



May 2, 2018

Dear Alliance Members & Partners of the Sports Greening Movement,

We recently announced the launch of Green Sports Alliance Japan and today marks another major milestone in the sports greening movement—the launch of a European-focused report on how sport can contribute to sustainability and tackle climate change at all levels, from grassroots to the elite.

The report, [Playing for Our Planet](#), focuses on environmental initiatives taking place across sports in Europe and beyond and has been produced by Union of European Football Associations ([UEFA](#)) & World Wildlife Fund ([WWF](#)) in collaboration with the [Green Sports Alliance](#). The report features 25 examples of sport stakeholders – including UEFA - who are committed to reducing the environmental impact of their operations – leading by example in the fight against pressing environmental challenges, including climate change and ocean plastics.

“The activities showcased from around Europe show a great innovative spirit and demonstrate that sport can contribute to sustainable causes at all levels. Sustainability is one of the most significant issues facing decision-makers and opinion leaders in sport as they prepare for the future,” said UEFA President Aleksander Čeferin.

Support for the report is attributed to the [European Commission](#) and the [United Nations Framework Convention on Climate Change](#) (UNFCCC). Through this collaboration, we see tremendous value and great potential in how we can work together and continue to inspire a culture of environmental leadership around the world. With public institutions and the sports movement working together, we will increase the value for all members of the sports greening movement and further efforts to protect our planet.

The sports greening movement provides a unique opportunity for international harmonization in effective environmental action. There has never been a more important time for the sports industry to take a leadership role to unite the world in restoring our planet. The ecological, social, and economic threats posed by climate change not only threaten our industry, but the livelihood of all life on earth. As the influence of our work grows, so too does the opportunity and our ability to scale our impacts and make lasting, positive change.

We hope that you will [download the report](#) and utilize it as a resource to further inspire and catalyze the sports greening movement worldwide.

Sincerely,

A handwritten signature in black ink, appearing to read "Justin Zeulner".

Justin Zeulner
Executive Director
Green Sports Alliance

A handwritten signature in black ink, appearing to read "Scott Jenkins".

Scott Jenkins
Board Chair
Green Sports Alliance

PLAY GREENER.™

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