



Communication plan

Objectives:

- To create engagement for #PlayACleanGame in your club and to encourage ongoing use of the bottles
- To celebrate success and recognise those that have participated within your club
- To contribute to your community and be recognised for your environmental contribution.
- To encourage other football teams to join the #PlayACleanGame campaign

Audiences to Engage/Inform

- Management team
- Coaches
- Players
- Parents
- Offsite facilities where clubs need to access water and train
- Community and local press

This forms the basis of a communication plan the clubs can tailor for their club and needs. The following communication materials will be provided to the clubs by Green Tangerine and Keep Scotland Beautiful.

- Initial letter for parents and players
- Webinar for coaches, management team, players and parents
- Reusable water bottle design with club logos
- Posters and banners
- Images for social media
- Measurement surveys (for beginning, mid and end of project)
- Education activity sheets

We would really like clubs to add to this suggested outline to make sure it will really work for your club.

Phase	Audience	Responsible	Message	Date/ frequency
Launch Phase	Management team	Club Coordinator	Introduction to project and their role in its success – ideas to build engagement in the club	At the start of the season

	Audience	Responsible	Message	Date/ frequency
	Players	Club Coordinator	Measurement surveys – bottle and can survey of the pitch It is vital this is measured before the campaign starts.	At the start of the season
	Players	Coaches	Identify young people to provide peer support and create fun content to encourage people to bring their bottles to training (e.g. TikTok videos)	At the start of the season and ongoing
	Outside Facilities	Club Co-Ordinator	Chat with outside facilities to let them know about Play A Clean Game and discuss the players accessing water at the sites and the need for recycling bins as appropriate.	At the start of the season
	Players/parents	Club Coordinator	Initial letter to players and parents about the project, GT will provide the text and graphics. See Text below	At the start of the season
	Parents/players	Club Coordinator	Launch event for club (whatever will work best for your club)	At the start of the season
	Parents/players	Club Coordinator	Measurement surveys – parent/player survey to be conducted. The player/parent survey will include the current attitudes to single use plastic vs reusable bottles	At the start of the season
During Project	Coaches	Club Coordinator	Agree how coaches can spread the learning to players and use the activity sheets	Ongoing in project
	Coaches	Coaches and Club Coordinator	Gather success stories and share with Club Co-ordinator – share as appropriate through social media	Ongoing in project
	Players/Parents	Club Coordinator	What's app/social media regular reminders to encourage continued use of bottles. See examples below	Ongoing in project
	Players	Club Coordinator	Litter pick or nature related talk to bring the impact of plastic home to players	Ongoing in project

			To find litter picks near you check out the websites listed https://www.KeepScotlandBeautiful.org/community-litter-hub/litter-pick/local-groups-and-support/ Councils will often lend equipment.	
Phase	Audience	Responsible	Message	Date/frequency
	Players/parents	Survey to players and parents	Mid project What's app survey to parents and players after the bottles have been handed out , if you are providing	Midway through the project
End of Project	Players/parents	Club Coordinator	Send end of season communication to players and parents – will include a quick poll	Celebrate end of season
	Coaches	Club Coordinator	Repeat bottle and can survey	End of season
	Players/parents and coaches	Club Coordinator	Celebrate success by promoting the results that the club have achieved – can include quotes from coaches/players	End of season
	Club Coordinators from all participating clubs	Green Tangerine/KS B	Project review meeting to review measurement results and share learnings/celebrate successes overall	Summer 2026
	External	Club Coordinator	Share results with local press	Summer 2026
	External	Green Tangerine in collaboration with video production company	Create shareable content at end of project review meeting that can be shared on social media to celebrate the success of the project.	Summer 2026

Text for intro message to players and parents

Text for intro message to players and parents

Dear All

The club are participating in a new campaign to reduce waste and especially the use of single plastic bottles. The campaign is supported by Green Tangerine, an environmental organisation, and Keep Scotland Beautiful.

What we would like you to do



We are asking players to bring a reusable bottle and not to bring plastic bottles or cans of water or any other carbonated drink to training/matches. Please ensure it is marked with the player's name.

Using a refillable bottle could save you over £100 each year (2 bottles per week while playing football).

We would be extremely grateful if you could please complete a two minute survey in support of the campaign. Provide a link or paper copy.

Why are we doing this?

Over one million plastic bottles are sold every minute worldwide; 40% are used just once and then tossed. On average, we each use 150 bottles each year. Plastic can take hundreds of years to break down – if at all – and kills animals, birds and sea life.

By 2050, there could be more plastic than fish in the ocean. Our litter makes its way into gutters and streams that empty into rivers and the sea. The effects of microplastics in our food chain and on our health are still being studied. 80% of marine litter comes from the land.

Coaches at the club will be completing a survey to record how many drinks containers are used by players before and after the campaign. The coaches will be trained by Green Tangerine on the impact of single use plastic and our waste and our impact on the environment and climate change.

We are grateful for your support and look forward to making a difference together.

#PlayACleanGame team

Suggested messages for WhatsApp and Social media

#PlayACleanGame - Remember your reusable bottle and inspire others to do the same. Your example matters.

#PlayACleanGame - Remember your reusable bottle and save money. Using a refillable bottle could save you over £100 each year (2 bottles per week while playing football).

#PlayACleanGame - Remember your reusable bottle and stay hydrated.

#PlayACleanGame Remember your reusable bottle and help the planet. Small actions by us all add up.

#PlayACleanGame Remember your reusable bottle and save plastic which takes 100s of years to break down in landfill

#PlayACleanGame Remember your reusable bottle as plastic breaks down into Microplastics which harm wildlife

#PlayACleanGame Remember your reusable bottle as plastic never fully decomposes but breaks down into tiny pieces (less than 5mm) called microplastics

#PlayACleanGame Remember your reusable bottle. 1/3 of all the plastic in the sea is bottles which takes hundreds of years to break down

#PlayACleanGame Remember your reusable bottle. 80% of marine litter comes from the land. 1/3 of all the plastic in the sea is bottles which takes hundreds of years to break down

#PlayACleanGame Remember your reusable bottle. As sports people and fans we CAN make a difference. There is no time to waste

#PlayACleanGame Remember your reusable bottle. As sports people and fans we CAN make a difference. Our planet is precious.

#PlayACleanGame Remember your reusable bottle. By 2050 there will be more plastic in the sea than fish

#PlayACleanGame Remember your reusable bottle. In the UK 38.5 million plastic bottles are used every day and many of these end up in landfill or entering our waterways

#PlayACleanGame Remember your reusable bottle. Plastic kills animals, birds and sealife

#PlayACleanGame Remember your reusable bottle. Pollution harms wildlife on land and water. It is estimated that 80% of marine litter comes from the land

#PlayACleanGame Remember your reusable bottle. There are more microplastic particles in the oceans than stars in the galaxy and the effects of these microplastics in our food chain and on our health are still being studied.