

THE RACE TO SUSTAINABILITY TOOLKIT



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Introduction

The Race

to Sustainability Toolkit

Introduction – What is MASCOT and why The Race to Sustainability Toolkit is made?

The climate crisis is one of the greatest challenges of our time. Sport, with its popularity and its ability to unite millions of people, can be a powerful driver of change. Minifootball – the most accessible and widely played sport in Europe – has the unique opportunity to reach diverse communities, regardless of age, gender, or social status.

MODULE



Introduction – What is MASCOT and why The Race to Sustainability Toolkit is made?

The Race to Sustainability Toolkit was developed within the framework of the MASCOT project to provide clubs, Local Organizing Committees (LOCs), athletes, and fans with concrete tools, practices, and resources for sustainable development. It is designed as a race towards sustainability – a model in which every green initiative undertaken earns points, while achievements are shared and celebrated publicly.

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Learning outcome:
Understand the link
between sport and
sustainability, and
why this toolkit exists.

Description of European Minifootball Federation (EMF)

EMF is the governing body of minifootball at the European level, its purpose is to promote, supervise and direct minifootball in Europe, in order to contribute to the positive development of society.

The federation was founded in 2012 and is registered as a non – profit association in Prague and Budapest. The EMF is the top European organization representing the sport of minifootball. It is part of the global minifootball structure under the WMF and serves as a large “umbrella”, under which European minifootball organizations are sheltered. This is facilitated through the way the EMF is organized. It has a specific structure and has instituted effective control mechanisms to secure the continuous development of the sport it represents.

MODULE



Learning outcome:
Learn how EMF supports sustainability and why its leadership is crucial.

Description of Local organizing committee (LOC)

Within the MASCOT project, the **Local Organizing Committees (LOCs)** play a central role in implementing sustainability measures at minifootball events. They are the operational bodies responsible for applying the principles, practices, and guidelines provided in the Race to Sustainability Toolkit.

Learning outcome:

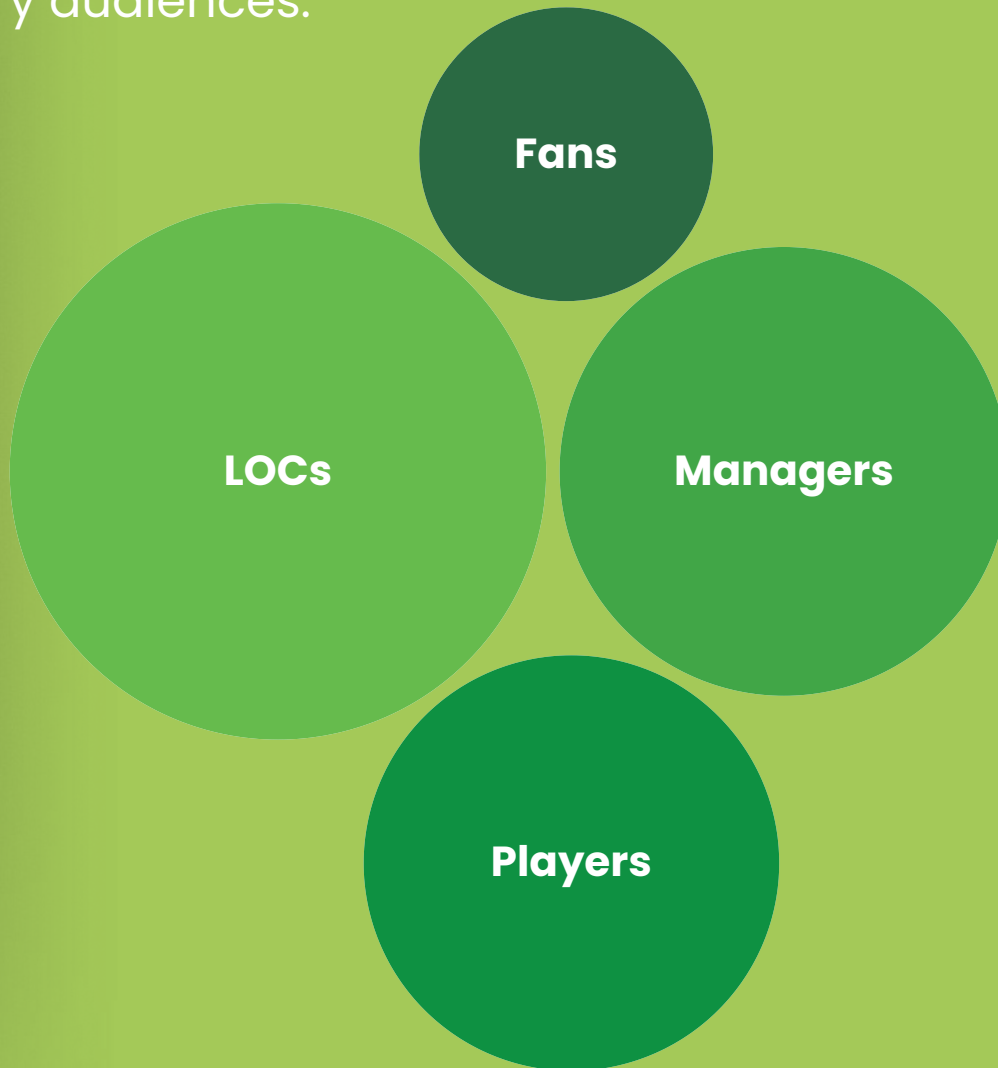
Understand LOCs' central role in implementing sustainability at events.

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Who is the Toolkit Aimed At?

Primary audiences:

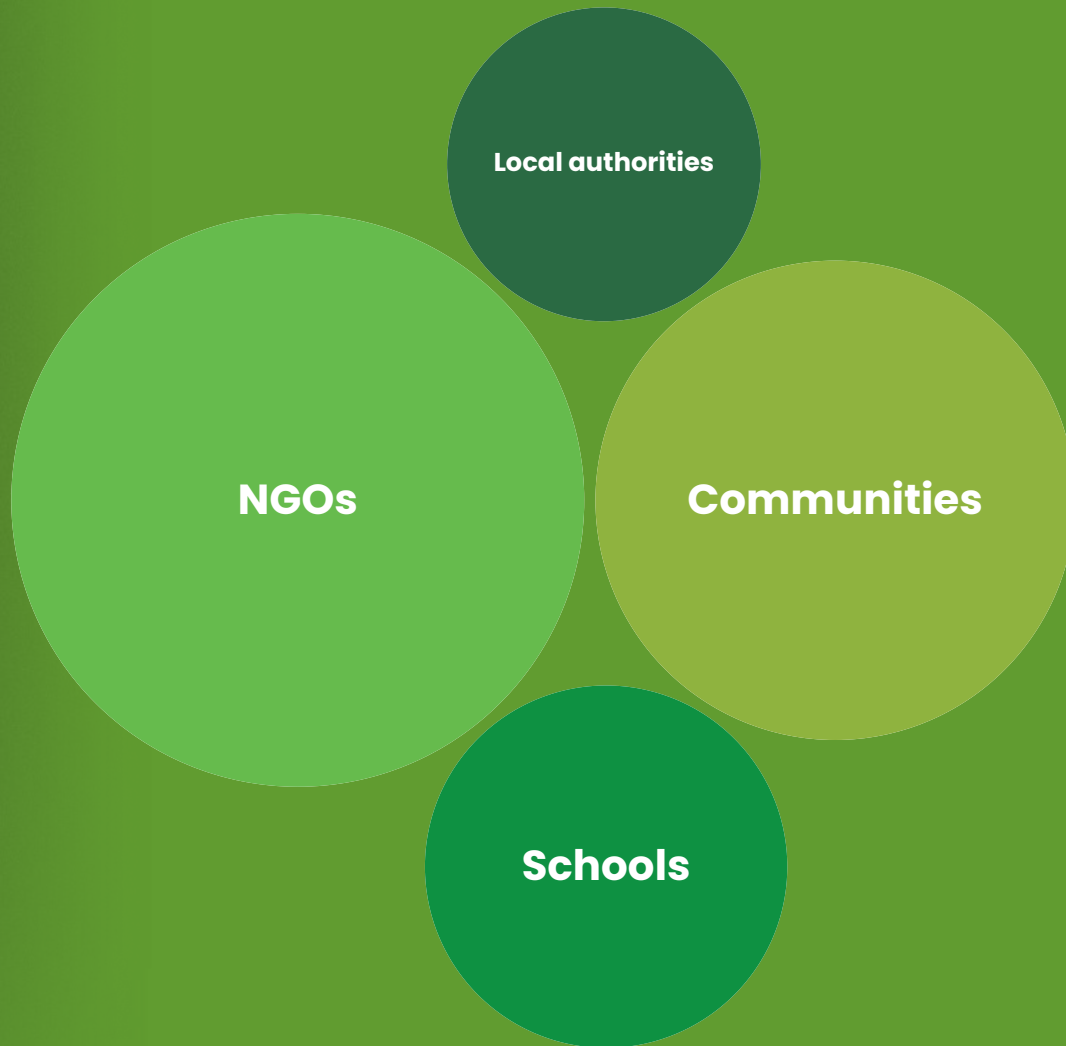


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Who is the Toolkit Aimed At?

Secondary audiences:



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Learning outcome:
Identify how different stakeholders can use the toolkit.

Foundations of Sustainability in Sport

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BEHAVIOURAL INSIGHTS:

Information campaigns alone are not enough; nudging, role models, and context matter.



SPORT AS A PLATFORM:

Events gather diverse audiences, offering the chance to promote climate-friendly behaviour.



GRASSROOTS POWER:

Minifootball's accessibility ensures everyone can be part of the solution.

Learning outcome:
Grasp the theoretical basis of sustainability in sport.

MODULE 1

CATEGORIES & GOALS

OF SUSTAINABILITY



Categories and Goals of Sustainability

Ceremonies (before, during, after events)



Categories and Goals of Sustainability



Ceremonies (before, during, after events)

Goal: Minimize waste and promote circular economy



Measures:

1

Introduce a deposit system for reusable cups and bottles.

2

Provide clearly marked waste separation bins for plastic, paper, and organic waste.

3

Reuse decorations and materials for multiple events instead of one-off production.

4

Invite local eco-initiatives (e.g., "Caps for Future" campaigns) to collect plastic caps for recycling.

Categories and Goals of Sustainability

Venue (stadium and training facilities)



Categories and Goals of Sustainability



Venue (stadium and training facilities)

Goal: Reduce resource use and improve energy efficiency



Measures:

1

Schedule matches during daylight hours to minimize floodlight use.

2

Install water refill stations and discourage single-use plastic bottles.

3

Partner with suppliers for eco-certified cleaning products and stadium maintenance.

4

Add temporary bike parking zones with security to encourage cycling to the venue.

Categories and Goals of Sustainability

Organization (planning, suppliers, volunteers)



Categories and Goals of Sustainability



Organization (planning, suppliers, volunteers)

Goal: Ensure sustainable event management practices



Measures:

1

Source from local suppliers to reduce transport emissions.

2

Use digital tickets and programs instead of printed materials.

3

Train volunteers to act as “green ambassadors” who guide fans on eco-friendly behaviour.

4

Implement a bonus points system for LOCs achieving higher sustainability standards (linked to the toolkit scoring).

Categories and Goals of Sustainability

Marketing and Media



Categories and Goals of Sustainability



Marketing and Media

Goal: Raise awareness and inspire eco-friendly behaviour



Measures:

1

Use event screens and halftime shows to present best practices and fan contributions.

2

Create club mascots symbolizing endangered species or environmental causes.

3

Integrate Augmented Reality experiences (e.g., visualizing climate impacts on sport).

4

Partner with local eco-influencers and athletes to spread sustainability messages and challenges across social media platforms.

Categories and Goals of Sustainability

Accommodation (for teams, staff, and guests)



Categories and Goals of Sustainability



Accommodation (for teams, staff, and guests)

Goal: Promote sustainable hospitality and catering



Measures:

1

Partner with hotels that have eco-certifications (energy, water, waste reduction).

2

Ensure catering includes at least 30% vegetarian/vegan options.

3

Encourage reuse of towels and linens with opt-in policies.

4

Provide information to teams about sustainable practices at hotels.

Categories and Goals of Sustainability Transportation



Categories and Goals of Sustainability



Transportation

Goal: Reduce CO₂ emissions through sustainable mobility



Measures:

1

Provide group transport (buses or minibuses) for teams instead of multiple cars.

2

Partner with local authorities to offer free or discounted public transport tickets for fans.

3

Promote cycling, walking, and e-scooters for short distances (with secure parking).

4

Prioritize train travel over flights for medium-distance travel when possible.

Categories and Goals of Sustainability

Learning outcome:

Gain a practical roadmap of actions for each sustainability category.

Set Goals

Define where you want to go.



Share Results

Communicate progress and celebrate success.



Take Action

Implement visible, realistic changes.



Measure Impact

Know your current footprint.



Engage People

Involve players, staff, and fans.



Augmented Reality (AR)

"It's not a game, it's a race"

MODULE

Augmented Reality (AR) – “It’s not a game, it’s a race”

Purpose

Use AR to turn sustainability messages into interactive, memorable experiences during minifootball trainings, matches, and fan zones. AR helps fans both see impact (e.g., CO₂, waste) and take action (pledges, challenges) on the spot.



MODULE

What AR can do (scenarios you can deploy now)

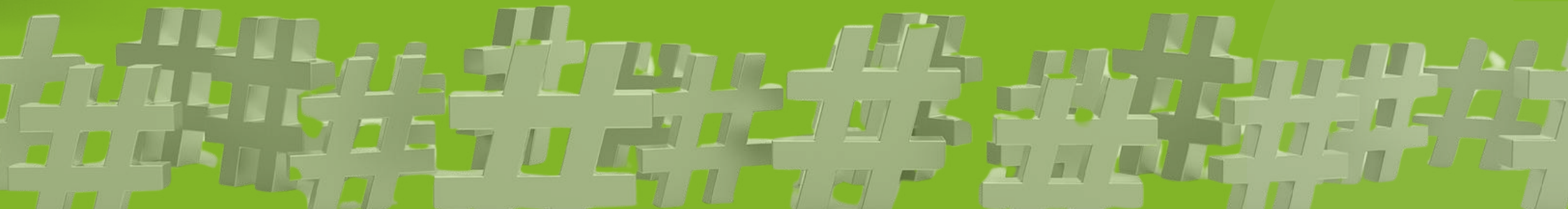
1) Mascot AR Filters (Face / World)

- Fans unlock an EMF “green mascot” filter and record a 10-second eco-pledge.

Output:

Auto-hashtagged stories (#MiniGoesGreen) and a live pledge counter on the big screen.

MODULE



What AR can do (scenarios you can deploy now)

2) Sustainable Transport AR Check-in

- QR at bike parking / bus stop → scan → AR badge + points for the LOC scoreboard.

SCAN ME

Output:

% of fans arriving by
bike/public transport;
leaderboard by sector/tribune.

MODULE

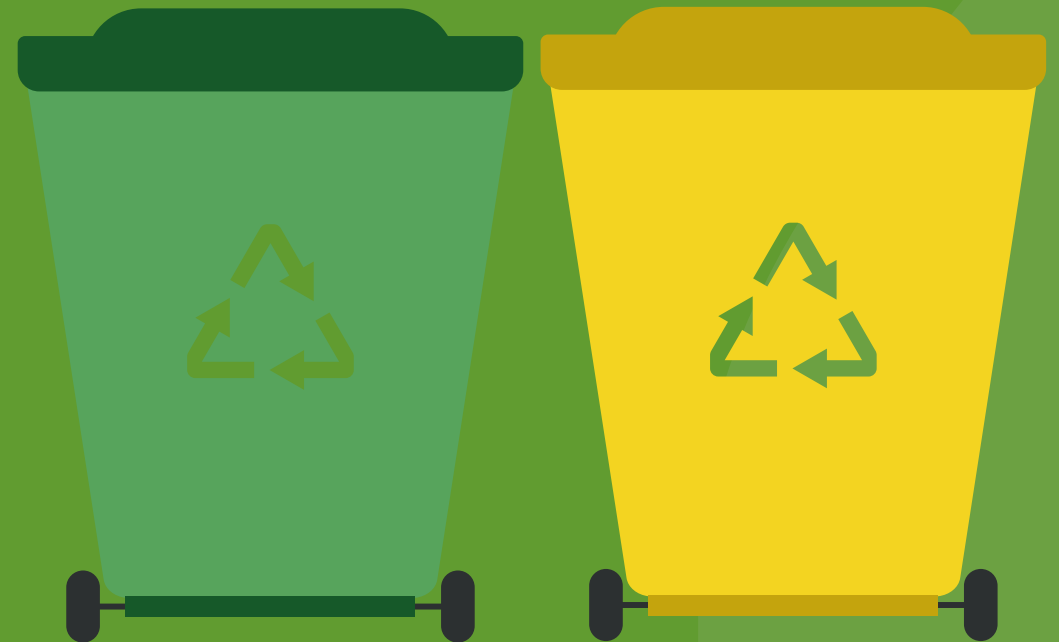
What AR can do (scenarios you can deploy now)

3) AR Waste Sorting Game (Halftime 60–90 sec

- On phones: toss virtual cups/bottles into the correct bins overlaid on the real stand.

Output:

Live counter “kg waste sorted”
+ section ranking.



What AR can do (scenarios you can deploy now)

4) “Before/After” Venue Overlay

- Point camera at pitch/concourses to compare current vs. improved setup (daylight games, refill stations, eco-cleaning).

Output:

kWh saved, litres of water avoided, CO₂ avoided — displayed as “goals saved”.

MODULE



What AR can do (scenarios you can deploy now)

5) AR Story: Climate & Sport

- Short 3-scene narrative (heatwaves, floods, air quality) with choices that lead to a positive “race finish” if greener options are picked.

Output:

Quiz completion rate + % correct answers.

MODULE

What AR can do (scenarios you can deploy now)

6) AR Treasure Hunt in Fan Zone

- Find four “green spots” (refill, veggie stall, repair station, pledge wall) to complete a digital stamp card and redeem eco-merch.

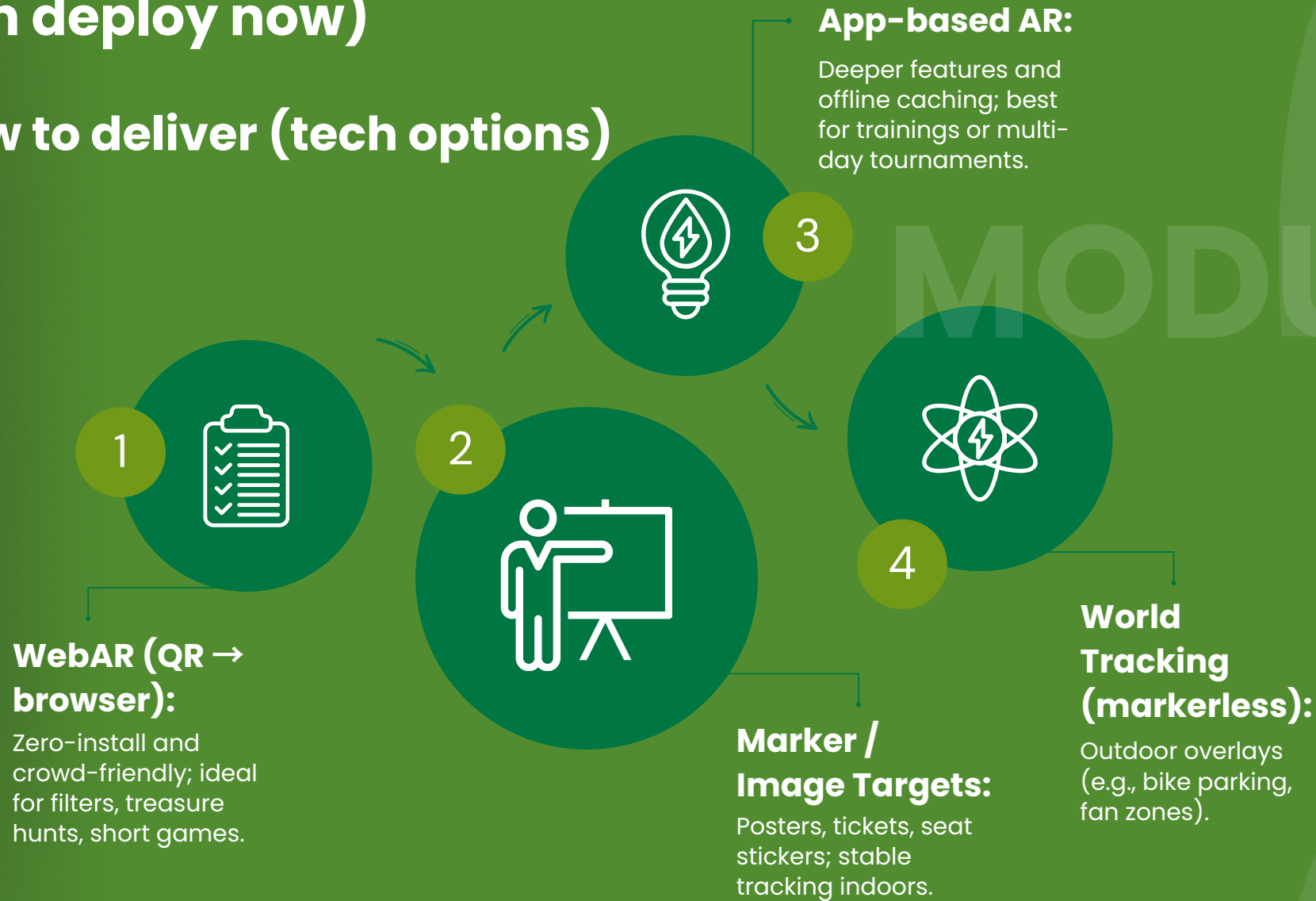
Output:

Footfall per station; conversion to real actions (refills, veggie meals).



What AR can do (scenarios you can deploy now)

How to deliver (tech options)



Tooling (no vendor lock-in): 8th Wall / ZapWorks (WebAR), Spark AR / Effect House (social filters), Unity/Unreal (custom apps). Start with WebAR for reach; add social filters for virality.

What AR can do (scenarios you can deploy now)

Content pipeline (lightweight and realistic)

Assets:	Low-poly 3D (mascot, bins, cups, bikes), sprite sheets (confetti/leaf FX), short audio pings.
Format:	glTF/GLB; keep total model payload under 2-3 MB for fast loads.
Copy:	Micro-text per step (max 8-12 words), localized (EN + local).
Accessibility:	Captions, high contrast, tap targets ≥ 44 px, no rapid flashing.

What AR can do (scenarios you can deploy now)

Safety, privacy, inclusivity

- No face analytics; filters run on-device; no biometric storage.
- Clear “What data we store” notice; opt-in for leaderboard names.
- Alt text, audio prompts; usable one-handed; avoid sound-only cues.

MODULE



What AR can do (scenarios you can deploy now)

KPI framework (tie to Race scoring)

MODULE

Reach & Engagement

- Scans / unique users, average session (sec), scene completion rate.

Behaviour Change

- Verified eco-actions via AR: bike/PT check-ins, refill scans, veggie coupon redemptions.
- % correct answers in sorting/quiz (proxy for understanding).

What AR can do (scenarios you can deploy now)

KPI framework (tie to Race scoring)

Impact

- Estimated CO₂ avoided (from transport modal split), single-use items avoided (refill/redemption counts), waste correctly sorted (kg).

Scoring suggestion

- +1 point per verified eco-action (cap at N per event).
- +10 points if $\geq 30\%$ of fans interact with at least one AR activation.
- +5 / +10 / +15 points for hitting CO₂ / waste-reduction thresholds set in the Toolkit.

MODULE

What AR can do (scenarios you can deploy now)

Quick implementation plan (per event)

- T-6 weeks: Select 2-3 scenarios; define KPIs; prepare assets & copy.
- T-4 weeks: Build & QA in venue; test network, QR placement; print fallback posters.
- T-2 weeks: Train staff (volunteers as “AR guides”); add CTAs to tickets/socials.
- Event day: Monitor live metrics; push halftime calls on big screens.
- T+3 days: Export KPIs; compute LOC points; share highlights.

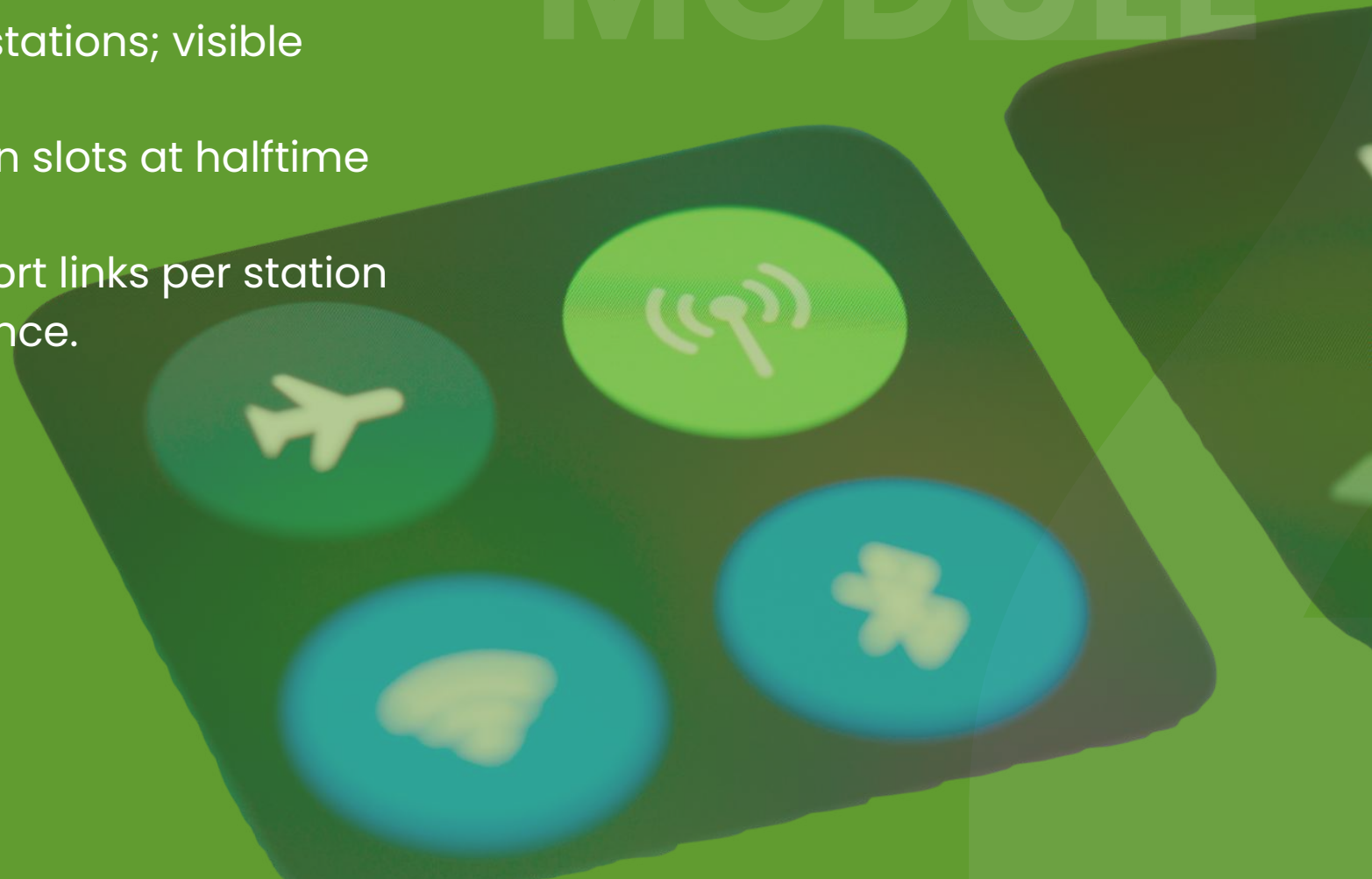
Completed

What AR can do (scenarios you can deploy now)

Venue checklist (AR readiness)

- Stable Wi-Fi/4G in fan zones; QR posters at eye level every 15–20 m.
- Power for refill/repair stations; visible “Scan me” decals.
- Two 30-sec big-screen slots at halftime for CTAs.
- Data capture: UTM/short links per station to compare performance.

MODULE



What AR can do (scenarios you can deploy now)



Re-usable templates

- AR Brief (1 page): Goal → KPI → Scenario(s) → Assets → Copy → CTA → Measurement → Owner.
- On-site Signage Pack:
- QR Poster (EN + local) with 3-step instructions + privacy line.
- Floor stickers to guide flow to “green stations”.
- Volunteer Script (60 sec):
- “Scan the QR, sort 5 items, win a green badge — your section’s score updates live!”
- Post-event Report Slide:
- Funnel (Scans → Plays → Completions → Eco-actions) + “points earned”.

MODULE

What AR can do (scenarios you can deploy now)





Sample copy (drop-in)

- CTA: "Scan & play: help your stand hit zero-waste!"
- Badge unlocked: "You cycled here! +1 point to your club."
- Quiz correct: "Spot-on! Refill beats single-use cups every time."
- Leaderboard: "North Stand leads with 312 eco-actions. Can South catch up?"

MODULE

What AR can do (scenarios you can deploy now)

Risk & fallback

- 
-  **Weak signal:** Pre-cache assets; place QRs where coverage is best; offer offline pledge cards.
 -  **Low uptake:** Halftime big-screen CTA + MC shout-out + small prize draw.
 -  **Crowding:** Stagger stations; time-box mini-games to $\leq 60-90$ sec.

MODULE

Best
Practices

and Eco-Friendly Initiatives

Best Practices and Eco-Friendly Initiatives

This section showcases concrete examples of how sustainability is already being embedded in sport and cultural events across Europe. These practices can inspire Local Organizing Committees (LOCs), clubs, and athletes to adopt similar actions in minifootball.



Best Practices and Eco-Friendly Initiatives

Forest Green Rovers (UK)



As the world's greenest football club, they are planning to build the world's greenest stadium. What better way to raise the profile of sustainability in sport?

Best Practices and Eco-Friendly Initiatives

Forest Green Rovers (UK)



Description: Recognized by FIFA as the “greenest football club in the world.”



Key Practices:

- 100% vegan catering for players and fans.
- Solar panels and electric vehicle charging points at the stadium.
- Organic, pesticide-free pitch maintained without chemicals.



Relevance for minifootball: LOCs can adapt smaller-scale versions, such as introducing more plant-based food options and renewable energy solutions for facilities.



Best Practices and Eco-Friendly Initiatives

Real Betis Balompié (Spain)



Description: A leading example of sustainability in professional football.



Key Practices:

- "Forever Green" platform that mobilizes fans, partners, and companies for environmental initiatives.
- Large-scale reforestation projects and climate awareness campaigns.
- Collaboration with NGOs to promote social and environmental responsibility.



Relevance for minifootball: Clubs can launch their own sustainability campaigns, using mascots and players as ambassadors.



Best Practices and Eco-Friendly Initiatives

Real Betis Balompié (Spain)



Forever Green in Numbers

MODULE

63%
Reduction in
greenhouse gas
emissions

94

Partner organizations

174

Actions carried
out

74

Countries reached

Best Practices and Eco-Friendly Initiatives

The Festival of the New European Bauhaus



Description: A cultural festival combining art, science, and sustainability under the EU's New European Bauhaus initiative.



Key Practices:

- Showcasing innovative circular economy projects.
- Interactive installations that allow citizens to experience sustainability.
- Events designed to minimize environmental footprint (reuse of materials, sustainable transport for visitors).



Relevance for minifootball: Minifootball tournaments can adopt a similar festival atmosphere – promoting sustainability through workshops, fan zones, and interactive AR experiences.



Best Practices and Eco-Friendly Initiatives

The Festival of the New European Bauhaus



Best Practices and Eco-Friendly Initiatives

Sustainable Fan Travel in European Sport



Description: A growing movement across European leagues and clubs aiming to reduce matchday emissions by changing how fans travel to games. Research shows fan transport accounts for over 50% of matchday emissions, yet it remains the hardest factor for clubs to control.

MODULE



Best Practices and Eco-Friendly Initiatives

Sustainable Fan Travel in European Sport



Key Practices:

- Swiss Football League (SFL): partnership with StadiumGO and Toyota to launch a carpooling platform, rewarding active users and reducing single-occupancy car trips.
- Dragons RFC (Wales): collaboration with Newport Bus offering free public transport for season ticket holders, making sustainable travel the cheapest and simplest choice.
- EFL Green Clubs (England/Wales): teams such as Charlton Athletic, Wycombe Wanderers, and Huddersfield Town provide tailored travel solutions — shuttles, safe walking routes, and local bus partnerships — proving that multiple approaches can work.

MODULE

Best Practices and Eco-Friendly Initiatives

Sustainable Fan Travel in European Sport



Relevance for Minifootball:

Minifootball tournaments can replicate these ideas by:

- Offering shared transport options or carpool partnerships for local matches.
- Including free or discounted public transport in fan tickets.
- Providing clear walking and cycling routes to venues and using matchday communication to make sustainable travel the “easy option.”



MODULE

Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)



Description: A growing movement across European leagues and clubs aiming to reduce matchday emissions by changing how fans travel to games. Research shows fan transport accounts for over 50% of matchday emissions, yet it remains the hardest factor for clubs to control.



MODULE

2

Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

Green Practices for Kayak and Canoe events

The group created a tool 'Green Guidelines for Paddling Events' to promote eco-friendly practices in canoeing and kayaking.



Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

MODULE 1



Key Practices:

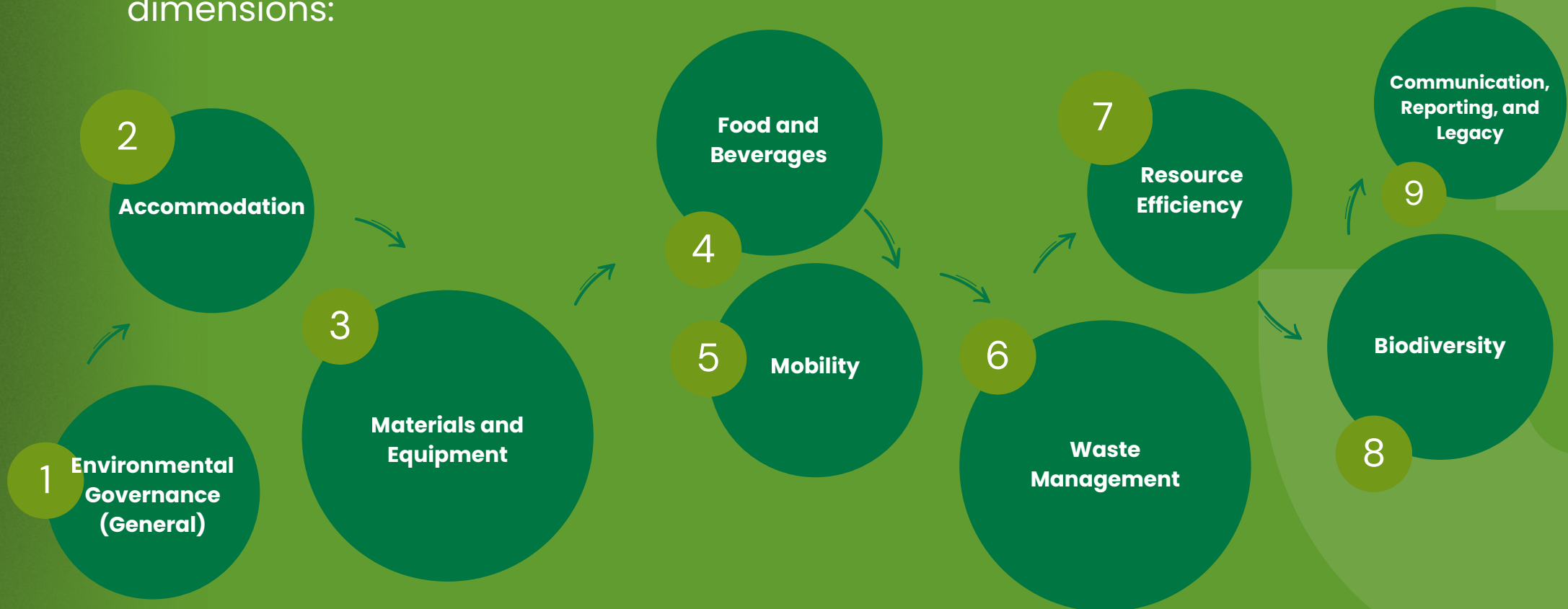
- Evidence-based tool: LCA-informed scoring across operations (events, travel, equipment, venues).
- Capacity building: Training and peer exchange for national federations.
- Showcase & momentum: Final conference alongside the 2025 ICF Canoe Sprint World Championships to amplify adoption.
- Erasmus+ backbone: Dedicated time, travel, people → real outputs that smaller federations can actually use.
- Sustainability Rating Tool (SRT): A decision-support tool that guides sports organizations through critical aspects of event organization, such as venue selection, suppliers, and transport choices.

Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

Sustainability Rating Tool (SRT):

The SRT evaluates sustainability performance across nine environmental dimensions:

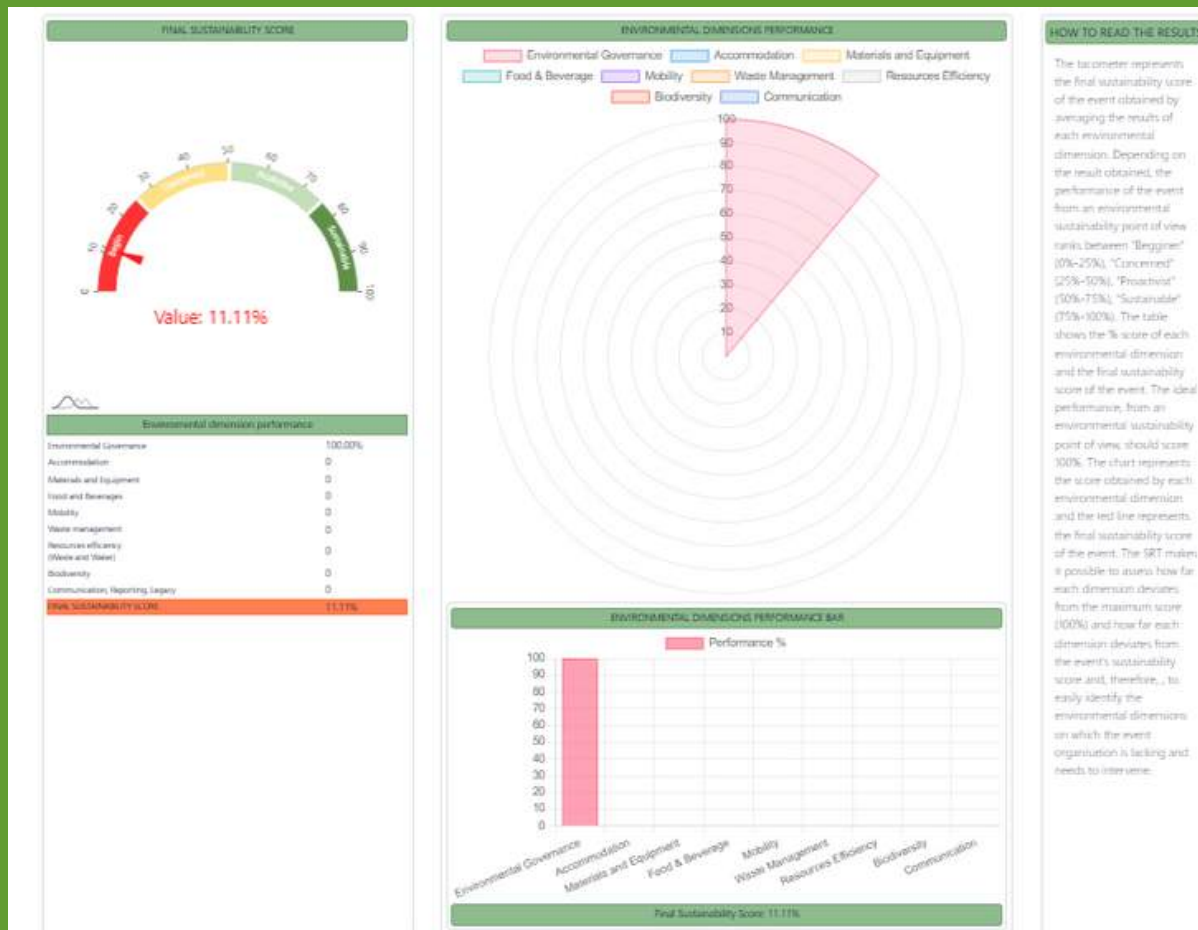


Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

Sustainability Rating Tool (SRT):

MODULE



Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

Sustainability Rating Tool (SRT):

How it works:

The tool is designed as a practical “to-do list” for sustainable events, applied in two stages – pre-event and during the event.

- Users answer structured questions for each dimension through a dropdown menu.
- “Not applicable” options are available for flexibility.
- Notes can be added for context or evidence.
- Results are automatically summarized at the end, showing proximity to the “ideal” sustainable performance.

MODULE

Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)

Sustainability Rating Tool (SRT):



Training and capacity building:

National federations received guidance on applying the tool, analyzing their results, and developing action plans for continuous improvement.

Learning outcome:

Understand how structured evaluation tools can transform sustainability from a concept into measurable, data-driven progress

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Best Practices and Eco-Friendly Initiatives

DECK – Developing Environmental and Circular Knowledge (Canoeing/Kayaking)



Relevance for Minifootball:

- Adapt DECK's model into an EMF Sustainability Rating Tool for clubs/LOCs (lightweight version first).
- Use the Toolkit's Race scoring as the public-facing layer; the rating tool as the diagnostic backbone.
- Pair launch with a major EMF event (visibility + adoption), just like DECK did with ICF.
- Minifootball federations and LOCs can adapt the SRT model to their own context.

Learning outcome:

Get inspired by real-world examples and learn how to adapt them.

GO

MODULE

Best Practices and Eco-Friendly Initiatives

Local Grassroots Initiatives (Central and Eastern Europe)

Examples:

“Mini Goes Veggie Challenge”

Launch “Mini Goes Veggie Challenge” on social media with players sharing vegetarian meals.

Behavioral Tools to Encourage Veggie Eating

To strengthen the nudge for preferring veggie meals against animal protein and to really shift behavior, such challenge should be paired with performance framing, appealing naming, and trust-building around nutrition:



Protein-forward messaging:

Present vegetarian meals with clear emphasis on protein sources (lentils, beans, tofu, seitan) to reassure athletes about performance needs.

Highlighting benefits:

Use subtle cues like “Recovery bowl,” “Endurance plate,” or “High-performance option” to frame veggie meals as performance-oriented.

Descriptive naming:

Research shows that taste- and experience-focused names (e.g., “Mediterranean Power Pasta” vs. “Vegetarian Pasta”) increase uptake.

Peer endorsement:

If well-known athletes or nutritionists recommend plant-based options, this strengthens the social proof effect.

Best Practices and Eco-Friendly Initiatives

Local Grassroots Initiatives (Central and Eastern Europe)

Examples:

Ball Repair Stations

Young people bring damaged footballs to be repaired and reused, learning about circular economy.

Concept

Set up small workshop areas at tournaments or training venues where young players can bring damaged footballs to be repaired instead of discarded. These stations demonstrate that even sports equipment has a second life.



Implementation

Partner with local craftsmen, sports shops, or volunteers trained in basic ball repair. Provide simple kits (patches, glue, pumps) and display before/after results to motivate others.

Impact

Reduces waste and purchasing costs for clubs, fosters a repair culture, and encourages responsibility among young athletes. Each repaired ball becomes a tangible symbol of sustainability in sport.

Best Practices and Eco-Friendly Initiatives

Local Grassroots Initiatives (Central and Eastern Europe)

Examples:

Caps for Future (Bulgaria)

Fans, clubs, and volunteers collect plastic bottle caps during sporting events. The caps are delivered to recycling companies, and the proceeds are used to fund the purchase of medical equipment for children's hospitals.

Community engagement

The initiative turns simple fan participation into meaningful social impact. Collection points are placed at entrances, fan zones, and club facilities, encouraging everyone — from players to families — to contribute.



Educational value

By linking recycling with a visible humanitarian goal, participants learn about the value of waste as a resource and how collective small actions can lead to big results.

Impact

Since its launch, thousands of kilograms of plastic have been recycled, funding vital pediatric equipment across Bulgaria. For minifootball events, this model can easily be replicated to unite fans around both environmental and social good.

Best Practices and Eco-Friendly Initiatives

Local Grassroots Initiatives (Central and Eastern Europe)



Relevance for Minifootball:

- These actions combine fun, education, and measurable environmental impact.

Learning outcome:
Demonstrate how everyday actions in sport can reduce waste, promote reuse, and strengthen community engagement.

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Best Practices and Eco-Friendly Initiatives

UEFA Carbon Footprint Calculator



- **Description:** UEFA has developed a dedicated Carbon Footprint Calculator to measure and reduce greenhouse gas emissions from football operations and events. The tool helps identify the main sources of emissions (such as transport, energy use, accommodation) and provides insights for reduction strategies.



<https://www.uefa.com/news-media/news/028b-1a57e8a4954a-33b55de0b457-1000--uefa-carbon-footprint-calculator/>



Best Practices and Eco-Friendly Initiatives

UEFA Carbon Footprint Calculator

MODULE



Key Practices:

- Tracking emissions across all stages of event organisation.
- Highlighting travel as the largest contributor to carbon footprint.
- Offering practical guidance on offsetting and reduction.



Best Practices and Eco-Friendly Initiatives

UEFA Carbon Footprint Calculator



Relevance for Minifootball:

- Although created for large-scale competitions, the same principle applies to grassroots and minifootball events. Local Organizing Committees (LOCs) can adapt simpler digital tools (spreadsheets, free online calculators) to measure emissions from transport, catering, and venue operations.



Impact:

- By measuring emissions, sustainability actions become more tangible, comparable, and transparent – making the Race to Sustainability both fair and motivating.

MODULE

MODULE

Fun Activities
for Learning
& Engagement

Fun Activities for Learning & Engagement

Eco-Bingo (Fan Edition)

Each participant gets a bingo card with eco-actions:

Arrived by
bike



Ate
vegetarian
food



Recycled
waste



Brought
reusable
bottle



Took public
transport



Goal: Encourage fans to notice and celebrate eco-actions during events.

Fun Activities for Learning & Engagement

Eco-Bingo Card

Instructions: Mark each action when you see or do it. First to complete a row shouts "Green Win!" and receives a small prize, like a stress ball or a fridge magnet with an eco-message.



Fun Activities for Learning & Engagement

Mini Challenge Cards

Examples (can be printed on small cards):

Try a meat-free day
this week.



Cycle or walk to your
next training.



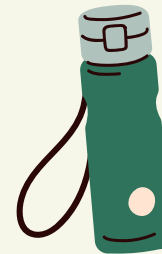
Post your eco-action
with #MiniGoesGreen.



Repair or reuse a
football ball instead of
buying new.



Bring a reusable water
bottle to every
training.



Fun Activities for Learning & Engagement

Sustainability Quiz (sample 5 questions)

1

What percentage of football's carbon footprint comes from travel?

30%

50%

70%

80%

Submit

Your name will not be shared

MODULE

Fun Activities for Learning & Engagement

Sustainability Quiz (sample 5 questions)

MODULE 4

2

Name one football club that is fully vegan.

- **Answer:** Forest Green Rovers

3

What does LOC stand for?

- **Answer:** Local Organizing Committee

Fun Activities for Learning & Engagement

Sustainability Quiz (sample 5 questions)

MODULE 4

4

How many national associations are part of EMF?

- **Answer:** 34

5

What is the main goal of the Race to Sustainability Toolkit?

- **Answer:** To encourage LOCs, clubs, athletes, and fans to take measurable sustainability actions.

Fun Activities for Learning & Engagement

Circular Economy Craft Corner

Concept: A creative fan zone where children, families, and supporters make small souvenirs — such as bracelets, keychains, or team posters — using recycled or repurposed materials. The activity connects creativity, sport, and sustainability in a playful and tangible way.

Learning goal: Teach participants the basics of the circular economy — how materials can have multiple lives instead of being thrown away. By transforming waste (like old banners, cardboard, or bottle caps) into fan items, participants see how reuse can be both fun and valuable.



Fun Activities for Learning & Engagement

Circular Economy Craft Corner

Implementation: Set up a small tent or table in the fan zone, equipped with safe recycled materials (paper, fabric, cardboard, caps, strings, paint) and simple tools. Volunteers or local artists guide children through making their own “eco-supporter” items. Include a photo wall or sharing space where fans can display their creations.

Impact: Encourages positive environmental behaviour through hands-on creativity, reduces event waste, and strengthens community spirit. Every crafted item becomes a symbol of how sustainability can be personal, artistic, and joyful.



Tip: You can add a QR code at the station linking to a “How it’s made” video or facts about circular economy in sport (e.g., “Did you know? 70% of event waste can be reused if sorted properly”).



MODULE

Fun Activities for Learning & Engagement

Carbon Footprint Tracker Mini-App

Implementation: A simple web-based calculator designed for fans attending minifootball events. After scanning a QR code at the venue or on their ticket, fans answer one quick question –



“How did you travel here today?”

The app instantly estimates their CO₂ emissions and offers a personalized sustainability tip.

MODULE

Fun Activities for Learning & Engagement

Carbon Footprint Tracker Mini-App

Learning goal: Raise awareness of the environmental impact of travel choices by giving instant feedback and showing how small changes — like carpooling, using public transport, or cycling — can significantly reduce emissions.


Implementation: The app can be created as a lightweight WebAR or HTML microsite that requires no installation. Each transport option is linked to an emission value (e.g., 0.18 kg CO₂ per km by car, 0.04 kg by bus). The interface should be visual and gamified — for example, using icons of cars, bikes, or trains that fill up with “CO₂ clouds” or “green leaves” depending on the answer.

- Include a “Compare your impact” screen so fans can see how their choice ranks versus the average attendee.
- Provide quick suggestions such as “Try carpooling next time — save 1.2 kg CO₂.”

Fun Activities for Learning & Engagement

Carbon Footprint Tracker Mini-App

Impact: Increases climate literacy among fans and provides organizers with valuable anonymized data on modal split (how spectators travel). This data can inform future sustainability strategies and contribute directly to CO₂ reporting in the Race to Sustainability Toolkit.



Tip: You can connect the app with the Race scoring system — each fan who completes the quiz or chooses a low-carbon option earns digital points for their team or tribune (“+1 Eco Goal”).



Fun Activities for Learning & Engagement

Eco-Diary App (Sustainability Journal)

Concept: A simple mobile or web app where players log their daily habits after training or matches – how they travelled, what they ate, and whether they used a refill bottle or single-use plastic.

Function: The app automatically calculates each player's personal CO₂ footprint and shows weekly progress (e.g., "You saved 2.5 kg CO₂ this week").



Fun Activities for Learning & Engagement

Eco-Diary App (Sustainability Journal)

Impact: Encourages self-awareness, builds accountability, and helps athletes visualize how small routine choices add up to meaningful environmental results.

MODULE

Learning outcome:

Help athletes track and reduce their personal environmental impact through daily reflection and measurable feedback.

Fun Activities for Learning & Engagement

Sustainability Quiz Show

Concept: A halftime interactive quiz projected on the big screen or played through a mobile app, where different stadium sectors (or teams) compete to answer sustainability-related questions in real time.

Gameplay: Fans scan a QR code to join. Each question appears live — for example:



"Which of these saves more water: a refill station or bottled water?"



"Which football club is known as the world's greenest?"



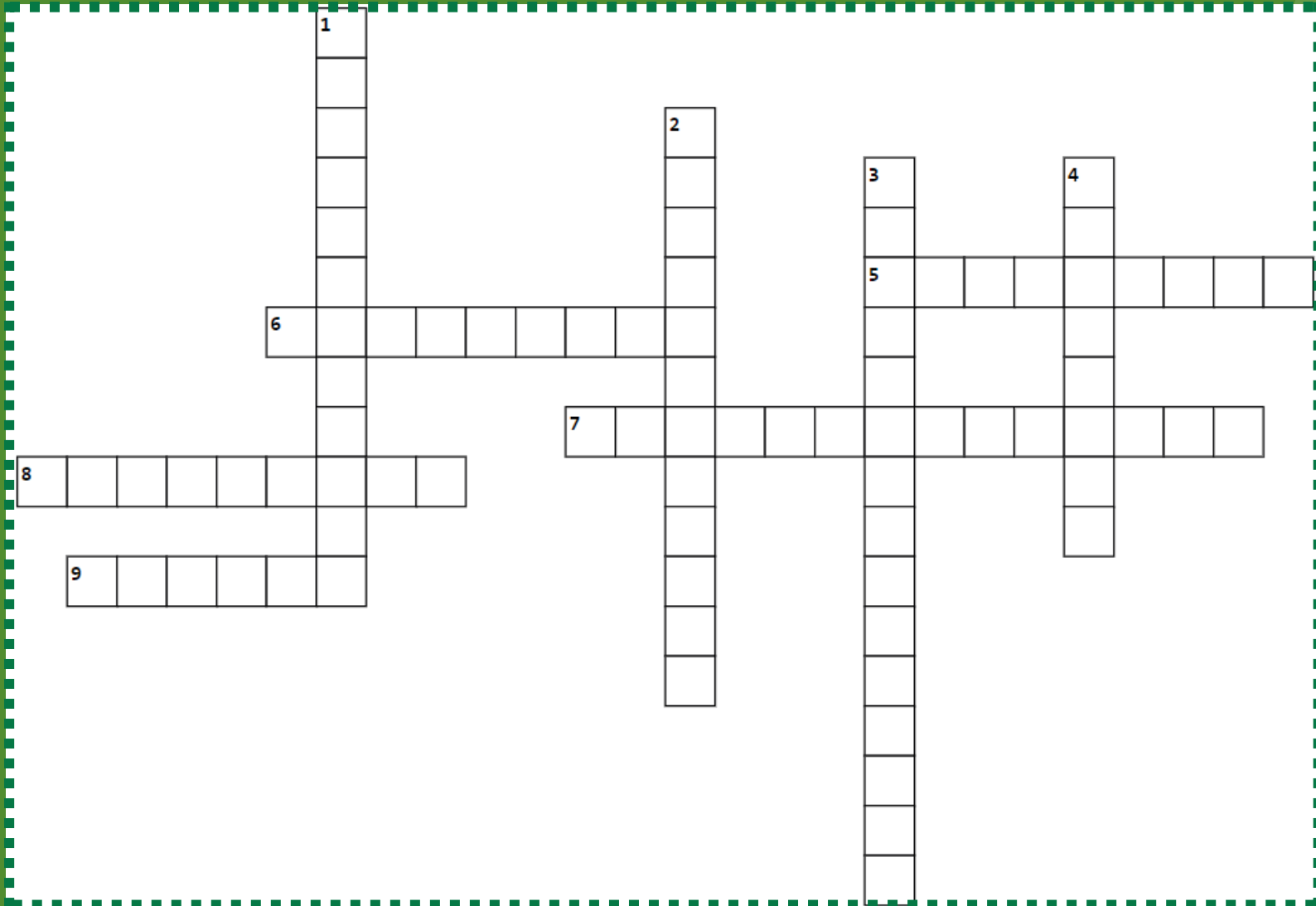
"What does CO₂ stand for?"



"What type of energy powers solar panels?"

Fun Activities for Learning & Engagement

Play for the Planet – Sustainability Crossword



Fun Activities for Learning & Engagement

Eco Penalty Shootout

Concept: Players take penalty shots at targets symbolising green actions —

 **recycling**  **renewable energy**
 **water saving**

How it works: Each hit reveals a sustainability fact on the screen, e.g. “LED lighting saves 80% more energy!”

Learning outcome:

Reinforces environmental awareness through sport and action.

Fun Activities for Learning & Engagement

Trash to Trophy

Concept: A fun, competitive clean-up game where every fan becomes part of the stadium's sustainability team. Throughout the event, spectators are encouraged to collect litter and sort it correctly into the recycling bins. The initiative turns waste management into an engaging community challenge.



Fun Activities for Learning & Engagement

Trash to Trophy

How it works: Each stadium sector, fan zone, or club section competes to keep their area the cleanest. Volunteers or “green ambassadors” monitor progress and weigh or count collected waste after the match. The winning sector receives the “Zero Waste Trophy”, announced publicly during the closing ceremony or halftime show. Bonus points can be added to the Race to Sustainability scoreboard.

Learning outcome:

Promotes collective responsibility and awareness of waste reduction while building team spirit. Demonstrates that sustainability is not only about rules but about shared action, pride, and fun.

Fun Activities for Learning & Engagement

Eco-Puzzle Wall

Concept: A large interactive puzzle that visually represents a sustainable stadium or community scene. Each puzzle piece corresponds to an eco-action completed by a fan — such as refilling a water bottle, sorting waste, or taking public transport. As fans complete their actions, they earn the right to place a piece on the wall, collectively building the full “picture of sustainability.”



Fun Activities for Learning & Engagement

Eco-Puzzle Wall

MODULE



Fun Activities for Learning & Engagement

Eco-Puzzle Wall

Optional add-on:

Create a digital twin of the puzzle online or via an app — fans can continue contributing after the event (e.g., home eco-actions add new virtual pieces). The completed puzzle can then be displayed on social media or the club's website as proof of community achievement.

Learning outcome:

Demonstrates how small individual actions combine to create a collective environmental impact. Encourages collaboration, visualises progress, and fosters a sense of unity and purpose among fans.

Conclusion

From Projects to Lasting Impact

The MASCOT project and The Race to Sustainability Toolkit demonstrate how collaboration, innovation, and education can create real value beyond the lifespan of a project.

This toolkit embodies the principles of the European Green Deal and the New European Bauhaus — beauty, sustainability, and togetherness — translated into the language of sport.

By carrying forward these ideas, European minifootball can inspire communities, empower young people, and prove that every local action contributes to a global change.

The race does not end here — it begins every time the whistle blows.

MODULE



Fun Activities for Learning & Engagement

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Fun Activities for Learning & Engagement

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