.
- Use Green Football Weekend as a moment to talk about what your club is doing to be more sustainable, or set out your intentions for 2024.
- Tag **@GreenFootballWe** so we can show our support for you too.

GREEN FOOTBALL WEEKEND

GET YOUR TEAMS AND
COMMUNITIES INVOLVED

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LET'S MAKE GREEN FOOTBALL WEEKEND 2024 THE BIGGEST YET!

We've pulled together some football images and some copy for your website, newsletter and WhatsApp groups so you can get your teams and communities involved in Green Football Weekend.

Short Web Copy (add to your website from 19th Jan)

Green Football Weekend brings together football lovers — from top-tier clubs to Sunday leagues—in an annual campaign to tackle climate change. We, the 3.5 billion football community, have the power to change things, like nothing else on planet earth. And this 2-5 February on Green Football Weekend, that change starts with our stomachs. It's time to try a tasty veggie meal!

Save the date for this football celebration from 2-5th February. Here's how you can get involved

- Dive into the Green Football Weekend Veggie Cookbook. Get the recipes, try them at home, and share your veggie creations!
- Score 'Green Goals' at greenfootballweekend.com. Get your team and fans to take eco-friendly actions during the 3-week tournament (there's some prizes on offer for the biggest scorers!)
- Host a 'Greener Game' on 2-5th Feb. Be a game-changer by organising your mini greener game, showing your commitment to sustainability.

Get in the game, every action counts! Join us for a greener future!

Email Copy 1: Join Green Football Weekend 2024 (send from 19th Jan)

Hey [Name],

Get ready to score big, not just on the field but for our planet! Green Football Weekend is back, and your team's a part of the action! This time, we're talking tasty veggies. Did you know that eating more veggies can boost performance, keep injuries at bay, and speed up recovery? Here's your game plan:

- Score 'Green Goals': Visit greenfootballweekend.com. Rally your team for eco-friendly initiatives. Every goal counts!
- Host a 'Greener Game': Plan your mini greener game from 2-5 February. Showcase your club's dedication and snag fantastic prizes!
- Get the Recipe: Dive into the [Green Football Weekend Veggie Cookbook](#). Try the recipes at home and share your veggie creations!

Join us in making every goal count—for your team and our planet! 🌱

Best,
[Your Club Name]

Email Copy 2: Countdown to Green Football Weekend (send from 22nd Jan)

Hey [Club Name] Fans,

The countdown is on! In just a few days, Green Football Weekend—a unique blend of football and sustainability—kicks off. This year, we're spicing things up: try a tasty veggie meal and score green goals for our planet. Your Game Plan:

- Try out the [Green Football Weekend Veggie Cookbook](#)'s recipes at home and show off your veggie game.
- Hit up greenfootballweekend.com, rally your squad, and go green during the 3-week tournament. Every green goal counts.
- Be the MVP! Organise your mini greener game from 2-5th February. Showcase your club's love for sustainability and score some sweet prizes!

Get ready for an epic football weekend! 🌍

Cheers,
[Your Club Name]

WhatsApp Copy 1: Introduction to Green Football Weekend (send from 19th Jan)

🌟 Get ready for the kick-off! Green Football Weekend 2024 is HERE, starting February 2nd!

🏆 This year, we're diving into trying tasty veggie meals—did you know it can boost performance on and off the field?

⚽ Check out greenfootballweekend.com for details and get your young athletes ready to score green goals! Let's make a positive impact together!

WhatsApp Copy 2: Green Football Weekend Family Action Plan (send from 22nd Jan)

🌟 Ready to score Green Goals? 🌟
Green Football Weekend is upon us! Let's take action for a greener world:

⚽ Host a 'Greener Game': Create a mini greener game from 2-5 Feb. Showcase your team's commitment to sustainability and share the fun with us!

🌳 Try a tasty veggie meal: Join the tasty veggie challenge.

➔📱 Share your delicious veggie creations using #GreenFootballWeekend and tag @GreenFootballWe on X, TikTok and Instagram!

WhatsApp Copy 3: Countdown Cheer for Green Football Weekend (send from 29th Jan)

🎉 Green Football Weekend is almost HERE! 🎉
Let's cheer for our young athletes and families to take action:

⚽ Host your Greener Game: Gear up for a weekend of eco-friendly football fun with your young players!

➔📱 Shout out on social media: Showcase your team's commitment to sustainability. Tag @GreenFootballWe on X, TikTok and Instagram, and use #GreenFootballWeekend. Countdown with us! 🕒

WhatsApp Copy 4: Green Football Weekend is HERE (send from 1st Feb)

🏆 This weekend is GREEN FOOTBALL WEEKEND! ⚽

Join the football community nationwide, from the Premier League to a Sunday kick-about, as teams unite to celebrate the beautiful game and the beautiful world we play it in!

Here's how you can show your support:

🌱 Choose the veggie option! Whether it's breakfast at home or at the game, consider going veggie. Better for you and for the planet.

🚗 Consider carpooling, walking, or cycling to our game for an eco-friendly journey.

♻️ Bring reusable water bottles and coffee cups to the game to reduce single-use plastics.

This Green Football Weekend, let's all do our bit! ⚽❤️ #GreenFootballWeekend

SENIOR CLUBS

WhatsApp Copy 1: Green Football Weekend intro (send from 29th Jan)

⚽ Get ready for the kickoff! Green Football Weekend 2024 is HERE, starting February 2nd! 🏆
This year, we're diving into trying tasty veggie meals—did you know it can boost performance on and off the field? 🌱 Check out greenfootballweekend.com for details and gear up for a weekend of scoring green goals with your club! 🌍

WhatsApp Copy 2: Countdown for GFW (send out from 1st Feb)

🎉 Only a few days until Green Football Weekend! 🎉 Let's cheer for the club to take action:

⚽ Host a Greener Game: Gear up for a weekend of eco-friendly football fun with your players!

🌱 Try a tasty veggie meal: Join the tasty veggie challenge. Share your delicious veggie creations using #GreenFootballWeekend and tag @GreenFootballWe on X, TikTok and Instagram. Countdown with us! 🕒

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We're Britain's greenest energy company, and we're the only vegan energy supplier certified by Viva! and The Vegan Society. We use our customers' bill money to create new forms of green energy generation – we call this “Bills into Mills”.

Joining Ecotricity is one of the biggest things you can do to help fight climate change.

[Learn more and get a quote here](#)

IN PARTNERSHIP WITH



LITTLE GREEN DEVILS

The Little Green Devils range from Devil's Kitchen has been selected for over 4,500 school menus. It places our planet & children's health at its core.

Their burgers, balls and sausages are nutritious, delicious, free from & vegan. They contain no artificial preservatives, flavourings or colours. The high protein content comes from textured pea protein, made with 100% yellow peas.

Their range helps to tackle climate and nature crises, and get kids off to a good start in life with a plan- based diet. Making this food available all year round in schools, is vital so that better meal choices can be made.

[Learn more here](#)



MINISTRY OF ECO EDUCATION

The Ministry of Eco Education is a collaboration of teachers, supporting more than 3,000 schools across the UK, to weave sustainability across their existing curriculum.

Bringing together free resources from more than 200 organisations, the Ministry of Eco Education empowers young people to make a positive difference on the world around them.

[Learn more here](#)

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2024

#TRANSFER TO VEG

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