



The Stan Cullis Stand

# ENVIRONMENTAL & SUSTAINABILITY FOCUS GROUP

## Meeting Notes

8th January 2025

**Fan Services**

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## Meeting Notes

### **Annual sustainability report preview**

A draft version of the report was shared with the group, and each section was expanded upon. A review of the key commitments was included, alongside highlighting some of the key work completed over the previous year, such as the Free Bus Travel Scheme and lowering of trackable emissions.

A list of the most up to date club ambassadors was also provided, which now includes the addition of Merrick Will, a first-team player for Wolves Women.

A brief review of the results from the 2024 Fan Travel Survey were also discussed, giving some key insights into the travel habits of supporters.

Feedback was given from the group relating to the content of the report, alongside some suggestions for design or graphic elements to include in the final version.

The club committed to sharing more details on our carbon offsetting strategy with the group prior to committing to this.

The group raised an idea of including an ambassador from the academy set up to sit alongside the four confirmed ambassadors – with the idea of including a figure for the future to become involved with this early.

### **One Pack One Planet dedicated focus fixtures**

It was revealed that the choice for the men's team dedicated focus fixture would be the Arsenal game due to take place on 25th January at Molineux. With some considerations provided from the group on a suitable fixture for the Wolves Women team too.

A preliminary list of dates and events around this fixture were provided, including dates when we expect to publish the annual sustainability report, podcast interview and the launch of the annual travel survey.

Plans for the matchday at Molineux were also provided to highlight the activations and events that are planned for the day, such as catering offers and pin badges.

The group highlighted that the fixtures also coincided with Chinese New Year, and there was a suggestion of any content linking the two, such as monitoring any snake habitats around the training ground or surrounding area.

### **Fan travel survey update**

A draft version of the Fan Travel Survey for 2025 was provided to the group ahead of the meeting, with feedback requested on this from the wider group.

The club also explained how they had worked in collaboration with Transport for West Midlands to help collect relevant data that would also assist them, particularly following on from the Free Bus Travel scheme that was rolled out to season ticket holders in the local area.

The club asked the group to continue testing this draft survey when possible and asked for any useful feedback ahead of the focus fixture when it's due to go live to the wider fanbase.

## **AOB**

The topic of the Premier League 'Club to Club' project was raised by the club. Which would involve pairing up with a similar sized club in Europe, to learn more about their operations and the way they run a matchday.

Augsburg in Germany are the paired club, and their stadium became the first carbon-neutral stadium in the world back in 2009. The club said they would share any experience of this with the group following the conclusion of this project.

Feedback was provided from the group post-meeting for suggestions to include in the Fan Travel Survey, along with some suggested amendments.

**Thank you for reading.**



**Fan Advisory Board**

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