



GREEN

FOOTBALL

2025 IMPACT REPORT

The campaign that brings together fans, clubs and players to defend the game from climate change and protect nature.





Rio Ferdinand joined Green Football to talk football's future and climate action.
© Green Football



Football brings people together – through passion, pride and community. But today, the game faces a challenge greater than any rival on the pitch: climate change.

Green Football's Great Save shows that solutions can come from within the game itself. From the shirts we wear to the stories we tell, climate action can be rooted in football culture. By weaving sustainability into the fabric of football, we can reach millions of fans and create change that feels part of the game we love.

“

These campaigns are so important...it's really good to get these moments to reset – to remember we need to make impact. We need to go out of our way and try and impact other people, but also nature as well. The players know what this means, the impact it can be for nature. Just give them the tools to go and push this message out... the players want to get behind good campaigns, and this is one of them. The football clubs as well, talking to the community about what they can do, and sending out a unified message”

Rio Ferdinand
Former Manchester United
and England International Footballer



Introduction

Raising
awareness

Normalising the
climate conversation

Motivating
fan action

Inspiring action
through schools

Supporting
bold club action

Platform
for players



Contents

01

Introduction

02

Raising
awareness

03

Normalising
the climate
conversation

04

Motivating
fan action

05

Inspiring action
through schools

06

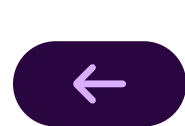
Supporting bold
club action

07

Platform
for players

08

Thank you



01

What is Green Football?

Green Football is a charity campaign that brings together the football community to tackle climate change.

Using the power of football, fans, clubs, players, broadcasters, grassroots teams, schools and partners came together to weave climate action into football culture and turn passion for the game into action off the pitch. In 2025, the campaign focused on saving kit from landfill, and this report shares the story, results and insights, showing how the football community united to take action for the planet and drove real impact for climate and nature.

Watch our 2025 highlights video below

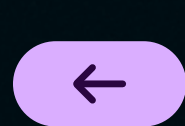


Emma Ilijoski donating a signed shirt to a local charity shop as part of Green Football's Great Save.
© Green Football

Our objectives

Through Green Football's Great Save, we set out to:

- Normalise the conversation around climate change within football
- Raise awareness of climate change's threat to the game and our ability to help change that, both individually and collectively.
- Motivate fans to consider and make environmentally positive changes in their daily lives.
- Support clubs and leagues to engage fans, showcase their existing sustainability work and take bolder climate action.
- Create a positive platform for players to champion climate action.



Why The Great Save?

Climate change is already affecting the game, from waterlogged pitches to extreme heat disrupting matches. We focused on sports kit as an entry point because shirts, boots and gloves sit at the heart of football culture, have a significant impact on the environment and there are steps that the whole football community can take to help.

We encouraged kit repurposing, swapping and donation with our sportswear donation partner, The Salvation Army. We made climate action feel more accessible and relevant to people's lives, while emphasising how it could also save fans money and increase access for grassroots clubs and those struggling to afford kit. Using football culture to tell a bigger story made the action hopeful, visible and rooted in the identity of the game.

We focused on:

- Real action fans could take.
- Cultural storytelling through club-led actions, community and fan moments and players using their voice to inspire others.
- Partnerships with clubs, players, broadcasters and fans.

When climate action is framed through football culture, it becomes something people want to be part of.

THE SCORE

96

96 clubs across the country took part, bringing the campaign to life physically in stadiums, communities and classrooms and digitally on social media.

21%

The Salvation Army saw a 21% increase in clothing bank donations during the campaign as well as a 7% uplift in donations to shops.

19%

Conversation around climate action in football rose by 19% during the campaign.

13 million

Over 13.3 million fans were reached across social, broadcast and matchday activity.

75

75 players, pundits and celebrities lent their voices to tell stories about the value of kit and why and how to save it from landfill.

400

Over 400 media hits across TV, radio, press and sport, helping the message reach millions beyond matchdays.



Blackburn Rovers repurposed kit fashion show, Green Football's Great Save 2025.
© Blackburn Rovers Football Club

Why saving kit from landfill matters

Kit sits at the heart of football culture, a symbol of pride, identity and memory. But it is also one of football's hidden environmental issues, with an estimated 100,000 tonnes of sports kit ending up in landfill every year. Producing new kit is a significant part of football's carbon footprint ([Dirty Tackle: the growing carbon footprint of football](#)), so keeping kit in play for longer is one of the most effective ways to reduce the game's environmental impact - extending the life of a shirt by nine months can cut its carbon, water and waste footprint by up to 30%.

Green Football's Great Save helped to make it easier for fans, clubs and players to keep kit in play and save it from landfill by donating, selling, swapping or turning it into something new. In doing so, we supported the football community in taking simple actions that lead to meaningful impact.

The benefits go beyond the environment:

Keeping kit in play and making small changes did more than save kit from landfill. It give fans the chance to save money and makes it easier for families and grassroots clubs to get access to kit.



02

Raising awareness

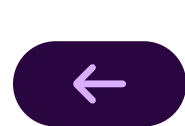
By sharing genuine stories of climate disruption and linking them to real football consequences, like waterlogged pitches and postponed games, we brought the issue closer to home. Our content was rooted in familiar formats: player posts, fan and community stories and club activations. This made the message feel like part of football instead of an unrelated issue.

By raising awareness in this way, we laid the groundwork for deeper understanding and future action. We found that awareness works best when it is specific, relevant and emotional, connecting the dots between climate and football through real people and their personal experiences. It also helped show fans they are not alone. 89% of fans want stronger climate action but stay silent because they feel they are in the minority. Embedding climate action within the community of grassroots football clubs could help unlock this silent majority and create a sense of shared purpose.

Coverage on Sky Sports and TNT Sports gave national airtime to how climate change is affecting football from the bottom up. TNT Sports produced a promotional film for Green Football's Great Save to launch the campaign across broadcast and social media, and ran features during Premier League and Champions League coverage. Sky Sports broadcasted a series of stories throughout the campaign and shared social content around our activations, engaging their pundits to help spread the message and bring the campaign to life.

Together, broadcast, media and social media activity reached over 13 million fans and reinforced that the climate crisis is already reshaping the sport, especially for young players, grassroots clubs and local communities.





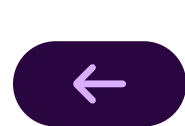
Reaching as many people as possible

Green Football's Great Save reached over 13 million football fans through media, broadcast, and social channels. Campaign messaging linked climate risks to visible disruptions in the game, helping fans see how the climate crisis affects what they love.

Green Football appeared in major titles including The Times, BBC Sport, BBC 5Live, The Mirror, The i, and Versus, with over 400 pieces of media coverage. Broadcast content reached an estimated 10.9 million viewers, and online content generated over 10 million views. Every media mention included environmental sustainability, and nearly all referenced the Green Football campaign directly, showing strong message penetration and relevance.



Green Football's Great Save achieved over 400 pieces of media coverage.
© Green Football



Case study

Revealing the threat climate change poses to women's football

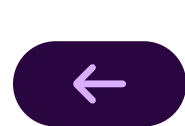
Green Football's Great Save partnered with **Zurich Resilience Solutions** to shine a spotlight on how climate change is putting women's football at risk. The research revealed that more than three-quarters of pitches used by top women's teams could face serious threats from flooding, heatwaves, drought and high winds in the coming decades.

This highlighted a risk that has often been overlooked and showed how extreme weather is already affecting players, matches and clubs, especially where facilities are less protected.

The findings generated 131 pieces of coverage across national, regional and sports media, helping to raise awareness of an issue that has rarely been discussed in mainstream football conversations. By turning complex climate data into a clear football story, the research gave fans, clubs and decision-makers a reason to act now to protect the game for future generations.



Women's football could face serious threats from climate change in the coming decades.
© Paul Gilbey



03

Normalising the climate conversation

Green Football's Great Save set out to make climate change part of football by building on conversations fans already have. We tapped into the pride fans feel for classic shirts and helped show that wearing, donating and reusing second-hand kit is something to be proud of, not embarrassed about.

Sharing favourite retro kits is a huge part of football culture online. We built on this by encouraging fans, influencers and players to post about the shirts they love most and the stories behind them. This gave people a personal, easy way to talk about reuse without forcing climate messaging.

This activation showed how tapping into fan culture, not pushing against it, can carry a deeper message. By starting with what fans already value, Green Football helped reinforce the instinct to keep kit in play.



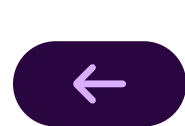
Flo Lloyd-Hughes spoke about what her favourite QPR shirt means to her.
© Flo Lloyd-Hughes / Green Football

Weaving climate into football culture.

Football shirts hold so much history and legacy. For many fans, they are more than just kit. They are family, pride and identity.

During Green Football's Great Save, we ask fans and influencers for their stories on what kit means to them. One example is [Counter Pressed podcast](#) host Flo Lloyd-Hughes, who spoke about her favourite retro QPR shirt that was passed down from her brothers. It is now a treasured piece of her family's football history.

“Football shirts hold so much history and legacy. I now realise how much they mean to my family. My brothers and their kids are always asking if we still have certain shirts in the collection.”



04

Motivating fan action

Green Football's Great Save made taking action feel social, simple and part of the game. The campaign turned climate action into something visible and communal.

The Green Football league table brought this to life by giving fans and clubs a reason to compete. Fans could score green goals by recording their kit donations, pledging to take climate-friendly actions or make small lifestyle changes, all while earning points for their club. Fans scored over 10,000 green goals by trying climate-friendly habits, with almost 5,000 fans taking their first step. For others, it was a chance to build on habits they already had. Every club had an equal chance to win, no matter their size or league. The campaign was visible across the football pyramid – including a highlight feature at the Women's League Cup Final – helping to turn individual actions into a shared movement that aligned supporters across divisions.

Motivation to tackle climate change is already present within football. In our research, 56% of football fans said they feel highly motivated to take climate action, compared to 41% of the general public.

What we learned

Green Football's Great Save raised awareness and sparked conversation about climate and football. However, turning that interest into measurable fan action was more challenging.

While we recorded some green goals from fans, many kit donations and swaps took place informally, outside of our official partner The Salvation Army or via clubs. As a result, we were not able to fully track how many fans took part or how much kit was saved from landfill. Asking fans to donate kit on match days was not something they would typically do, which may explain why uptake was limited on these days.

We also found that asking fans to complete multiple tasks at once (scanning a QR code, pledging a habit, donating kit, tagging their club, and posting content) could be overwhelming.

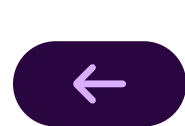
What worked?

The Salvation Army's clothing banks recorded a 21% increase in donations and their shops saw a 7% uplift.

Clubs across the country hosted their own kit swaps and reuse events, showing that keeping kit in play can feel like just another part of football life.



A snapshot of fan action during Green Football's Great Save, with supporters donating kit.
© Blackburn Rovers



Case study

Normalising kit donation with the Charity Shop Drop

Current and former players and clubs donated kit from their own collections to charity shops across the UK.

Green Football's Great Save was able to arrange a total of 16 shop drops, with players like Ethan Ampadu, Kris Boyd, Jamie Carragher, Josie Green and Demi Stokes donating match and training shirts, boots and signed jerseys. Clubs also added larger donations from their own stock.

These moments were featured on Sky Sports and shared online, where players and fans showed where they had donated and encouraged others to do the same. National and local media covered the feel-good story, proving that passing on kit is something to be proud of.

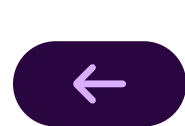
The Charity Shop Drop encouraged fans and players to see donation and reuse as an extension of football culture.



Crystal Palace and Wales International, Josie Green making a donation of kit to The Salvation Army.
© Green Football



Former Liverpool and England International, Jamie Carragher made a donation as part of a Sky Sports feature.
© Sky Sports



Case study

Making repair and reuse part of football culture

Designer Christopher RÆBURN and repair experts We Fix Kits inspired fans to see old football shirts as something worth keeping and reusing. RÆBURN turned second-hand national shirts into limited edition kit bags, showing how unwanted kit can be reworked into something new.

We collaborated with the kit restoration company **We Fix Kits** to tap into the feeling many fans have when a player whose name they have on the back of their shirt leaves their club and the shirt becomes unwearable. We Fix Kits shared repair tips and ideas to help fans replace the name and extend the life of their shirts.



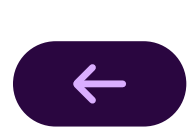
Leeds captain and Wales player Ethan Ampadu holding his RÆBURN kitbag repurposed from a Wales jersey.
© Green Football / RÆBURN

This collaboration story was picked up by Forbes and The Sun and reached thousands on social media, helping spread the message that repairing and reusing kit can save money, reduce waste and celebrate the stories behind every shirt.

This activation proved that kit reuse and repair can sit comfortably within football culture. RÆBURN, We Fix Kits and Green Football helped encourage the idea that reuse can be a positive and empowering choice.

Watch our interview with Christopher RÆBURN here





05

Inspiring action through schools

Alongside motivating fans, we developed toolkits for schools to show young people how to take simple, creative steps to cut waste and give old kit a new life. A diverse group of partners with education initiatives, including The Salvation Army, Sky Schools, Usborne Books, Transform Our World and Let's Go Zero, gave us the potential to reach thousands of schools across the UK.

The toolkits provided practical guides and activities, including a how-to video from Leeds United players showing how to sew a badge onto a shirt, designed to help schools run simple sessions to encourage practical repair skills. To support this, we distributed 900 sewing badges to 15 schools, helping them bring this activity to life in the classroom.

Arsenal goalkeeper Alexei Rojas helped amplify Green Football's Great Save as our school ambassador, creating content and visiting a North London school to inspire young fans to get involved.

This year, a new partnership with Match of the Day magazine, (cir, 40,000) allowed us to reach more young fans thanks to a special Green Football insert in their April edition.

What we learned

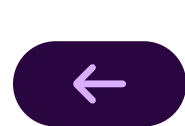
Despite support from a broad range of partners, engagement with the education toolkit was lower than expected. This was surprising given the positive feedback from teachers on the quality of the content and the wider demand from teachers for better climate education focused on action.

To increase impact, Green Football needs to work with a specialist education partner who can help get resources into more schools and maintain regular communication with teachers. A steady drumbeat of outreach would give teachers the time and support they need to build the toolkit into their lesson plans.

Offering a hands-on challenge, like this year's sewing badges, proved a powerful way to engage students more deeply. However, these kinds of activities come with logistical demands that require additional funding to scale.



Arsenal goalkeeper Alexei Rojas at a school, in his role as Green Football's Great Save schools ambassador.
© Green Football / Arsenal F.C.



Introduction

Raising awareness

Normalising the climate conversation

Motivating fan action

Inspiring action through schools

Supporting bold club action

Platform for players



Case study

Leeds United players teach students how to sew and repair kit

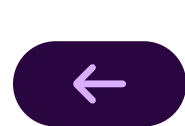
Green Football worked with Leeds United to create a simple how-to video showing young fans how to sew a badge onto a football shirt. The video featured 3 Leeds United players, and was shared on social media and included in school toolkits to inspire children at home or in the classroom. By making repair skills visible - and having players lead the way - Green Football gave young fans a practical first step into sustainability.



Watch the Leeds United how-to sew video here



Leeds United took part in a how-to video for schools, teaching children how to sew and repair kit.
© Green Football



Case study

Turning old kits into a vibrant sign of club pride with Nottingham Forest F. C.

Nottingham Forest's Community Trust ran a hands-on workshop with local schoolchildren, inviting them to turn old football shirts into vibrant tifo flags – transforming waste into powerful club symbols.

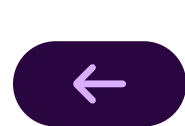
Forest players Callum Hudson-Odoi and Harry Toffolo joined the session, giving their time to help inspire the children alongside young climate influencer Aleesha Gadhia. The event was also supported by Art of Football, who helped prepare the donated shirts into materials ready for flag-making.

The finished tifos were proudly displayed during the Nottingham Forest vs Manchester United Premier League match, before being donated to the school who helped create them. The whole process – from creation to display – was captured by [Premier League Productions](#).

This activation showed how discarded kit could become something meaningful instead of ending up in landfill. It made sustainability visible, communal and creative – turning action for the planet into a celebration of football culture.



Nottingham Forest hosted a local school to turn irreparable football shirts into vibrant tifo flags.
© Nottingham Forest



Case study

Shifting perceptions of waste with Manchester United W. F. C.

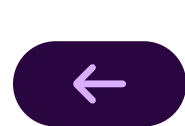
Manchester United Women teamed up with the club's Foundation with the support of The University of Manchester to run a workshop with students, repurposing old kit into bags.

The session offered a practical, creative way for young people to learn about repair and reuse while connecting with the club they support.

By turning surplus kit into something new and useful, the workshop helped to shift mindsets, showing that climate action can be creative, hands-on and connected to what fans already love about the game.



Manchester United hosted a workshop for a local school, to learn how to sew and repurpose damaged kit.
© Sky Sports



06

Supporting bold club action

This campaign supported clubs to share their sustainability work in ways that felt authentic and rooted in football culture.

Clubs took action in ways that matched their own identity and resources, from running Green Game match days to hosting community activities and opening up conversations with fans. By taking part, clubs were not just helping to show their own leadership and inspire fans, but were creating even greater impact by working with others to create national noise, highlighting the power of the collective.

To support clubs, Green Football's Great Save offered flexible ideas, matchday content, media talking points and social assets.

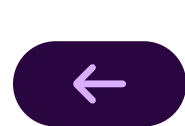
What we learned

Clubs that engaged were enthusiastic, often leading their own activations and sharing the campaign in ways that felt true to their identity. However, the level of engagement varied. The strongest results came where there was a clear internal lead and where activities were integrated into existing matchday plans.

Next time, earlier onboarding, clearer toolkits and more chances to co-create content could help encourage more clubs to take part. Making it easier for clubs to align the campaign with their matchday operations and community goals will be key to deepening impact.



Nathan Collins, representing Brentford F.C. made a donation of kit to a local school as part of Green Football's Great Save
© Sky Sports

[Introduction](#)[Raising awareness](#)[Normalising the climate conversation](#)[Motivating fan action](#)[Inspiring action through schools](#)[Supporting bold club action](#)[Platform for players](#)

Case study

Sunderland A.F.C change their badge for climate change awareness

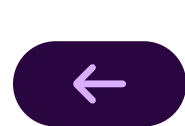
Sunderland A.F.C. changed their club badge for one match to raise awareness of the threat rising sea levels pose to their local coastline.

The altered crest, featured during their Green Game against Plymouth Argyle, showed the potential impact of climate change on landmarks like Roker Pier and Sunderland Marina.

By reimagining a core symbol of club identity through the lens of climate change, the activation helped connect football culture with environmental issues. The activation was part of Green Football's Great Save and supported the club's wider Ready Eco strategy, which includes plans to reach net zero by 2040.



Sunderland A.F.C. showcased a unique crest to highlight the devastating effects of climate change.
© Sky Sports



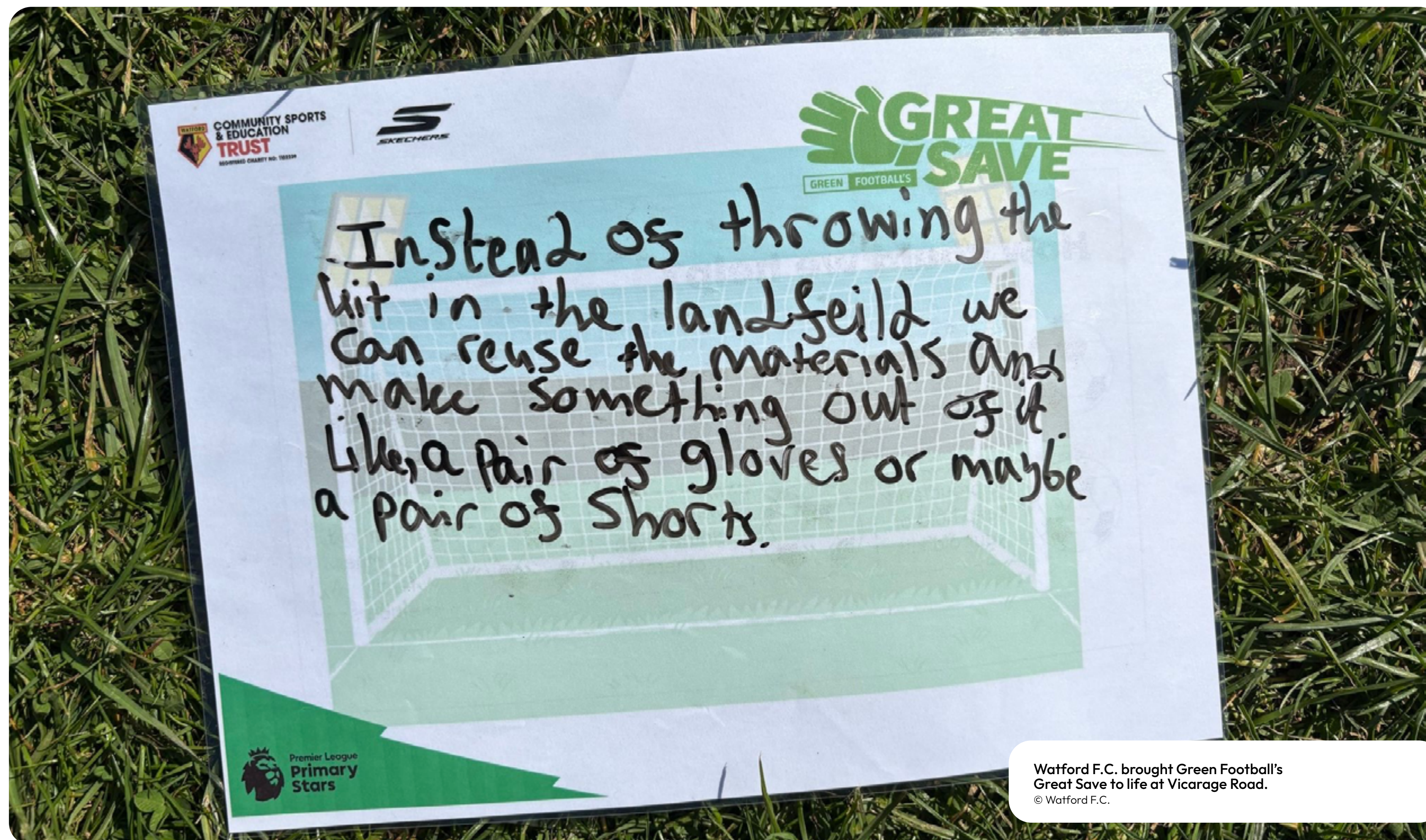
Case study

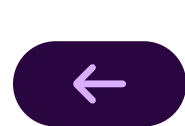
Watford F.C. held a game that gave back

Watford F.C. brought Green Football's Great Save to life at Vicarage Road through a matchday kit donation drive in partnership with their Community Sports & Education Trust and KitAid.

Fans were encouraged to donate unwanted kit at collection points around the stadium, with donations passed on to KitAid for redistribution to communities where they're needed most. The initiative aligned with the club's commitment to sustainability and gave fans a simple, effective way to take part.

By linking the action directly to a live fixture and making it visible on matchday, Watford showed how clubs can use their platforms to turn climate awareness into practical community impact.





Case study

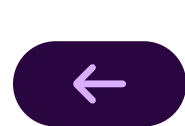
Swapping shirts, sparking change with Leicester City F. C.

Leicester City in the Community hosted a Green Swap Shop at Highcross Shopping Centre, in partnership with local charity LOROS Hospice and Green Football.

Green Football's Great Save supported the club with flexible messaging and promotional assets that helped align the event with their own sustainability goals and local community focus.

Fans were invited to bring unwanted clothing and sportswear to swap or donate, with more than 100 supporters taking part and giving their kit a second life. The activation helped make reuse feel normal, local and worth showing up for.





07

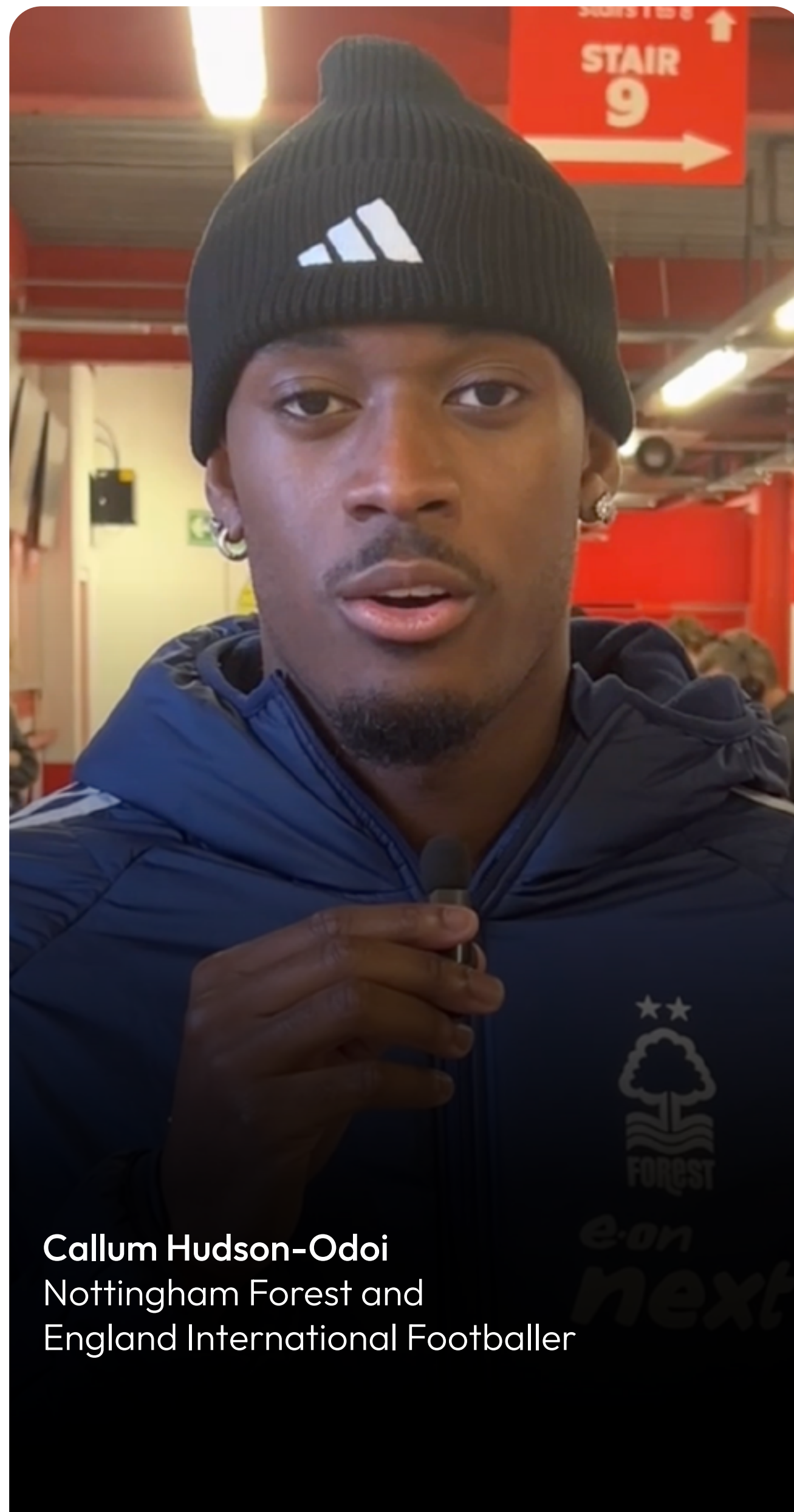
Platform for players

Green Football’s Great Save created a positive, credible way for players to speak up.

Footballers have huge influence in the game, but many stay quiet on climate. Not because they don’t care, but because it can be a challenging topic to talk about. This campaign helped players engage by providing content relevant to football culture and simple ways to take part, in a way that felt authentic and non-political.

From sharing stories about their favourite childhood kit, to donating from their personal collections, to supporting their club’s events, players helped show climate action in a way that felt like football. Their involvement brought visibility and authenticity to the campaign, through Instagram stories, interviews or pre/post-match content.

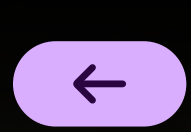
90 players, pundits, celebrities and influencers supported the campaign publicly, including names like **Mathieu Flamini, Demi Stokes, Josie Green, Gary Lineker, Martine Rose, Christopher RÆBURN and Héctor Bellerín**. Green Football’s Great Save provided clear assets and messaging to make participation simple and true to each person’s style. In doing so, it helped build a growing network of climate-minded talent across the game.



Callum Hudson-Odoi
Nottingham Forest and
England International Footballer



As part of a “The Rest is Football” podcast special, in aid of Green Football’s Great Save, Héctor Bellerín joined Gary Linekar and Alastair Campbell to talk football and climate.



Introduction

Raising
awareness

Normalising the
climate conversation

Motivating
fan action

Inspiring action
through schools

Supporting
bold club action

Platform
for players



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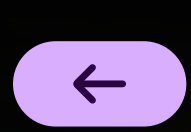
[The shirt] means a lot to me, but this campaign is important. If we all do something small to cut waste and give our kit a second life, we can make a big difference.”

Ethan Ampadu

Leeds United Captain and
Wales International
Footballer



Ethan Ampadu, donated the first shirt he wore as Leeds United captain. The campaign provided him with a way to act on an issue he cared about while encouraging others to do the same.



Introduction

Raising
awareness

Normalising the
climate conversation

Motivating
fan action

Inspiring action
through schools

Supporting
bold club action

**Platform
for players**



“

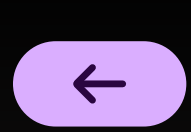
When I was younger, my mum paid for my football kit in instalments and we made sure it lasted for years. That taught me how valuable good kit is and why reusing it matters. I love that my kit can help someone else stay in the game and cut waste.”

Demi Stokes

Newcastle United and
England International



Demi Stokes, donated Newcastle kit and a pair of her boots. The campaign gave her a way to pass on valuable kit to help others and reduce kit ending up in landfill.



“

My first ever pair of football boots were second hand, or maybe even third hand. I remember they were two sizes too big, but I wouldn't have been able to play football for months if I'd waited for my mum to afford to buy me a new pair. The lack of affordable kit is still a big barrier to lots of young people today. The players want to get involved in good campaigns and Green Football is one of them.”

Rio Ferdinand

Former Manchester United
and England International
Footballer

Rio Ferdinand spoke to Green Football during a collaboration with his foundation. By sharing his stories about kit and access, he helped bridge the gap between professional players and the people who struggle with access to football kit.

[Introduction](#)[Raising awareness](#)[Normalising the climate conversation](#)[Motivating fan action](#)[Inspiring action through schools](#)[Supporting bold club action](#)[Platform for players](#)

Thank you

Green Football works because of the people involved—fans, clubs, players, broadcasters, and partners.

Together, we’ve shown that football has a role to play in tackling the biggest issue of our time. Thank you to everyone across the football community who took part in **Green Football’s Great Save**.

Powered by **Sky Zero**, **TNT Sports**, the **Football Supporters’ Association**, **Pledgeball**, **Count Us In** and **exceptional**.

Thank you to all the brilliant partners who made this campaign possible.

We’re especially grateful for the support of **Christopher Raeburn / RÆBURN**, **eBay**, **Final Third**, **Goal Click**, **Let’s Go Zero**, **Levy UK + Ireland**, **Match of the Day (MOTD)**, **MatchWornShirts**, **Push Gilbey Photography**, **Rio Ferdinand Foundation**, **Sky Schools**, **Sodexo Live! UK & Ireland**, **The Salvation Army**, **Usborne Publishing**, **We Fix Kits** and **Zurich Resilience Solutions**.

And to our wider supporters including **Brent Council**, **C40**, **Caudwell Children**, **Common Goal**, **Dan Freedman**, **Football for Future**, **GlobeScan**, **ITV**, the **Met Office** and **Network 10** – thank you to you all.

We would also like to thank all participating clubs, the Football Association, English Football League, Women’s Professional Leagues Limited, Scottish Premier Football League, Scottish Women’s Football League and the Professional Footballer’s Association.

Let’s keep the momentum going. Let’s protect the game we love.
Make the Great Save.



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