

Clean drinking water



According to the Federal Statistical Office (as of 2019), around 3983 litres of water are consumed per person per day. We differentiate between direct and indirect water consumption.

Direct water consumption refers to drinking water. On average, every person living in Germany consumes 128 litres of drinking water per day for personal hygiene, cleaning, laundry, cooking, drinking or flushing the toilet, for example.



The remaining 3855 litres are indirect or virtual water consumption. This refers to the water that we use to produce food or everyday products. For example, your jeans, your mobile phone or even your sandwich.



What can you do?

- Use an economy shower head, this saves a lot of water during the shower
- Inform yourself about indirect water consumption
- Use environmentally friendly cleaning agents
- Use the start/stop button when flushing the toilet
- Do not leave the water running continuously when soaping up
- Use the eco functions when rinsing or washing

More than 8 billion people live in the world, of which

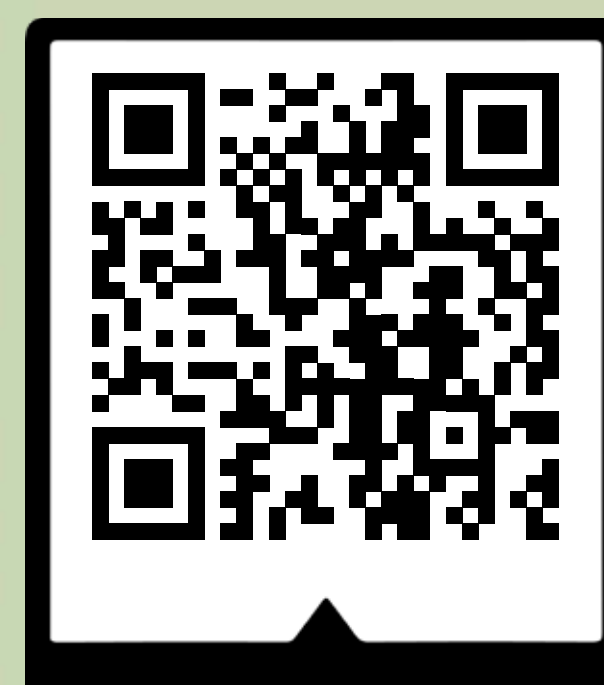
2.2 billion people have no access to clean drinking water,

3.5 billion people have no access to adequate sanitation,

500 million people only have the opportunity to relieve themselves in the open.



Stadt Dortmund



Other language? Scan me!



At temperatures between 25 and 30 degrees, a football pitch needs 30,000 litres of water per day. At the Ajax Amsterdam stadium, the pitch is therefore watered using rainwater collected from the stadium roof. The Forest Green Rovers football club collects urine from visitors using special toilets, filters it and uses it to water the football pitch.

What does your stadium/club do to reduce water consumption?

Mobility



Mobility and accessibility are crucial for social participation and economic exchange. At the same time, transport leads to severe environmental pollution.

This is why governments are setting targets to reduce greenhouse gas emissions. Measures such as traffic avoidance, more environmentally friendly modes of transport and more efficient use of resources are necessary to achieve these targets and at the same time maintain mobility.

What can I do?

- Leave the car behind for short journeys and take the (cargo) bike
- Carpool when you visit friends/relatives
- Use public transport
- Drive with foresight and accelerate slowly
- Fly half the distance and enjoy the scenery on a train journey
- Use the route for training as a light warm-up and ride it by bike if you do sports yourself



By Bike you dont consume any CO2 from Dortmund city centre to the stadium



2,5 kg CO₂

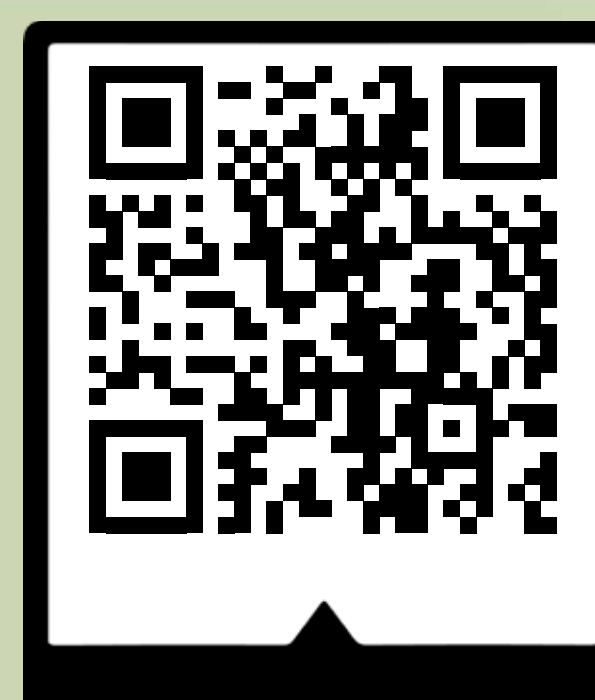
By car you consume approx. 2.5kg CO2 from Dortmund city centre to the stadium.



By train you consume approx. 0.5kg CO2 from Dortmund city centre to the stadium.



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At a Borussia Dortmund match, the ticket to the stadium is also a ticket for public transport, so you can save on travelling to the stadium by car. At Signal-Iduna-Park there are bicycle parking facilities guarded by the ADFC as well as bicycle repair columns.

What is the most sustainable way to get to your club?



Fair trade

Sustainable clothing uses few resources during production, causes little to no environmental damage and the materials used can be reused after a long period of wear.



Fair clothing means that workers receive a living wage and that their working hours are reasonable. In addition, occupational health and safety is guaranteed in the workplace, local soils and residents are not damaged by toxic chemicals used in production and basic (human) rights are respected.

FAIR

- Fair wage (200 - 400€/ month)
- Fair working hours (8 working hours/day) with breaks and fresh air
- Existence of a trade union
- No child labour
- No chemical substances used in production
- Occupational safety through building inspection
- Work safety through e.g. protective clothing
- Establishing social/work contacts

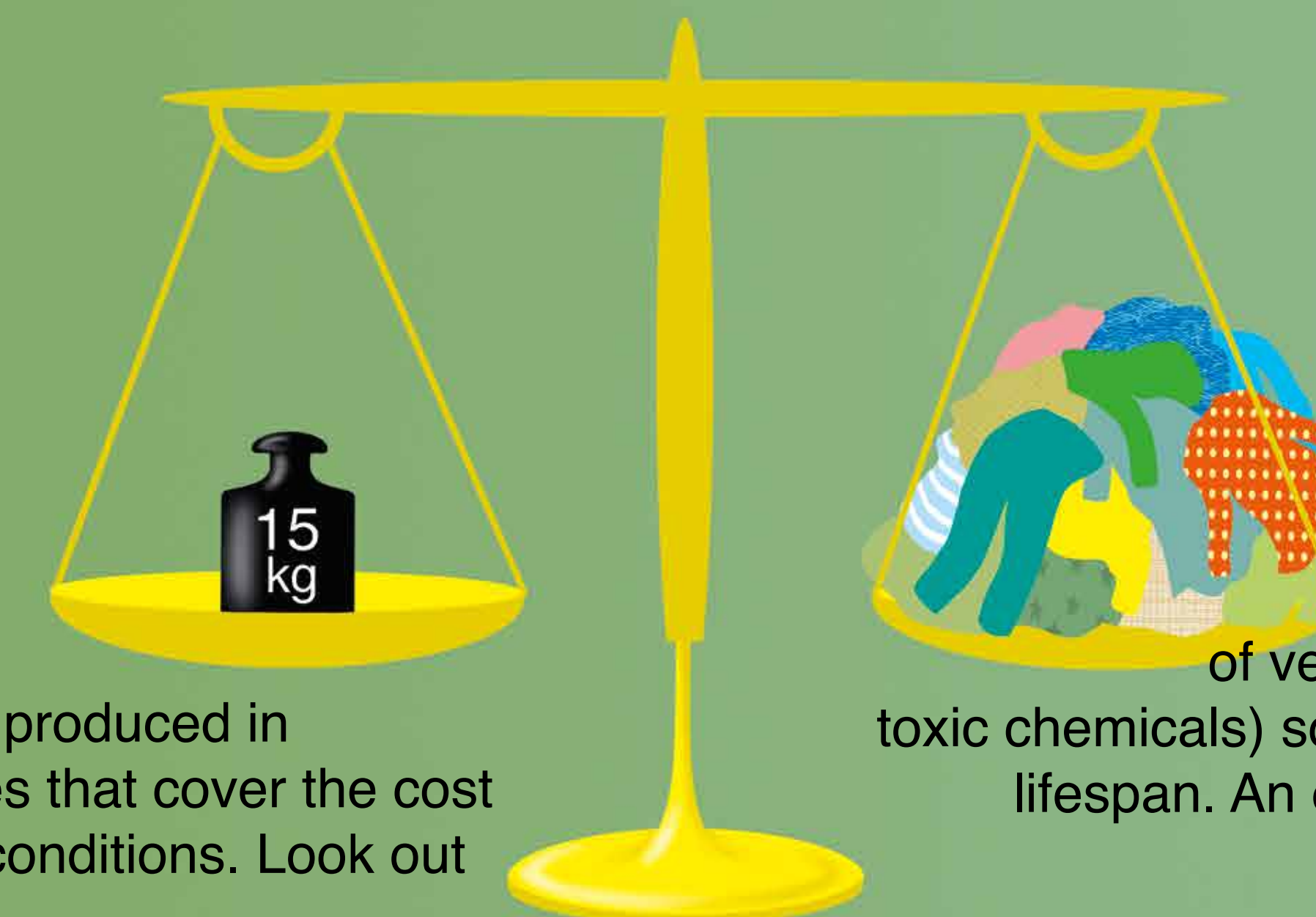
UNFAIR

- No fair wage (40 - 100€/month)
- No fair working hours (10 hours/day) without breaks, without windows, without fresh air
- Ban/prevention of trade unions
- Child labour is the norm
- Use of chemical/synthetic substances
- No occupational safety
- Keine Schutzkleidung
- No protective clothing, no respiratory protection for chemicals
- Workers remain anonymous and sometimes do not know the companies they work for

What can I do?

- Pay attention to the meaningful seals when shopping
- Take a look in a second-hand shop
- Organise or attend clothes swap parties
- Ask your club whether it is possible to purchase fair trade jerseys

Every year, people in Germany buy 12 to 15 kilograms of clothing textiles.



„Made in Bangladesh“ does not necessarily mean that the clothing was produced unfairly. Fair trade companies also have their clothing produced in Bangladesh, but they pay fair wages that cover the cost of living and ensure good working conditions. Look out for a label.

Fast fashion: New trends and collections are coming onto the market at ever shorter intervals. The materials used are of very low quality and inferior (synthetic fabrics, toxic chemicals) so that the garments are designed for a short lifespan. An endless cycle of buying new clothes begins. Another problem that arises: The waste!



You can't feel it. But I'll show you the differences.

Mum, is my jersey made fairly? How can I feel the difference?



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Other language? Scan me!



The Forest Green Rovers jerseys for the 2021/2022 season, for example, were made from plastic waste and coffee scraps, while the previous jerseys were made from bamboo. Clubs such as BVB, Hamburger SV and Eintracht Frankfurt have joined the „From the Field to the Fanshop“ initiative to stock their shops with fan merchandise made from fair trade Indian cotton.

Do you already have sustainable shirts in your club?



Nutrition



Phew! After this half-time, I need something sweet. How about some chocolate strawberries?

We can get them in the city centre after the game. You're in luck because it's strawberry season and we can get them fresh from the market.

Strawberry season? Why is that so important

Food that is regional and seasonal consumes fewer resources and greenhouse gases than widely imported goods. (The cultivation possibilities of the vegetables and the length of the transport routes, as well as the choice of means of transport, play a decisive role in how sustainable the vegetables are in each case). Buying regionally means buying seasonally.

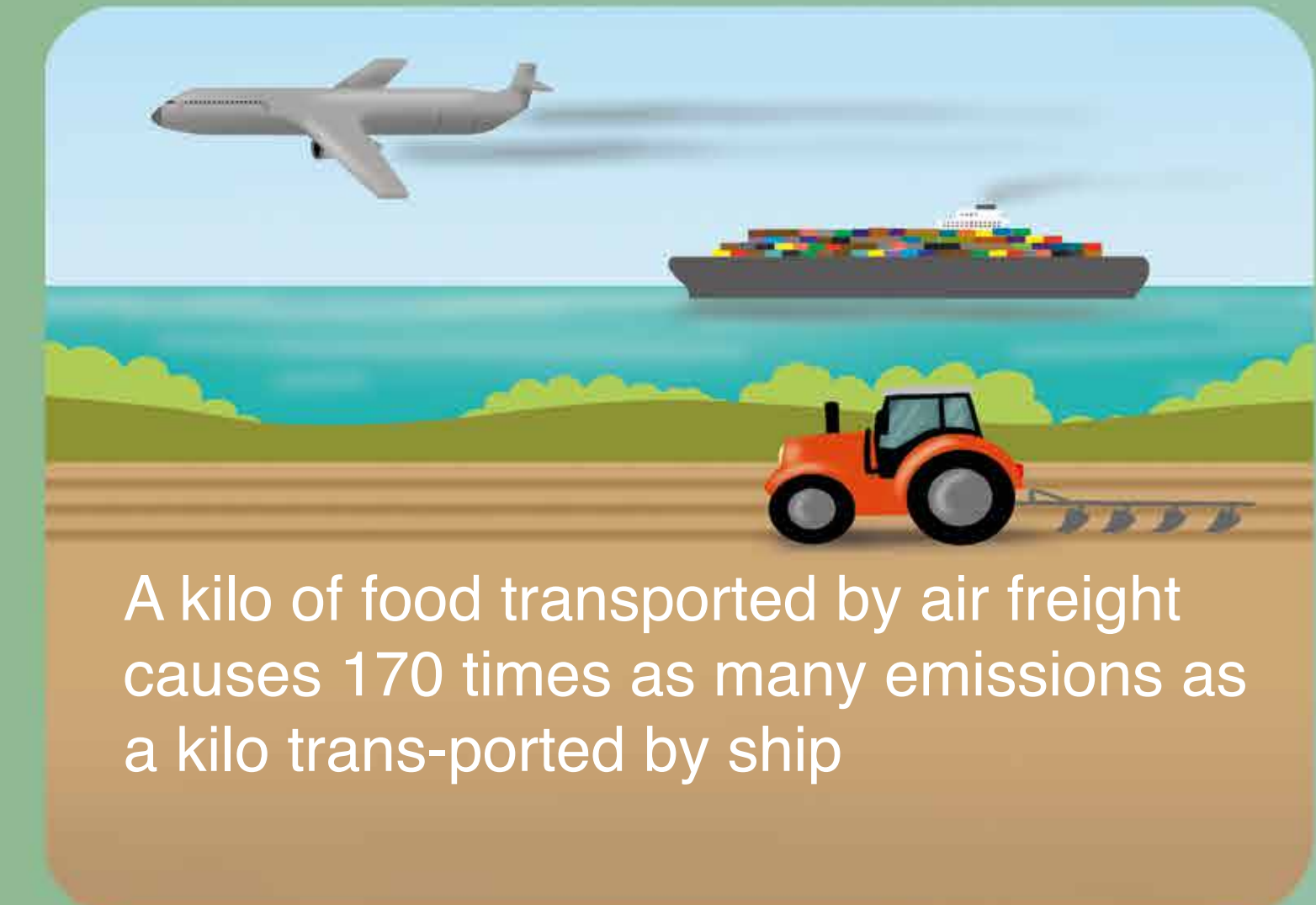
Seasonal: Seasonal products are foods that grow naturally at a certain time of year and are also harvested at this time of year.

Regional: Regional products come from near the place where they are sold or consumed because they were grown, manufactured or produced in the region.

Organic and „eco“: The terms are legally protected by the EU regulation on organic farming. They are subject to strict regulations and controls of the production chain. The products are produced without the use of synthetic pesticides, herbicides, chemical fertilisers or GMOs (genetically modified organisms). They fulfil certain environmental standards and can be healthier. Soil fertility is a very high priority and is not chemically influenced.



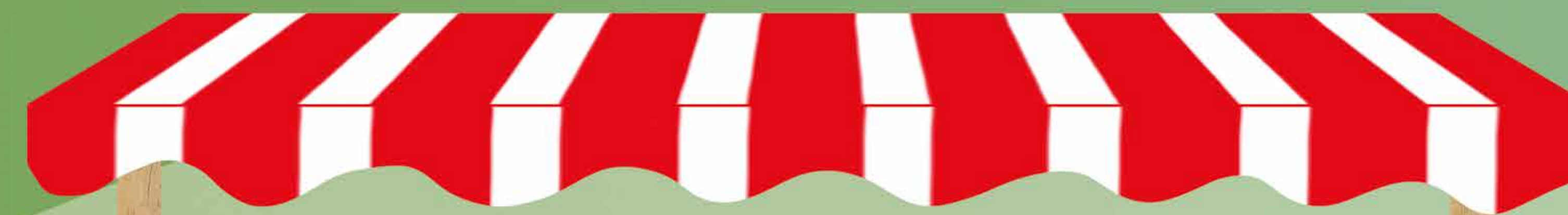
Strawberries are seasonal in summer because they are ripe then. If we buy them in winter, they have been stored in freezers since summer or come from a region where it is summer.



A kilo of food transported by air freight causes 170 times as many emissions as a kilo transported by ship

What can I do?

- Make sure you buy seasonal and regional food
- Download the seasonal calendar as an app on your mobile phone
- Don't waste any food / make a meal plan
- Visit an unpackaged shop in your neighbourhood
- The best-before date is a guideline. Check twice before you throw food away
- See if you can use plant-based protein sources instead of animal-based ones, for example
- Go shopping full and with a shopping list



Unfortunately, neither „regional“ nor „seasonal“ are protected terms. However, it is illegal to falsify or lie about the origin of food. Food manufacturers and retailers are legally obliged to provide correct and accurate information about the origin of their products. Therefore, you should only look closely at where your food comes from to know whether you are eating regionally or seasonally.

As every organisation and every company is allowed to develop labels, there is now a veritable flood of seals and labels, not all of which are reputable. Find out about trustworthy seals on the Internet



FC Schalke 04 and Borussia Dortmund were named champions and runners-up for vegan offerings in their stadiums by the PETA 2023 organisation.

Does your club/stadium already offer sustainable food? Feel free to ask!



You throw away around 80 kilos of food a year. That's the equivalent of 230.00 euros on average



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Energy



Imagine that our earth is wrapped in a blanket that stores the heat from the sun's rays. This is good and the natural greenhouse effect, because without this blanket it would be much too cold here.

However, there is also the man-made greenhouse effect.

Unfortunately, we humans are producing more and more greenhouse gases, especially carbon dioxide (CO₂) and methane (CH₄), for example by driving cars, working in factories or keeping livestock. The natural greenhouse effect is intensified by our actions.

This causes our planet to heat up, which in turn leads to problems such as more extreme weather events, rising sea levels and problems for animals, plants and humans. The earth is heating up more and more and we are already experiencing long-term climate change.

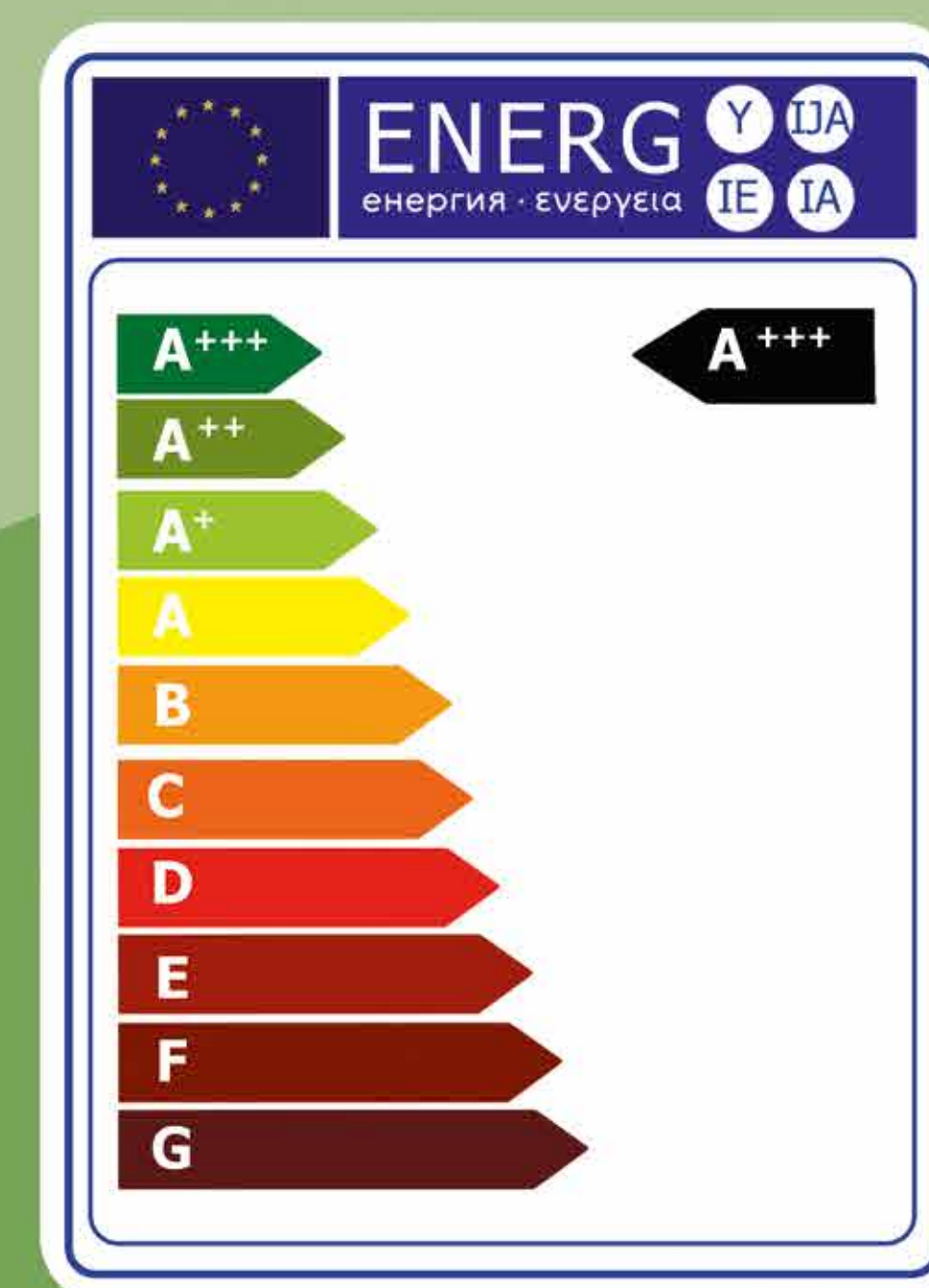


Illustration of the colour scale for energy efficiency classes. Energy efficiency classes rate the energy consumption of appliances such as household appliances or lamps on a scale from A (very efficient) to G (less efficient). They help to select energy-efficient products. Additional categories such as A+, A++ and A+++ characterise particularly efficient appliances within the A class. The higher the class, the more environmentally friendly it is and the less energy the appliance consumes, which will be good news for your wallet. (Depending on the place, it is cancelled)

- What can I do?**
- Find out how your electricity is generated
 - Make sure that your appliances are switched off or use multiple plugs to switch them off quickly and easily
 - Use LEDs or energy-saving light bulbs, as old light bulbs consume much more electricity
 - Pay attention to the energy efficiency class when buying electrical appliances

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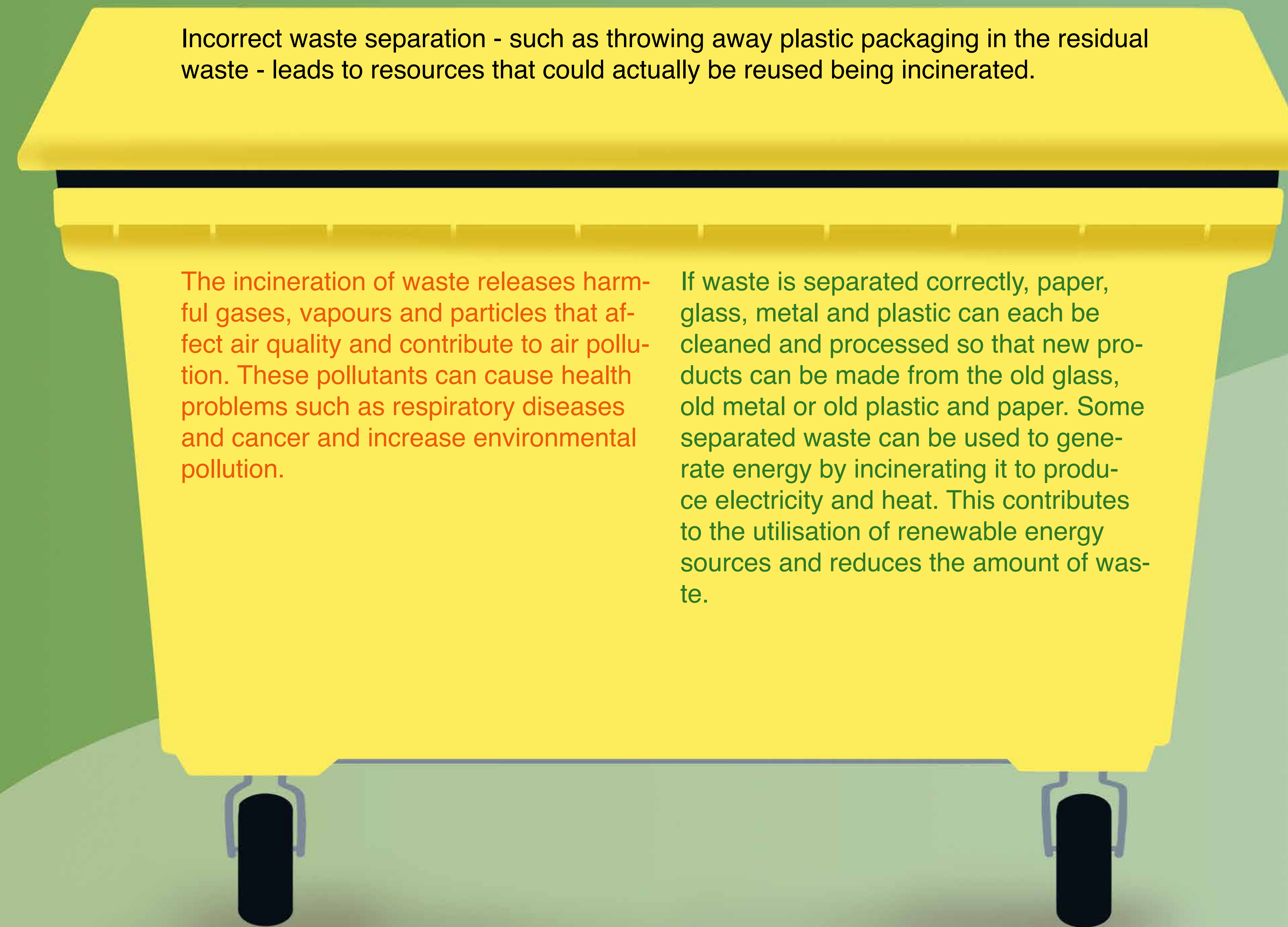
Other language? Scan me!

When it comes to energy efficiency, BVB has a lot to be proud of: 100% of its energy comes from renewable sources such as hydropower and solar energy. In addition to BVB's Signal Iduna Park, the stadiums of Union Berlin and Werder Bremen also have solar panels on their roofs.

What kind of electricity does your stadium use? Feel free to ask!

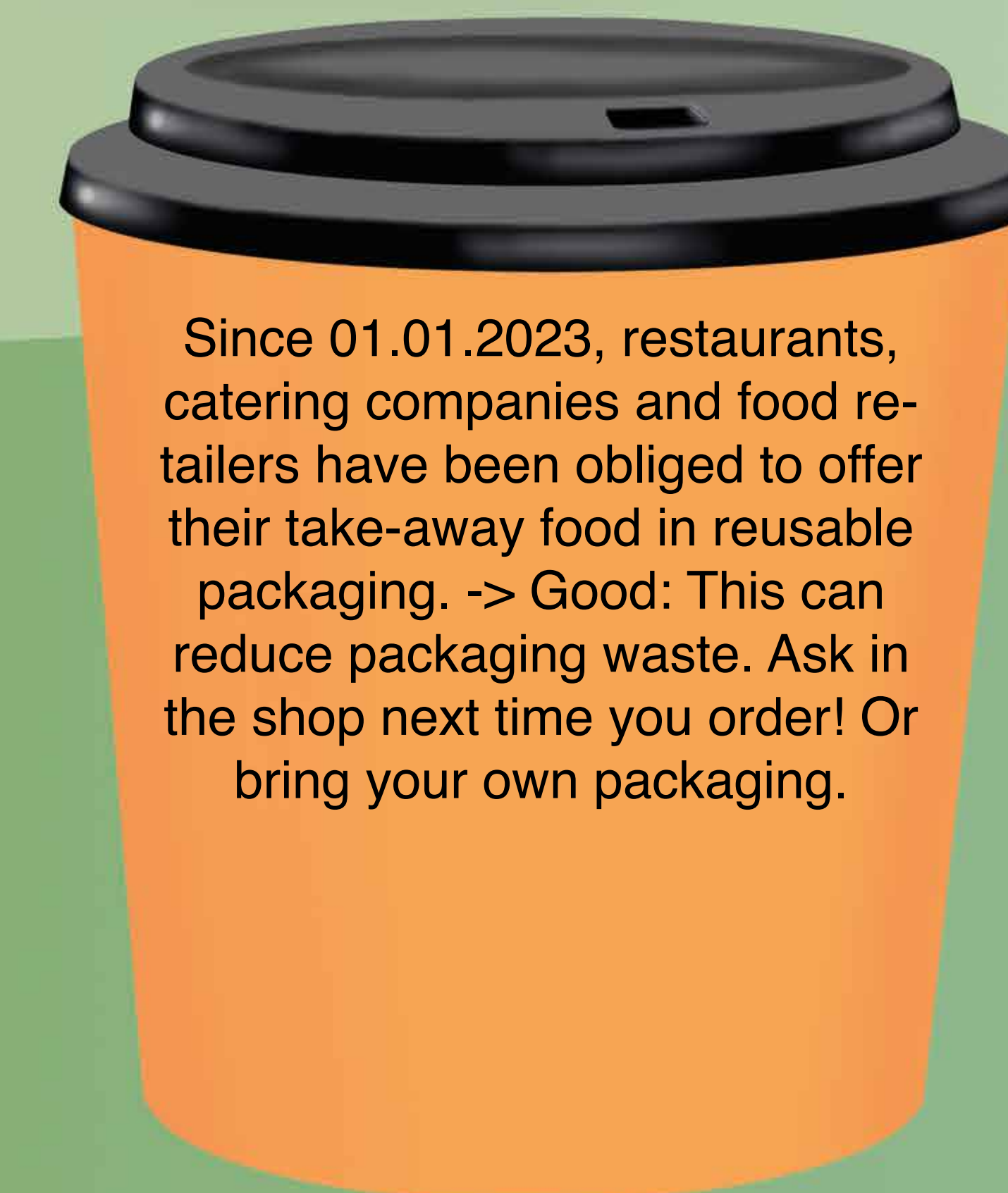


Waste separation



What can I do?

- Ask in your restaurant for multi-purpose and use multipurpose for to go food/drinks
- Visit an unpackaged store near you
- Reuse items or even your packaging
- Visit a repair café to see if you can repair things before you throw them away
- Ask yourself if you need a new item or if you can borrow it
- Swap instead of buying can also be the motto here – Of course, you shouldn't swap your rubbish, but the item that you can no longer use



REDUCE
Minimisation of resource consumption

REUSE
Reuse of articles

RECYCLE
Separate waste in order to reuse it

REPEAT



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Bundesliga club TSG 1899 Hoffenheim is the first football stadium to be certified as a zero waste stadium by TÜV Süd in 2023. The club endeavours to integrate the waste it produces into the material cycle and recycle it. As part of this endeavour, there are therefore reusable cups and paper made from the grass, i.e. „grass paper“, which can be used to print autograph cards for football players, for example.

Does your club/football stadium already use reusable cups?