



ENVIRONMENTAL SUSTAINABILITY FAN FOCUS GROUP

Meeting Notes

11th January 2024

Fan Services

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Meeting Notes

Programme Update and Annual Sustainability Report

The club presented a draft version of the Wolves Environmental Sustainability Report for 2023/24. This summarised the past year since launch and highlighted further findings and the work undertaken through the One Pack One Planet programme.

Headline achievements were outlined and shared including joining the UN's Sports for Climate Action Framework and Race to Zero campaigns. The most recent data reporting on carbon shows a 25% reduction in energy and fuel emissions.

The club have started to measure and publish their Scope 3 emissions, including fan travel and team travel, becoming the first Premier League club to voluntarily publish elements of Scope 3 emissions in their annual financial disclosures.

The club discussed the recently renewed partnership with Reconomy, who are the club's provider of circular waste management services as well a wide range of initiatives to improve biodiversity and encourage wildlife at the training ground.

The club will publish the report as a PDF file for supporters to download. A summary version will likely be included in the matchday programme for the One Pack, One Planet focus fixture against Manchester United.

During this section, the club's trip to Abu Dhabi for a warm weather training camp was raised. The club acknowledged this and understood that flights and domestic flights are a big talking point across football and the Premier League. It was agreed that it was important to be transparent and clear in regards to flights the club takes as something to be worked on over time.

One Pack, One Planet Focus Fixture – Manchester United, Thursday 1st February

Green Football Weekend was discussed and feedback was given in relation to the fixture against Liverpool in the previous season.

The 2023/24 Green Football Weekend falls on an away fixture this season leading to a decision for the Manchester United game to be earmarked for the club's own Sustainability Focus Fixture, following the launch of One Pack, One Planet the previous year.

Activations for leading up to, and on the matchday itself were discussed.

Pin badges relating to One Pack One Planet given to the head coach, staff and VIPs to wear around the stadium. Branding will be found on the big screens, LED boards and throughout the programme whilst vegan food will be promoted and discounted in the concourses for this fixture.

Some video content scheduled to be released around the fixture was previewed and was well received. The group suggested ideas for future content they would like to see. The group were unanimous that it would good to see players or staff members across the club that make sustainable choices in their day to day or professional life focused. Such as driving electric vehicles or following a vegan diet.

Fan Travel survey feedback

A draft of a Fan Travel Survey due to be sent to all supporters who have attended a game at Molineux this season was shared to the group prior to the meeting. Feedback was given and reviewed in relation to the design, length, content and layout.

Discussions were had relating to how to incentivise the survey and encourage supporters to complete this. Data will be used to assist in gauging our Scope 3 emissions and understanding how supporters travel to Molineux.

Thank you for reading.



Fan Advisory Board

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