

Pro League Sustainability
Field trip KAA GenEvent Confederation



Pro League Sustainability

About us

Strategy

Pillars

Sustainable events

Specific Diversity and inclusion case:
Project bridge

A club example: KAA Gent



Pro League exists

- to serve and represent its members, the clubs
- to develop Belgian professional football as a whole
- 3 competitions

Sustainability is one element of good governance of a professional football club → license criteria + expectations UEFA

How?

- Guidance & tools
- Workshops & trainings
- One on one support and mentorship
- Expertise partnerships
- Communication and campaigns
- Financing



Pro League & Sustainability Strategy

Sustainability as part of the **existence** and **performance** of a professional football club

Social & Environmental Sustainability:
contribute to the wellbeing of **people** and **planet**

We exist in a **context**, including fans, communities,
(local) governments, media, partners

We are very **visible** & have an **impact** (positive and
negative, even if unintended)

Priorities, 3 overall pillars:

Inclusion

(inclusion, equity, and
accessibility)

Wellbeing & health

Environmental Sustainability

| Expectations at club level

Club

at least 1 FTE

All layers of the club involved in strategy

Sustainability plan & budget

Collaborations with local government and societal partners
(overheid & maatschappelijke org.)

Annual report

General collaboration

Campaigns and actions as proposed by the league

Content and communication of own activities

Periodical reporting on indicators and sharing an activities calendar



Support from us: sustainability community

Objective: Create a clear reference framework (plan). Inspire and encourage action. Provide opportunities for exchange and participation.

1-on-1 meetings: 2-3 times per year, with a structured approach. At least 1 meeting on-site.

Thematic Working Groups: Aligned with the strategic plan.

Commission: 3 to 4 meetings per season. Attendance is expected. Plenary consultation and communication, both online and in person.

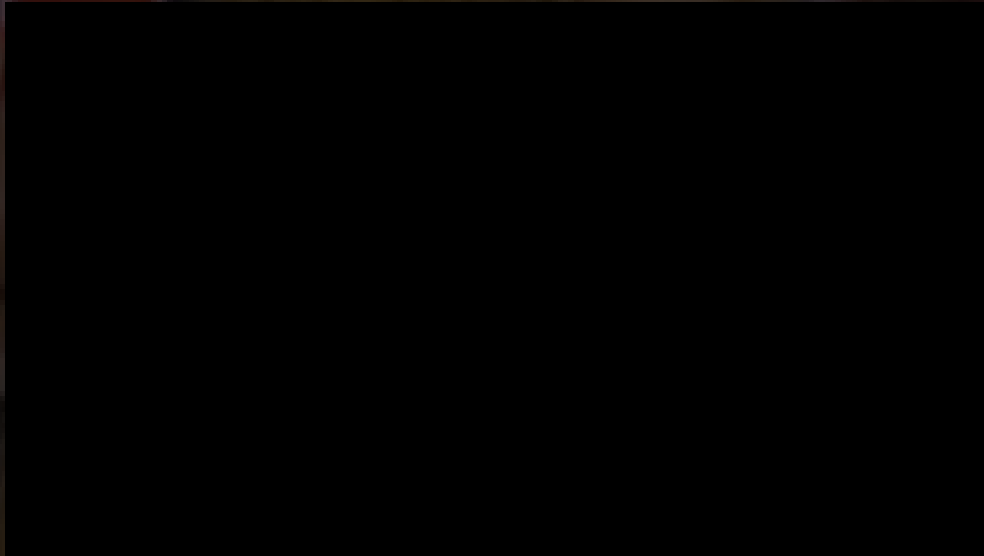
Annually: Sustainability evaluation / benchmarking & reporting.

| Sustainability pillars

- 1** Inclusion
- 2** Equity
- 3** Accessibility
- 4** Health & wellbeing
- 5** Environmental sustainability
- 6** Governance clubs



| Fight against discrimination



Joint fight with FA & governments

Specific areas of concern & support:

- Antiracism:
- Raise awareness
- Report (including new X signal)
- Educate
- Online hate speech
- Come Together reporting procedure
- Inclusion LGBTQ community
- The case for diversity: Project Bridge → more detail later

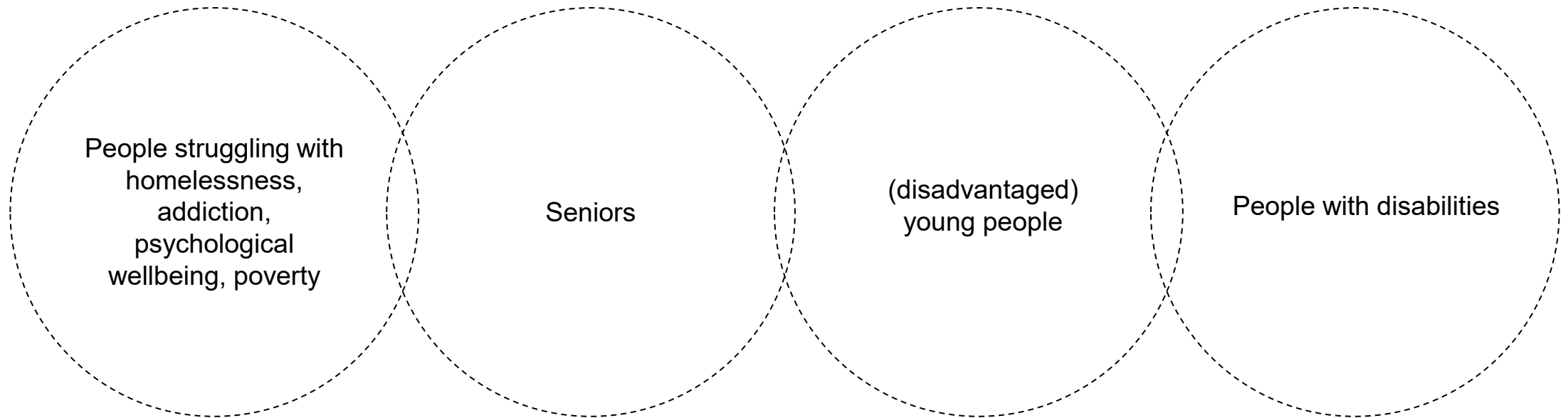


Inclusion & equality

Work with partners to offer opportunities for inclusion

Social football projects & activities

Priority groups:



| Accessibility (persons with disabilities)

Break down barriers for anyone who wants to be part of Belgian football, especially people / fans with disabilities

Our Focus

Provide people with disabilities an inclusive and valuable experience, equal to anyone & in line with law



| Health & Wellbeing



3 priorities:

Football as a promotor of physical and mental health

Safeguarding: create a competitive, but healthy and safe environment for anyone at the club, especially youth players and on match day, free from any type of violence

Dementia: raise awareness and create inclusive & safe spaces for people with dementia and their families

| Environmental sustainability

| Impact of climate change increasingly affecting all of us

Our Approach

Work with clubs to measure, reduce and adapt regarding

1. Infrastructure 2. Mobility 3. Merchandise 4. Food & Beverages

Raise awareness through our platform with society at large



| Sustainability Campaigns

= Opportunity

- To **communicate** about what we do: **our positive contribution** to society
- To **influence** and **expand our impact** beyond our clubs

League-wide invitations to participate

Come Together – antidiscrimination & racism:

Football for All – LGBTQ inclusion:

Solidarity Match Day: Younited Pro League:

Football Kick Off: event to start season for players with disabilities:

Draw the line against violence:

Environmental strategies in the spotlight:

Move (dribble) against cancer:



What we understand by 'a sustainable event'

1 Breaking barriers:

Every fan should be able to experience a game in a safe and comfortable way

Examples:

- Safety: Safety plans approved by local government and police
- accessibility: audiodescription, sensory rooms, training for stewards
- wellbeing: care-teams, hotline + reporting mechanism

2 Organizing a game in an ecofriendly way

Examples:

- Conscious fan mobility: car sharing, special offers public transport, bike initiatives
- Energy-use: solar panels and stadium batteries, efficient water (re)use systems
- Food & beverages: ban of SUP's, experimenting with non-meat alternatives

Not so different from other events BUT the always challenging 'us versus them dynamic'

| Project Bridge

1. Koolcast: club visits with young sports enthusiasts (not fans yet) from specific communities and a prominent face from that community: to probe to what attracts them and what discourages them to come to a game, in a playful way
2. A Seat At The Table: through meet & greets, happenings, informal events trying to connect communities with the clubs in a more structured way

Thank you

Bedankt

Merci