

06 APRIL 2022

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Welcome Back!

Welcome to GREENFOOT's first Newsletter of 2022! This newsletter will provide a convenient platform where you can stay up to date with our activities and events. However, for all those who may have missed our previous newsletters, we'd like to fill you in on what GREENFOOT is all about.

Who we are:



What we do:

We understand that the success of the European Energy Union and the transition to a more efficient, low-carbon energy system can only be accomplished with active participation from a substantial portion of Europeans and financing for the many necessary improvement projects. Thus, the central goal of GREENFOOT is to support and foster this process by packaging individual participation and financing of the energy transition in the fun, friendly, and well-known context that is European professional sports, starting with the most popular sport: professional football.

How we do it:

GREENFOOT will develop and implement a community-based financing scheme for renovating stadiums, practice facilities, and related buildings (e.g. team headquarters, fitness centres) with energy efficiency (EE) and renewable energy (RES) measures. The GREENFOOT concept is to finance sport building EE renovations and RES installations with crowdfunding schemes that propel Europeans to become active participants in the energy transition through their love of sports and their favorite teams

GREENFOOT markets creative investment packages and associated financial contracts that entice sports fans and community members to invest in the energy transition, and allows for easy replication of the GREENFOOT concept through contract / marketing templates.

The GREENFOOT concept is applicable to sports-related buildings of all types and beyond, and will be demonstrated on three participating football buildings during the project runtime from major international football organisations (French Federation, Ireland Assoc. and Azerbaijan Assoc.). Massive signal boosting and post-project replication of EE and crowdfunding in sports buildings will be realized by the lighthouse pilot projects and a coordinated communication, dissemination and exploitation effort featuring links to UEFA, the EURO 2021 competition and the world champions of international football as an leading example.

[Find out more about GREENFOOT here](#)

Project Activities



© Photo of Volksparkstadion in Hamburg, Germany by Mario Klassen on Unsplash

Summary of the best practices in EE and RES installations in sports buildings:

Most of the current sport facilities in Europe were built between the 1960s and the 1980s, and at those times energy efficiency was generally not a design consideration. Additionally, in the last few decades there have been radical changes in the use of stadiums and football buildings. These facilities should be renovated and maintained in light of new end-user requirements and energy technologies. Currently, renovations in the building sector are lagging, with an estimated renovation rate of less than 1% of building stock per year. Thus, sports buildings represent both significant opportunities and challenges for improved energy usage.

[Click Here for the Complete Summary](#)

**Report on GREENFOOT builings:**

GREENFOOT aims at implementing crowdfunding schemes for renovating stadiums, practice facilities, and related buildings with energy efficiency and renewable energy measures. This report starts with a brief introduction to crowdfunding and the role that sustainability plays in making crowdfunding campaigns successful. It then presents the GREENFOOT buildings, provides background information on the potential for crowdfunding campaigns in the four countries, and outlines the possible paths forward in the GREENFOOT project.

[Click Here for the Complete Report](#)

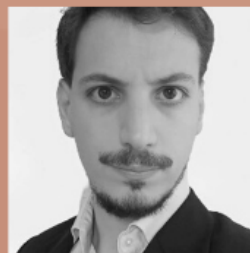


CrowdTuesday:

Crowdfunding for Sustainable Football Stadiums and Sports Buildings

Tue, 8th February 2022

4-5.30 pm CET



Speakers: **Dr. Andrea Kollman**, Energieinstitut an der Johannes Kepler Universität Linz
Hubert Rovers, The European Football for Development Network
Andrea Bogi, EUROCROWD
Moderator: **Francesca Passeri**, EUROCROWD



"Crowdfunding for Sustainable Football Stadium and Sports Building" Webinar:

GREENFOOT partner EUROCROWD hosted an informative webinar in February, which focused on the role of crowdfunding as an innovative financing tool to support football fans and clubs in getting involved with their club's corporate social responsibility (CSR) initiatives and take an active part in the energy transition. At the event, a panel discussion was held on the different approaches to crowdfunding that can be employed by football clubs and/or stadium owners to support the implementation of energy efficiency projects in football facilities. The panel's speakers consisted of members of the GREENFOOT consortium, including the project coordinator, Andrea Kollmann, Founder of The European Football for Development Network (EFDN), and Andrea Bogi, Senior research and project manager at EUROCROWD.

[Click Here for more information on the Webinar](#)

Upcoming Project Activities

Stakeholder survey and Pilot demonstrations:

The GREENFOOT project has circulated a Stakeholder survey, which will be used to identify the best way to conduct the Pilot demonstrations that are expected to start in 2022. Despite some minor disruptions caused by the COVID-19 pandemic, these actions remain generally on schedule.

Stay tuned for more details about these upcoming actions!

Social Media

Be sure to follow us on all our social media pages!



GREENFOOT



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EURACTIV is the distributor of this newsletter and is the communication partner for the GREENFOOT project.

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