

Wolves

ENVIRONMENTAL SUSTAINABILITY
REPORT 2023/24



*One Pack,
One Planet.*

Billy Wright
STAND





One Pack, One Planet underlines our commitment to climate action and being respectful of the natural environment around us.

It is an issue which everyone involved with the club, including staff, fans, partners, suppliers and local groups, has an essential role to play. Having launched in early 2023, our work has been driven forward by the staff working group, while the new sustainability fan focus group has been established to ensure supporters have a voice in shaping our plans.

Our environmental programme will only become more important. We know that environmental rules from government, leagues and footballing bodies will continue to increase. We must also be aware of the increasing expectations of supporters, media and the general public on our environmental impact. Finally, we must maintain alignment with the wider business landscape, including Fosun International who have an award-winning and internationally recognised environmental, social and governance programme.

Looking forward, we must continue to develop our plans towards net zero. This will mean becoming even clearer on the solutions that will enable us to reach our environmental commitments. It will also mean being prepared for the potential risks to our club associated with more extreme weather and a changing climate.

However, Wolves cannot successfully achieve net zero or other environmental goals without collaboration. That's why we're sharing our progress: with a call to fans, partners and suppliers to continue to work with us to find ways to deliver our One Pack, One Planet programme into the future.

Jeff Shi
Wolves Chairman



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Introduction

In February 2023, Wolves unveiled the club's new One Pack, One Planet programme, featuring four key commitments to environmental sustainability.

The campaign's four headline commitments in full are:

Carbon We will work towards becoming a net zero football club by 2040.

Waste We will embrace a circular economy, minimising waste, and maximising reuse.

Nature We will protect our natural environment and support a wilder future.

Culture We'll embed environmental sustainability across the club while engaging, educating and communicating around sustainability.

Building upon the many positive steps already undertaken in relation to energy efficiency, renewable energy and recycling, it was recognised that the club required a long-term, comprehensive sustainability strategy, an improved understanding of its environmental impact and to engage fans and stakeholders on these important issues.

The development process included a training workshop for the club's senior management, covering the relationship between football and climate change, a comprehensive review of the club's environmental footprint and current performance, and a fan survey on environmental sustainability, which was completed by more than 1,000 Wolves fans.



Headline achievements in 2023...



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Joined the UN's Sports for Climate Action and Race to Zero campaigns

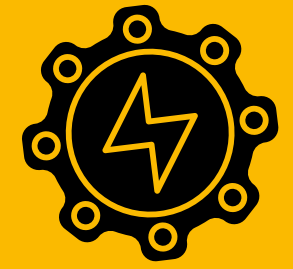
Reported a 25% reduction in energy and fuel emissions

Started to measure and publish our Scope 3 emissions, including fan travel and team travel

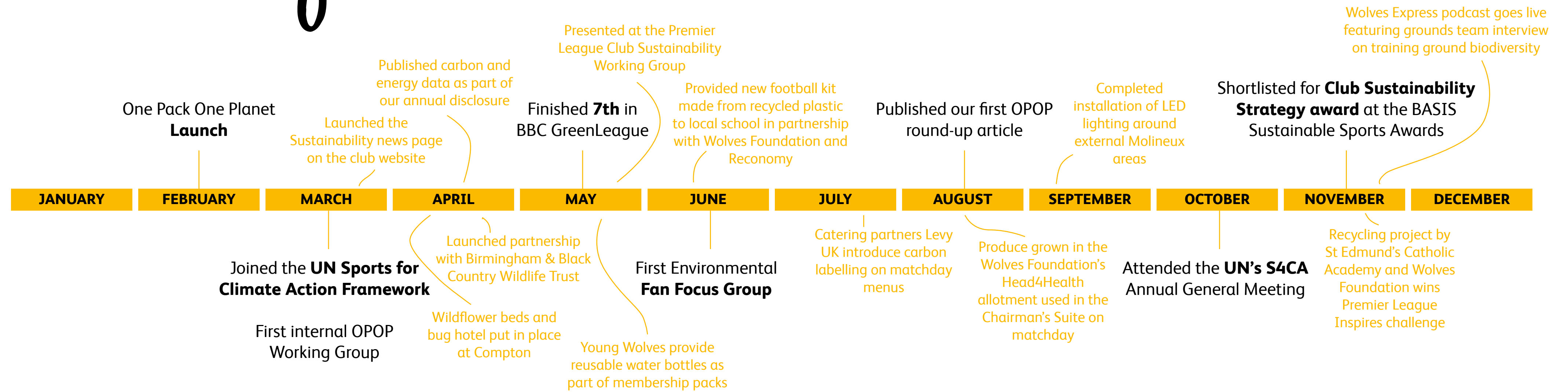
Strengthened our sustainability partnership with Reconomy

Delivered a wide range of initiatives to improve biodiversity and encourage wildlife at the training ground

Established a Fan Focus Group on environmental sustainability



Timeline of 2023...



Look ahead to 2024...



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One Pack One Planet **focus fixture** on 1st February against Manchester United

Launch our **Fan Travel Survey**

Continue to **drive progress** through our internal OPOP Working Group, Fan Focus Group and industry networks

Improve and expand our carbon footprint data

Develop a clear plan for **delivering net zero**

Continue to work with partners and suppliers to **deliver our environmental commitments**

Becoming net zero

We are working towards becoming a net zero football club by 2040.

Our ambition to become a net zero football club by 2040 is in line with the United Nations, UEFA, Premier League, FA and a number of other leading clubs. In May 2023 we underlined this commitment by joining the UN's Sports for Climate Action and Race to Zero campaigns.

Becoming a net zero football club means reducing our carbon emissions as close as possible to zero, in line with the latest climate science, and balancing out any emissions that can't be reduced through carbon offsets.

This is an ambitious but essential challenge. It includes reducing the carbon emissions we can control, including our fuel, gas and electricity. But it also includes reducing all of the carbon emissions which are indirectly caused by our activities such as team travel, fan travel and merchandise production. These indirect emissions make up a far higher portion of our overall carbon footprint than our fuel and energy.



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Some of the actions we have taken so far...



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We have delivered a significant reduction in fuel and energy emissions compared to 2019/20

This has been driven by an ongoing energy efficiency programme which has delivered extensive **LED lighting replacements**, including the floodlights, as well as post-match shut down processes to check everything is switched off, and wide deployment of half-hourly submetering.



Going electric with our grounds equipment

We are upgrading our grounds equipment from diesel to electric, with **6 out of 10 mowers now being electric**.



Carbon neutral cup winners

Wolves Women lifted the County Cup in May 2023.

The final, hosted at Molineux, was certified as a **carbon neutral event** part of Birmingham County FA's wider goal to achieve the PAS2060 carbon neutrality standard across all 14 of their finals.



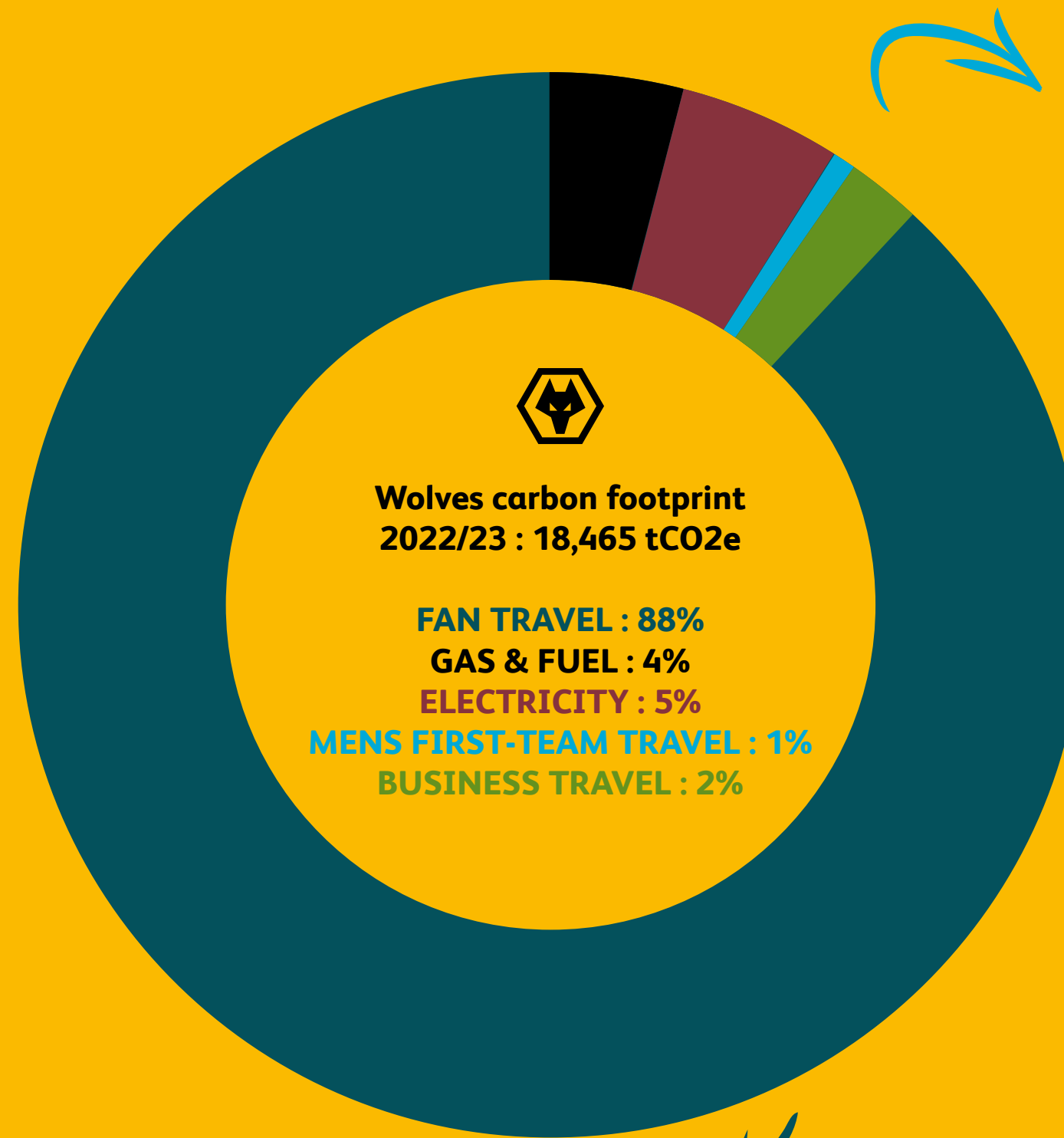
What is our total carbon footprint?

The highest emissions are caused by fan travel, which have increased since last year.

This is mainly caused by updated fan survey results, which suggested that **71% of fans are travelling to home matches by car.**

Previously, Premier League survey results found that 53% of Wolves fans travelled to Molineux in their own car.

In 2024, we'll be launching a dedicated Fan Travel Survey to get an updated view on how fans are travelling to matches and understand how we might be able to influence greener travel. We'll continue to take steps to improve the accuracy of our carbon calculations and to start reporting more of our carbon emissions, including from Wolves women, merchandise, food, waste and commuting. Full carbon footprint data is attached as an Appendix.



Mens first-team travel:

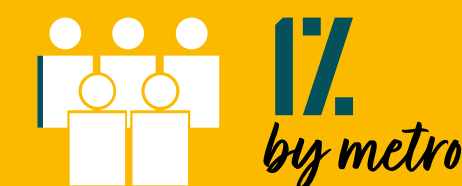
Though first-team travel is a comparatively small portion of our total carbon footprint, **it is a high-profile issue.**

Following discussions with our Fan Focus Group, we agreed it was important to be transparent about our first-team travel arrangements. For home fixtures, players travel together to the stadium by coach.

The data below shows the transport method used for men's first-team travel for away fixtures, including overseas friendlies in pre-season and the winter break, during the 2022/23 season.



How Wolves fans travelled to home matches



50%
Only about half of fans felt they had a good understanding of how football contributes to climate change

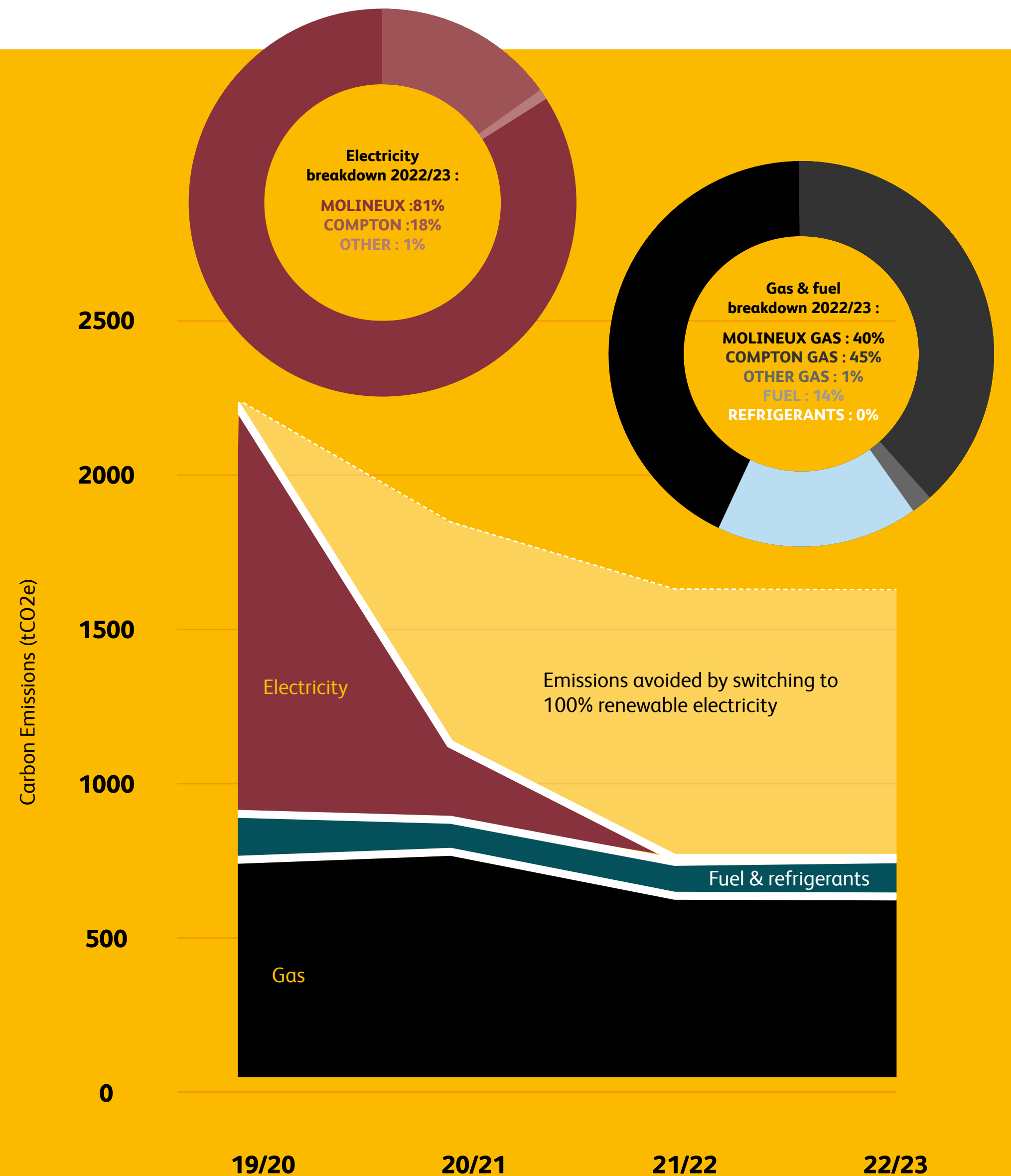
What is our operational carbon footprint?

All electricity provided to Wolves is 100% generated from wind, solar and hydro sources.

This is backed by relevant Renewable Energy Guarantee of Origin (REGO) certificates administered by OFGEM. Therefore, market-based Scope 2 emissions are reported as zero.

Our operational carbon footprint refers to the emissions from the electricity, gas and fuel that power our stadium, facilities, buildings, vehicles and equipment. These are known as Scope 1 (gas and fuel) and Scope 2 (electricity) emissions.

Scope 3 refers to all the other emissions indirectly caused by our activities, such as fan travel and team travel. These are included in our total carbon footprint.



Minimising our waste

We are embracing a circular economy, minimising waste and maximising reuse.



Our commitment to the circular economy means working towards using up less resources, using more sustainable materials, avoiding waste and keeping things in use for as long as possible.

Wolves and Wolves Foundation continue to work in partnership with international circular economy specialist Reconomy to support the club's ambition to be leaders in environmental sustainability.

During the partnership, Reconomy has implemented various initiatives to increase the circularity of the business and improve the sustainability of matchdays at both Molineux and New Bucks Head, including a range of recycling services and an ecommerce returns capability.



Recycle and reuse

In June 2023, Wolves Foundation and Reconomy joined forces to donate a brand-new girls' football kit made from recycled plastic to a local Wolverhampton primary school.

St Peter and Paul Catholic Primary Academy ran a month-long in-school competition to collect single-use plastic bottles, amassing over 7,000 across seven participating classes.

The purpose of the project was to raise awareness amongst pupils at the school of the importance of recycling as well as a wider awareness of the environment and sustainability.

Young Wolves also distributed reusable water bottles as part of their membership packs this season which were well received by fans.

Supporting
nature...



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We are protecting our natural environment and supporting a wilder future.

Our commitment to protect our natural environment and support a wilder future means looking after our land at Compton Park and around Molineux in ways that benefit nature.

It also means raising awareness of nature and biodiversity conservation campaigns and supporting the natural environment in our part of the world through local partnerships:



We marked World Wildlife Day on 3rd March 2023 by joining other clubs, brands and NGOs in removing the nature from our badge on our website and digital platforms, as part of the WWF's #WorldWithoutNature campaign.



We also launched a partnership with the Birmingham and Black Country Wildlife Trust in April, to work together with Wolves Foundation to support the trust's campaigns, community engagement and other charitable work in support of a thriving natural environment.

Supporting nature...



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At Compton Park, the Wolves grounds team have been carrying out several initiatives to improve biodiversity and encourage wildlife back to the training ground.

Head Groundsman Wayne Lumbar said:
“It all started last year. We looked at the department and what our role was within the One Pack, One Planet project which we are trying to achieve between all departments at the club. As ground staff, our job is not just about the pitches, it’s about the hedgerows and the trees, and it’s about bringing nature and bringing creatures back.

“We decided to put in some wild flowerbeds, which you can see when you come down the drive, we’ve installed some bird boxes, we’ve made some log piles and we’ve stopped mowing certain areas to allow that to go back wild and return to nature. There is a whole lot of things that we’ve done to improve what we do and encourage nature back to Compton.”

The full interview was broadcast on the Wolves Express podcast.



Dan Bentley, Wolves goalkeeper and One Pack One Planet Ambassador joined Wayne Lumbar to find out more and plant a bulb of his own as part of a feature for Premier League Productions in November.

Our culture

We are embedding environmental sustainability across the club while engaging, educating and communicating around sustainability.

Our commitment to embedding environmental sustainability across the club's culture means the environment becoming an important consideration in every decision we make.

Internally, work is being driven by the One Pack One Planet Working Group, which sits every two months with environmental representatives from different club departments.

In March we held our first Fan Focus Group for Environmental Sustainability, which continues to support and provide feedback on our environmental progress.

The development of One Pack One Planet included a training workshop with Football For Future for over 30 senior staff from across all club departments. Wolves Foundation staff also took part in an environmental training session with Final Third.

Externally, Wolves are a member of the Premier League's Club Sustainability Working Group and we presented as part of the group's inaugural meeting. We also shared learnings as part of the Fosun Group's ESG network, attending events in London and Shanghai in 2023.



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85%

of fans said they care about environmental sustainability and climate change

84%

of fans felt Wolves had a responsibility to reduce our own environmental impact

69%

of fans felt Wolves had a responsibility to raise awareness about climate change and sustainability

Our culture

We established a dedicated Sustainability news section on the Wolves website and have started to share key updates in One Pack One Planet round-up articles.

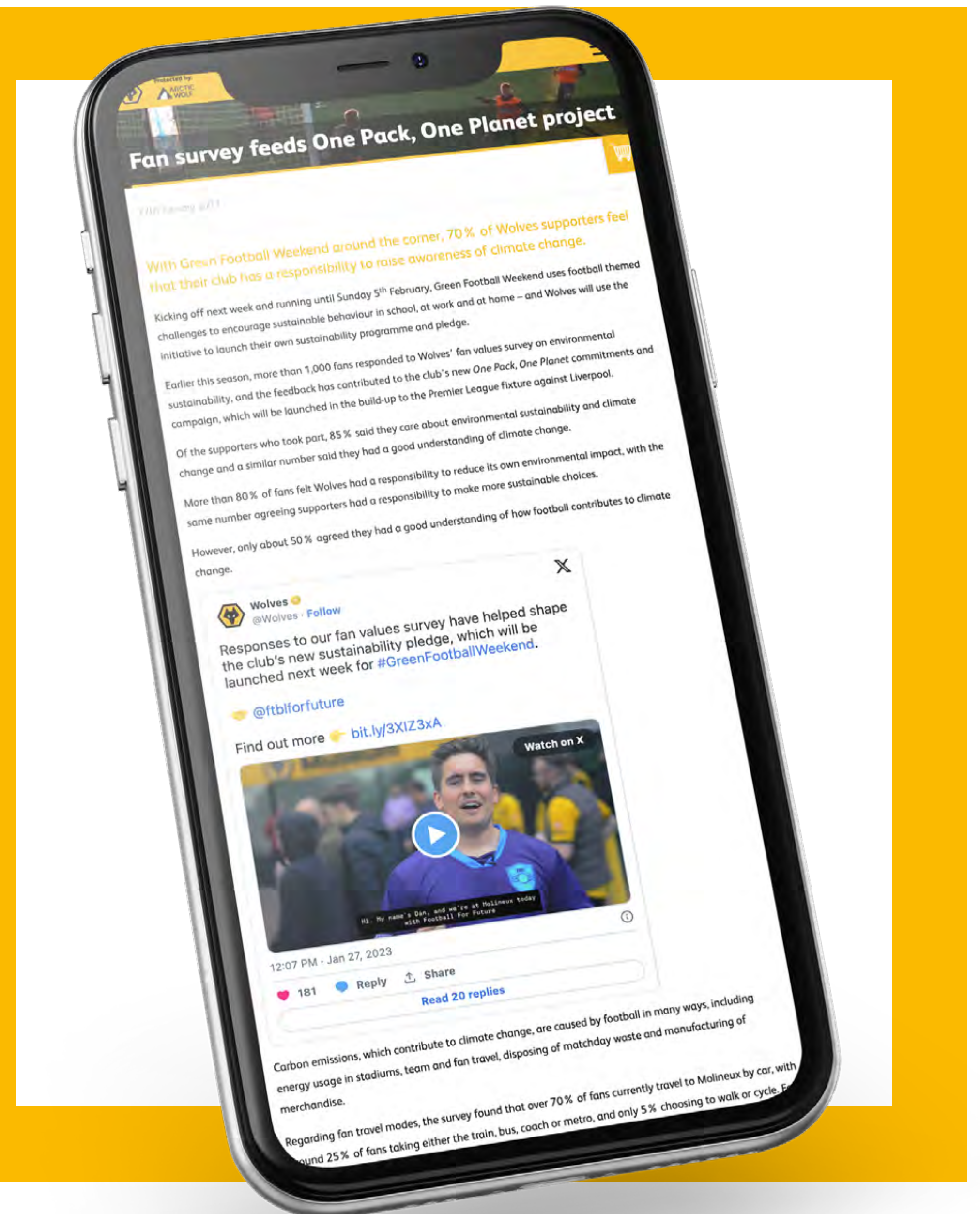
We also published the club's first environmental policy and shared carbon and energy data as part of our annual disclosure.

The development of One Pack, One Planet was informed by a fan values survey completed by over 1,000 Wolves fans, and we're launching a new Fan Travel Survey for 2024 to further inform our approach.

One Pack, One Planet was shortlisted for the Club Sustainability Strategy award at the BASIS Sustainable Sports Awards held in November 2023.



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Appendix



Data table

Wolves Carbon Reporting Data 2022-23 (tCO2e)	19/20	20/21	21/22	22/23
Scope 1	941	928	773	759
Gas:	798	843	641	653
- Molineux Stadium	355	309	288	301
- Compton Park Training Ground	440	515	337	342
- Other	3	19	16	10
Fuel	140	83	130	103
Refrigerants	3	2	3	3
Scope 2	1,301	904	912	926
Market-based electricity	1,301	168	0	0
Location-based electricity:	1,301	904	912	926
- Molineux Stadium	1,108	729	727	754
- Compton Park Training Ground	192	160	175	163
- Other	1	14	10	10
Scope 3			11,358	16,782
C1: Water consumption			7	10
C6: Men's First Team travel			68	125
C6: Business-related travel			219	386
C9: Men's First Team Fan travel			11,064	16,248
C14: Wolves Foundation				13

Notes:

Reporting year spans June-May

Scope 1 includes emissions from sources that are directly owned or controlled by the club, including fuel burn in gas boilers, vehicles and generators.

Scope 2 includes emissions from electricity consumption
 Market-based electricity can be reported as zero emissions from October 2020 due to 100% renewable supply
 Location-based electricity reflects the average emissions intensity of the grid, and does not take in to account the 100% renewable electricity procured

Scope 3 includes all other indirect emissions the club is currently able to report due to data availability and materiality

Wolves

THANK YOU FOR READING



For any queries, please contact:
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