



case study

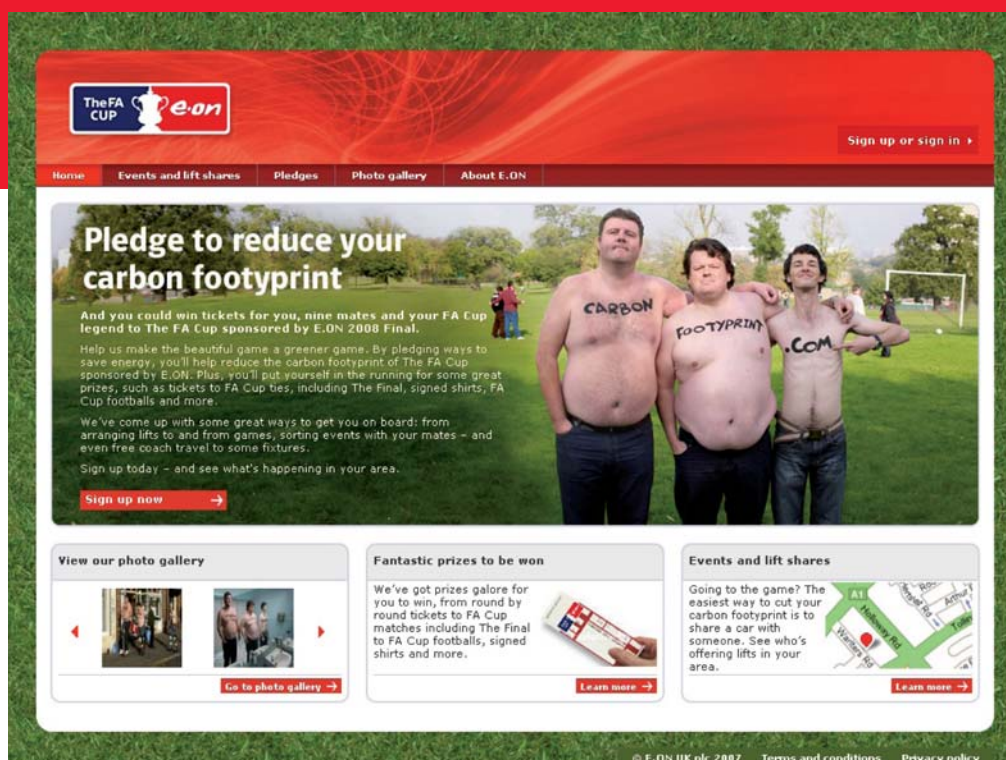
Carbonfootyprint.com

E.ON 2008/2008 FA Cup Season



Project Summary

E.ON, sponsors of the 2007/08 FA Cup asked CRed to assist with the development and implementation of a strategy to make the event carbon neutral. CRed calculated an initial estimation of the carbon footprint of the competition which was later replaced by an **actual** carbon footprint calculation once the competition finished. An essential part of the campaign was the interaction with fans who were encouraged to pledge to reduce their carbon. CRed calculated a carbon saving value for each pledge and using these values assisted E.ON in developing an engagement programme to register enough pledges to balance the carbon footprint of the FA Cup.



What We Did

CRed's involvement in this project included:

- Calculating the carbon footprint of the 2007/08 FA Cup competition: advising E.ON on what to measure and subsequently collecting, collating and calculating all data to provide an overall figure of CO₂ in tonnes.
- Assisting E.ON in developing the online strategy to register fans, communicate the carbon dioxide reduction message and inspire fans to make online pledges.
- Providing and checking all carbon reduction and climate change information and data communicated via the carbonfootyprint.com website, marketing materials, press releases, TV and radio adverts etc.
- Adding essential independent academic credibility to the campaign, assisting E.ON negate the suspicion of power companies within the general public and carbon reduction/ climate change groups.
- Providing all carbon calculations for the numerous carbon reduction promotions used in the 2007/08 FA Cup competition. This included the development of a carbon league and a National Express scheme that promoted free and lower carbon travel to away matches.

results and benefits...

Carbonfootyprint.com

Results and Benefits

As summed up in the 07/08 FA Cup final programme:

Carbon Army!

E.ON's carbonfootyprint.com campaign set out to reduce the carbon footprint of this season's FA Cup. How did they get on?

This season The FA Cup Sponsor, E.ON, introduced footballs first environmental initiative, the carbonfootyprint.com campaign, which aimed to reduce the carbon dioxide (CO₂) emissions of the competition by asking fans to make energy saving pledges to help make the beautiful game greener.

As one of the UK's leading energy suppliers, E.ON has used its expertise in energy efficiency to demonstrate some of the practical steps fans can take to lead a more sustainable lifestyle. The message was simple, by making a few small changes football fans can collectively make a big difference.

Launched ahead of the First Round, E.ON recruited Portsmouth and England's number one, David James. Ardent and outspoken green campaigner, James added his voice to the campaign and helped spread the word far and wide that anyone can make a difference.

So how does it work?

Here's the science bit... Every year the FA Cup generates an estimated 42,000 tonnes of CO₂. The CO₂ emissions are generated from travelling to matches in cars, watching matches on TV and powering stadiums. By making changes to the way they watch FA Cup games, fans can make simple energy saving pledges, that when added together, can drastically reduce this amount.

So has the campaign been successful?

Since the first round, fans have made over 160,000 pledges, ranging from fitting energy-efficient light bulbs at home, walking to a game rather than driving, sharing a car or watching the match together with mates. E.ON has helped fans by putting on free coach travel at each round and running events for fans to switch off their own TVs and watch the match together down the pub.

Portsmouth and Cardiff have collectively clocked up 2,781 miles by following their teams from the Third Round all the way to Wembley. By taking the free coaches they've saved 18.39 tonnes of CO₂. Portsmouth fans can give themselves a pat on the back today for finishing top of E.ON's online Carbon League. Pompey fans have in total offset over 1,490 tonnes of CO₂. Blue Birds fans were not far behind offsetting 1,408 tonnes of CO₂.

Through carbonfootyprint.com, a grand total of 22,000 tonnes of carbon dioxide has been saved, the equivalent CO₂ emissions from watching over 88,000,000 FA Cup matches on TV, boiling – approximately 420,000,000 kettles or enough to fill Wembley Stadium eleven times.

More importantly, E.ON has demonstrated how easy it is for us all to reduce our emissions and hopefully fans will continue the good work for seasons to come. One thing we can be sure of this season is that The FA Cup's carbon footprint is going to be a lot smaller this year!

For further information
please contact:

Hayley Johnson,
Business Development Manager,
CRed,
Tel: 01603 591365
Email:
hayley.johnson@uea.ac.uk



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UEA
University of East Anglia