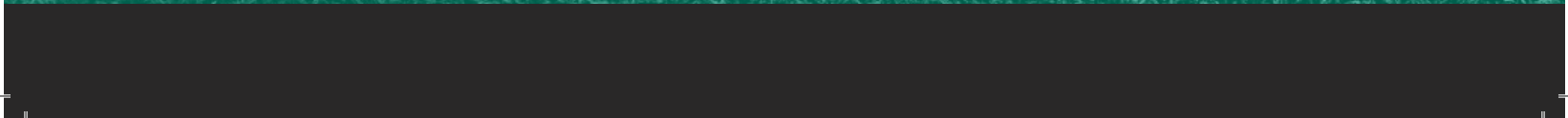
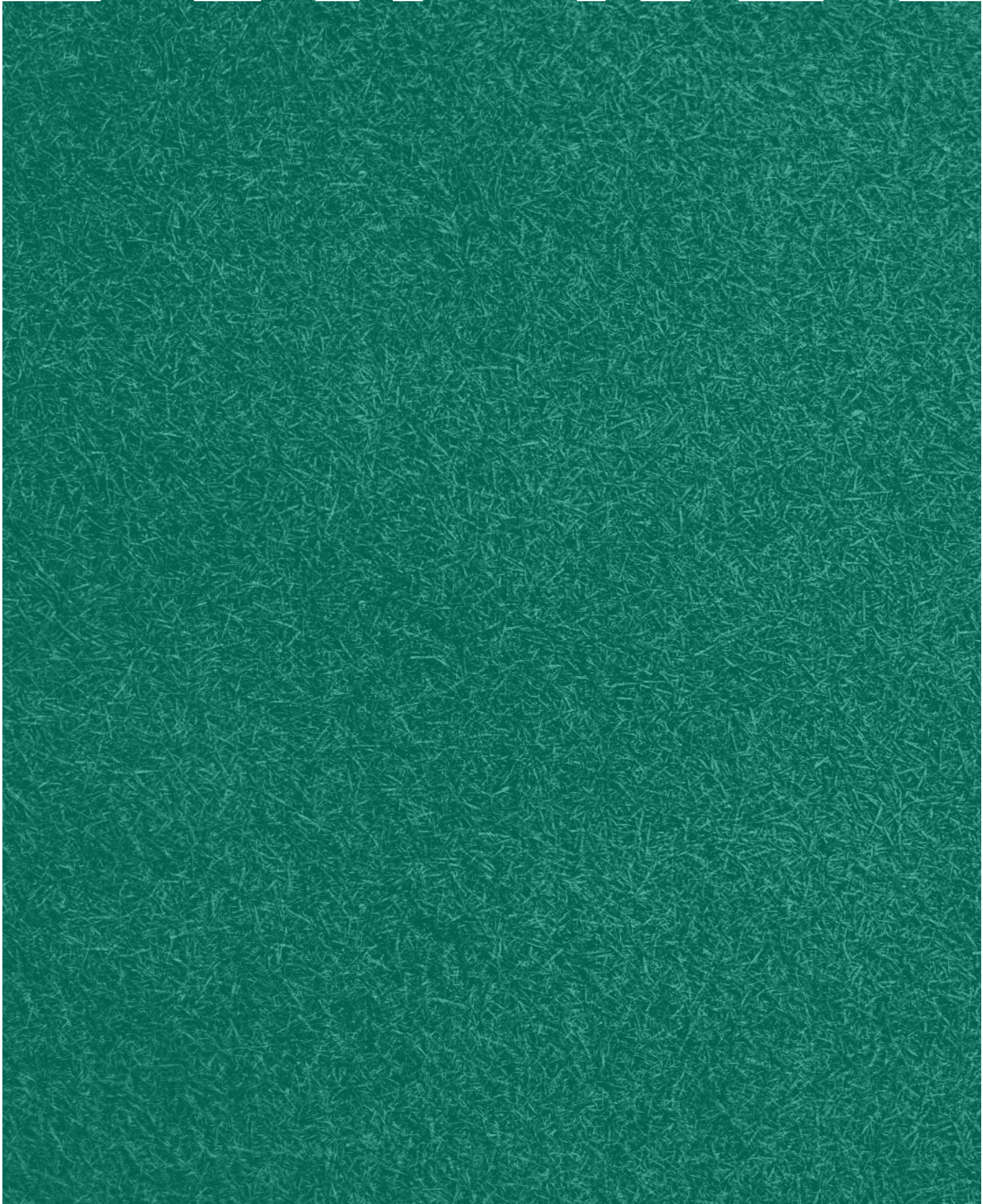


ENVIRONMENTAL GUIDE FOR FOOTBALL CLUBS





#Scoring ForThe Planet



OPPORTUNITIES AND CONTEXT FOR ENVIRONMENTAL ACTION

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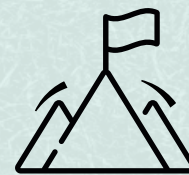
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ABOUT THE ENVIRONMENTAL GUIDE FOR CLUBS

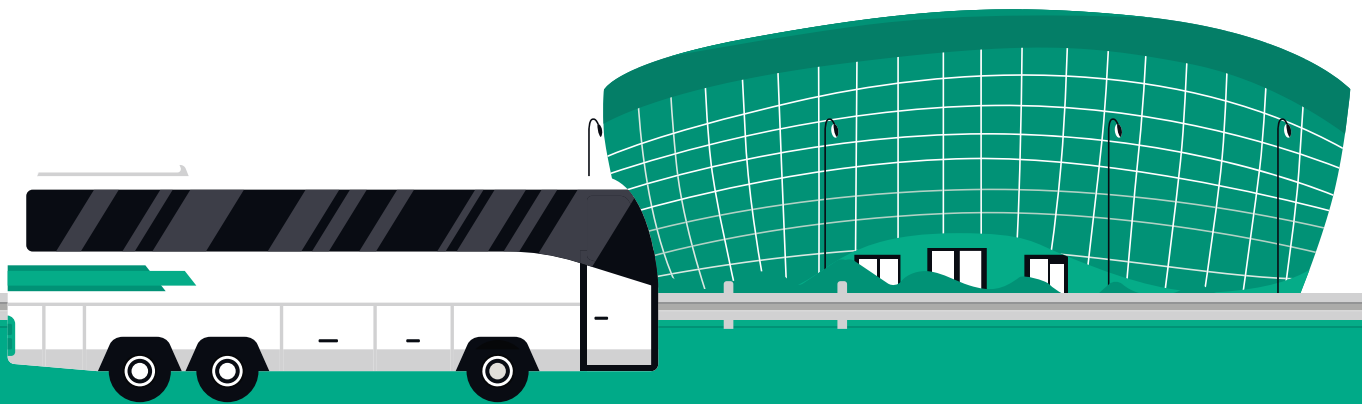
01

A. WHY CLUBS MUST GET INVOLVED IN THE ENVIRONMENT

These days society is facing a number of **environmental challenges that are becoming more urgent** and more important. The effects of climate change and the degradation of our environment can be felt more and more, and **society** is becoming **increasingly aware** of these issues and challenges. All this leads to growing regulatory and social pressure on governments and organisations that, to a greater or lesser extent, have an environmental impact on their environment.

As will be seen in this guide, **the football industry is just as important as any other in the fight against climate change**. On the one hand because, like any other sector, it has a negative impact on itself that it must mitigate, as all the socio-economic players are demanding.

On the other hand, due to football's increasing turnover and popularity, the industry is also capable of **having a very positive impact** through its role as a **voice in society**. Clubs that serve as an example in environmental matters will be creating an enormously valuable level of awareness, by transmitting their messages to a large number of people. In that regard, clubs are a powerful ally for third sector entities and organisations, who they can work with to put the focus on the most pressing environmental problems and where it is most needed on a regional, national and international level.



B. HOW CLUBS SHOULD PLAN THEIR CONTRIBUTION TO THE ENVIRONMENT

>> The importance of having an environmental plan

In order to make an intelligent contribution to the environment, one that has a structure and really adds value, it is important that clubs organise the **measures they adopt around an environmental plan or strategy**. Having such a plan has lots of advantages over one-off actions that are not planned and are not part of any strategy.

Regulatory compliance

In drawing up a plan, clubs must take current and future environmental legislation into account, so it is an excellent tool for complying with the increasing regulatory demands at both a national and European level.



A better reputation

Integrating environmental responsibility by means of a plan shows involvement and commitment to the environment, two aspects increasingly valued by both consumers and clients.



Cost savings

Applying measures to improve environmental impact usually means implementing more efficient systems for consuming energy and resources, which in turn implies substantial cost savings.



Access to new opportunities

Environmentally responsible projects can count on better opportunities for funding to promote a positive impact on the environment. Nor should we forget possible new sponsors with a more sustainable and responsible focus.



Greater resilience

An environmental plan is useful for overcoming possible future challenges posed by increasingly greater demands and therefore helps organisations to survive longer.



>> Aspects of an environmental plan

An environmentally responsible club is one that **manages its environmental impacts, measures its performance and tries to contribute**, as much as it can, to the fight against climate change.

There are various **basic aspects** that need to be dealt with in drawing up an environmental plan and which help to organise the initiatives it comprises, define responsibilities and strengthen commitments:

Defining responsibilities

It is important to establish a number of defined roles for people in charge of the initiatives contained in an environmental plan. For example, the person or persons in charge of environmental management will be those who monitor the measures described and compile the performance indicator data.



Policies and commitments

Policies are useful instruments for defining a **club's or other entity's position**, in this case, with regard to protecting the environment and mitigating the effects of climate change. Likewise, clubs must define their commitments in this matter and suitably reflect them in their policies, which must also define the general principles for meeting those commitments.

Policies organisations have with regard to the environment include those on climate change, environmental management or sustainability, in which environmental issues are linked with social and government ones.



Performance indicators

Key performance indicators (KPIs) are vital for the success of an environmental plan. Improving a club's environmental impact requires **precise knowledge of the indicators of that impact**, such as water and energy consumption, waste generation, carbon footprint, and so on. Measuring those impacts is the first step in taking action and being able to quantify and communicate the improvement.



Priorities or strategic lines of action

These are the **core of an environmental plan**. Activities or initiatives designed to improve environmental performance will have to be framed in those **lines or issues** the club wishes to focus on.

To a large extent the priorities will depend on the clubs' own capabilities and the environmental needs or challenges of their environment. Nevertheless, its environmental action may be seen as having two dimensions:

- **Internal management:** Knowing and managing the club's own environmental impacts in the best possible way, adopting measures and taking action to mitigate them.
- **External contribution:** Targeting measures and actions so they are in line with the needs of the environment.

This may comprise establishing partnerships to maximise the contribution.



C. HOW TO INTERPRET THIS ENVIRONMENTAL GUIDE FOR CLUBS

In this document we will mainly deal with the **external contribution sphere**, which covers aligning the clubs' environmental strategy with the needs of the environment, to ensure all the actions clubs undertake in the environmental sphere have a strategic character and really do respond to what is needed and is expected of them.

We will therefore outline **the priorities and goals established in the environmental sphere** both in Europe and on a national level, so clubs know which ones they can contribute to, or which represent an opportunity for them.

In addition, we will consider **the main environmental problems in Spain**, identified by **geographical region**. That way, clubs will know what the environmental challenges are in their region, enabling them to align their environmental strategy so they can respond to those challenges. We will also list those third sector organisations – on a regional and national level – that are working to solve the various environmental problems, so clubs can identify those it would be best to collaborate or team up with.

In that way the Environmental Guide for Clubs intends to offer football clubs and other sports organisations guidance on how to **approach their environmental contribution strategy** and, more specifically, how to establish those activities that contribute most to improving the environment, depending on several factors including their particular environment.



D. THE RELATIONSHIP BETWEEN THIS GUIDE AND THE SUSTAINABLE CLUBS GUIDE

So that clubs would know in detail which aspects they should assess from an **internal environmental management** perspective, LaLiga, previously provided them with the “Sustainable Clubs Guide”, which deals with this area.

Furthermore, that document has a “Self-diagnosis Tool” annexed to it containing a diagnostic questionnaire on the environmental dimension, among others. By using this tool, clubs can find out their degree of maturity in relation to the different environmental questions:

Energy consumption and resources

In that regard, clubs can carry out initiatives to measure their carbon footprint, the materials they consume and the waste they generate, and then try to reduce them.



Greenhouse gas emissions

Football clubs generate a very high number of journeys with the associated emissions that contribute to climate change. Clubs must therefore measure their impact and adopt all the measures they can.



Waste management

The sports industry generates a large amount of waste so it must be managed in the best way possible with a reduce, reuse and recycle approach.



Sustainable construction

Renovating or building new stadiums, training areas and/or training complexes is one of the best opportunities clubs have for reducing their environmental impact.



01. ABOUT THE ENVIRONMENTAL GUIDE FOR CLUBS

This self-diagnosis could be a good starting point for designing the internal impact management area. This document will help to clarify where and how clubs should focus their action when considering their external contribution to the environment.

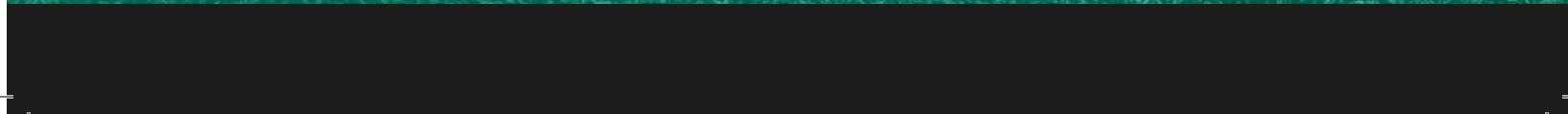
The **Sustainable Clubs Guide** drawn up by LaLiga is a reference document for sports organisations, so they can become familiar with all the implications of sustainability and take appropriate action to be more sustainable.

It deals with the three dimensions of sustainability, including the environmental dimension.

It was conceived as a General Sustainability Plan for Clubs but also generated a **Self-diagnosis Tool** as an annexe. By means of a questionnaire, **this tool lets clubs know what point they are at in relation to a number of aspects, including the environment.**



If you want to access this Guide and its Self-diagnosis Tool, send an email request to rsc@laliga.es.





BIG CHALLENGES AND RESPONSES IN SPAIN

02

A. THE ENVIRONMENT IN EUROPE AND SPAIN

>> European context

Europe currently faces environmental challenges whose scope, and the urgent need for measures to be taken to tackle them, is unprecedented. The impact of climate change, loss of biodiversity, use of natural resources and generation of waste pose important risks for the health and well-being of people and the planet on the immediate horizon.

Accordingly, European trends on a regulatory level point towards achieving **ambitious targets in the environmental sphere** that are designed to make us rethink not only technologies and productive processes but also the consumption patterns and way of life of European citizens. The European Commission has therefore launched a whole series of strategies, plans and regulations aimed at redirecting the policies of EU countries towards a clean, sustainable and environmentally friendly economy.





Thematic areas: Sustainability (general) Climate change Environment

If you want to know more about these initiatives and how they affect clubs, read the **“Opportunities and context for environmental action”** annexe to this Guide.

Figure 1: Main regulatory initiatives on environmental matters at a European level

This context has consequences in the present, as well as in the future, for all the socio-economic players in the European Union (society, governments, organisations and businesses) who will have to **adapt to new requirements** and be capable of **seizing the opportunities** that these plans present.

02. BIG CHALLENGES AND RESPONSES IN SPAIN

>> Important European initiatives

All the European initiatives in Figure 1 stem, to a greater or lesser extent, from two broad plans all the rest depend on: the **Recovery Plan** and the **Green Deal**.

PRecovery Plan for Europe

In July 2020, the European Council proposed an agreement on launching a **Recovery Plan for Europe** with **€750 billion** to tackle the economic crisis in the European Union (EU) and repair the damage caused by the Covid-19 pandemic.

The EU has launched this funds and grants package with a **triple objective**: to help member states recover, to relaunch the economy and support private investment, and to learn from the experience of this crisis in anticipation of future events.

Spain will receive €140 billion, of which €72 billion will be grants channelled through the Recovery and Resilience Facility and REACT-EU. The main lines of the Recovery Plan revolve around the ecological transition, the digital transformation and territorial and social cohesion. Over a third (37%) of the funds will be allocated to projects with a positive impact on the climate.

European Green Deal

The Green Deal is the EU's roadmap for achieving climate neutrality, promoting efficient use of resources by switching to a clean, circular economy, restoring biodiversity and reducing pollution.

This Deal is an integral part of the European Commission's strategy for implementing the United Nations 2030 Agenda, as well as the UN's Sustainable Development Goals (SDGs), and its goals are as follows:

To be climate neutral by 2050.



To protect human life, animals and plants by reducing pollution.



To help businesses become global leaders in clean products and technologies.



To contribute to ensuring a just and inclusive transition.



The EU will also provide financial and technical assistance to help the people, businesses and regions most affected by this transition to a green economy process through the Just Transition Fund, which will help to raise at least €100 billion between 2021 and 2027 in the most affected regions.

>> Spanish context

The Mediterranean region is one of the most vulnerable areas to climate change in Europe. So, due to its geographic situation and socio-economic characteristics, Spain faces significant risks stemming from climate change and the degradation of the natural environment, which impact directly or indirectly on a wide range of economic sectors and all of the country's ecological systems.

Consequently, and following in the wake of European regulations on the environment and climate change, Spanish legislation aims to transpose European legislation in order to contribute to the environmental targets set by the latter.



- Spain's Recovery and Resilience Plan
- Just Transition Strategy
- Spain's 2025 Digital Agenda
- 2021-2030 Integrated National Energy and Climate Plan
- Strategy for a Modern, Competitive and Climate-Neutral Economy in 2050
- Climate Change and Energy Transition Act
- Long-term Strategy for Energy Renovation in Spain's Building Sector.
- 2030 Safe, Sustainable and Connected Mobility Strategy

- Mobility Bill
- 2021-2030 National Plan for Adapting to Climate Change
- Spanish Circular Economy Strategy
- National Strategy for Green Infrastructure, Ecological Connectivity and Ecological Restoration
- Polluted Land and Waste Bill
- Royal Decree (RD) that improves tracking and control of waste shipments
- Royal Decree (RD) that regulates waste disposal in landfills

02. BIG CHALLENGES AND RESPONSES IN SPAIN

Thematic areas:



Sustainability (general)



Climate change



Environment



If you want to know more about these initiatives and how they affect clubs, read the **“Opportunities and context for environmental action”** annexe to this Guide.

Figure 2: Main regulatory initiatives on environmental matters at a Spanish level.

>> Important national initiatives



Climate Change and Energy Transition Act

In Spain, the **Climate Change and Energy Transition Act**, approved in 2021, is important because it establishes measures that ensure compliance with Europe’s climate targets.

It sets the following targets for 2030:

To reduce greenhouse gas emissions by at least 23% compared to 1990.



To achieve renewable energy penetration in final energy consumption of at least 42% (compared to the current level of nearly 20%).



To achieve an electricity system where at least 74% is generated from renewable energy sources (compared to 40% now).



In addition, it sets out a series of mobility measures, such as establishing low emission zones, encouraging electric mobility, the obligation to set up charging points at petrol stations and in buildings, and alternative fuel targets. It also establishes measures in the **electricity sector and encourages self-consumption**, along with restrictions on fossil fuels and measures on building rehabilitation, among others.

Spanish Circular Economy Strategy

The Spanish Circular Economy Strategy seeks to **optimise the value of products, materials and resources** for as long as possible, in order to create a new production and consumption model and, in that way, achieve a sustainable, decarbonised, efficient and competitive economy. In this context, the Strategy establishes some guidelines and sets a series of targets to be reached by 2030 in terms of reducing waste and the consumption of raw materials.

To achieve the goals, the Spanish Circular Economy Strategy is based on various lines of action. Some that stand out include expanding the **useful life** of products, increasing the **recycling** of waste generated, implementing research and innovation policies, stepping up job creation and training, and **promoting awareness** of the circular economy's economic and social potential.

2030 Safe, Sustainable and Connected Mobility Strategy

The 2030 Safe, Sustainable and Connected Mobility Strategy is in response to the **challenges posed by mobility and transport**, namely, decarbonisation of the economy and concentration of the population in big cities.

This new mobility strategy intends to prioritise investment that optimises the use of transport and is of more social benefit, such as everyday mobility solutions, digitalisation and intermodality, as well as ensuring a resilient, efficient and sustainable transport system.

For its part, the **Mobility Bill** affects public and private funding of transport; planning and funding of transport infrastructures; introducing regulations to foster sustainable mobility, awareness of it, and training.



B. IMPORTANCE FOR FOOTBALL CLUBS

The Spanish and European regulatory initiatives mentioned above seek to obtain the commitment and efforts of all our social partners in tackling the challenges associated with climate change and degradation of the environment.

At the same time, society is placing more and more demands on organisations regarding their commitment to the environment.

The **football industry is no exception**, as its enormous expansion in recent years and the socio-economic impact it has on its area of influence position it on the same level as the big companies in terms of environmental impact and expectations of the environment.

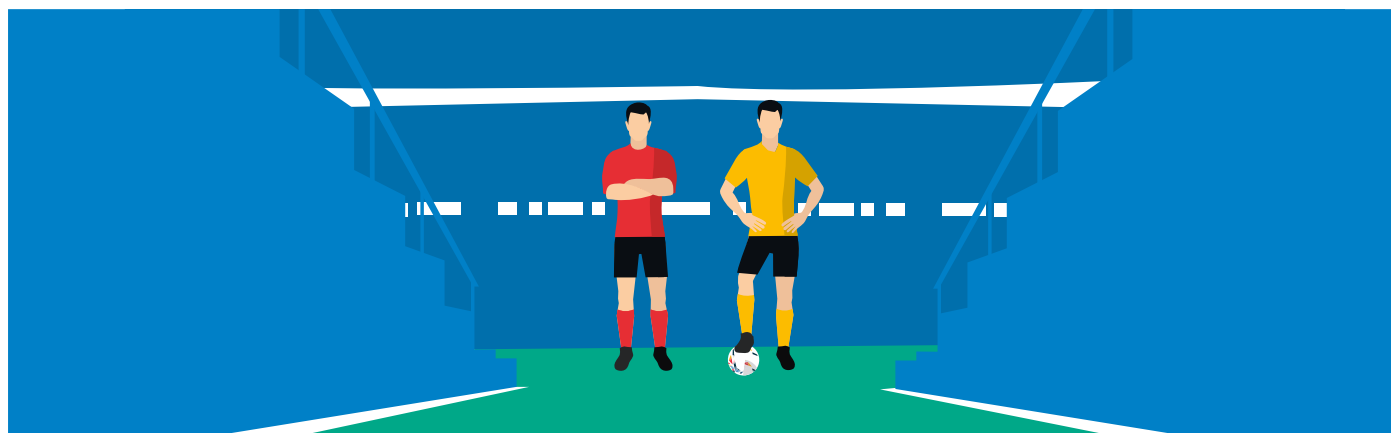
There is no doubt that, nowadays, climate change constitutes the most alarming environmental problem on a global level as it is the main cause of drought, flooding, desertification and extreme climate events which, in the final analysis, are responsible for migrations, displaced persons and inequality in communities. The football industry needs to be aware of its role in this global problem and its responsibility in taking the necessary measures to mitigate it.

>> Challenges and opportunities

Football, like all economic activity, has impacts on the natural environment. These impacts largely stem from the **clubs' day-to-day activity**: water and electricity consumption in all their facilities or the waste they generate which increases on match days.

Moreover, the impact associated with transport in the football industry is particularly high due to the volume of greenhouse gasses produced by club players, staff and fans travelling to matches.

Although clubs face big challenges, the changes they can make to their management offer **numerous opportunities** too, not just on an **environmental level** (in terms of reducing their impact) but also on an **operational level** (through significant cost savings and greater efficiency), access to new **funding opportunities**, and a better image and reputation. The opportunities for clubs stemming from this regulation can be considered from three angles:



Sustainable Recovery

What does this consist of?

Sustainable Recovery is the plan set out by Europe for overcoming the crisis caused by Covid-19. Spain is going to **receive a large amount of funds** from the Recovery and Resilience Facility and the Multiannual Financial Framework (MFF) for 2021-2027, a large proportion of which will go towards grants.

What opportunities does this represent for clubs?

The availability of these funds is an opportunity for all businesses, as well as football clubs, that have the possibility of **developing and putting forward initiatives in line with the themes required for the European funds** (focused on energy efficiency, ecological transition, technological disruption, boost to the value chain, or skills acquisition and training).

- ☉ This funding opportunity will help clubs tackle renovation projects or initiatives focused on environmental or digitalisation issues which it might otherwise be more difficult to implement.

What can you do?

- ☉ Submit **Strategic Projects for Economic Recovery and Transformation (PERTE in Spanish)**, which will make it possible to invest in the sustainability, efficiency and digital transformation of clubs.
- ☉ Apply for **subsidies** to fund private activities, also in line with sustainability, training or digitalisation goals.

02. BIG CHALLENGES AND RESPONSES IN SPAIN



Climate Action

What does this consist of?

The European Union has set the target of being carbon neutral by 2050, along with an intermediate target of reducing emissions by 55% by 2030. All member states must establish their own plans and measures for complying with this target. Accordingly, **Spain has initiated the Climate Change Bill and the Integrated National Energy and Climate Plan** with, for the moment, an emissions reduction target of 20% by 2030.

What opportunities does this represent for clubs?

In a context of ever increasing awareness and a regulation that demands a transition to an economy low in carbon, clubs cannot afford to be left behind. To face up to the challenges posed by this transition, they must know and measure their carbon footprint, as the first step towards drawing up an emissions reduction plan. Furthermore, an area where clubs have significant opportunities for contributing to climate change mitigation is **mobility**, both their own travel as well as that of their fans to events.

What can you do?

- Replace equipment that consumes energy in your facilities, such as boilers, cooling equipment, lighting, etc., to improve energy efficiency and reduce energy consumption. There are lots of subsidies for these measures in all the autonomous regions which, combined with the savings generated, make this a highly profitable investment.
- Promote the roll-out of renewable energy sources for power generation or heating, which are usually subsidised by the autonomous regions and the central government, thus generating significant savings from an economic perspective.
- Install electric car charging points, spaces for electric scooters and bikes, and adopt other measures for promoting sustainable mobility.
- Team up with local councils to establish mobility plans for events and match days (encourage use of public transport, optimise routes, establish bus routes, offer more parking alternatives, and so on).



Environmental quality

What does this consist of?

Together with climate change, environmental degradation is one of the biggest threats we face on every level. So, with the European Green Deal, the EU has established **the roadmap to a sustainable economy** that is environmentally and climate friendly.

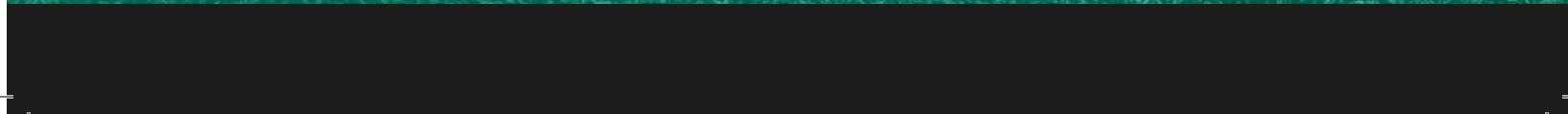
What opportunities does this represent for clubs?

On the one hand, clubs have the opportunity to align themselves with this roadmap, in particular by promoting issues they are more directly responsible for, such as **the circular economy and proper waste management**. In that regard, Spain has approved a new Waste Act with a large number of measures and obligations in this sphere.

With regard to other environmental issues such as biodiversity, clubs lack the capacity to exert a direct influence. However, **as local stakeholders in the cities and provinces where they are based**, they have opportunities such as entering into partnerships that promote taking care of the environment in collaboration with other civil society organisations.

What can you do?

- Implement an environmental management system (with the possibility of certification).
- Encourage and ensure separate waste collection in all club facilities.
- Acquire waste treatment equipment such as organic waste compactors for cut grass. As well as a better way of managing waste, this will avoid GHG emissions by reducing transport.
- Avoid or cut out the sale of single-use plastic containers in stadiums and training complexes.
- Consider the life cycle of materials and using recycled raw materials in building new stadiums and facilities.
- Build water recycling and harnessing systems, especially in areas where water consumption is more intensive, such as pitch irrigation.
- Find sustainable alternatives for pitch fertilisers and phytosanitary products.
- Take action to raise environmental awareness, possibly in partnership with other entities.





ENVIRONMENTAL CHALLENGES



A. WHY CLUBS SHOULD CONSIDER THE LOCAL ENVIRONMENT

Football clubs are organisations with deep local roots and **strong links with the area** they are in. Most are aware of this so they adopt measures and take initiatives to get involved in their community and contribute to its development. However, this **contribution cannot ignore the natural environment**, which is an important part of communities, cities and regions. Taking care of the environment could be a **core factor for cities and provinces in tackling today's other burning social issues**, for example, depopulation in certain parts of the country, or raising public awareness of our joint responsibility in maintaining an attractive natural heritage for the benefit of the whole country.

Accordingly, we need to stress once again how important it is that clubs take action on some of the most significant environmental challenges: **climate change**, which, despite its global nature, has local impacts and worsens other environmental situations such as water stress, the loss of ecosystems or the availability of natural resources; and the **circular economy**, which helps to mitigate the effects of climate change. This Guide therefore encourages clubs not to forget those two aspects either on an internal or an external level, with actions that embrace the energy efficiency of infrastructures, the mobility of teams and fans, and fostering the circular economy as regards waste and resources. Likewise, clubs are encouraged to use the **Sustainable Clubs Guide**, which they will find more information on in Chapter 1 of this Guide.

As mentioned above, most global environmental challenges translate into impacts at a local level, which affect some regions to a greater or lesser extent than other, depending on their characteristics. Consequently, besides taking into account those environmental aspects that are important at a national or European level, clubs need to ask themselves **what the most serious and pressing environmental challenges are in their community**, in their cities and provinces, with a view to using their influential capacity as a sports organisation to contribute to solving the problem.



The Sustainable Clubs Guide generated a **Tool for Calculating the Carbon Footprint** which is available for all clubs. If you want to access this tools, send an email request to rsc@laliga.es.

B. WHAT ARE THE MOST IMPORTANT ENVIRONMENTAL CHALLENGES ON A LOCAL LEVEL

In the following pages we will describe the **most significant local environmental challenges, taking into account the cities and regions where the first and second division clubs are found.** For each challenge, we will outline the cities and provinces most affected, describe how clubs can approach their contribution – with an example of the clubs’ best practice as a way of spreading and exchanging ideas – and also identify some organisations in the public and private spheres that clubs could collaborate and team up with.

>> Water stress and shortage

What does this consist of?

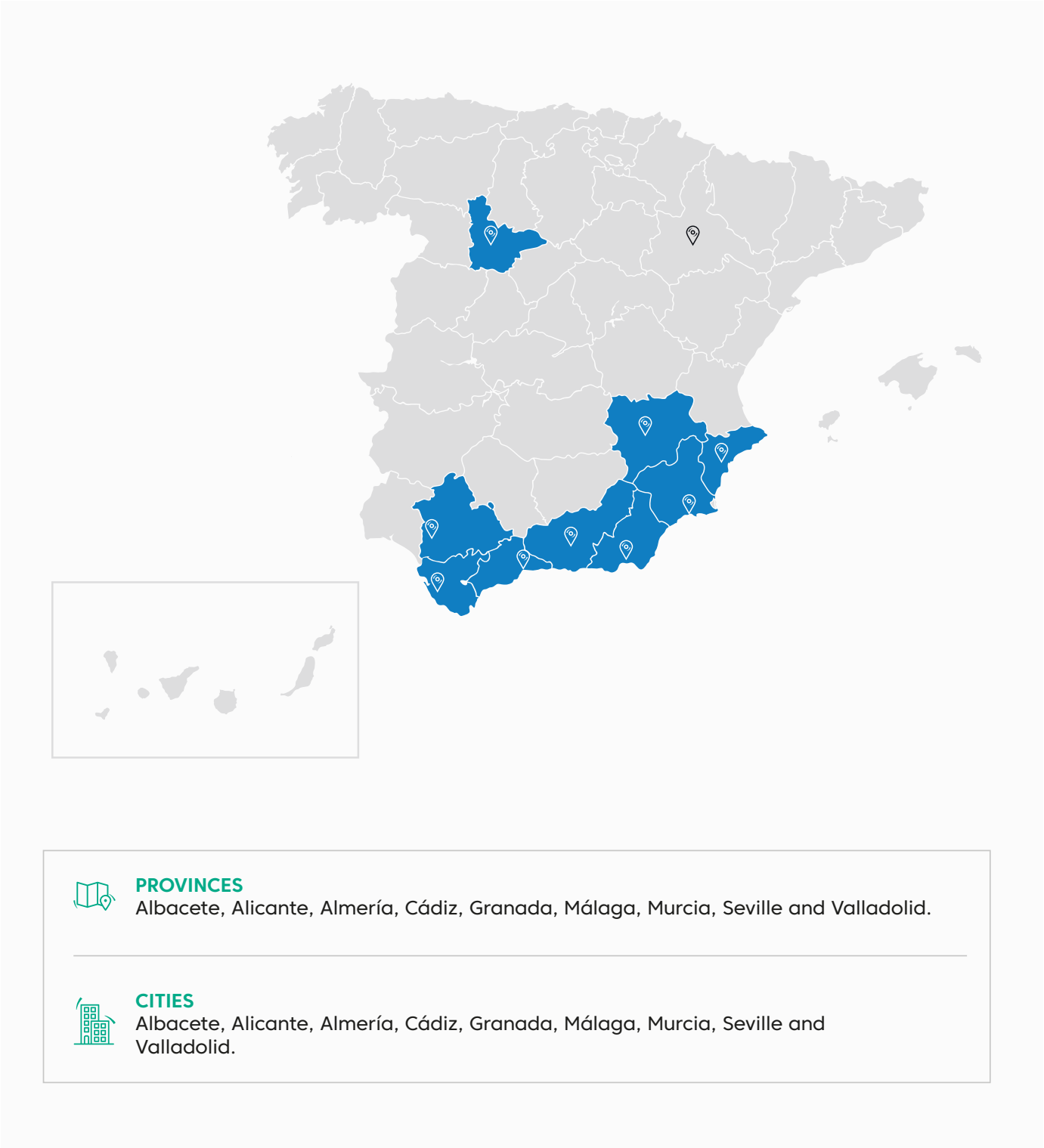
In general terms, Spain is one of the European countries **more prone to water stress.** The country’s geographical characteristics mean there is a natural tendency for water shortage in a large part of its territory, which will gradually increase as a result of the desertification caused by climate change. It is also one of the countries with the highest water consumption per inhabitant in the European Union.

These characteristics could, to a large extent, be resolved by a suitable **system for managing water resources.** However, water distribution systems in many Spanish cities and regions are inefficient and consumption per inhabitant is higher, which means this resource is not managed in the right way. Consequently, the regions most exposed to water shortage and where water management is inefficient are those at greater risk of water stress.





03. LOCAL ENVIRONMENTAL CHALLENGES

 In which geographical areas is this challenge more important?









What can clubs do?

Water stress is a local problem that clubs can help to tackle **internally**, through their own management, with environmental strategies, by adopting all those measures that contribute to better water management and savings, which in turn will have a positive impact on their environment.

EXAMPLES OF AVAILABLE BEST PRACTICE	
	<p>Valencia C.F. has taken action in relation to the water it consumes irrigating pitches, installing its own underground water well. In practice, this also means they do not depend on the public water supply, so they can solve problems arising from restrictions on water use.</p>
	<p>Real Madrid are currently monitoring the water supply and water needs of their pitches. All the water they consume comes from the Madrid City Council regenerated water grid.</p>

Which organisations can clubs team up with?

In addition, with a view to maximising their environmental contribution, clubs can carry out local **awareness campaigns** or **team up with organisations** working in this area.

<p>Private Entities</p> <p>Some companies, particularly those closely linked to water such as the drinks sector or those involved in water management, take initiatives and conduct campaigns to save water resources, very often through their foundations, and could be an important partner in combating this problem.</p> 
<p>Public Bodies</p> <p>Managing water resources is very closely linked to the public administration in each municipality. Clubs therefore have the possibility of teaming up with local authorities and other public bodies to collaborate on and conduct campaigns promoting water savings, among other initiatives.</p> 
<p>Non-Governmental Organisations</p> <p>Various associations, on a national level but with local groups, are involved in actions to tackle water shortages.</p> <ul style="list-style-type: none">  Ecologists in Action: Has groups in Albacete, Castile and León, Málaga, Granada y Cádiz.  WWF Spain: Has a group in Seville.  ANSE (South-East Association of Naturalists): Based in Murcia. 

03. LOCAL ENVIRONMENTAL CHALLENGES

>> Air pollution

What does this consist of?

Air pollution constitutes one of the chief environmental challenges which also impacts on people's health. Even though emissions of many atmospheric pollutants in our cities have been significantly reduced in recent years, thus improving air quality, the concentrations of **some polluting substances is still too high, and air quality problems persist, especially in cities.**

According to WHO estimates, air pollution around the world causes an annual total of 4.2 million premature deaths. Minimising country air pollution levels can reduce many of the harmful effects it has on health.

In **Spain**, three problems have traditionally had a decisive influence on the high levels of air pollution: an ageing car fleet, urban concentration and the country's geography (with its associated peculiar climate conditions).

Given it is a **frequently recurring problem in our cities**, many of the most effective solutions to this problem require a change in our conception of urban transport: encouraging sustainable, connected mobility, altering the layout of cities to give people priority over vehicles, and promoting the use of public transport.



 In which geographical areas is this challenge more important?



03. LOCAL ENVIRONMENTAL CHALLENGES

What can clubs do?

By adopting internal management measures that promote better management of their carbon footprint, they can reduce the emission of polluting agents into the atmosphere. As already pointed out, planning and managing travel to stadiums on match days, as well as team travel, is decisive.

EXAMPLES OF AVAILABLE BEST PRACTICE



Real Madrid C.F. has installed a large, ecologically treated canvas on its stadium façade which uses daylight to turn pollution and dirt into water vapour and salt and thus eliminates bacteria. Every three square metres of canvas absorbs the same amount of nitrogen dioxide that a car produces in a year.

Which organisations can clubs team up with?

Clubs can also **work with local councils and organisations** focused on improving air quality in cities.


Public Bodies

The drive of local councils and municipal companies is vital in promoting sustainable mobility among the general public and introducing improvements in cities that reduce air pollution. A growing number of Spanish cities are now opting to improve and expand their cycling networks, regulate parking zones, introduce speed limits or offer incentives for low-emission taxi fleets. So clubs can team up with their city councils in establishing mobility plans and carrying out joint awareness initiatives promoting this.



Non-Governmental Organisations

Various associations are involved in actions to tackle air pollution on a national level but also with local groups. In some cases they work with other NGOs on a European level, for example, Clean Cities.

 **Ecologists in Action:** This Spanish NGO takes part in the Clean Cities campaign to encourage city councils to commit to emission-free transport by 2030. The most active groups in this area can be found in [Madrid](#) and [Barcelona](#).



>> Ocean and beach pollution

What does this consist of?

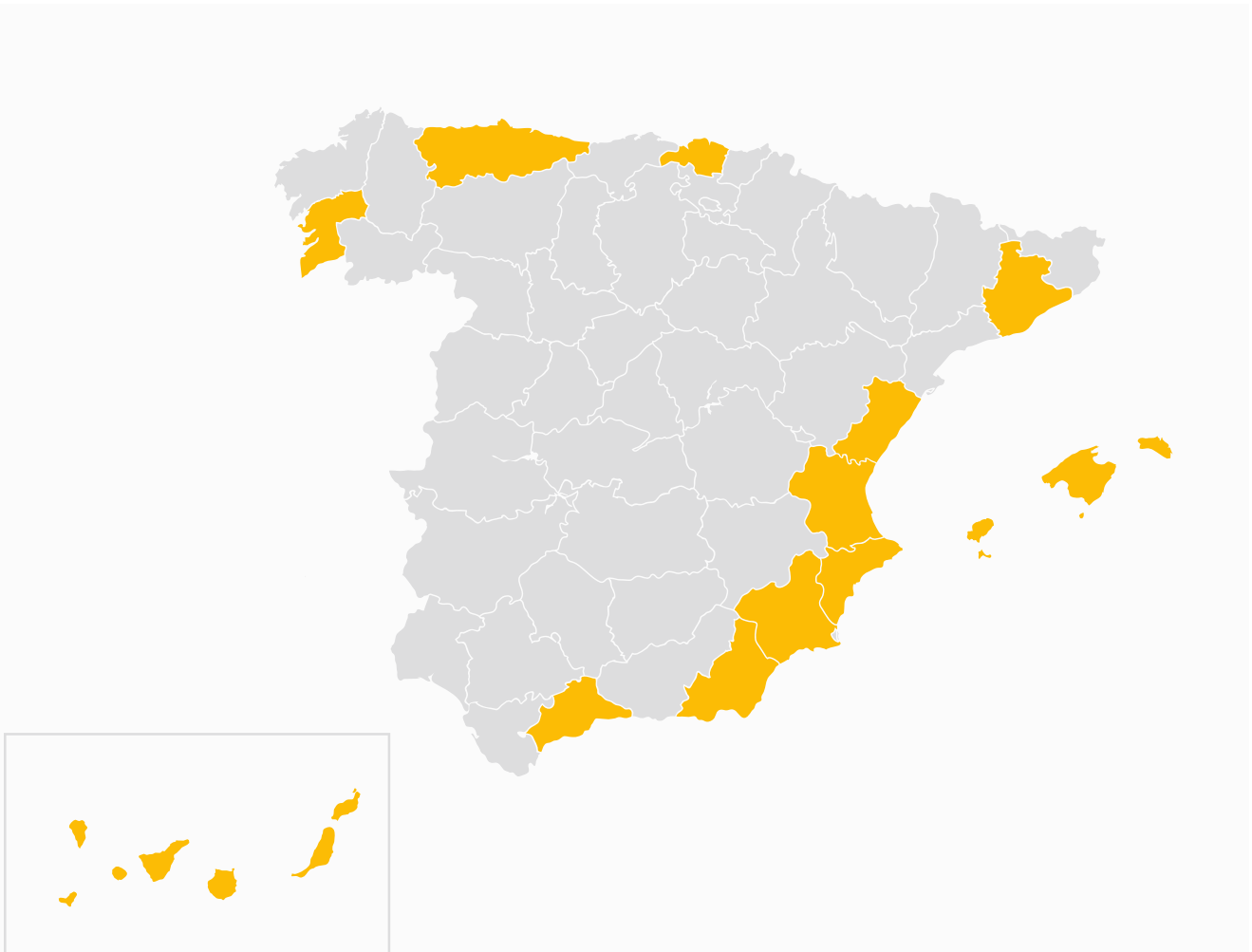
Spain is one of the countries with the most kilometres of coastline in the whole of Europe. The proliferation of activities along the coast leads to the **pollution and degradation of seas and beaches**. Tourism, industry, fishing and agriculture all contribute to this problem through the destruction and occupation of coastal ecosystems as well as sea and beach pollution caused by waste disposal and discharges.

Every year **masses of tourists** leave tonnes of rubbish, especially plastic, on the beaches and this often ends up in the oceans. Industrial activities, which sometimes involve discharging waste from ships and factories, are polluting marine ecosystems and reducing water quality in many coastal areas of the Iberian peninsula. Furthermore, the local population is usually very much aware of this issue, given the deep-rooted attachment communities have with their beaches, coast and oceans.



03. LOCAL ENVIRONMENTAL CHALLENGES

 In which geographical areas is this challenge more important?





PROVINCES

Alicante, Almería, Asturias, Balearic Islands, Barcelona, Castellón, Las Palmas, Murcia, Pontevedra, Santa Cruz de Tenerife, Valencia and Vizcaya.

What can clubs do?

On the one hand, through better waste management and by reducing their own waste, they can have an indirect impact on reducing ocean and beach pollution. However, joint actions with other organisations are a priority in making a local contribution.

EXAMPLES OF AVAILABLE BEST PRACTICE

	<p>UD Las Palmas has joined in local initiatives such as “1m2 por los barrancos en Gran Canaria”, which involves clearing up waste from various local beaches, or the Canaria Libre de Plásticos Association, which is working to reduce the impact of pollution caused by plastics on the marine ecosystems and areas of the island’s coastline.</p>
	<p>For a number of years, RC Celta de Vigo has organised an initiative to clean up and collect waste from local beaches.</p>

Which organisations can clubs team up with?

To make a contribution on this issue, it is **vital to team up and work with other organisations** on different campaigns and initiatives.

Private Entities

Companies, principally those bottling drinks, water and other products that are aware their packaging has an impact on seas and beaches once it is discarded, usually take steps to minimise that impact which clubs could take part in.






Public Bodies

Managing waste, mainly plastics, is very closely linked to the public administration in each municipality and province. This enables clubs to team up with public authorities in collaborative initiatives and campaigns that promote better waste management to avoid wasted ending up on beaches and in the oceans.



Non-Governmental Organisations

There are various associations, on a local and national level, trying to reduce the amount of waste and its impact on beaches and marine ecosystems.

-  **ECOMAR Foundation:** This organisation operates on a [national level](#).
-  **Friends of the Parque Natural Cabo de Gata-Níjar Association:** This association carries out actions on a local level in [Almería](#), focusing particularly on the Cabo de Gata nature reserve which includes large areas of the coast.
-  **Colectivo de Voluntariado BIOagradables:** This is a group of volunteers and activists who clean up beaches in [Valencia and Cádiz](#).



03. LOCAL ENVIRONMENTAL CHALLENGES

>> Water and soil pollution

What does this consist of?

In Spain there is another serious problem that exacerbates the shortage of water and degradation of ecosystems: **surface water (rivers and lakes) and underground water** pollution, which reduces its quality and soil pollution, which degrades its characteristics and can affect crops and ecosystems.

The main causes of water and soil pollution can be waste (urban or industrial); chemical and polluted water discharges; accidental spills; the use of pesticides and fertilisers for agriculture. Many regions of Spain are vulnerable in this regard, increasing the risk of problems such as desertification. Pollution has worrying consequences because of its affect on biodiversity, on the food chain and drinking water, and on the health of the communities affected.



 In which geographical areas is this challenge more important?



03. LOCAL ENVIRONMENTAL CHALLENGES

What can clubs do?

Besides internal initiatives that reduce water consumption and waste generation, thereby indirectly having a positive impact in this matter, the action of clubs in this area can be improved by working with other organisations.

EXAMPLES OF AVAILABLE BEST PRACTICE



Real Betis has taken action to clean up the River Guadalquivir through the “Forever Green” initiative.

Which organisations can clubs team up with?

By collaborating with other organisations clubs can carry out awareness-raising work. The interest clubs show in this matter can help to increase social awareness of water and soil pollution, which can help those involved to take cation and encourage people to take part in the clean-up initiatives various organisations carry out.






Public Bodies

Preventing and reducing water and soil pollution is very closely linked to the public administration in each municipality. Clubs therefore have the possibility of teaming up with local authorities, communities or municipalities to carry out awareness campaigns, clean-up actions and other initiatives.



Non-Governmental Organisations

Various associations and foundations are involved on a national level. but with local groups too, in actions to tackle water, river and lake pollution.

-  **Ecologists in Action:** Has groups in [Álava](#), [Asturias](#), [Murcia](#) y [Valladolid](#).
-  **ANSE (South-East Association of Naturalists):** Based in [Murcia](#).
-  **Eguzki Association:** Based in [Álava](#), [Guipúzcoa](#) and [Vizcaya](#).
-  **ADEGA (Association for the Ecological Defence of Galicia):** Based in [Lugo](#).
-  **Amigos de la Tierra (Fiends of the Earth):** Operates on a [national level](#).



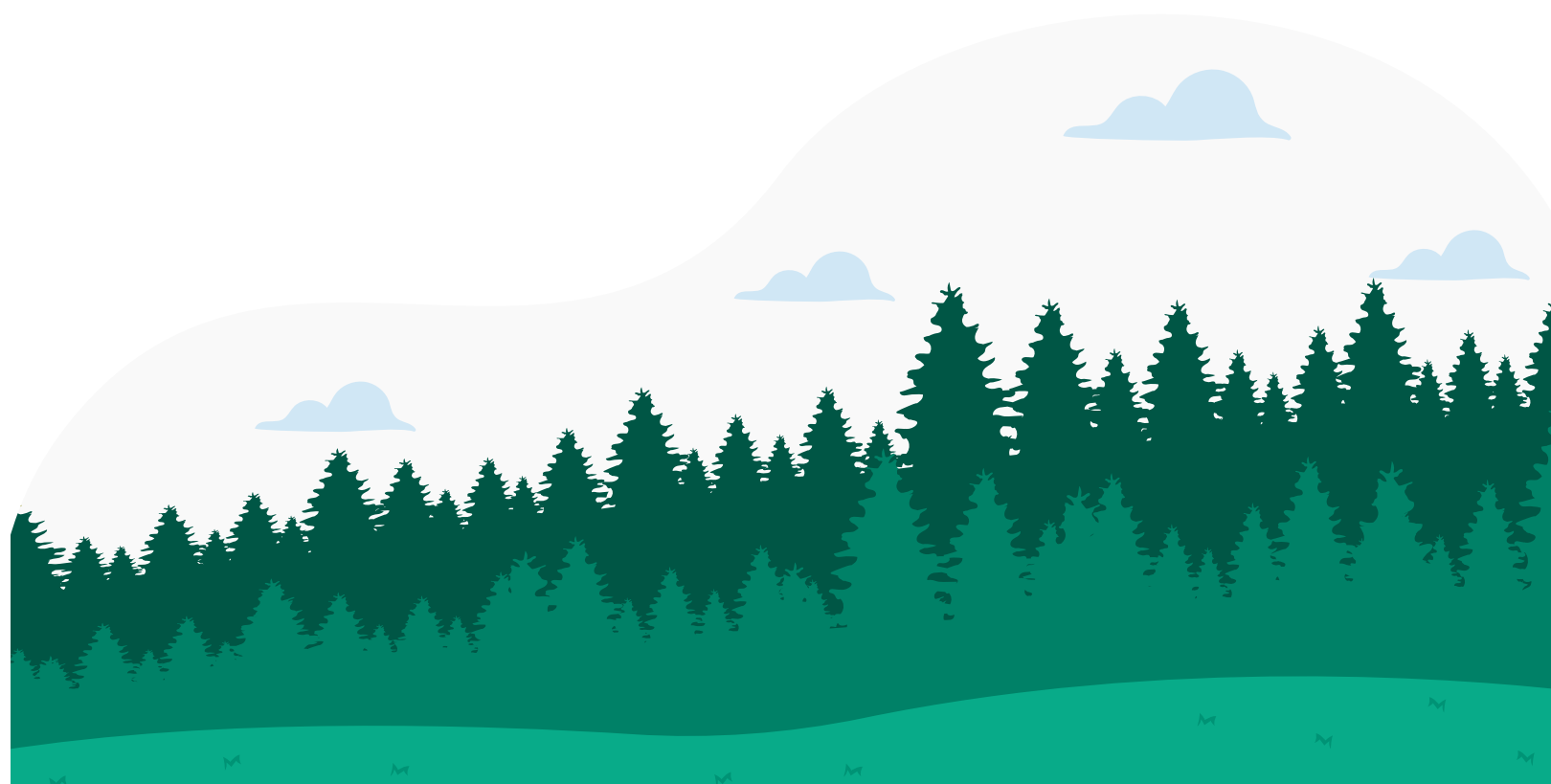
>> Protecting natural spaces

What does this consist of?

Today the degradation of natural spaces as a result of human activities is one of the most important challenges we face. Spain is one of the countries with the **most biological diversity** in the European Union, yet it has the **highest percentage of endangered species**, making it the most vulnerable country in Europe in this regard.

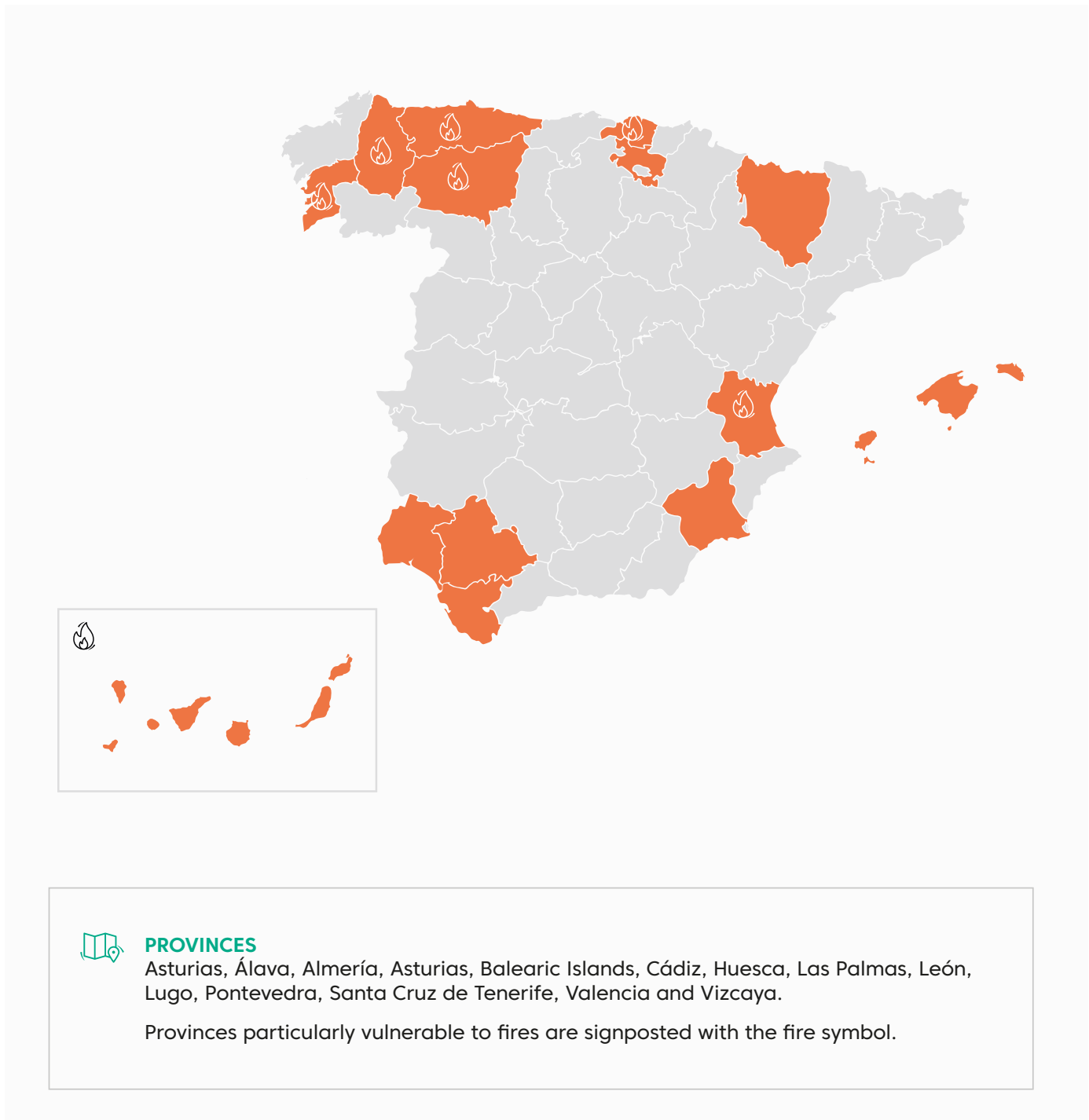
Spain has a Biodiversity and Natural Heritage Act covering the conservation of natural ecosystems, both aquatic and terrestrial. It is also gives certain areas which require special protection due to their characteristics the status of Protected Natural Spaces (ENPs in Spanish). These natural spaces are one of the most emblematic features of the local environment and are, therefore, highly valued by local communities.

Besides the degradation of ecosystems caused by human activities, there is a special reason for protecting natural spaces: **forest fires**. Spain continues to be one of the **countries most vulnerable** to fires. And we need to remember that, besides the destruction of the burnt area, fires pose serious consequences for ecosystems (soil erosion, water quality, emissions into the atmosphere or impacts on biodiversity) **and people** (destruction of homes and crops, breathing problems, and so on.). This problem is of special significance in some regions, so clubs there can concentrate on helping their community prevent and overcome these events. Such situations in turn aggravate the problems of **deforestation and loss of woodland**, which also plays a valuable role as a carbon sink in mitigating climate change.






03. LOCAL ENVIRONMENTAL CHALLENGES

 In which geographical areas is this challenge more important?



What can clubs do?

On an internal management level, the contribution clubs can make to protecting species and ecosystems is more complicated than in the case of other environmental challenges, so their sphere of action is **exclusively external**.

EXAMPLES OF AVAILABLE BEST PRACTICE	
	<p>UD Las Palmas supports the Canarias Libre de Plásticos (Plastics-Free Canary Islands) Association, which is working to reduce the impact of pollution that plastics cause in marine ecosystems and coastal areas. The club also donated all the gate receipts for one of its matches to the Foresta Foundation, for reforestation following the fires in 2019.</p>
	<p>Valencia C.F. also played a benefit match against Nigeria All Stars to raise money for the municipalities affected by the serious fires that occurred in the Valencia region in 2016.</p>
	<p>RC Celta de Vigo has carried out reforestation activities on some of the club's land in order to increase its ecological value and restore the original ecosystem.</p>



03. LOCAL ENVIRONMENTAL CHALLENGES



Which organisations can clubs team up with?

Collaborating with other organisations can take the form of funding and support for associations or initiatives to protect biodiversity in the clubs' regions.

Private Entities

Companies linked to the rural world and which have some relationship with preserving forests, species, marine ecosystems and biodiversity can be a great partner for clubs in the area of protection and raising awareness.



Public Bodies

Protecting species and autonomous region and ecosystems is very closely related to the public administration or each autonomous regions and province, in line with the Natural Heritage and Biodiversity Act Clubs therefore have the possibility of teaming up with the public administrations to carry out campaigns to raise awareness or protect species and forests, among other initiatives.

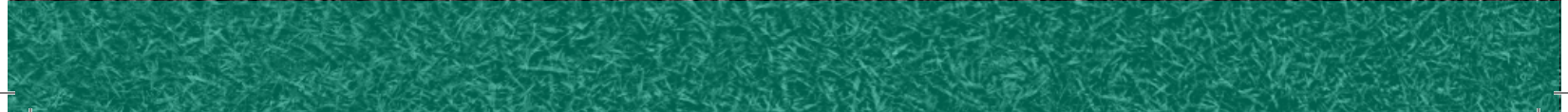


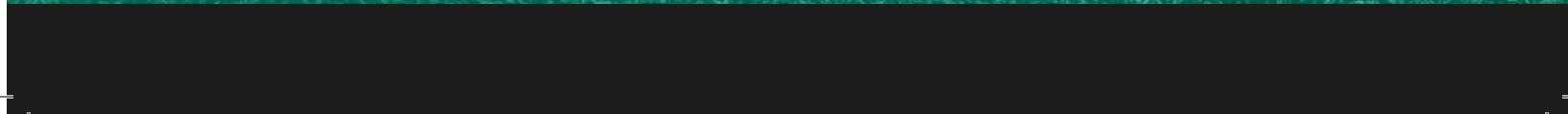
Non-Governmental Organisations

Various associations and foundations are involved in actions to protect species and ecosystems on a national level but they also have local groups with whom clubs can support reforestation initiatives, among other things.

- **Ecologists in Action:** Has groups in [Álava](#), [Asturias](#), [Cádiz](#) and [Huesca](#).
- **Eguzki Association:** Based in [Álava](#).
- **Amics de la terra (Friends of the Earth):** Based in [Balearic Islands](#).
- **ASYMAS:** Whose sphere of action is [Asturias](#).
- **SEO Birdlife:** Throughout Spain.
- **WWF:** Throughout Spain and with offices in practically every province. The association is particularly active in [Pontevedra](#), where fires are a particularly important problem.
- **ADEGA (Association for the Ecological Defence of Galicia):** Active throughout the region and particularly [Lugo](#).
- **Foresta Foundation:** Entity dedicated to the recovery and conservation the forest masses of the [Canary Islands](#).









ANNEXES

OPPORTUNITIES AND CONTEXT FOR ENVIRONMENTAL ACTION

Implications of the European and national contexts as regards
environmental issues for Spanish football clubs



OPPORTUNITIES AND CONTEXT FOR ENVIRONMENTAL ACTION

ANNEXES CONTENTS

5

2

**REGULATORY
BODIES**



**INITIATIVES
PROMOTED**



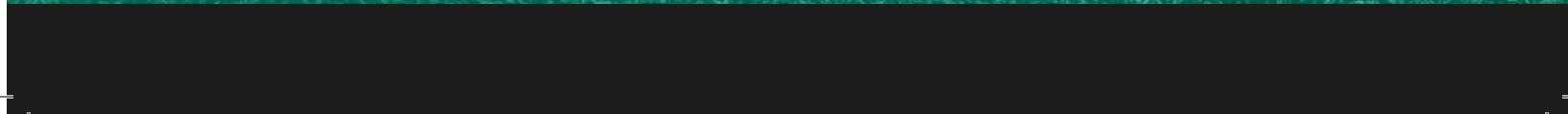
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**GENERAL
IMPLICATIONS
FOR FOOTBALL
CLUBS**



**ZOOM IN
ON KEY
INITIATIVES**





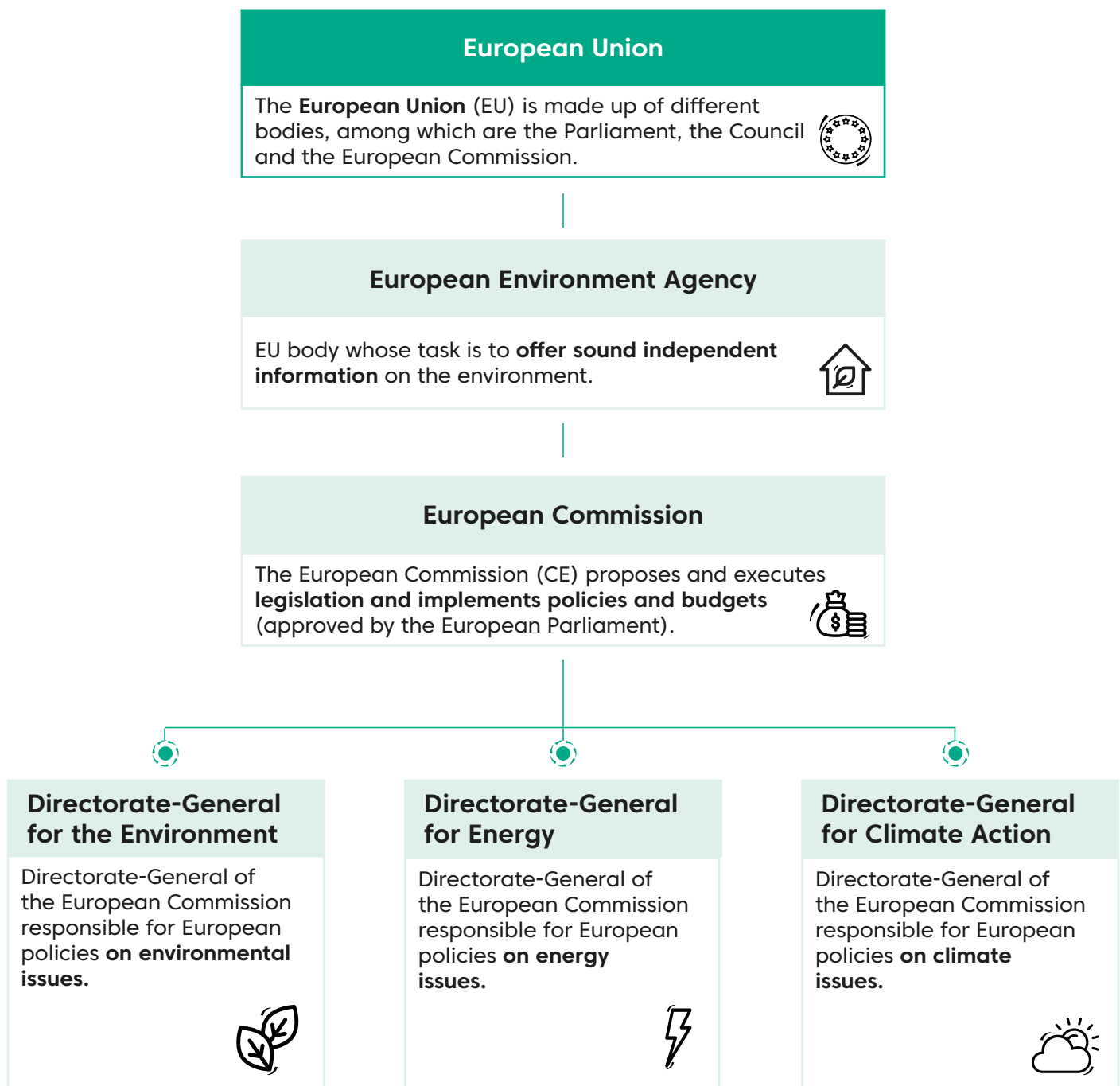
ANNEXES

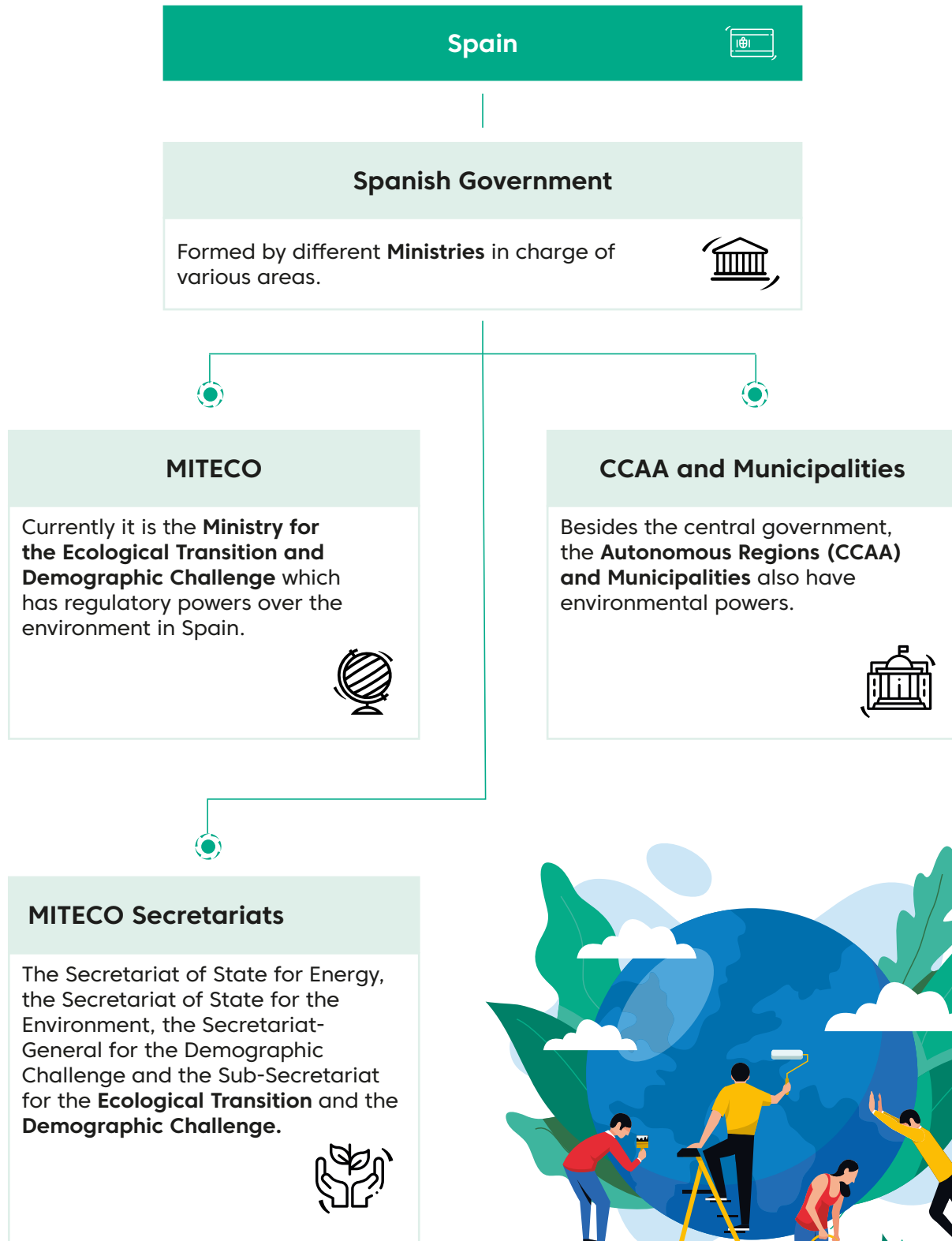


REGULATORY BODIES

01

MAP OF THE MAIN REGULATORY BODIES ON A EUROPEAN AND NATIONAL LEVEL





INITIATIVES PROMOTED BY THE REGULATORY BODIES




- Recovery Plan for Europe
- Agreement on the Recovery Plan and MFF 2021-2027
- Just Transition Fund
- European Data Strategy
- Digital Services Act
- European Data Protection Board Strategy 2021-2023
- European Climate Act
- European Climate Pact
- European Strategy for Energy Sector Integration
- European Hydrogen Strategy
- Renewable Energies Directive
- Energy Efficiency Directive
- A Renovation Wave for Europe
- A new European Bauhaus
- Energy Performance of Buildings Directive
- European Strategy for Sustainable Smart Mobility
- European Adaptation Strategy
- European Green Deal
- Circular Economy Action Plan
- European Plastics Strategy
- Replace Single-Use Plastic Directive
- European Diversity Strategy 2020-2030
- “Farm to Fork” Strategy
- Bioeconomy Strategy
- EU Chemicals Strategy for Sustainability

 Spain




 Spain's Recovery and Resilience Plan


 Just Transition Strategy


 Spain's 2025 Digital Agenda

 2021-2030 Integrated National Energy and Climate Plan

 Strategy for a Modern, Competitive and Climate-Neutral Economy in 2050


 Climate Change and Energy Transition Act


 Long-term Strategy for Energy Renovation in Spain's Building Sector

 2030 Safe, Sustainable and Connected Mobility Strategy


 Mobility Bill


 2021-2030 National Plan for Adapting to Climate Change

 Spanish Circular Economy Strategy

 National Strategy for Green Infrastructure, Ecological Connectivity and Ecological Restoration

 Polluted Land and Waste Bill

 Royal Decree (RD) that improves tracking and control of waste shipments

 Royal Decree (RD) that regulates waste disposal in landfills

Thematic areas:



Sustainability (general)



Climate change



Environment:

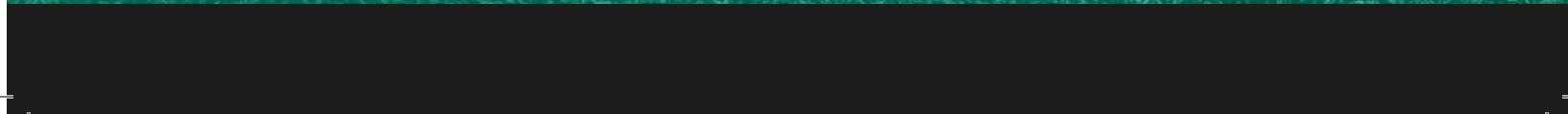
Promoter:



EU



Spain



ANNEXES



INITIATIVES PROMOTED



THE TWO MAIN INITIATIVES ON A EUROPEAN LEVEL

>> Recovery Plan for Europe

In July 2020, the European Council proposed an agreement on launching a recovery plan for Europe with €750 billion to tackle the biggest economic crisis in the history of the EU and repair the damage caused by the Covid-19 pandemic.

The EU has launched a fund and grant package with the aim of:

- Helping member states to recover (Pillar 1)
- Kick-starting the economy and supporting private investment (Pillar 2)
- Learning from excellence as a consequence of the crisis (Pillar 3)

Spain will receive €140 billion, of which €72 billion will be grants.

This money will be channelled through:

- Recovery and Resilience Facilities
- REACT-EU



There will be a further €79 billion from the structural funds and the Common Agricultural Policy (CAP).



The main lines of the Recovery, Transformation and Resilience Plan are:

- Ecological Transition
- Digital Transformation
- Territorial and Social Cohesion
- Gender Equality

70%



>> European Green Deal

The Green Deal is the EU's roadmap for achieving a climate-neutral Europe, promoting efficient use of resources by switching to a clean, circular economy, restoring biodiversity and reducing pollution.

To be climate neutral by 2050.



To protect human life, animals and plants by reducing pollution.



To help businesses become global leaders in clean products and technologies.



To contribute to ensuring a just and inclusive transition.



To achieve this goal it will be necessary to take action in all **sectors of our economy** and:

- Invest in environmentally friendly technologies
- Help industry to innovate
- Roll out cleaner, cheaper and healthier public and private transport systems
- Decarbonise the energy sector
- Ensure buildings are more energy-efficient
- Work with our international partners to improve environmental regulations

The EU will also provide financial and technical assistance to help the people, businesses and regions most affected by the transition to the green economy. This is called the **Just Transition Fund**. It will help to raise at least €100 billion in the most affected regions between 2021 and 2027.

WHAT ARE THE MAIN GOALS/ TARGETS TO BE PURSUED WITH REGARD TO SUSTAINABILITY

>> Goals/targets by thematic area, with an environmental focus



Sustainable Recovery

- To mobilise the necessary resources for the economic recovery of the EU and its member states.
- There are various facilities for **targeting investment** and supporting economic and productive sectors **with a sustainability focus**.



Just Transition

- To achieve **just climate and digital transitions** through the Just Transition Fund.



Digital Europe

- To achieve a **digital transformation for people and businesses**, while also helping to achieve the target of a climate-neutral Europe by 2050.





Climate Action

- To set climate and energy targets that contribute to the **the climate neutrality of the EU in 2050**.
- To promote vehicles and tools for achieving that.



Clean Energy

- To prioritise **energy efficiency** and develop and electricity sector largely based on renewable sources
- Safe and **affordable electricity supply**; and an integrated, interconnected and digitalised energy market.



Sustainable Infrastructure

- To start a “renovation wave” to increase the **efficiency of buildings and infrastructures**.
- To ensure that **new construction** complies with certain sustainability and energy efficiency requirements.



Sustainable Mobility

- To reduce **transport emissions**, by up to **90% in 2050**.
- To achieve **digitalised and connected mobility** to help achieve the goal.
- To promote **alternative fuels** to fossil fuels.
- To improve **urban transport**.



Adaptation to Climate Change

- To improve the resilience capacity of countries in order to face the impacts of climate change and offer regional and national support to the private sector in adapting to climate change.

02. INITIATIVES PROMOTED



Environmental quality

- To develop the compliance mechanisms associated with **protecting biodiversity**, fostering the **circular economy** and reducing the impact of **waste on the environment**.



Circular Economy

- To **adapt the economy** to the ecological future protecting the environment.
- To promote **sustainable products**, focusing on those sectors with circularity potential.
- To reduce the production of **waste** and transform it into secondary resources.



Biodiversity

- To **reverse the loss of biodiversity** and maintain healthy ecosystems to help mitigate climate change.
- To establish **protected areas** representing **30% of the land and sea** in Europe.
- **Restore degraded ecosystems** in Europe.



Eradicate Pollution

- To prevent **air, water and soil pollution** to protect people and ecosystems.
- To take action to **reduce water pollution** in our ecosystems.
- To review **air quality standards** and achieve cleaner air in our cities.
- To develop **sustainable alternatives** to products in order to reduce pollution.

WHAT ARE THE MAIN REGULATORY INITIATIVES WITH REGARD TO SUSTAINABILITY

>> Initiatives by thematic area, with an environmental focus



Sustainable Recovery


 Recovery Plan for Europe


 Agreement on the Recovery Plan and MFF 2021-2027

 Spain's Recovery and Resilience Plan



Just Transition

 Just Transition Fund


 Just Transition Strategy



Digital Europe

 European Data Strategy

 Digital Services Act






 European Data Protection Board Strategy 2021-2023

 Spain's 2025 Digital Agenda

02. INITIATIVES PROMOTED







Climate Action

-  European Climate Act
-  European Climate Pact
-  2021-2030 Integrated National Energy and Climate Plan
-  Strategy for a Modern, Competitive and Climate-Neutral Economy in 2050
-  Climate Change and Energy Transition Act



Clean Energy

-  European Strategy for Energy Sector Integration
-  European Hydrogen Strategy
-  Renewable Energies Directive
-  Energy Efficiency Directive






Sustainable Infrastructure

-  A Renovation Wave for Europe
-  A new European Bauhaus
-  Energy Performance of Buildings Directive
-  Long-term Strategy for Energy Renovation in Spain's Building Sector



Sustainable Mobility

-  European Strategy for Sustainable Smart Mobility
-  Mobility Bill
-  2030 Safe, Sustainable and Connected Mobility Strategy



Adaptation to Climate Change

-  European Adaptation Strategy
-  2021-2030 National Plan for Adapting to Climate Change



Environmental quality

- European Green Deal



Circular Economy

- Circular Economy Action Plan
- European Plastics Strategy
- Replace Single-Use Plastic Directive
- Spanish Circular Economy Strategy



Biodiversity

- European Biodiversity Strategy 2020-2030
- “Farm to Fork” Strategy
- Bioeconomy Strategy
- National Strategy for Green Infrastructure, Ecological Connectivity and Ecological Restoration



Eradicate Pollution

- EU Chemicals Strategy for Sustainability
- Polluted Land and Waste Bill
- Royal Decree (RD) that improves tracking and control of waste shipments
- Royal Decree (RD) that regulates the waste disposal in landfills.



EU



Spain



Initiatives that have a greater impact for football clubs



ANNEXES



GENERAL IMPLICATIONS FOR FOOTBALL CLUBS



IMPLICATIONS FOR CLUBS

>> Main challenges and opportunities for football clubs stemming from the environmental and climate context



Sustainable Recovery

Sustainable Recovery is the path set out by Europe for overcoming the crisis caused by Covid-19 and ensuring the economy comes out of it stronger, Spain is going to receive a large amount of funds from the Recovery and Resilience Facility and the Multiannual Financial Framework (MFF) for 2021-2027, a large proportion of which will go towards grants.

The availability of these funds is a big **opportunity** for all businesses, including sports clubs, which have the **possibility of developing and presenting initiatives** in line with the themes required by the European funds (focused on energy efficiency, ecological transition, technological disruption, boosting the value chain, or skills acquisition and training).

This funding opportunity will help clubs **tackle** renovation **projects** or initiatives focused on environmental or digitalisation issues which it might otherwise be more difficult to implement.





Climate Action

The European Union has set the **target of being carbon neutral by 2050**, along with an intermediate target of reducing emissions by 55% by 2030. All member states must establish their own plans and measures for complying with this target. Accordingly, Spain has initiated the Climate Change Bill and the Integrated National Energy and Climate Plan with, for the moment, an emissions reduction target of 20% by 2030.

In a context of ever increasing awareness and a regulation that demands all the socio-economic players take part in the **transition to an economy low in carbon**, clubs cannot afford to be left behind in that regard. To face up to the challenges posed by this transition, they must know and measure their **carbon footprint** as the first step towards drawing up an emission reduction plan. Furthermore, an area where clubs have significant opportunities for contributing to climate change mitigation is mobility, both their own travel as well as that of their fans to events.



Environmental quality

Together with climate change, environmental degradation is one of the biggest threats we face in Europe and the rest of the world. So, with the **European Green Deal**, the EU has established the roadmap to a **sustainable economy that is environmentally and climate friendly**.

Clubs have the opportunity to align themselves with this roadmap, in particular by promoting issues they are more directly responsible for, such as the **circular economy and proper waste management**. In that regard, Spain has launched the **Circular Economy Action Plan** and approved the new **Waste Act** with a large number of measures and obligations in this sphere.

Furthermore, a key aspect for the European Union is **biodiversity**. In this case, although clubs have no direct responsibility, as local social stakeholders in the cities and provinces where they are based, they can team up with public bodies and private entities to promote care of the environment.



ANNEXES



ZOOM IN ON KEY INITIATIVES



1. RECOVERY PLAN FOR EUROPE; RECOVERY, TRANSFORMATION AND RESILIENCE PLAN FOR SPAIN

>> Summary

The goal of the Recovery Plan for Europe is to **revive the economy from the crisis caused by Covid-19** and create a more **ecological, digital and resilient Europe between 2021 and 2027**. To receive help from the Recovery and Resilience Facility (RRF), member states must draw up national plans that establish their reforms and investment programmes to 2026.

Spain's Recovery, Transformation and Resilience Plan outlines how the budget that will be assigned to Spain (€140 billion, with a first phase consisting of €70 billion from the Recovery and Resilience Facility supplemented by €12.4 billion from REACT-EU and the structural funds of the Multiannual Financial Framework) will be distributed. **Four core lines are planned:**



Ecological transition



Digital transformation



Territorial and social cohesion



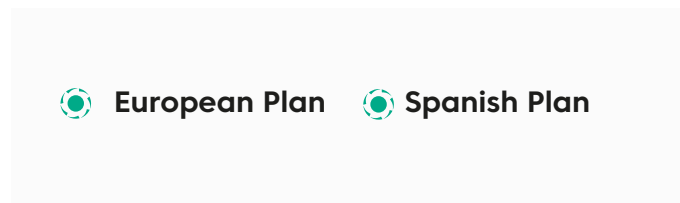
Gender equality

To achieve these goals a roadmap has been drawn up consisting of **10 leverage policies and 30 components, with their respective lines of action to bring about sustainable growth**. The policies that offer significant opportunities are: **1. Urban and rural agenda to fight depopulation; 2. Resilient infrastructures and ecosystems; 3. Just and inclusive energy transitions; and 9. Boosting the culture industry and sport**, which stands out for action lines such as fostering sports tourism or the digital transformation of sports organisations, as well as a programme of grants for promoting sustainable mobility in companies.

>> Originators



>> Regulatory Sphere




>> Global impact



>> Implications for clubs

The Plan will make a large amount of European funds available to the Spanish economy. Clubs can apply for funds to carry out investment and projects through two instruments:

 **Strategic Projects for Economic Recovery and Transformation** (PERTE in Spanish) are public-private partnerships (PPPs) between public administrations, companies and research centres. Clubs can draw up a PERTE and submit it to the Council of Ministers but any organisation must first register with the State Register for Entities Interested in PERTEs,

 **Subsidies for funding private activities.**

Business projects that opt for subsidies will have to be jointly funded by **public** and **privateresources**. So it will be necessary to have **supplementary funding** (taking company liquidity into account) or look for **alternative sources** of funding. In addition, a project will have to demonstrate by means of indicators that it responds to the goals of the **Spain Can Plan**.

 [Recovery Plan for Europe](#)
 [Recovery, Transformation and Resilience Plan for Spain](#)

2. SPAIN'S 2025 DIGITAL AGENDA

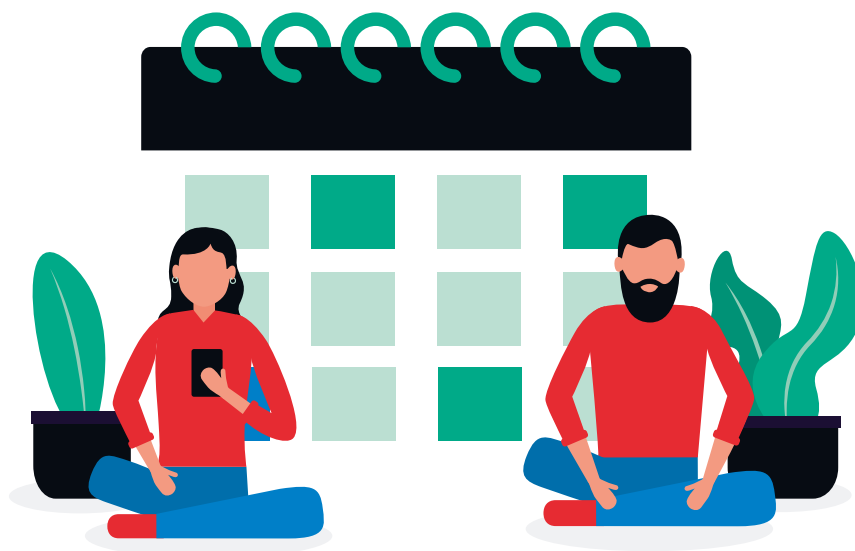
>> Summary

Spain's 2025 Digital Agenda includes a series of measures, reforms and investments with the goal of **speeding up the country's digital transition**, strongly supported by the EU through the **Recovery and Resilience** Funds through Next Generation EU and other instruments.

This includes finding 50 measures, grouped in 10 strategic lines, to drive the country's digital transformation in the next five years. Among the **strategic lines**, aligned with European digital policies, it is worth highlighting the following: **1. Digital connectivity**, which will have measures such as the Plan to Attract Cross-Border Digital Infrastructures, with the aim of attracting foreign investment; **2. Promoting 5G technology**, which encompasses various actions to expand and roll out 5G; **6. Digital transformation of businesses and digital entrepreneurship**, with two lines of action seeking to increase the level of entrepreneurship and the number of start-ups; and **9. The Data and Artificial Intelligence (AI) Economy**, with a number of lines of action fostering company use of AI and Big Data.

The stand-out goals and targets of this agenda are to: **have the spectrum ready for 5G, increase the basic skills of professionals, reduce CO2 emissions by up to 25% and increase the number of companies that use and make the most of the advantages offered by AI and Big Data.**

This strategy, largely linked to the European funds, envisages public investment of about **€20 billion between 2020 and 2022**, supplemented by private sector investment of around **€50 billion**.



>> Originator



>> Regulatory Sphere

 National Strategy

>> Global impact



The impact is high due to the opportunities this offers clubs

>> Implications for clubs

Clubs have significant opportunities in the transformation sphere, such as:



Digitalisation of ticketing, information and access to facilities.

All these measures will also have a positive impact on the environment, by reducing emissions and paper consumption, which could facilitate access to funding.



Utilisation of Big Data to provide useful information on fans, optimise marketing strategies, boost profits and improve team performance.

The Spanish Government is going to set up the **Digital Transformation Consultative Council**, which will be a public-private body that will facilitate dialogue and the participation of social and economic players in the country's digital transformation. In addition, a 2025 Digital Spain website will be set up with up-to-date information on measures and indicators.

3. EUROPEAN CLIMATE ACT, EUROPEAN CLIMATE PACT AND THE CLIMATE CHANGE AND ENERGY TRANSITION ACT

>> Summary

The purpose of the European Climate Act is to **turn into legislation the goal established in the European Green Deal**: to achieve a European economy that is **climate neutral** in a socially just and cost-efficient way between now and 2050. It therefore sets legally binding targets so all EU countries reduce their greenhouse gas emissions.

The goal of the European Climate Pact is to involve the citizens and communities of the member states in climate and environmental action to **facilitate the transition to a climate-neutral economy and society**.

The aim of the **Climate Change and Energy Transition Act** is to ensure compliance with the **goals and targets of the Paris Agreement**. It sets specific targets for 2030:



To reduce greenhouse gas emissions by at least **23%** compared to 1990.



To achieve renewable energy penetration in final energy consumption of at least **42%** (compared to the current level of nearly 20%).



To achieve an electricity system where at least **74%** is generated from renewable energy sources (compared to 40% now).

In addition it establishes a series of **mobility measures** such as creating **low emission zones**, encouraging **electric mobility**, obligations to set up **charging points** in petrol stations and buildings, and targets for **alternative fuels**. It also establishes measures in the electricity sector and encourages self-consumption, along with restrictions on fossil fuels and measures on building rehabilitation, among others.

>> Originator



>> Regulatory Sphere

 European Legislation

 Spanish Legislation

>> Global impact



The impact is high due to the fact it means transforming the entire Spanish economy

>> Implications for clubs

Clubs, like all socio-economic players, must take action so Spain complies with the **emission reduction targets** it is committed to.

Among the measures established by the new **Climate Change and Energy Transition Act**, those linked to mobility and infrastructure will be those that affect clubs the most and which are explained in more detail below.

Apart from the measures in these areas, clubs **must work on positioning themselves in the fight against climate change**, raising their **commitments, ambition and targets**, and putting themselves on a level with the other socio-economic players in this sphere. Therefore it is important that clubs measure their carbon footprint, draw up plans and set goals and targets for reducing it.

-  [European Climate Act](#)
-  [European Climate Pact](#)
-  [Climate Change and Energy Transition Act](#)

4. ENERGY EFFICIENCY DIRECTIVE

>> Summary

The new **Directive 2018/844/EU** of the European Parliament and the Council of 30 May 2018, introduces amendments to **Directive 2010/31/EU** on energy efficiency in buildings and **Directive 2012/27/EU** on energy efficiency.

With this new Directive the EU is seeking to establish a **sustainable, competitive, safe and decarbonised energy system** in compliance with the energy efficiency commitments for 2030.

The most significant changes are:



Renovation of building thermal installations or improvements to their envelope and promotion of energy audits and energy certification. A high level of energy efficiency and the installation of renewable energies must be encouraged in new build.



Before 2025 tertiary buildings with more than 290 kW of power in **heating or cooling** (including ventilation) must have control systems.



Periodic inspections will be carried out on all parts of heating and air-conditioning systems with power above 70 kW.



New buildings or those undergoing major alterations, whenever the car park is inside or adjacent to the building, **must comply with certain requirements regarding the installation** of electric car charging points.

>> Originator



>> Regulatory Sphere



>> Global impact



>> Implications for clubs

Clubs must **adapt to the new requirements**, which will have to be taken into account especially when undertaking the construction of new stadiums and training complexes. Nevertheless, adapting to these terms also implies a **series of opportunities for clubs**. Investing in energy efficiency means:



Financial savings in the medium and long term thanks to the **reduced energy needs** of their facilities.



Likewise, **installing renewable energies**, for electricity consumption or heating, is usually subject to subsidies which make financing more accessible and mean savings in the long term.



Improving **access to sustainable and electric mobility** in facilities, by means of electric car charging points, spaces for bicycles and/or electric scooters, offers fans more possibilities and reinforces the message that clubs' are committed to contributing to clean mobility in their city.

5. DIRECTIVE ON ENERGY EFFICIENCY IN BUILDINGS AND THE LONG-TERM STRATEGY FOR ENERGY RENOVATION IN SPAIN'S BUILDING SECTOR

>> Summary

By means of the **Directive on Energy Efficiency in Buildings**, the EU is seeking to establish a **sustainable, competitive, safe and decarbonised energy system** reducing greenhouse gas emissions and increasing use of renewable energies. Certain lines of action stand out:



Introduction of automation and control systems in buildings, as well as modernising the latter so they operate more efficiently.



Long-term transformation of urban building stocks, increasing their **efficiency** and **speeding up decarbonisation**.



Inspection of heating and air-conditioning facilities.

The Long-term Strategy for Energy Renovation in Spain's Building Sector seeks to support the renovation of national stocks of public and private, residential and non-residential buildings, turning them into decarbonised property stocks with a high level of energy efficiency before 2050. Various stages have been decided on to carry out the plan, as well as a large number of measures, notably:



Expansion of a self-consumption model (self-manageable buildings), with thermal and photovoltaic solar energy.



Public funding and residential rehabilitation programmes.



A better **Energy Efficiency Certificate**.

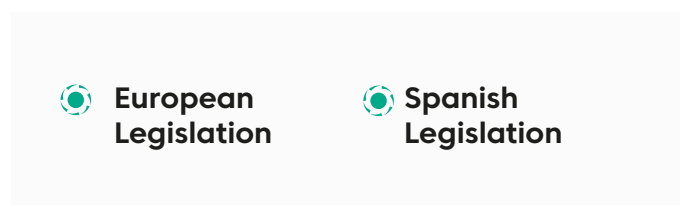


Creation and development of the **Spanish Energy Passport**, to facilitate, foster and finance rehabilitation activities in buildings.

>> Originators



>> Regulatory Sphere



>> Global impact



The impact is high due to the opportunities this offers clubs

>> Implications for clubs

This initiative **has repercussions on clubs**, mainly with regard to the infrastructures they own or operate.

Clubs with **old stadiums** can undertake **alterations to improve their energy efficiency**. In that regard, the central government offers businesses and individuals a packet of grants and subsidies (**usually up to 100% of the cost of the investment**) to comply with the goals of building and infrastructure renovation.

Clubs faced with the construction of **new infrastructures**(stadiums, offices or training complexes) will have to bear in mind the pertinent **legislative requirements** and follow some **minimum standards** as regards energy efficiency.

 **European Energy Performance of Buildings Directive**
 **Strategy for Energy Renovation in Spain's Building Sector**

6. 2030 SAFE, SUSTAINABLE AND CONNECTED MOBILITY STRATEGY; THE MOBILITY BILL

>> Summary

The **2030 Safe, Sustainable and Connected Mobility Strategy** is being developed by the **Ministry of Transport, Mobility and Urban Agenda (MITMA)** and is in response to the mobility and transport challenges:



Decarbonisation of the economy



New technologies



Concentration of the population in big cities

This new mobility strategy intends to **prioritise investment that optimises the use of transport and is of more social benefit**, such as everyday mobility solutions, digitalisation and intermodality, as well as ensuring a resilient, efficient and sustainable transport system.

The mobility strategy has **9 strategic lines, more than 40 action lines and over 150 measures for achieving these goals**. The strategic lines of particular interest are: **2. New Investment Policies; 4. Low-Emission Mobility; and 5. Smart Mobility**. These strategic lines have a series of measures for promoting more sustainable transport, especially in cities, not just by means of electrification but also by encouraging use of public transport, by means of more efficient management systems and means of transport, and by boosting the use of data and new technologies.

The **Mobility Bill** is currently being drafted so there is no detailed information on the measures but it is expected they will affect the areas of private and public funding of transport; planning and funding of transport infrastructures; regulations to foster sustainable mobility, awareness of it and training, R&D&I in mobility; regulation of logistics; and digitalisation and automation of transport.

>> Originator



>> Regulatory Sphere

 National Strategy

 Spanish Legislation

>> Global impact



The impact is high due to the opportunities this offers clubs

>> Implications for clubs

This context foresees measures that could mean challenges and opportunities for club mobility in two ways:



Own travel: clubs must work on making their travel (team and staff) more efficient and sustainable, in line with European and Spanish guidelines (by means of this strategy and the future Mobility Act). In that regard clubs must work to reduce the carbon footprint stemming from travel, as well as being ready for possible tax measures in the future Act.



Travel by third parties: clubs generate a large number of journeys by their fans on match days. So adopting these measures could help clubs team up with their city councils in drawing up mobility plans that offer their fans safer, more sustainable transport.

7. SPANISH CIRCULAR ECONOMY STRATEGY

>> Summary

The Spanish Circular Economy Strategy is aligned with the EU Circular Economy Action Plan and seeks to **optimise the value of products, materials and resources for as long as possible** creating a new production and consumption model and achieving a sustainable, decarbonised, efficient and competitive economy.

In this context, the Strategy establishes some strategic guidelines and sets a series of targets to be reached by 2030:



To achieve a **30% reduction in the national consumption of materials in relation to GDP**, taking 2010 as the benchmark year. To reduce waste generation by 15% compared to the amount generated in 2010.



To reduce the generation of food waste throughout the food chain: **50% reduction per capita on a household and retail consumption level and 20% in the production and supply chains from 2020.**



To increase the **reutilisation and preparation for reutilisation of up to 10%** of generated municipal waste.



To improve water use efficiency by **10%**.



To reduce **greenhouse gas emissions** below the equivalent of 10 million tonnes of CO₂.

To achieve the goals, the Spanish Circular Economy Strategy is based on various lines of action. Those that stand out include extending the **useful life of products**, increasing the **recycling of waste** generated, fostering the **use of secondary raw materials**, implementing **research and innovation policies**, increasing **job creation and training**, and increasing the **awareness of the various economic players** regarding the potential social and economic impact of the circular economy.

>> Originator



>> Regulatory Sphere

 Estrategia Nacional

>> Global impact



The impact is low-moderate due to the fact it does not imply any legal obligations for clubs.

>> Implications for clubs

As is often pointed out, football clubs have a **great capacity to serve as an example**. The circular economy is one of the areas where clubs have the **most impact through their fans** so it is important that they introduce practices to improve in this regard by:



Ending the sale of single-use plastic containers in stadiums. Alternatives include the use of reusable cups.



Encouraging **waste separation and recycling** (awareness raising, campaigns, etc.).



Taking the **circular economy** into account in building stadiums (considering the end of the infrastructure's life cycle and the utilisation and recycling of building materials afterwards).



Utilisation of recycled materials (for example, in team dressing rooms, building new stadiums, etc.)



[Spanish Circular Economy Strategy](#)



[Executive Summary of the Spanish Circular Economy Strategy](#)

8. 2021-2030 EU STRATEGY ON BIODIVERSITY; “FARM TO FORK” STRATEGY

>> Summary

The EU biodiversity strategy aims to **redress the loss of biodiversity and degradation of ecosystems in the European Union** by defining goal priorities such as:



Preservation and restoration of nature: increasing the number of protected areas on the land and in the sea.



Maintenance and restoration of ecosystems and their services: promoting ecological infrastructure and improving access to funding for green projects.

The European “**From the Farm to Fork**” strategy has different goals, notably: 1 “Ensuring healthy, affordable and sustainable food for Europeans”; **2. Combating climate change;** and **3. Protecting the environment and preserving biodiversity.** In order to achieve these goals, the European Commission will adopt measures such as:



Creating a **framework for labelling sustainable food** which embraces environmental, climate, social and nutritional aspects; equipping consumers with the skills to choose healthy, sustainable diets.



Reducing food wastage by means of legally binding targets.

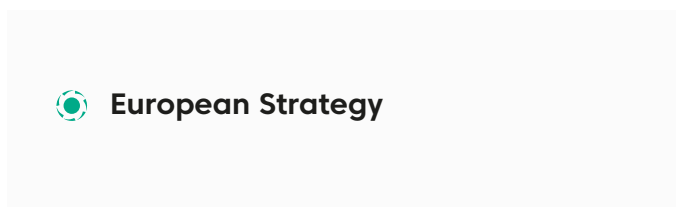


Increasing knowledge transmission and stepping up investment in R&D&I on aspects such as diet, the bioeconomy and natural resources.

>> Originator



>> Regulatory Sphere



>> Global impact



>> Implications for clubs

In general, football clubs have a **strong link with the community in the area** where they are based. As local players, clubs must **get involved in their surroundings and help improve them.**

Although protecting ecosystems and the environment does not have a direct impact on club activities, it is a matter of concern for the communities. So clubs **can team up with associations and other private entities** to take action on environmental problems and the most emblematic ecosystems for their city or province.

Furthermore, the great capacity clubs have for reaching the general public can benefit those local causes, making people aware they live together in that environment and should act accordingly.

9. POLLUTED LAND AND WASTE BILL

>> Summary

The purpose of the Polluted Land and Waste Bill is to **ensure the protection of human life and the natural environment by means of various lines of action**: preventing or cutting down on waste generation, reducing the impact of waste management by means of greater efficiency and promoting the transition to a circular economy. **Some of the most notable measures are:**



Plastics:

- Introduction of a new tax on non-reusable plastic containers in July 2021.
- Only PET bottles with 25% recycled plastic will be sold in 2025 and 30% in 2030.
- Establishments will have to offer customers the possibility of consuming free unbottled water.



Food wastage:

- Encourage the donation, transformation or composting of waste from food thrown away by means of allowances for companies that have adopted measures in this regard.



Separate collection:

- Compulsory minimum percentages set for the separate collection of biowaste, plastics, textile waste, building waste and domestic waste.

>> Originator



>> Regulatory Sphere

 Legislación Nacional

>> Global impact



The impact is moderate because some measures may affect clubs

>> Implications for clubs

Clubs will have to **monitor the measures established by the Waste Bill** once it is approved, to ensure they comply with its requirements in time and are very clear about the requirements that apply to them.

As with the previous initiative on the circular economy, clubs have the capacity to **support and serve as a vehicle in their respective cities and provinces** so all the measures and goals set out in this new regulation are complied with.

For example, all the initiatives designed to do away with single-use plastics in stadiums will be important in helping compliance with this regulation and avoiding extra costs.

[Polluted Land and Waste Bill](#)



LINKS TO THE INITIATIVES

>> What are the main regulatory initiatives with regard to sustainability





















- Recovery Plan for Europe
- Agreement on the Recovery Plan and MFF 2021-2027
- Just Transition Fund
- European Data Strategy
- Digital Services Act
- European Data Protection Board Strategy 2021-2023
- European Climate Act
- European Climate Pact
- European Strategy for Energy Sector Integration
- European Hydrogen Strategy
- Renewable Energies Directive
- Energy Efficiency Directive
- A Renovation Wave for Europe
- A new European Bauhaus
- Energy Performance of Buildings Directive

- European Strategy for Sustainable Smart Mobility
- European Adaptation Strategy
- European Green Deal
- European Strategy for Sustainable Smart Mobility
- European Adaptation Strategy
- European Green Deal
- Circular Economy Action Plan
- European Plastics Strategy
- Replace Single-Use Plastic Directive
- European Diversity Strategy 2020-2030
- “Farm to Fork” Strategy
- Bioeconomy Strategy
- EU Chemicals Strategy for Sustainability

 Spain



-  Spain's Recovery and Resilience Plan
 -  Just Transition Strategy
 -  Spain's 2025 Digital Agenda
 -  2021-2030 Integrated National Energy and Climate Plan
 -  Strategy for a Modern, Competitive and Climate-Neutral Economy in 2050
 -  Climate Change and Energy Transition Bill
 -  Long-term Strategy for Energy Renovation in Spain's Building Sector
 -  2030 Safe, Sustainable and Connected Mobility Strategy
-  Mobility Bill
 -  2021-2030 National Plan for Adapting to Climate Change
 -  Spanish Circular Economy Strategy
 -  National Strategy for Green Infrastructure, Ecological Connectivity and Ecological Restoration
 -  Polluted Land and Waste Bill
 -  Royal Decree (RD) 553/2020, of 2 July, regulating the transfer of waste inside stadiums.
 -  Royal Decree (RD) regulating waste disposal in landfills

Thematic areas:  Sustainability (general)  Climate change  Environment

Promoter:  EU  Spain

Resolving Conflicts



It's not football. It's LaLiga.

