



Nearly 87% of Generation Z are concerned about the future of the planet. They believe that companies should promote social actions and activities against climate change.

75% will research to check if a company is being honest when it takes a stand on issues.

Source: [sustainable brands](#)

Real Betis Balompié wants to become the most sustainable football club on the planet. We are the green team for a reason.





GREEN  
yesterday

**GREEN**  
today



A photograph of three young girls in soccer uniforms. They are wearing green jerseys with white vertical stripes and white shorts. The girl on the left has her back to the camera, wearing a jersey with the number '2'. The girl in the middle has her back to the camera and is being hugged from behind by the girl on the left. The girl on the right is smiling and looking towards the camera. The background is a blurred green field.

**GREEN**  
forever

Because without Planet, there is no Football,  
nor Betis...





**Naciones  
Unidas**

“The climate emergency is a race we are losing, but it is a race we can win. The climate crisis is caused by us and the solutions must come from us.”

António Guterres, UN Secretary-General

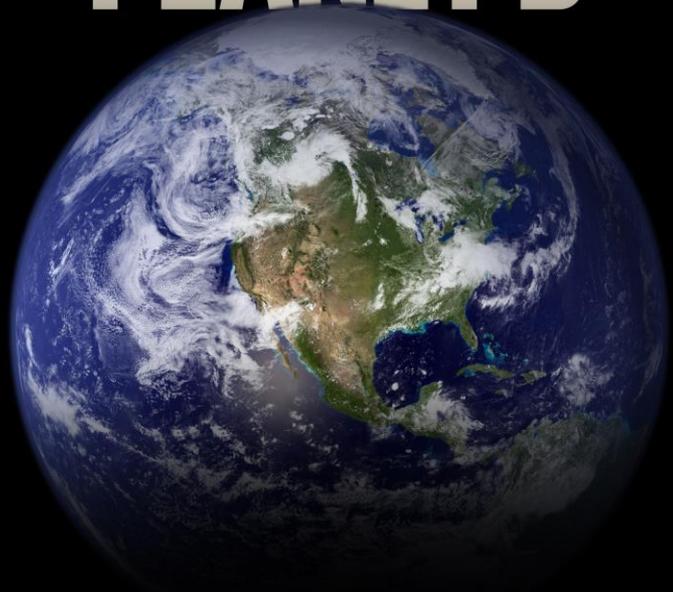
WE INTRODUCE YOU

 **FOREVER GREEN**

## FOREVER GREEN

is an open platform for partners who want to show the world what they are doing today for the planet... and thus mobilize citizens... society.

# THERE IS NO PLANET B





# FOREVER GREEN

is the sustainability platform that takes advantage of the power of the most popular sport on the planet to help saving it.



**F**OREVER GREEN

is to make the millions  
of fans of today our  
allies to fight against  
climate change  
tomorrow.

For that reason, we are the first Football Club worldwide to join the initiative 'CLIMATE NEUTRAL NOW' from UN and we have already compensated our 2019 carbon emissions.

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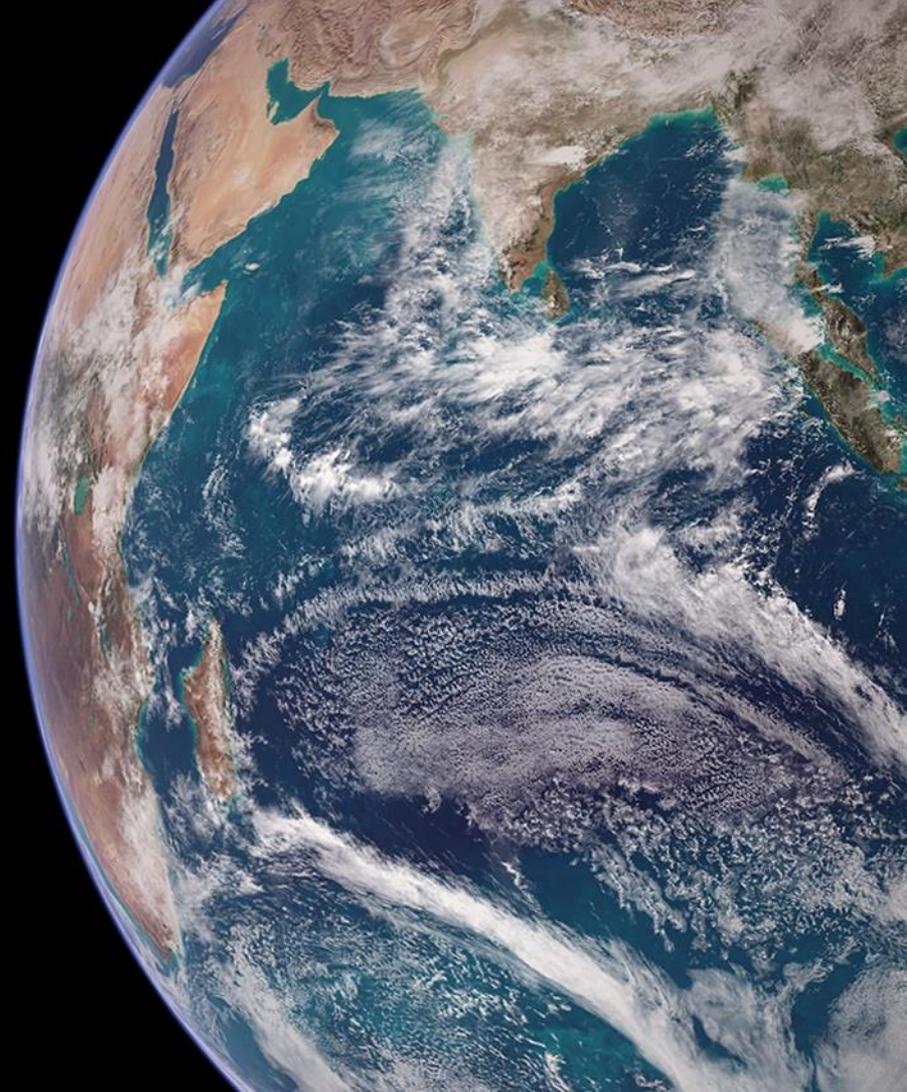
**CLIMATE  
NEUTRAL**  
MEASURE  
REDUCE  
OFFSET **NOW**

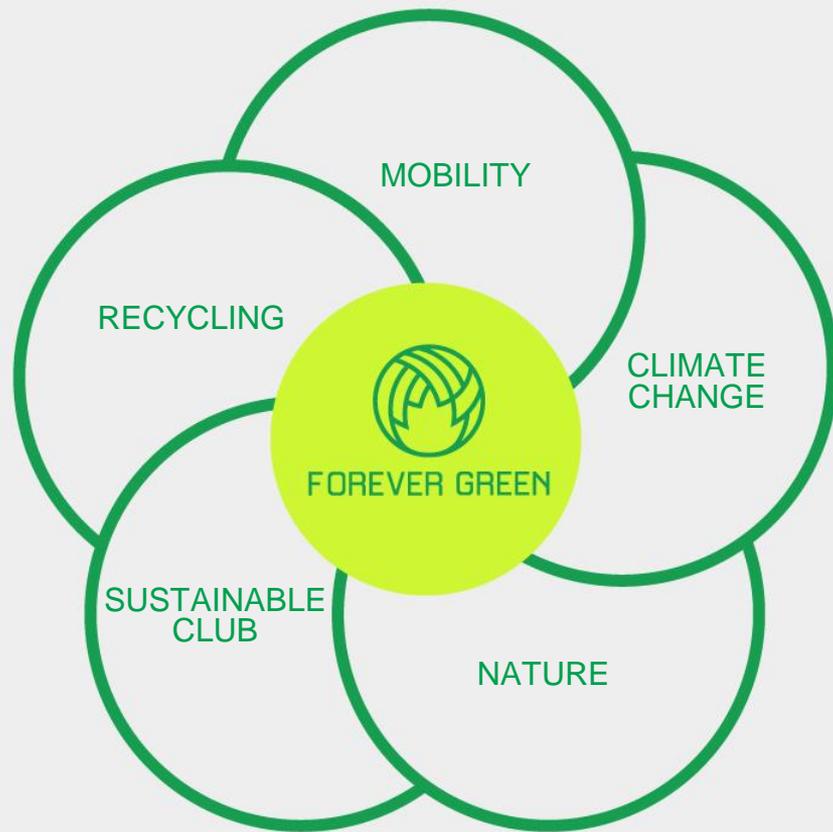


We are helping to create greater social awareness today, to address the climate crisis and the sustainability of the planet tomorrow. We are the first Football Club in the world to join 'The Climate Pledge' by Amazon.

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THE Paris...  
CLIMATE 10 years  
PLEDGE Early





**FOREVER GREEN**

## **RECYCLING**

Agreement with the Ecolec  
Foundation  
Ecólatras with Ecovidrio  
Waste Local Public Company  
Recycled bottles in Basketball  
Schools  
Electronic Waste in Language  
Academies



# ECO-FRIENDLY MOBILITY

Electric Scooter and bikes Lime  
Agreement with Ciclogreen  
European Bike Competition  
Green Race  
Electric vehicle charging station

 **REVER GREEN**

# CLIMATE CHANGE

Climate Pledge

Climate Neutral Now

LaLiga Foundation

EFDN

Compensación Huella de Carbono

## NATURE

Climathon Sevilla  
Green Volunteers  
Urban orchard  
Building South Youth  
Reforestation  
Green Rehabilitate





**FOREVER GREEN**

## **SUSTAINABLE CLUB**

Eco-Criteria Supplier  
Sustainability Committee  
Agreement with Ecoterra  
Zero Paper  
Internal campaign for employees





**LaLiga**



**CLIMATE  
NEUTRAL**

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MEASURE  
REDUCE  
OFFSET **NOW**



GOBIERNO  
DE ESPAÑA

VICEPRESIDENCIA  
CUARTA DEL GOBIERNO

MINISTERIO  
PARA LA TRANSICIÓN ECOLÓGICA  
Y EL RETO DEMOGRÁFICO



**THE Paris...  
CLIMATE 10 years  
PLEDGE Early**

