



# SUSTAINABILITY ACTION PLAN

Business Overview: LIFE AFTER SPORT aims to support athletes transitioning into life after professional sport by providing resources, guidance, and community. We prioritise sustainability in our operations, aiming for a net-zero carbon footprint while fostering eco-friendly alliances with web-based initiatives.

## OBJECTIVES

Achieve net-zero carbon emissions by 2030.

Develop strong partnerships for sustainable practices within the professional sport community.

Promote eco-conscious resources and solutions to support athletes in their career transition.

## Action Plan Components

### 1. Carbon Footprint Assessment

**Conduct an Initial Assessment:** Engage a professional firm to evaluate our current carbon emissions from operations, including office space, travel, technology, and supply chain activities.

**Set Baseline Metrics:** Establish baseline goals for emissions reductions and track progress toward net-zero targets.

### 2. Eco-friendly Operations

**Renewable Energy Sources:** Transition to 100% renewable energy for our office spaces and any physical locations. This can include solar panels or purchasing green energy from local providers.

**Digital Plant-based Infrastructure:** Opt for energy-efficient servers by using hosting providers that prioritize renewable energy and sustainable practices.

**Remote Work Policy:** Encourage remote work to reduce the need for commuting, leveraging video conferencing and collaborative online platforms.

### 3. Sustainable Web Alliance Initiatives

**Partnerships with Green Organizations:** Collaborate with eco-friendly brands, sponsors, and groups in the sports domain to create sustainable programs.

**Green Hosting Services:** Work with web hosting companies that offset their carbon footprint and utilize renewable energy.

**Eco-conscientious Design:** Implement best practices for sustainable web design to minimize energy consumption and waste.

### 4. Resource and Community Development

**Educational Resources:** Develop an online library of resources focused on sustainable practices for transitioning athletes, including guides and toolkits on eco-friendly living.

**Networking Platform:** Create a platform where athletes can share best practices on sustainability and personal development after their careers.

**Sustainable Merchandise:** Ensure that any merchandise sold through LIFE AFTER SPORT is sourced from sustainable materials and responsible suppliers.

### 5. Carbon Offsetting Initiatives

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Investing in Carbon Offsetting Projects: Partner with organizations that focus on tree planting, conservation, or renewable energy projects to offset unavoidable emissions.

Promote Local Community Initiatives: Engage with local environmental projects, such as clean-up days or planting trees, creating opportunities for athletes to actively give back.

## 6. Monitoring and Reporting

Regular Sustainability Audits: Conduct annual assessments to monitor and report our carbon offset progress, both internally and publicly, ensuring transparency and accountability.

Feedback Loops: Solicit feedback from athletes and community members on sustainability initiatives and continuously evolve our practices based on input.

## 7. Marketing & Awareness

Sustainable Branding: Highlight sustainability efforts in branding and marketing campaigns to resonate with eco-conscious consumers.

Social Media Campaigns: Launch campaigns to promote both athlete success stories and our commitment to sustainability, creating a community engaged in eco-friendly practices.

## 8. Employee Engagement and Training

Sustainability Training: Provide training sessions for all employees on sustainability practices, emphasizing the importance of minimizing their environmental impact in both professional and personal lives.

Green Committees: Establish a Green Team to drive sustainability initiatives within the organization and maintain focus on our eco-friendly goals.

# EVALUATION

Semi-annual evaluations of our carbon emissions and sustainability practices to assess progress against our goals, adapting strategies as necessary.

Monthly team meetings to discuss new ideas and initiatives focused on maintaining and enhancing our eco-friendly commitments.

By embedding sustainability into every aspect of LIFE AFTER SPORT, we can not only contribute positively to the environment but also set an example for athletes and organisations in the sports community, paving the way for a greener future.



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