

Sport Be Part of the Climate Solution!



[Playitgreen.com](https://playitgreen.com)



3-Step Solution

Play It Green is an award-winning sustainability business, with a unique 3 step solution to climate change
#Reduce #Repair #Regive

Our aim is to reduce the carbon footprints of people and businesses whilst ensuring they make an environmental and social impact on the way to Net-Zero



Reduce footprints

through weekly education, support and discounts



Repair the planet

and rebalance footprints by planting trees



Regive 10%

of all revenues go to a good cause of your choice



Our Net Zero Support

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How We Reduce Carbon Footprints

People are supported in lowering their footprint through our weekly mailer containing a sustainability tip, a discount on a relating product and other engaging educational articles

This is to **drive behaviour change, educate and strengthen the sustainability culture** within the business. Staff view this as a **great staff perk**

Businesses are supported by receiving **regular business tips** relating to our **Net Zero Framework**, free to download in the business support pack.

Other free downloads include **template policies** and marketing material. The framework helps your company map out its actions across **9 key programme areas**

Our network includes carbon **footprint reporting**, net zero support, training, planning, energy and installation

Instant Environmental and Social Impact

With Play It Green your business will support at least **11 of 17 United Nations Sustainability Development Goals**



Planting Trees in Madagascar helps make an environmental impact

- Employs local people, meaning less poverty and communities able to afford daily necessities such as food, shelter, medicine and education
- Replenishes forests restoring animal habitats
- Restores rainfall patterns and less flooding and soil erosion
- Absorbs CO2 and helps fight climate change
- Planted through our partner Eden Reforestation



Your social impact is increased further as 10% of any revenues to Play It Green will be given to a good cause of your choice



Get Your Very Own Forest Garden

Every member receives their own webpage called a Forest Garden which has lots of features:

- Personalise to your liking
- Monitor your impact
- Plant more trees at 50p a tree
- Set up campaigns
- Share with the public
- Free download section containing net zero and marketing support

The marketing support includes promotional **accreditation badges**, a **template sustainability webpage** and more content to share in your media



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The screenshot shows a user profile for 'Elite Dynamics UK Limited' with a profile picture of a tree. The page displays various sustainability metrics: 4958 Trees, 365.9 TONNES, £191.50 to Good Causes, and 17 Months Reducing Carbon Footprints. A 'Share' button and the website URL 'www.elitedynamics.co.uk' are visible. Below this, a 'My Impact' section shows a 'Plant More Trees' button and a 'Sources of Impact' donut chart with categories: Subscription, Campaign Supporters, Purchases, and Gifts & Referrals. It also states 'The impact is equal to either' and shows three boxes: 261 Cars Removed from the Road, 2479 Short haul Flights, and 112 Homes Annual Energy Use. An 'Achieved Milestones' section features six circular icons representing various achievements. A 'Supported Good Causes' section shows a 'DEC' logo and the amount £191.50. At the bottom, there are buttons for 'Share impact', 'Share campaign', 'Invite a friend', 'Download section', and 'iFrame grab'. Below the webpage preview, there are sections for 'Photos' and 'News' with corresponding images and captions.

Elite Dynamics UK Limited
Natalie Fryer
4958 Trees
365.9 TONNES
£191.50 to Good Causes
17 Months Reducing Carbon Footprints
www.elitedynamics.co.uk
Trusted IT business management software provider for the holiday home and parks industry

My Impact
Plant More Trees
Sources of Impact
Subscription
Campaign Supporters
Purchases
Gifts & Referrals
The impact is equal to either
261 Cars Removed from the Road
2479 Short haul Flights
112 Homes Annual Energy Use
Achieved Milestones
Supported Good Causes
DEC
£191.50
www.dec.org.uk

Share impact
Share campaign
Invite a friend
Download section
iFrame grab

Photos
The Lord's Taverners Joins the Play It Green Community
Our Top Three Sustainability News Stories for October 17th
Weekly Tip 82 - Try a Sustainable Halloween

Get a Climate Positive Workforce

In Return for £5 per Employee per Month We:

- Educate, create behaviour change and establish a sustainable culture amongst staff by sending them a newsletter every Friday with a sustainability tip, discount on a relating product and other educational articles
- Plant 13 trees per person per month, more than rebalancing the carbon footprint of their personal lives
- Pass on 10% of what you give to a good cause of your choice, so you make a social impact too
- Provide the company with an accreditation badge and a host of marketing material

Climate
Positive
Workforce



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Plant Trees to Enhance Your Proposition

Add trees to season tickets, shirt sales, hospitality or anything else to help make a positive impact on the environment, society and your business

- 1 tree costs 50p and 10% of this goes to a good cause
- Have this within the price or provide the option at purchase, your choice!
- Options to include this within the ticket price or add at purchase for the environmentally themed game or attach to merchandise sales etc.
- Benefit from the additional marketing opportunities and promotional badges
- Our platform can integrate seamlessly into yours

Climate
Positive
Dining



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Climate
Positive
Product



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Climate
Positive
Event



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GREEN

Climate
Positive
Bookings



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Grow with an Environmentally Themed Matchday

Climate
Positive
Event



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Engage new fans, partners and audiences by making one of your games an environmentally-themed matchday with Play It Green:

- Sign up for free to Play It Green and arrange a 1 to 1 meet
- Choose a game and set a realistic tree planting target
- Access the support folder containing marketing collateral, promotional badges, pre-event tips for fans, and the sustainability challenges
- Personalise your members webpage, we call a "Forest Garden", that provides the platform for fans and partners help the club reach its tree planting target

All of the above comes at no cost to the club, each tree bought on the Forest Garden page costs 50p and 10% of this goes to the clubs selected good cause



Fun, social media friendly Sustainability Challenges

Engage your audience on social media by doing a sustainability challenge leading up to your event

- Choose from a range of challenges in our support pack e.g. eat a meat-free meal, take public transport, wear sustainable clothing, etc.
- Each challenge has a range of supporting educational material on how this lowers your carbon footprint
- Every Challenge Involves 3 Steps: Take a picture of you completing the challenge, make a tree donation on the Forest Garden page and share the challenge on social media
- This should be done for a short period e.g. one or two weeks, leading up to the game, as part of the promotion and involve fans, players, staff and partners

Educational, Fun and Opportunity to Grow Your Followers



Engage
More
Business

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Grow Partnerships and Your Business Network

This is a hot topic, so a perfect opportunity to hold a business networking event in one of the weeks leading up to the game

- Focus on "The Importance of Sustainability in Business"
- Play It Green will provide a full presentation and if permitted present in person
- A perfect opportunity to engage new businesses and partners

e.g. Public sector environmental services depts, sustainability leads at schools and colleges and businesses with ESG commitments

Meet all 5 Principles of the United Nations Sports Framework

The matchday initiative delivers upon all five principles of the United Nations Sports for Climate Action delivery which are:

- Undertake systematic efforts to promote greater environmental responsibility
- Reduce overall climate impact
- Educate for Climate Action
- Promote sustainable and responsible consumption
- Advocate for climate action through communication





Lower the footprint of thousands of people

The sustainability tips and social media challenges provided in our pack your club will engage and educate fans about sustainability



Trees Planted is a Hugely Positive Story

Engaging fans and partners to reach your tree planting target will galvanise and strengthen your place within the community



Raise £££ for your community programmes

Every £1 plants 2 trees and passes 10% of this to your selected good cause which could be your sports organisation or foundation



Grow fanbase, partners and revenues

The event day and surrounding marketing, will grow your audience, strengthen your appeal and engage new fans, & partners

BENEFITS



Get a Footprint Report & Start Your Journey to Net Zero

Carbon Footprint Report



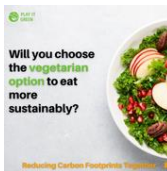
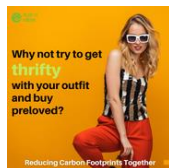
Start your journey to Net Zero with our Workforce initiative and your business footprint report:

- Through our partnership with EaaS Carbon, you can receive a full Carbon Footprint report that is compliant with government SECR scope 1, 2 or 3
- Option to purchase a Carbon Neutrality certificate with reports
- Their platform also offers the opportunity to switch energy to green energy at a lower cost than standard brokers
- Reduce your overall business carbon footprint moving forward by working with Play it Green's Net Zero Framework





We Understand Your Need to Market



Your very own public facing Forest Garden Page

A range of promotional and accreditation badges to use on your website, emails and literature.

Template Sustainability Webpage highlighting how you are lowering your footprint as a business whilst making an environmental and social impact

The free download section in every Forest Garden for members contains all of the above plus a net-zero support, tips for customers and further marketing content

A Sample of Our Members

Who we work
with...



HALŌ



Utelize



SportsPro





What our
members say...



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'We knew we needed a key partner to help guide us through the world of sustainability as a business, and we feel like Play it Green was perfectly placed to be this partner. The team has been very enthusiastic about this partnership and it is now a key part of our event delivery.'

Daniel Snape, Director of Convenzis.



'Our workforce loves the weekly tips and planting trees to rebalance their footprint and for all our events we sell general and green tickets. 80% of customers choose the green ticket.'

Steve Lynam, Managing Director of Preloved Kilo.



The Sustainable Travel Guide produced by Play It Green for our annual congress is fantastic and will help our delegates be more sustainable.

Andy Fuller, CEO, IFAF

100% of Google and Trustpilot reviews are 5 stars, as of July
2022





Why is Net Zero important?



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Add Brand Value And A Competitive Advantage

Gen Z and millennials are more than twice as likely as baby boomers to say they are changing habits to reduce environmental impact (**Nielsen 2021**)



Meet Consumer Demands

66% of consumers would spend more for a product if it came from a sustainable brand, and 81% of global consumers feel strongly that companies should help improve the environment (**Forbes 2022**)



People, Profit and Planet - Triple Bottom Line

Having a transparent sustainability strategy can reduce costs substantially and can affect operating profits by as much as 60% (**McKinsey 2022**)



Win Tenders and Stay In Supply Chains

Companies that focus on sustainability will be in the best position to get valuable new business opportunities as the world moves to more sustainable practices (**Forbes 2022**)

**For more information please
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