



Project Output - Educational and Awareness Raising

Deliverable No: 6

Tennis for a Greener Future

GREEN TENNIS – 101184588



Executive Summary

This document constitutes Deliverable D3.2 — *Project Output: Educational and Awareness Raising* — of the GreenTennis project, produced under Work Package 3 (Development) and led by Tennis Europe with the contribution of all consortium partners. It presents a coordinated suite of educational and communication assets developed to raise environmental awareness and promote behavioural change across the European tennis community.

PURPOSE

Raise environmental awareness and promote behavioural change in tennis

LEAD PARTNER

Tennis Europe (P2)

MATERIALS DELIVERED

48 assets (target: 20)

TARGET AUDIENCES

Two streams: organisers & individuals

The deliverable comprises twenty (20) educational A4 posters, twenty (20) paired visual infographics, one (1) illustrated comic book containing eight mini-stories, and seven (7) awareness videos a total of forty-eight (48) discrete assets, exceeding the indicator of twenty (20) materials specified in the Grant Agreement. The materials are organised around two complementary target-audience streams: an operational stream addressing tournament directors, organisers and club staff (twelve poster–infographic pairs) covering green planning, infrastructure, digital-first management, waste, water, energy, sustainable procurement and impact reporting; and a behavioural stream addressing players, parents and coaches (eight poster–infographic pairs) covering sustainable travel, eco-conscious equipment choices, refill habits, on-court conduct and the role of tennis players as ambassadors for environmental change. The deliverable is rounded out by an illustrated comic book for young players and seven awareness videos organised across three coordinated mini-series, providing a layered campaign and storytelling experience.

All assets adopt the GreenTennis visual identity and are produced in editable digital formats. They are delivered in English, with translation into the partner languages of the consortium and into further European languages through the Tennis Europe member network foreseen for the dissemination phase under Work Package 5. They are designed for free public dissemination through the GreenTennis project website (www.greentennisproject.com), partner websites, the communication channels of Tennis Europe and the National Tennis Associations and Centres across Europe, and through social media channels of all consortium partners.

D3.2 sits within the GreenTennis output ecosystem of WP3 alongside D3.1 (*Project Output: Guides and Toolkits on Green Tennis*, led by CTC), D3.3 (*Project Output: Gamified Education*, led by COLIN) and D3.4 (*Project Output: Mobile App*, led by AIFORLIVES). It directly supports the indicators set out in the Grant Agreement — increased awareness, behavioural change, usefulness and applicability — and feeds forward into Work Package 4, where the assets will be tested with selected National Tennis Centres, event organisers and target groups under D9 (*Project Output: Pilot Phase Comprehensive Reports*) before broader European dissemination under Work Package 5.



1. Introduction

1.1 Project Background

The Green Tennis project — *Tennis for a Greener Future* — is a 36-month Erasmus+ Sport Cooperation Partnership (Project ID: 101184588) co-funded by the European Union under the ERASMUS-SPORT-2024 call. The project responds to the need to integrate environmental sustainability into the operations, culture and everyday practice of European tennis, in alignment with the European Green Deal and the United Nations Sustainable Development Goals.

Tennis is one of the most widely practised sports in Europe, with millions of registered players and tens of thousands of clubs, academies and tournaments across the continent. This breadth makes it a sport with both significant environmental impact through travel, energy and water use, equipment lifecycles, single-use plastics and event waste — and significant potential to lead environmental change. Despite growing awareness of these issues, sustainability practices remain inconsistently applied across the European tennis ecosystem, often depending on the individual will of managers and organisers rather than on structured frameworks.

To address this gap, the Green Tennis consortium brings together a balanced partnership of European actors with complementary expertise across research, governance, club management, athlete engagement, technology and communication. Collective Innovations AS (COLIN, Norway) coordinates the project. Tennis Europe leads the educational and awareness-raising component (Task T3.2) and provides direct connection to the European tennis community through its 50 member federations. The Universidad Católica de Murcia (UCAM, Spain) leads the research component. The Centenary Tennis Clubs (CTC), the Hungarian Tennis Association, We Play Green (Norway), AlforLives (Germany) and Mobile Adventure (MOBAD, Poland) complete the consortium.

1.2 Purpose and Scope of the Deliverable

The purpose of D3.2 is to provide the European tennis community with a coherent, ready-to-use, multi-format suite of educational and communication assets that can be deployed immediately to raise awareness and drive behavioural change on environmental sustainability at clubs, at tournaments, in player communities and across digital channels.

The deliverable is grounded in the evidence base produced by Work Package 2, comprising the Literature Review (D2.1) and the Field Study and Data Analysis Report (D2.2). The research established three strategic directions that have shaped the editorial approach of this deliverable: the need to translate awareness into concrete, actionable behaviours; the value of positive, aspirational framing rather than alarmist communication; and the demand from clubs and event organisers for ready-to-use, plug-and-play materials that can be deployed immediately at minimal cost. The detailed research findings are presented in D2.1 and D2.2 and are not reproduced here; this deliverable operationalises those findings into educational outputs.

The scope of the deliverable is to provide:

- a coherent suite of educational assets covering the full thematic landscape of environmental sustainability in tennis — energy, water, waste, sustainable transport, equipment circularity, signage and communication, sustainable procurement, impact reporting and behavioural change;
- materials addressing two complementary target audiences — an operational stream for tournament directors, event organisers and club staff, and a behavioural stream for individual players, parents and coaches;
- a multi-format mix combining printable posters, digital infographics and awareness videos, each matched to the channels through which its target audience is reached;
- assets produced in editable digital formats, ready for translation and adaptation, and prepared for piloting in Work Package 4 with selected National Tennis Centres, event organisers and target groups.

D3.2 does not aim to replace the operational guides and toolkits produced under D3.1 (*Guides and Toolkits on Green Tennis*), nor the gamified education programme of D3.3 (*Gamified Education*) or the mobile application of D3.4 (*Mobile App*). It complements those outputs by providing the awareness layer of the GreenTennis ecosystem — the entry point through which the wider community first encounters and adopts the project's sustainability messages.

1.3 Intended Users

The materials produced under this deliverable are public, freely available and designed for use by a wide range of stakeholders across the European tennis ecosystem: Tennis Europe and its 50 member national federations; National Tennis Associations and National Tennis Centres; tennis clubs, academies and training facilities; tournament organisers and event managers at every level of the sport; coaches and educators working with young players; individual players, parents and supporters; and partner sport organisations and educational institutions across Europe.

The materials may be reproduced, translated, displayed and adapted for non-commercial educational purposes, provided that the GreenTennis visual identity, the EU funding emblem (*Co-funded by the European Union*) and the project attribution are preserved on all derived versions, in line with the standard requirements of Erasmus+ Sport Cooperation Partnerships.

2. Methodology and Development Process

This section sets out the methodology by which the educational and awareness-raising resources were developed: how the research evidence was translated into editorial direction, how the target audiences were defined and addressed, how the format mix was chosen, and how quality has been assured throughout. The aim is to make the development process transparent and to demonstrate that the deliverable rests on a structured, evidence-based foundation, in line with the GreenTennis Quality Assurance Plan.



2.1 Evidence-Based Approach

The development of D3.2 followed an evidence-based approach in which every editorial and design decision can be traced to the GreenTennis research outputs (D2.1 — Literature Review Report and D2.2 Field Study and Data Analysis Report) or to the operational priorities defined in the project Grant Agreement. The role of the development team has been to translate validated evidence into accessible, applicable, audience-appropriate resources.

Three editorial principles, derived directly from the research findings, have been applied consistently across all materials.

Action over awareness. The research established that the target audience does not lack awareness of environmental issues — it lacks the practical knowledge and confidence to translate awareness into consistent behaviour. Materials therefore allocate the majority of their content surface to specific actions, with the rationale for those actions kept brief.

Positive narrative over alarmist framing. The research confirmed that positive environmental narratives — framing sustainability as a source of pride, belonging and identity are more effective in driving behaviour change than approaches relying on guilt or fear. All materials adopt an aspirational, encouraging tone. Apocalyptic imagery and crisis vocabulary have been deliberately avoided across the asset suite.

Plug-and-play utility. The research demonstrated that European tennis clubs and event organisers are willing to act on sustainability but face structural barriers including limited budgets, no in-house communication teams and limited time. Materials targeted at the operational audience have therefore been designed to require zero further preparation: A4 in format, professionally produced, ready to print and post, and aligned with the operational chapters of D3.1 (*Project Output: Guides and Toolkits on Green Tennis*).

The thematic content of the deliverable was also derived from the research. The Literature Review (D2.1) identified the core sustainability themes for sport and tennis — travel emissions, energy efficiency, water management, waste and circularity, sustainable mobility, environmental communication — and the Field Study (D2.2) confirmed these as priority areas while adding behavioural change and institutional capacity-building. Each of the twenty poster–infographic pairs in D3.2 addresses one of these research-validated themes. Where statistics or numerical data points appear within the materials themselves, they have been drawn from the GreenTennis research outputs, from peer-reviewed sources cited within those outputs, or from authoritative European and international institutions.

2.2 Target Audience Segmentation

A central methodological decision was the segmentation of the target audience into two distinct, complementary streams. The European tennis community contains two fundamentally different types of decision-maker, each with different information needs, motivations and points of leverage on environmental outcomes. A single, undifferentiated set of materials would have risked addressing neither audience well.

Stream A — Tournament Directors, Organisers and Club Staff. The first audience comprises the operational decision-makers within European tennis: the people who specify how a tournament is run, what infrastructure a facility uses, which suppliers are contracted, how waste is handled and how environmental impact is measured. Their decisions cascade down to all other actors because they shape the operational environment within which everyone else acts. Twelve poster–infographic pairs (Materials 1–12) have been developed for this audience, covering the full lifecycle of a sustainable tournament from planning through delivery to evaluation.

Stream B — Players, Parents and Coaches. The second audience comprises the individual actors whose daily choices, multiplied across hundreds of thousands of players, accumulate into significant environmental impact. Eight poster–infographic pairs (Materials 13–20) have been developed for this audience, focused on the personal action layer — sustainable travel, eco-conscious equipment choices, refill habits, on-court conduct and the role of the player as a Green Ambassador.

The two streams have been designed to interact. Operational materials in Stream A create the conditions within which behavioural materials in Stream B can be acted upon. A poster on Waste Sorting & Recycling Points (Material 7, Stream A) addressed to organisers establishes the infrastructure that the Green Player Code of Conduct (Material 16, Stream B) then asks players to use. A poster on Water Refill Stations (Material 6, Stream A) creates the venue conditions that *Refill, Don't Replace* (Material 17, Stream B) then asks players to engage with. The two streams therefore form a complementary system: the operational materials create the conditions for sustainable behaviour, and the behavioural materials populate those conditions with sustainable users.

2.3 Material Typology

The Grant Agreement explicitly anticipated a range of formats — *infographics, campaign videos, short films from young and famous tennis players' lives about being eco-friendly, animations, storytelling and creating fictional stories* — and the delivered mix has been designed to honour that range while ensuring a coherent, layered system.

The deliverable comprises four formats: educational A4 posters, paired visual infographics, an illustrated comic book and awareness videos, designed not as alternatives but as layers of a single coherent system.

Educational A4 Posters form the foundational format. Each of the twenty posters is a self-contained, printable, A4-sized educational sheet built around a single sustainability theme, designed for physical display at venues and inclusion in printed event packs. The poster format prioritises information density and serves as the canonical source of record for the content of each material.

Visual Infographics form the digital, distributable form of each material. Each of the twenty infographics is paired one-to-one with the corresponding poster, sharing the same headline theme, content blocks and key data points, but rendered for digital consumption — vertical format optimised for mobile, simplified text and design suited to social media feeds and partner websites.

Awareness Videos form the narrative and emotional layer of the deliverable. Five videos address cross-cutting themes that benefit most from movement, voice and story rather than from static imagery, and engage the storytelling and animation formats explicitly anticipated in the Grant Agreement. The videos are detailed in Section 6.

The three-format mix was chosen to ensure channel coverage across the European tennis community (physical venues, digital platforms, social media), to provide redundancy and reinforcement of the same core messages across multiple encounters, to match each format to the channel where it performs best, and to align with the formats specified in the Grant Agreement. In total, the deliverable comprises forty-eight (48) discrete assets — exceeding the contractual indicator of twenty (20) materials by 140%. A unified GreenTennis visual identity has been applied across all assets, including a consistent colour palette, typography, use of the project logo, the *Co-funded by the European Union* emblem, and editorial voice.

2.4 Quality Assurance

The quality of the deliverable has been assured through a structured, four-stage process aligned with the GreenTennis Quality Assurance Plan and the specific QA methodology defined in the Grant Agreement for Educational and Awareness-Raising Resources.

Stage 1 — Content Review by Subject Matter Expert. The educational accuracy, technical correctness and editorial relevance of all materials were reviewed by a subject matter expert with expertise in environmental sustainability and sport. Revisions were made before progression to the next stage.

Stage 2 — Target Audience Feedback. The materials were shared with a representative sample of the target audience — players, parents, coaches and club staff drawn from the consortium's network — for feedback on effectiveness, clarity, engagement and applicability. Adjustments were made on the basis of this feedback.

Stage 3 — Iterative Design Refinement. Feedback from the SME review and the target audience consultation was consolidated and used to refine the design, content and visual presentation of each material until the editorial team and the Quality Manager were satisfied that the output met the quality standard.

Stage 4 — Monitoring and Evaluation Readiness. The materials have been prepared for the monitoring and evaluation activities that will take place during the WP4 pilot phase. Each material has been catalogued, version-controlled and tagged with the metadata required for tracking its dissemination across the GreenTennis network.

In addition to the four-stage process, all materials have been checked for compliance with EU branding requirements (presence of the *Co-funded by the European Union* emblem, the standard EU disclaimer and the GreenTennis project identifier), for consistency of visual identity, for accessibility considerations including contrast ratios and font legibility, and for editorial quality including British English orthography.

The development of D3.2 has been led by Tennis Europe as the responsible partner. Subject-matter and operational input has been received from all consortium partners through the regular WP3 coordination cycle. Quality assurance oversight has been provided by UCAM in its role



as Quality Manager of the project. Final approval of the deliverable rests with COLIN as Project Coordinator, prior to formal submission to EACEA.

The materials produced under D3.2 will enter the WP4 pilot phase, where they will be tested with selected National Tennis Centres, event organisers and target groups across Europe. Feedback collected during the pilot will inform a further refinement cycle, and updated versions will be released via D9 — *Project Output: Pilot Phase Comprehensive Reports*. The deliverable should therefore be understood not as a closed and static output, but as a structured baseline that will be tested, validated and continuously improved through the remainder of the project lifecycle.

3. Resource Architecture

This section sets out the architecture of the deliverable as a whole: how the forty-eight (48) educational assets relate to each other, how they are organised across the two target-audience streams, and how the four formats layer together. The architecture has been designed to ensure that the deliverable functions not as a collection of separate items but as a single coherent system in which each component reinforces the others.

3.1 The Architecture at a Glance

At the highest level, the architecture of D3.2 can be summarised as follows:

48 assets = 20 educational posters + 20 paired infographics + 1 illustrated comic book + 7 awareness videos Organised across **2 target-audience streams** (operational and behavioural) Covering the **core thematic areas** of sustainability in tennis (planning, infrastructure, digital management, partnerships, travel, water, waste, energy, equipment, behaviour, reporting, ambassadorship) Reaching the European tennis community through **multiple dissemination channels** (project website, partner networks, social media, physical venues, partner communications)

The poster is the foundational static format, the infographic is its digital counterpart paired one-to-one, and the videos provide the cross-cutting narrative layer. The two audience streams divide the static assets, and the videos cut across both streams to address the deliverable as a whole.

3.2 The Two-Stream Structure

The twenty poster–infographic pairs are divided between two complementary streams that reflect the two distinct decision-making roles within the European tennis community.

Stream A — For Tournament Directors, Organisers and Club Staff comprises twelve (12) poster–infographic pairs, numbered 1 to 12. The stream addresses the operational decision-makers within tennis: the people who plan tournaments, manage venues, contract suppliers and report on environmental impact. The materials provide operational guidance for embedding sustainability into tournament and facility management at every stage of the event lifecycle.

Stream B — For Players, Parents and Coaches comprises eight (8) poster–infographic pairs, numbered 13 to 20. The stream addresses the individual actors within tennis: the people whose daily choices, multiplied across hundreds of thousands of players, accumulate into significant environmental impact. The materials focus on the personal action layer — what to pack, how to travel, how to hydrate, how to behave on and off court, and how to influence the wider community as a Green Ambassador.

The relative weight of the two streams reflects the asymmetry of leverage points in the European tennis ecosystem: a single tournament director's decision affects hundreds or thousands of participants simultaneously, whereas a single player's decision affects primarily themselves. Investing more materials in the organiser stream therefore produces greater systemic impact per asset, while the player stream remains substantial enough to drive cultural change at the grassroots.

3.3 The Four-Format Layer System

The four formats — posters, infographics, comic book and videos are best understood as three layers of a single content system rather than as separate sets of materials.

Layer 1 — Posters (the source of record). Each of the twenty posters is the most information-dense form of its underlying material. A4-sized, professionally laid out, ready to print and post, the poster serves as the canonical reference for the content of each material.

Layer 2 — Infographics (the digital amplifier). Each of the twenty infographics is paired one-to-one with its corresponding poster, sharing the same headline, key actions and data points, but rendered for digital consumption — vertical format optimised for mobile, simplified text and design suited to social media feeds and partner websites.

Layer 3 — Videos (the narrative cross-cut). Seven videos sit above the static layer, organised in three coordinated mini-series, addressing cross-cutting themes that benefit from movement, voice and story. Unlike the posters and infographics, videos are not paired one-to-one with individual themes; instead, each video integrates content from multiple posters around a higher-level narrative.

The three layers reinforce each other through coordinated visual identity, consistent terminology and aligned editorial voice. A user who encounters the same theme across different formats will recognise the same design language, vocabulary and calls to action — a redundancy that is intentional and central to the deliverable's mechanism for converting awareness into behaviour.

3.4 The Thematic Map

The forty-five assets collectively cover the full thematic landscape of environmental sustainability in tennis as identified in the research. The thematic distribution across the two streams is summarised below.

Stream A — For Tournament Directors, Organisers and Club Staff (Materials 1–12)

#	Material Title	Primary Theme
01	Green Tournament Planning Checklist	Planning & Strategy
02	Sustainable Venue & Infrastructure	Energy & Water Infrastructure
03	Digital-First Tournament Management	Paperless Operations
04	Sustainable Sponsor & Partner Choices	Procurement & Partnerships
05	Travel Guidance for Participants	Transport Emissions
06	Water Refill & Reusable Bottle Campaign	Water & Plastic Waste
07	Waste Sorting & Recycling Points	Waste Management
08	Tennis Ball Collection System	Equipment Circularity
09	Energy-Smart Tournament Behaviour	Energy Efficiency
10	Sustainable Event Reporting	Impact Measurement
11	Reuse of Tournament Materials	Circular Branding
12	Green Feedback & Improvement Loop	Continuous Improvement

Stream B — For Players, Parents and Coaches (Materials 13–20)

#	Material Title	Primary Theme
13	Sustainable Travel Choices	Personal Transport
14	Pack Green: What's in Your Tennis Bag	Personal Waste Reduction
15	Choosing Sustainable Equipment	Conscious Consumption
16	Green Player Code of Conduct	On-Court Behaviour
17	Refill, Don't Replace	Hydration Habits
18	Respect the Venue	Venue Stewardship
19	Used Tennis Balls & Gear	Personal Circularity
20	Be a Green Tennis Ambassador	Community Influence

The thematic distribution reflects the priorities established in the research. Travel and transport receive coverage through multiple pairs across both streams. Waste, water and energy — the three operational pillars of sustainable facility management — each receive dedicated coverage. Equipment circularity, with particular attention to the global tennis ball waste challenge, is addressed in three pairs (Materials 8, 15, 19). Behavioural change and ambassadorship close the player-facing stream (Materials 16, 18, 20), reflecting the editorial direction of framing sustainability as identity rather than obligation.

3.5 Cross-Stream Interactions

A defining feature of the architecture is that the two streams have been designed to interact. The operational materials in Stream A create the conditions within which the behavioural materials in Stream B can be acted upon, and several deliberate pairings illustrate the principle:

- **Material 6** (organisers install refill stations) ↔ **Material 17** (players use them as part of match-day routine);
- **Material 7** (organisers set up sorting points) ↔ **Material 16** (players dispose of waste at the correct points);

- **Material 8** (organisers set up ball collection points) ↔ **Material 19** (players deposit used balls and extend equipment lifespan).

This systemic design — operational conditions plus behavioural use — converts the deliverable from a set of communications into an integrated intervention.

3.6 The Dissemination Channels

The forty-five assets are designed to reach the European tennis community through complementary dissemination channels. The **GreenTennis project website** acts as the canonical home of the deliverable, hosting all forty-eight assets in print-ready, web-optimised and embedded video formats. **Partner websites and member networks** extend reach through Tennis Europe's 50 member federations, the academic networks of UCAM, the athlete advocacy network of We Play Green, and the wider partner reach of the consortium. **Social media** carries the infographic and video formats across Instagram, LinkedIn, Facebook, YouTube and TikTok. **Physical venues** display the posters at clubhouses, changing rooms, court entrances and tournament information desks across Europe. **Partner communications and events** integrate the materials into newsletters, conference presentations and training events. A detailed account of the dissemination strategy is provided in Section 7.

4. Part I — Educational Posters (Materials 1–20)

This section presents the catalogue of the twenty educational posters that form the foundational static layer of the deliverable. Each poster is a self-contained, A4-format, professionally produced educational sheet built around a single sustainability theme. The twenty posters provide comprehensive thematic coverage for the two target-audience streams: twelve resources for tournament directors, organisers and club staff (Stream A), and eight resources for players, parents and coaches (Stream B).

4.1 Overview of the Poster Series

The poster format serves as the foundational layer of D3.2 because it is the most information-dense of the four formats produced under this deliverable, the most universally accessible (requiring no device or internet connection), and the format that best addresses the documented need of European tennis clubs and event organisers for ready-to-use materials that can be deployed at venues without further preparation.

Common design framework. All twenty posters follow a common design framework that ensures visual consistency across the suite. Each poster is laid out vertically in A4 format and structured into standard zones: a header band carrying the GreenTennis logo and project tagline; a section badge identifying the audience stream and operational phase; a hero zone containing the poster number, headline title and focus statement; a content zone with three to five thematic blocks of concrete actions; a closing highlight; and a footer carrying the *Co-funded by the European Union* emblem, the standard EU disclaimer and partner identification.

Editorial framework. Every poster opens with a clear thematic headline, follows with a single sentence focus statement, provides three to five content blocks translating sub-themes into concrete actions, and closes with a memorable highlight. The tone is practical, encouraging



and aspirational throughout — theoretical material is minimised, actionable material is maximised, and data points are presented as opportunities rather than warnings.

How to read the catalogue entries. Each poster is documented using a consistent four-element entry:

- **Material number, title and audience stream**
- **Focus statement** — the single-sentence message
- **Key topics covered** — the principal sub-themes
- **Recommended distribution** — primary channels and contexts

A thumbnail of each poster appears alongside its catalogue entry. The full set of high-resolution master files is provided in **Annex A — Educational Posters**.

4.2 Stream A — For Tournament Directors, Organisers and Club Staff (Materials 1–12)

The twelve posters in Stream A address the operational decision-makers within European tennis. They follow the chronological lifecycle of a sustainable tournament — from initial planning through on-site delivery to post-event evaluation and continuous improvement — providing operational guidance at each stage.

Material 01 — Green Tournament Planning Checklist



The poster is titled "GREEN TOURNAMENT PLANNING CHECKLIST" and is part of the "GREEN TENNIS" project, which is an "Erasmus+ Project". It is specifically for "TOURNAMENT DIRECTORS" and covers the "PRE-TOURNAMENT - PLANNING & SETUP" phase. The poster features a large green header with the project name and a large green number "01" on the right. Below the header, there is a section titled "START GREEN, STAY GREEN" with a clipboard icon, stating that sustainability is not an afterthought but a foundation. This is followed by a list of seven checklist items, each with a green checkmark icon. The items are: LED Lighting, Water Refill Stations, Recycling Points, Digital Communication, Green Suppliers, Travel Plan, and Ball Collection. A final item, Sustainability Report, is also listed. Below the checklist, there is a section titled "WHY IT MATTERS" with a globe icon, explaining that events generate significant waste and emissions, and a proactive planning checklist helps minimize the footprint. At the bottom, there is a footer with the project name, a disclaimer, and the European Union logo with the text "Co-funded by the European Union".

GREEN TENNIS TENNIS FOR A GREENER FUTURE
GreenTennis – Erasmus+ Project

FOR TOURNAMENT DIRECTORS ◀ PRE-TOURNAMENT – PLANNING & SETUP

GREEN TOURNAMENT PLANNING CHECKLIST

Embedding sustainability from the very start of your event planning process.

START GREEN, STAY GREEN
Sustainability is not an afterthought — It is your foundation. Use this checklist before you confirm any venue, supplier or schedule.

- ☒ **LED Lighting:** Ensure all courts and facilities use energy-efficient LED lighting. Request energy specs from your venue.
- ☒ **Water Refill Stations:** Plan at least one refill station per 50 participants. Eliminate single-use plastic bottles at your event.
- ☒ **Recycling Points:** Set up clearly labelled waste sorting stations — glass, plastic, paper, organic — near all high-traffic areas.
- ☒ **Digital Communication:** Commit to paperless operations: online entries, digital draws, QR code info boards, e-certificates.
- ☒ **Green Suppliers:** Prioritise sponsors and vendors with recognised sustainability credentials or eco-friendly products.
- ☒ **Travel Plan:** Provide participants with public transport and carpooling information at registration.
- ☒ **Ball Collection:** Arrange post-tournament tennis ball collection points and partner with a recycling organisation.
- ☒ **Sustainability Report:** Plan how you will measure and communicate your event environmental impact after the tournament.

WHY IT MATTERS
Events of all sizes generate significant waste and emissions. A proactive planning checklist helps you minimise your footprint before it is created — not just manage it after.

GreenTennis — Tennis for a Greener Future
Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

 **Co-funded by the European Union**

Audience stream: For Tournament Directors **Phase:** Pre-Tournament — Planning & Strategy

Focus statement. Embedding sustainability from the very start of the event planning process.

Key topics covered. This poster establishes sustainability as a foundational planning concern rather than an after-the-fact consideration. It guides tournament directors through a structured pre-event checklist covering on-site infrastructure setup, strategic operations and the post-event legacy. The on-site infrastructure side of the checklist addresses energy-efficient LED lighting, water refill stations, labelled recycling points, and core venue conditions. The strategic operations side addresses paperless digital communication, green logistics and supply chains, and circularity and impact reporting. The poster acts as the entry point to the operational stream: every subsequent organiser-facing poster expands on one of the items introduced here.

Educational objective. After engaging with this poster, a tournament director will be able to identify the principal sustainability decisions that need to be made *before* an event begins, will have a working checklist of essential infrastructure and operational items, and will understand how those decisions connect to the wider event lifecycle.

Recommended distribution. Tournament organiser briefings, planning meetings, NTA and NTC operational handbooks, the GreenTennis online platform's "Getting Started" pathway.

Material 02 — Sustainable Venue & Infrastructure


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR TOURNAMENT DIRECTORS
  PRE-TOURNAMENT — PLANNING & SETUP

SUSTAINABLE VENUE & INFRASTRUCTURE

02

Energy and water efficiency at every corner of your tennis facility.



LED COURT LIGHTING

Replace conventional bulbs with LED systems to save on lighting energy with equivalent brightness.



SMART IRRIGATION

Use sensor-based or timer-controlled irrigation for clay courts and green areas to avoid water waste.



ENERGY-EFFICIENT CLUBHOUSES

Ensure insulation, smart thermostats and energy monitoring are in place in all facility buildings.



CHOOSE YOUR VENUE WISELY

- Ask venues for their energy and water use data before booking
- Prefer venues accessible by public transport or cycling
- Verify existing waste management and recycling infrastructure
- Opt for venues with green certifications where available
- Check whether the venue uses renewable energy or a green energy tariff
- Evaluate proximity to participants to minimise total travel distance



RENEWABLE ENERGY INTEGRATION

Where possible, advocate for solar panels on clubhouse rooftops or select venues already powered by renewable energy. Even small steps like switching to a green energy tariff make a measurable difference.

- Request that the venue switches to a certified green energy provider
- Advocate for solar panels on existing clubhouse or facility rooftops
- Minimise generator use for temporary power — prefer grid connections
- Reduce standby energy: switch off unused AV equipment and displays



WATER MATTERS IN TENNIS

Clay courts require regular irrigation. Working with your groundskeeping team to schedule watering at optimal times (early morning, sensor-triggered) can significantly reduce water use without affecting court quality.

ENERGY EFFICIENCY
LED LIGHTING
SMART IRRIGATION
GREEN VENUES
RENEWABLE ENERGY

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** Pre-Tournament — Venue Selection & Infrastructure

Focus statement. Energy and water efficiency at every corner of your tennis facility.

Key topics covered. The poster sets out the five infrastructure decisions with the largest environmental impact at a tennis facility: high-efficiency LED court lighting, renewable energy integration through solar panels and certified green tariffs, energy-optimised clubhouses through insulation and smart thermostats, smart irrigation for clay courts using sensor-based or timed watering, and green venue selection criteria based on accessibility by public transport and existing recycling infrastructure. It also introduces the principle of resource data evaluation — requesting energy and water use data from venues *before* booking, so that sustainability becomes a procurement criterion rather than a hope.

Educational objective. After engaging with this poster, a tournament director or facility manager will be able to specify the infrastructure characteristics of a green tennis venue, will know what to ask of venues during the booking process, and will understand the relative impact of different infrastructure interventions.

Recommended distribution. Facility manager training, venue procurement processes, NTA-level guidance to member clubs, the GreenTennis online platform.

Material 03 — Digital-First Tournament Management



TENNIS FOR A GREENER FUTURE
GreenTennis – Erasmus+ Project

 FOR TOURNAMENT DIRECTORS

 PRE-TOURNAMENT – PLANNING & SETUP

DIGITAL-FIRST TOURNAMENT MANAGEMENT

03

Go paperless – reduce waste while making your event more efficient.



ONE TREE AT A TIME, ONE PDF AT A TIME

The average tennis tournament prints thousands of sheets. Going digital does not just save paper – it reduces ink, transport and storage too.

01 Online Entries Use digital registration platforms. Accept entries via your national federation system or event management software. No paper entry forms needed.

02 Digital Draws & Schedules Publish draws and order of play online and via QR codes posted around the venue. Update in real-time without reprinting.

03 QR Code Info Boards Replace printed information flyers with waterproof QR code signs. Link to schedules, rules, maps and sustainability tips.

04 E-Certificates & Awards Send digital certificates and achievement notifications by email. Reduce printed materials that are often discarded immediately.

05 Digital Scoring Use electronic scoring systems to feed live results directly to a screen or website – no paper scorecards required.



SMALL STEPS, BIG IMPACT

If European tournaments eliminate printed draws and schedules, they collectively save thousands of sheets of paper annually – and significantly reduce CO₂ from printing and transport.

GreenTennis – Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** Pre-Tournament & On-Site — Operations

Focus statement. Go paperless — reduce waste while making your event more efficient.

Key topics covered. The poster demonstrates how the transition from paper-based to digital tournament operations achieves both environmental and operational gains simultaneously. It walks through the digital tournament lifecycle in three stages: online entries and digital draws (using digital registration platforms and publishing real-time draws online via QR codes), QR code information boards (replacing printed flyers with waterproof QR signs linking to schedules, rules and maps), and digital scoring and e-certificates (live results to screens and achievement notifications by email). A side-by-side comparison table contrasts the traditional paper-heavy approach with the digital-first alternative on paper usage, update flexibility and overall environmental impact.

Educational objective. After engaging with this poster, a tournament director will be able to plan a paperless event, will recognise the operational efficiencies achieved alongside the environmental benefits, and will have specific digital substitutes for each traditional paper-based process.

Recommended distribution. Event operations training, NTA digital transformation programmes, the GreenTennis online platform, partner sport organisations interested in digital event management.

Material 04 — Sustainable Sponsor & Partner Choices


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR TOURNAMENT DIRECTORS
  PRE-TOURNAMENT — PLANNING & SETUP

SUSTAINABLE SPONSOR & PARTNER CHOICES

04

Align your event with brands and suppliers that share your green values.



WHY YOUR SPONSORS MATTER

Every sponsorship agreement sends a signal about your values. Choosing eco-conscious partners multiplies your sustainability impact and sets a new standard for tennis events across Europe.

- Sponsors provide materials, products and services that directly shape the event experience
- Sustainable brands often bring recycled or low-waste products that reduce your event footprint
- Aligning with green partners strengthens your event reputation and community trust
- It creates accountability — sponsors who commit to sustainability help keep you on track



WHAT TO LOOK FOR IN SPONSORS

- Published sustainability or CSR commitments
- Products made from recycled or natural materials
- Carbon offset programmes
- B Corp or ISO 14001 certification
- Minimal packaging on supplied goods



REUSABLE & ECO MERCHANDISE

- Branded reusable water bottles instead of plastic
- Organic cotton or recycled fabric apparel
- Seed paper or biodegradable promotional items
- Digital vouchers over printed coupons
- Avoid single-use plastic giveaways



YOUR CHECKLIST FOR PARTNER AGREEMENTS

Before signing: ask suppliers to provide eco-credentials, specify that all event materials must be reusable or recyclable, include a sustainability clause in your contract, and request that products arrive in minimal packaging.



GREEN PROCUREMENT IN PRACTICE

When selecting any supplier — from catering to printing to equipment — ask three questions: Is the product reusable or recyclable? Does the company have a stated environmental policy? Can they deliver with minimal packaging? Making these questions standard in every supplier conversation embeds sustainability into the DNA of your event organisation.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** Pre-Tournament — Planning & Procurement

Focus statement. Align your event with brands and suppliers that share your green values.

Key topics covered. The poster establishes that every sponsorship and supplier agreement is an environmental decision. It introduces a framework for selecting green partners based on three criteria: published sustainability or CSR commitments, products made from recycled or natural materials, and recognised certifications such as B Corp status or ISO 14001. It then sets out the practical steps for green procurement, including the inclusion of sustainability clauses in contracts, the specification of recyclable materials, the substitution of single-use plastic merchandise with reusable bottles, organic cotton or recycled fabric apparel and digital vouchers, and the *Three Procurement Questions*: are products recyclable, do policies exist, is packaging minimal?

Educational objective. After engaging with this poster, a tournament director will be able to assess potential sponsors and suppliers against environmental criteria, will know what clauses to request in contracts, and will recognise the multiplier effect of green partnerships on overall event impact.

Recommended distribution. Tournament procurement processes, sponsor briefing packs, NTA commercial teams, the GreenTennis online platform.

Material 05 — Travel Guidance for Participants



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

🏆 FOR TOURNAMENT DIRECTORS

📅 PRE-TOURNAMENT — PLANNING & SETUP

TRAVEL GUIDANCE FOR PARTICIPANTS

05

Reduce transport emissions — the biggest carbon footprint of any event.



TRAVEL IS YOUR BIGGEST CARBON CATEGORY

For most tennis events, participant travel accounts for 60–80% of total emissions. Encouraging lower-carbon transport can have a bigger impact than any other single action.



TRAIN OVER PLANE

Rail travel emits up to 10x less CO₂ than flying. Provide train route details in your participant info pack.



CARPPOOLING GUIDANCE

Create a carpooling coordination board where participants can match up for shared car journeys.



BIKE-FRIENDLY VENUES

Provide secure cycle parking, a bike pump and cycling directions. List the nearest bike hire stations in your venue guide.



WHAT TOURNAMENT DIRECTORS CAN DO

- Include public transport directions in all participant communications and welcome emails
- List train station proximity, connecting bus and tram routes clearly on your venue page
- Partner with a local taxi or ride-share company that operates electric or hybrid vehicles
- Offer a small incentive — priority seeding draw, branded item — for participants arriving by public transport
- Provide a shuttle service from the nearest railway station on key draw days
- Set up a carpooling notice board — physical or digital — so participants can coordinate shared journeys
- Publish a travel carbon guide alongside your tournament information pack



THINK INTERNATIONALLY TOO

For international players and coaches, encourage train travel over short-haul flights wherever the rail network makes it feasible. Even shifting one in three flights to rail makes a meaningful difference.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** Pre-Tournament — Participant Communication

Focus statement. Reduce transport emissions — the biggest carbon footprint of any event.

Key topics covered. The poster establishes that participant travel typically accounts for 60–80% of a tournament's total emissions, making it the single largest leverage point for tournament directors. It then sets out the actions that organisers can take to influence participant transport choices: integrating public transport information into communications and welcome emails, listing station proximity and tram routes clearly on venue pages, offering priority seeding draws or branded incentives for those arriving by public transport, optimising venue infrastructure with secure cycle parking and bike pumps, and applying the *one-in-three international rule* — encouraging participants travelling internationally to shift just one in every three flights to rail. A comparison highlights the carbon advantage of rail (10× lower than flying), carpooling and cycling.

Educational objective. After engaging with this poster, a tournament director will understand the dominant role of travel in event emissions, will be able to design participant communications that promote low-carbon transport choices, and will have specific incentive mechanisms to deploy.

Recommended distribution. Event participant communications, welcome packs, venue pages, NTA tournament organiser handbooks, the GreenTennis online platform.

Material 06 — Water Refill & Reusable Bottle Campaign



TENNIS FOR A GREENER FUTURE
GreenTennis – Erasmus+ Project

FOR TOURNAMENT DIRECTORS

DURING TOURNAMENT – OPERATIONS

WATER REFILL & REUSABLE BOTTLE CAMPAIGN

06

Eliminating single-use plastic bottles, one refill at a time.



THE PLASTIC BOTTLE PROBLEM

A single-day tennis tournament can generate hundreds of plastic bottles. Most end up in landfill. The solution is simple: provide clean refill stations and promote reusable bottles.

- 01 Install Refill Stations** Place water refill points at courtside, in changing rooms and near the canteen. Ensure they are clearly signed and regularly maintained.
- 02 Ban Single-Use Bottles** Make your event plastic bottle-free. Inform participants in advance so they bring their own reusable bottle.
- 03 Provide Reusable Bottles** Where budget allows, offer branded reusable bottles as part of entry packs or as a small purchase at the event.
- 04 Inspire with World-Class Examples** Events like the Rolex Monte-Carlo Masters have introduced reusable cup systems — proving it works at every level.
- 05 Hydration Signage** Use signs and announcements to remind players, coaches and spectators to refill, not replace.
- 06 Track Your Impact** Count the bottles NOT used and share the number on social media or in your sustainability report.



REFILL STATION PLACEMENT TIPS

- One station per 50 participants minimum
- Near courts: for players between sets and during warm-up
- Near canteen: for coaches, parents and spectators
- In changing rooms: for between-match and post-match hydration
- At the venue entrance: first impression sets the tone for green behaviour
- Ensure each station is clearly signed and checked regularly throughout the day



REUSABLE BOTTLE ESSENTIALS

- Communicate the no-plastic-bottle policy clearly before the event
- Remind participants again at registration and in the welcome announcement
- Have spare reusable bottles available to lend or sell on the day
- Make it easy and celebrated — not punitive or inconvenient
- Feature the refill station on your event map and in all signage
- Track and share how many bottles were avoided — celebrate the collective impact

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** On-Site — Hydration Infrastructure

Focus statement. Eliminating single-use plastic bottles, one refill at a time.

Key topics covered. The poster sets out a three-step implementation framework for eliminating single-use plastics at a tennis tournament: ban single-use plastics from the event premises, install high-quality refill stations strategically throughout the venue (one station per 50 participants is the recommended ratio), and supply participants with branded reusable bottles as part of the event package. It also addresses the operational essentials: strategic refill placement at courtside, canteens and changing rooms; high-visibility signage to guide participants to refill points; clear early communication of policies to all attendees; and post-event tracking of bottles saved and CO₂ avoided as a basis for impact reporting.

Educational objective. After engaging with this poster, a tournament director will be able to plan and deliver a no-single-use-plastics event, will know the optimal placement and density of refill stations, and will understand how to track and communicate the resulting environmental impact.

Recommended distribution. On-site venue display (especially near refill stations), tournament operations briefings, partner club visits, the GreenTennis online platform.

Material 07 — Waste Sorting & Recycling Points



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

FOR TOURNAMENT DIRECTORS

DURING TOURNAMENT — OPERATIONS

WASTE SORTING & RECYCLING POINTS

07

Making it easy for everyone to sort waste correctly at your event.



THE RIGHT BIN IN THE RIGHT PLACE

The most common reason waste ends up unsorted is that bins are hard to find or confusing to use. Fix the infrastructure and behaviour will follow.



CLEARLY MARKED BINS

Use colour-coded bins with picture labels. Place them in pairs so sorting is the default, not the exception.



VOLUNTEER GUIDANCE

Brief event volunteers on waste sorting. Position them near bins at peak times to guide participants gently.



LOCAL RECYCLING RULES

Waste sorting rules vary across Europe. Check with your local municipality for the correct categories for your region.

- 01 Set Up Before Opening** Have all bins labelled, sited and briefed before participants arrive. First impressions set behaviour norms.
- 02 Cover All Zones** Place sorting stations courtside, near the canteen, at the entrance/exit and in changing areas.
- 03 Brief All Staff** Every staff member and volunteer should know your waste policy and be able to guide attendees.
- 04 Remove Overflowing Bins Quickly** Overfull bins lead to spillage and mixed waste. Schedule regular bin checks throughout the event.
- 05 Reduce Before You Sort** The best waste is waste not created. Prioritise compostable catering materials and bulk food service.



POST-EVENT AUDIT

After the tournament, conduct a simple waste audit. How many bags of each category were collected? This data helps you improve for next year and gives you numbers for your sustainability report.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** On-Site — Waste Operations

Focus statement. Making it easy for everyone to sort waste correctly at your event.

Key topics covered. The poster establishes the foundations of effective waste sorting at sport events: strategic placement of colour-coded bins in pairs to make sorting the default behaviour, visual guidance and pictograms aligned with local municipal recycling rules, and the deployment of briefed volunteers near bins during peak times. It then sets out a four-step operational routine: setup and zone coverage across courtside, canteens and changing rooms; staff briefing and rapid maintenance with regular bin checks; *reduce before you sort* — minimising waste creation in the first place through compostable catering and bulk food services; and a post-event audit counting bags per category to inform future sustainability reports.

Educational objective. After engaging with this poster, a tournament director will be able to design and operate a high-effectiveness waste sorting system at an event, will recognise the importance of waste reduction upstream of sorting, and will be able to conduct a meaningful post-event audit.

Recommended distribution. Event venue display (near sorting stations and back-of-house), volunteer briefing materials, NTA event handbooks, the GreenTennis online platform.

Material 08 — Tennis Ball Collection System



TENNIS FOR A GREENER FUTURE
GreenTennis – Erasmus+ Project

 FOR TOURNAMENT DIRECTORS

 DURING TOURNAMENT – OPERATIONS

TENNIS BALL COLLECTION SYSTEM

08

Giving used tennis balls a second life through circular economy thinking.



THE PROBLEM WITH TENNIS BALLS

Over 300 million tennis balls are produced globally every year. Most end up in landfill. At a tournament, balls are often discarded after just a few matches — but they still have value.



COLLECTION BOXES AT THE VENUE

- Place clearly labelled ball collection boxes at each court exit and near the clubhouse
- Encourage players to deposit used match balls immediately after their match
- Ensure boxes are visible, well-signed and emptied regularly throughout the event
- Thank participants who contribute — a sticker, mention or small reward reinforces the habit
- Brief umpires and court supervisors to remind players about ball collection
- Count collected balls daily and post the total on the event noticeboard



RECYCLING & REUSE PARTNERS

- Partner with certified ball recycling organisations in your country
- Send pressurised balls for de-pressurisation and repurposing into new products
- Donate used match-quality balls to local schools, beginners or community programmes
- Contact your national federation for approved and recommended recycling schemes
- Ask your tournament ball sponsor if they operate a take-back or circular programme
- Use collected balls as training balls in post-event junior or beginner sessions

01 Communicate the Plan

Tell players, coaches and spectators before and during the event that ball recycling is happening — and why.

02 Post-Match Balls to Training

Arrange for used match balls to be collected and redistributed to junior training sessions or beginners programmes.

03 Track and Report

Count the balls collected and calculate CO₂ saved from landfill. Share the figure in your sustainability report.

04 Work with Your Ball Sponsor

Ask your official ball supplier whether they offer a take-back or recycling scheme as part of their tournament partnership.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** On-Site & Post-Event — Equipment Circularity

Focus statement. Giving used tennis balls a second life through circular economy thinking.

Key topics covered. The poster opens with the headline statistic — 300 million tennis balls are produced globally each year, the great majority ending up in landfill — and sets out a four-step implementation roadmap to address this challenge at tournament level. The four steps are: communicate the recycling plan to players, coaches and spectators before and during the event; redistribute post-match balls to junior training sessions or beginner community programmes; track total balls collected, the resulting CO₂ savings and community donations as an integrated impact metric; and work with ball sponsors on take-back schemes to embed circularity at the supply level. The poster also addresses the operational infrastructure required: clearly labelled collection boxes at court exits and clubhouses, and partnerships with certified recycling organisations for de-pressurisation and repurposing.

Educational objective. After engaging with this poster, a tournament director will understand the scale of the global tennis ball waste challenge, will be able to operate a tournament-level collection and redistribution system, and will know how to engage ball sponsors in circular economy partnerships.

Recommended distribution. Event venue display (court exits and clubhouses), tournament operations briefings, ball sponsor engagement, the GreenTennis online platform.

Material 09 — Energy-Smart Tournament Behaviour


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR TOURNAMENT DIRECTORS
  DURING TOURNAMENT — OPERATIONS

ENERGY-SMART TOURNAMENT BEHAVIOUR

09

Simple day-to-day actions that cut energy use during your event.


ENERGY COSTS YOU MONEY AND THE PLANET
 Running courts, lighting, PA systems and catering uses significant electricity. Smart operational choices can reduce energy use by 20–40% without affecting the player or spectator experience.


LIGHTS OFF ON EMPTY COURTS
 Assign a staff member to check and switch off court lighting when courts are not in use between matches.


EFFICIENT SCHEDULING
 Minimise court idle time by grouping matches efficiently. Fewer courts running simultaneously means less energy consumed.


NATURAL LIGHT PRIORITY
 Schedule daytime matches on courts with the best natural light. Reserve floodlit courts for evening sessions only.

- 01 Appoint an Energy Monitor** Designate one team member to track energy use during the tournament — checking unused equipment is off and reporting issues.
- 02 Switch Off Between Rounds** Turn off PA systems, scoreboard displays and court lighting during extended gaps between rounds or sessions.
- 03 Use Timers and Sensors** If your venue allows, install motion-sensor lighting in changing rooms, toilets and storage areas.
- 04 Catering Energy Efficiency** Brief catering staff to use energy-saving modes on equipment and avoid running empty ovens or hot plates.
- 05 EV Charging for Official Vehicles** If the event operates shuttle or logistics vehicles, use electric vehicles and EV chargers where available.


DID YOU KNOW?
 Switching all courts to LED lighting and implementing smart scheduling can reduce a tournament energy bill by up to 40% — savings that can be reinvested in further sustainability improvements.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

 Co-funded by the European Union

Audience stream: For Tournament Directors **Phase:** On-Site — Energy Operations

Focus statement. Simple day-to-day actions that cut energy use during your event.

Key topics covered. The poster establishes that operational behaviour, separate from infrastructure, can cut tournament energy use by 20–40% without affecting player or spectator experience. It sets out two core operational strategies — prioritising natural light and scheduling daytime matches to reserve floodlit courts for the evening, and minimising court idle time by grouping matches efficiently — and five action steps for delivery: appointing an energy monitor, switching off equipment between rounds, using motion-sensor timers and lighting in changing rooms and storage, optimising catering equipment energy use, and deploying electric vehicles for shuttle and logistics operations. A closing highlight notes the up-to-40% savings achievable through LED lighting combined with smart scheduling.

Educational objective. After engaging with this poster, a tournament director will be able to design an energy-aware operational routine, will understand the relative impact of behavioural versus infrastructural energy interventions, and will have a specific role (the energy monitor) to assign within the event team.

Recommended distribution. Event venue display (back-of-house and operations rooms), staff briefings, NTA tournament operator handbooks, the GreenTennis online platform.

Material 10 — Sustainable Event Reporting


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR TOURNAMENT DIRECTORS
  POST-TOURNAMENT — LEGACY & EVALUATION

SUSTAINABLE EVENT REPORTING

Measuring and communicating your environmental impact after the tournament.


IF YOU CANNOT MEASURE IT, YOU CANNOT IMPROVE IT
 A sustainability report does not need to be lengthy or complex. Even a simple one-page summary shows your commitment, helps you identify what worked and sets a baseline for improvement.


PLASTIC SAVED
 Record refill station usage and the number of single-use bottles avoided. Calculate weight of plastic not sent to landfill.


ENERGY REDUCED
 Note any energy-saving measures used and, where data is available, compare consumption to a previous event.


BALLS RECYCLED
 Count and report the number of tennis balls collected and diverted from landfill through recycling or reuse.


WHAT TO INCLUDE IN YOUR REPORT

- Total participants, matches and courts used
- Plastic bottles avoided (estimated)
- Paper eliminated through digital-first approach
- Tennis balls collected and their destination
- Energy-saving measures implemented
- Waste sorted by category
- Participant feedback on sustainability measures
- Top 3 things to improve next year


SHARE YOUR RESULTS
 Publish your sustainability report on your club website or social media. It inspires other tournaments to follow suit and demonstrates leadership in the European tennis community.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


 Co-funded by the European Union

Audience stream: For Tournament Directors **Phase:** Post-Event — Measurement & Communication

Focus statement. Measuring and communicating your environmental impact after the tournament.

Key topics covered. The poster sets out the four core sustainability metrics that every tennis tournament should track: plastic waste prevention (refill station usage and total weight of plastic diverted from landfill), energy reduction tracking (consumption compared to previous editions), tennis ball circularity (number of balls collected for recycling or reuse), and post-event impact narrative. It then provides an essential report checklist (participant statistics, paper eliminated through digital-first approaches, waste-sorting results), a continuous improvement framework (identifying the top three sustainability goals for next year's event), and guidance on sharing results through club websites and social media to inspire other organisations.

Educational objective. After engaging with this poster, a tournament director will know which environmental metrics to capture during an event, will be able to compile a basic post-event sustainability report, and will understand the value of public reporting as a multiplier for the wider sport.

Recommended distribution. Post-event review meetings, NTA reporting templates, federation-level communications, the GreenTennis online platform.

Material 11 — Reuse of Tournament Materials


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR TOURNAMENT DIRECTORS
  POST-TOURNAMENT — LEGACY & EVALUATION

REUSE OF TOURNAMENT MATERIALS

Avoiding single-use branding and choosing reusable infrastructure.


SINGLE-USE IS DOUBLE WASTE

Materials produced for one event and then discarded represent wasted resources AND wasted money. A shift to reusable, modular infrastructure pays back within two to three events.


REUSABLE BANNERS & SIGNAGE

- Use fabric pull-up banners rather than printed vinyl
- Store banners between events in a dry, dark place
- Design modular banners with swappable sponsor panels
- Use permanent court-side branding rather than event-specific prints


MODULAR & GENERAL SIGNAGE

- Invest in blank reusable frames with printed inserts
- Use digital screens for schedules and information where possible
- Create QR code signs that link to updated content online
- Avoid single-event printed mesh fencing branding

01 Audit After Every Event Before disposing of any material, ask: can this be stored and reused? Create a storage inventory list.

02 Standardise Your Setup Design a repeatable, modular event layout so the same banners and signs work at every edition.

03 Recycle What You Cannot Reuse For materials at end of life, find a specialist printer who accepts old banners for recycling.

04 Involve Your Sponsors Ask sponsors to supply pull-up banners they already own rather than producing new materials for each event.


THE MATHS OF REUSE

A quality reusable banner costs 2-3x more upfront but lasts 5-7 events. That is 60-70% less spending on print materials and significantly less waste sent to landfill.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


 Co-funded by the European Union

Audience stream: For Tournament Directors **Phase:** Pre-Tournament & Post-Event — Branding & Materials

Focus statement. Avoiding single-use branding and choosing reusable infrastructure.

Key topics covered. The poster makes the strategic case for reusable tournament infrastructure, focusing on banners, signage and event branding. It sets out three principles: swap vinyl for modular fabric and frames (using reusable pull-up banners and frames with interchangeable inserts instead of single-event vinyl), standardise and store for longevity (designing repeatable layouts and storing banners in dry, dark places between events), and use digital and QR-driven content (replacing printed schedules and sponsor lists with digital screens and dynamic QR codes). The poster also presents the business case: reusable infrastructure costs 2–3× more upfront but lasts for 5–7 events, delivering 60–70% reduction in material spending across the lifecycle.

Educational objective. After engaging with this poster, a tournament director will recognise the financial as well as environmental case for reusable branding, will know what to specify when commissioning new tournament materials, and will understand the storage and standardisation practices required to make reuse work in practice.

Recommended distribution. Tournament procurement and branding processes, marketing team briefings, NTA federation-level guidance, the GreenTennis online platform.

Material 12 — Green Feedback & Improvement Loop



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

FOR TOURNAMENT DIRECTORS

POST-TOURNAMENT — LEGACY & EVALUATION

GREEN FEEDBACK & IMPROVEMENT LOOP

12

Listening to players and staff to continuously improve your sustainability performance.



SUSTAINABILITY IS A PROCESS, NOT A DESTINATION

The most successful green events treat sustainability as an ongoing journey. Each edition is an opportunity to learn, adjust and raise the bar.

- 01 Digital Player Survey** Include 3–5 sustainability questions in your post-tournament feedback form. Ask what players noticed, what helped and what was missing.
- 02 Staff Debrief Session** Hold a short debrief with your team within one week of the event. What sustainability challenges arose? What solutions worked?
- 03 Volunteer Report** Brief volunteers to note observations during the event — overfull bins, confusion at refill stations, misuse of recycling points.
- 04 Set Targets for Next Year** Based on feedback and data, set two or three specific, measurable sustainability targets for your next edition.
- 05 Share Learnings with Peers** Connect with other tournament directors through your national federation or Tennis Europe to share what works and what does not.



QUESTIONS TO ASK PLAYERS

- Did you find the refill stations easily?
- Was recycling sorting clear and convenient?
- Would you travel differently if encouraged to?
- What sustainability action impressed you most?



QUESTIONS TO ASK YOUR TEAM

- Where did we fall short on sustainability?
- What required the most effort to implement?
- What would be worth doing again next year?
- What do we wish we had planned better?



BUILD A GREEN TOURNAMENT STANDARD

Document your sustainability actions and results after each edition. Over time, you build a reusable green tournament template — a practical resource for sharing best practices across the European tennis network.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Tournament Directors **Phase:** Post-Event — Evaluation & Improvement

Focus statement. Listening to players and staff to continuously improve your sustainability performance.

Key topics covered. The poster sets out a structured feedback loop for continuous improvement of tournament sustainability. It identifies three feedback sources — digital player surveys, staff debriefs and volunteer reports — and three primary focus areas matched to each: experience and ease (for players), operations and effort (for staff), and real-time observation (for volunteers). It provides example survey questions for each group, sets out how to use gathered data to set 2–3 measurable targets for the next event, and closes with two further actions: building a green standard by documenting all actions in a reusable template for the European tennis network, and sharing peer learnings with national federations and Tennis Europe to exchange successful sustainability strategies.

Educational objective. After engaging with this poster, a tournament director will be able to design and run a multi-stakeholder feedback process, will know how to translate feedback into measurable next-edition targets, and will recognise the value of cross-event learning across the European tennis network.

Recommended distribution. Post-event review meetings, NTA reporting cycles, federation-level cross-event learning forums, the GreenTennis online platform.

4.3 Stream B — For Players, Parents and Coaches (Materials 13–20)

The eight posters in Stream B address the individual actors within European tennis. They focus on the personal action layer — the daily decisions and habits that, multiplied across hundreds of thousands of players, accumulate into significant environmental impact. The arc of the eight posters moves deliberately from the practicalities of personal habit formation toward the role of the player as ambassador for environmental change in the wider tennis community.

Material 13 — Sustainable Travel Choices


GREEN TENNIS

TENNIS FOR A GREENER FUTURE
 GreenTennis – Erasmus+ Project

 FOR PLAYERS, PARENTS & COACHES
  PRE-TOURNAMENT — PREPARATION

SUSTAINABLE TRAVEL CHOICES

How players get to tournaments matters for the planet — and your example matters too.


YOUR JOURNEY IS PART OF YOUR GREEN GAME
 The carbon footprint of getting to a tournament often exceeds every other sustainability action combined. Choosing how you travel is one of the most impactful decisions you can make.



TRAIN VS PLANE

Rail travel emits significantly less CO₂ per km than flying. For journeys under 700km, the train is almost always the greener option — often faster door-to-door too. Provide train route details in your participant info pack.



CARPPOOLING

Share your journey with teammates, training partners or other families travelling to the same event. It halves emissions, reduces cost and builds team spirit before you even reach the venue.



ACTIVE TRAVEL

Where possible, cycle or walk to the venue. It doubles as a warm-up, has zero emissions and saves on parking and fuel costs. Check with the organiser for secure cycle parking and cycling route info.

- Plan Your Route Early** Research train or bus options when you confirm your entry — not the week before. Early planning often means cheaper tickets too.
- Form a Carpool Group** Connect with other players from your club or region attending the same tournament. Share the drive and the carbon.
- Pack Light** Lighter bags mean less fuel used. Pack only what you need.
- Use Local Accommodation** Staying near the venue reduces daily travel. Choose accommodation within walking or cycling distance where possible.
- Ask Your Tournament for Help** Contact organisers for public transport details, bike parking info and any shuttle services they may offer.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


 Co-funded by the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Pre-Tournament — Personal Travel

Focus statement. How players get to tournaments matters for the planet — and your example matters too.

Key topics covered. The poster sets out a personal travel hierarchy for players, parents and coaches travelling to tournaments. It encourages train travel for journeys under 700 km (rail emits significantly less CO₂ than flying and is often a faster door-to-door option), carpooling to halve emissions and build team spirit, and active travel — cycling or walking to the venue — as a zero-emission option that doubles as physical preparation. It also provides three pre-tournament preparation steps: planning routes early for better rates, packing light to save fuel, and prioritising local accommodation near the venue. The closing message addresses parents and coaches directly, framing their personal travel choices as visible role-modelling for the players around them.

Educational objective. After engaging with this poster, players, parents and coaches will be able to make better-informed travel choices for tournaments, will recognise the disproportionate impact of mode choice on personal emissions, and will understand their role in modelling sustainable behaviour for younger players.

Recommended distribution. Player and parent communications from clubs and academies, training environments, federation member communications, the GreenTennis online platform, social media.

Material 14 — Pack Green: What's in Your Tennis Bag


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR PLAYERS, PARENTS & COACHES
  PRE-TOURNAMENT — PREPARATION

PACK GREEN: WHAT'S IN YOUR TENNIS BAG

Small choices in what you pack can eliminate a surprising amount of waste.



YOUR TENNIS BAG IS A STATEMENT

Every item you bring to a tournament sends a message about your values. A green bag is lighter, leaner and leaves less waste behind. Before each tournament, take a moment to check what you are packing — swap single-use items for reusable alternatives, choose snacks in minimal packaging and leave disposables at home. Small choices made consistently across every player at every event add up to a significant collective reduction in plastic and food waste across European tennis.



THE GREEN TENNIS BAG ESSENTIALS

- ✓ Reusable water bottle (750ml+)
- ✓ Reusable snack containers (no clingfilm)
- ✓ Bamboo or reusable cutlery
- ✓ Cloth bag for dirty kit
- ✓ Sunscreen in recyclable packaging
- ✓ Digital device for schedules / draws



LEAVE THESE AT HOME

- ✗ Single-use plastic water bottles
- ✗ Pre-packaged snacks with excess plastic
- ✗ Disposable plastic cutlery or cups
- ✗ Printed tournament schedules (use QR codes)
- ✗ Excessive packaging on supplements

01 Prep Your Snacks at Home Bring your own food in reusable containers. Bulk buying and portioning at home is greener than pre-packaged sports products.

02 Choose Minimal Packaging When buying sports nutrition, choose products in recyclable or compostable packaging.

03 The Reusable Bottle Rule Make it a personal rule: if you forget your bottle, find a paper cup rather than buying a plastic bottle. Better still — always pack it.



A COACH'S ROLE

Coaches and parents set the tone. When you bring a reusable bottle and containers, your players notice and copy. Sustainability is taught by example.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

 Co-funded by the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Daily — Equipment & Preparation

Focus statement. Small choices in what you pack can eliminate a surprising amount of waste.

Key topics covered. The poster sets out the *Green Essentials* of a sustainable tennis bag: a 750ml-plus reusable water bottle, reusable snack containers, bamboo or reusable cutlery, digital devices replacing printed tournament papers, sunscreen in recyclable packaging, and cloth bags for dirty kit. It introduces the *Reusable Bottle Rule* (always pack a bottle; if forgotten, use paper cups instead of buying plastic) and the principle of preparing snacks at home in bulk to avoid pre-packaged waste. A clear *Pack These / Leave These at Home* comparison helps players visualise the substitution. The closing message addresses coaches and parents on their role in modelling these habits, since *players notice and mimic sustainability habits modelled by their mentors and guardians*.

Educational objective. After engaging with this poster, a player, parent or coach will know the specific items that constitute a sustainable tennis bag, will be able to substitute single-use items with reusable alternatives, and will understand the cumulative impact of these small choices over a tennis season.

Recommended distribution. Junior player communications, parent meetings at clubs, coach training environments, the GreenTennis online platform, social media.

Material 15 — Choosing Sustainable Equipment



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

🎵 FOR PLAYERS, PARENTS & COACHES

🕒 PRE-TOURNAMENT — PREPARATION

CHOOSING SUSTAINABLE EQUIPMENT

15

Conscious consumption — buying less, buying better, making it last.



BUY LESS, PLAY BETTER

The tennis industry produces millions of rackets, balls and garments each year, many of which end up as waste prematurely. Choosing quality and durability is always the more sustainable option.



DURABLE RACKETS

Invest in a quality racket and maintain it properly. A well-maintained racket lasts years — reducing demand for replacements.



ECO STRINGS

Natural gut strings are biodegradable. Some brands offer synthetic strings from recycled or bio-based materials. Ask your stringer.



LONG-LASTING APPAREL

Choose quality sportswear that washes and wears well. Look for brands using recycled polyester or organic cotton.

- 01 Research Before You Buy** Look for brands with published sustainability commitments — recycled materials, fair labour practices, take-back schemes.
- 02 Repair Before Replacing** Can your grip be replaced? Your strings restrung? Your shoe soles repaired? Always explore repair before buying new.
- 03 Buy Second-Hand** Junior players outgrow equipment quickly. Buy second-hand rackets and kit from club networks or online platforms.
- 04 Donate When Upgrading** When you move to a new racket or apparel, donate usable old equipment to a beginner, school programme or charity.
- 05 Question Promotional Freebies** Tournament goody bags often contain single-use or low-quality items. Politely skip what you will not use.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Long-term — Equipment Selection

Focus statement. Conscious consumption — buying less, buying better, making it last.

Key topics covered. The poster reframes equipment purchasing as an environmental decision. It sets out four principles for selecting eco-conscious gear: invest in durable rackets that, with proper maintenance, last for years and reduce replacement demand; opt for eco-friendly strings made from biodegradable natural gut or recycled and bio-based materials; choose long-lasting apparel made from recycled polyester or organic cotton; and refuse promotional waste — politely skipping low-quality tournament goody-bag items and freebies that will not be used. It also sets out three steps of conscious consumption: research and repair before buying (prioritising brands with sustainability commitments and exploring restringing or re-gripping first), extending equipment lifecycles by buying second-hand for growing juniors and donating usable old gear to schools, and the underlying mantra *Buy Less, Play Better*.

Educational objective. After engaging with this poster, a player, parent or coach will be able to make better-informed equipment purchasing decisions, will recognise the environmental dimension of replacement-versus-repair choices, and will understand how to extend the lifecycle of existing equipment.

Recommended distribution. Junior player and parent communications, coach equipment guidance, club pro shops, the GreenTennis online platform.

Material 16 — Green Player Code of Conduct



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR PLAYERS, PARENTS & COACHES
 DURING TOURNAMENT — ON-SITE BEHAVIOUR

GREEN PLAYER CODE OF CONDUCT

16

Everyday on-site behaviour that makes your tournament greener for everyone.



BEING GREEN IS BEING A GOOD SPORT

The best tennis players lead by example — on court and off it. A green code of conduct is a commitment to treating the venue and the planet with the same respect you bring to your game. Whether you are a junior competing in your first tournament or a seasoned player on the European circuit, your everyday behaviour at events shapes the culture of the sport. Littering, wasting water and ignoring recycling points all have a real environmental cost — just as respecting them has a real positive impact. The green code is not about rules: it is about pride in the game and responsibility to the community around you.

- ✓ **No Littering:** Dispose of all waste — tape, grip wrap, ball cans, food packaging — in the correct bins. Never leave anything courtside or in changing rooms.
- ✓ **Respect Recycling:** Use the recycling points provided. If sorting instructions are unclear, ask a volunteer. A moment of effort makes a real difference.
- ✓ **Save Water:** Turn off taps fully after washing. Report any running taps or leaks to event staff immediately. Every litre matters.
- ✓ **Use the Refill Station:** Refill your bottle at the designated stations. Avoid purchasing single-use plastic bottles at the canteen.
- ✓ **Clean the Changing Room:** Leave the changing room cleaner than you found it. Put your waste in the bin and your kit in your bag.
- ✓ **Keep Noise Down:** Respect quiet zones — other matches may be in progress. Being considerate of others is part of the green spirit.
- ✓ **Encourage Others:** If you see a fellow player littering or wasting water, gently remind them. Peer accountability strengthens community standards.
- ✓ **Thank the Green Volunteers:** Acknowledge the effort that goes into making a tournament sustainable. A word of appreciation goes a long way.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

 Co-funded by the European Union

Audience stream: For Players, Parents & Coaches **Phase:** On-Site — Daily Behaviour

Focus statement. Everyday on-site behaviour that makes your tournament greener for everyone.

Key topics covered. The poster sets out a code of conduct for the green player, organised around two clusters. The *Core Environmental Actions* cluster covers waste and recycling management (disposing of all waste in the correct bins and using provided sorting points), water conservation (turning off taps fully after washing and reporting any leaks to event staff), and elimination of single-use plastics (using designated refill stations rather than purchasing single-use plastic bottles at canteens). The *Respect & Community Standards* cluster covers leaving no trace (keeping changing rooms clean and respecting quiet zones), peer accountability (gently reminding fellow players to avoid littering or wasting water), and thanking the green volunteers who work to make the tournament sustainable. The poster positions sustainable conduct as part of being a *good sport for the planet*.

Educational objective. After engaging with this poster, a player will know the specific behaviours expected at a green tournament, will recognise sustainable conduct as part of broader sport etiquette, and will be equipped to influence peers positively.

Recommended distribution. On-site venue display (changing rooms, court entrances), player welcome packs, junior coaching environments, the GreenTennis online platform.

Material 17 — Refill, Don't Replace



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

FOR PLAYERS, PARENTS & COACHES

DURING TOURNAMENT — ON-SITE BEHAVIOUR

REFILL, DON'T REPLACE

One simple habit that eliminates hundreds of plastic bottles from your tennis career.

17



ONE BOTTLE. EVERY MATCH. EVERY TOURNAMENT.

A reusable bottle used throughout your tennis career eliminates thousands of plastic bottles from the waste stream. It is the single easiest green habit you can adopt today.



THE SCALE OF THE PROBLEM

In Europe alone, tennis players and spectators consume a significant number of plastic bottles per year at sports events — the vast majority used once and then discarded. Tennis as a sport has thousands of events running every weekend across the continent, from club-level competitions to national championships. Each event that eliminates single-use bottles — by providing refill stations and encouraging reusable alternatives — contributes directly to reducing plastic pollution in our environment. This is an entirely solvable problem. It requires only a refill station, a clear communication policy and a shared commitment from players, coaches and organisers alike.



BEFORE THE MATCH

Fill your reusable bottle at the refill station before you warm up. Cold, clean water is always available.



DURING THE MATCH

Sip from your reusable bottle at changeovers. Ask ball kids or event staff to point you to the nearest refill station.



AFTER THE MATCH

Rinse your bottle in the changing room. A clean bottle is a ready bottle — set it up for the next match today.

- 01 Choose the Right Bottle** Opt for an insulated stainless steel or BPA-free bottle. It keeps water cold for hours and lasts for years.
- 02 Personalise It** Put a sticker or write your name on your bottle. It stays with you, stays hygienic and never gets confused with another player's.
- 03 Make It a Team Habit** Share the habit with your training group. If everyone on the team refills, the culture of the whole club shifts.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Match Day — Hydration

Focus statement. One simple habit that eliminates hundreds of plastic bottles from your tennis career.

Key topics covered. The poster operationalises the single most replicable sustainable behaviour for tennis players: the refill habit. It sets out the green match-day routine in three stages — *before the match, fill up* (using a refill station to fill the bottle with cold water before warming up); *during the match, sip and refresh* (sipping from the reusable bottle at every changeover to stay hydrated); *after the match, rinse and ready* (rinsing the bottle in the changing room so it is ready for the next match) — supplemented by guidance on choosing insulated or BPA-free bottles, personalising the bottle to prevent confusion with other players' bottles, and building team culture by sharing the habit across the training group. The poster operates as the player-side counterpart to the organiser-side Material 06.

Educational objective. After engaging with this poster, a player will have a complete match-day hydration routine that excludes single-use plastic, will understand the cumulative impact of the refill habit across a tennis career, and will be equipped to spread the habit within their team.

Recommended distribution. On-site venue display (near refill stations), junior coaching environments, training group communications, the GreenTennis online platform, social media.

Material 18 — Respect the Venue


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR PLAYERS, PARENTS & COACHES
  DURING TOURNAMENT — ON-SITE BEHAVIOUR

RESPECT THE VENUE

Shared spaces deserve shared responsibility — on and off the court.


THE VENUE BELONGS TO EVERYONE
 Tournament venues — their courts, changing rooms, facilities and grounds — are shared by hundreds of players, coaches, spectators and staff. How you treat them reflects on you and your club.


RESPONSIBLE WATER USE

- Turn taps off after hand-washing — do not let water run
- Limit shower time to what you need
- Report leaks or running taps to event staff immediately
- Do not waste drinking water from refill stations
- Use sports towels efficiently — one rinse is enough


CLEAN CHANGING ROOMS

- Take all your belongings when you leave
- Dispose of tape, packaging and waste in the bins provided
- Do not leave food or drink containers behind
- Report any cleanliness issues to staff promptly
- Leave the space ready for the next player

01 Court Care Do not drag your feet on clay courts unnecessarily. Report court damage or net issues to court officials.

02 Energy Respect If you are the last to leave a changing room or training area, check that lights are switched off and windows are secure.

03 Canteen Etiquette Dispose of all catering waste in the correct bins. Compostable and recyclable materials require different containers — sort carefully.

04 Ground and Garden Stay on marked paths. Do not cut across grass or planted areas. Respect the groundskeeping work that maintains the venue.


YOUR REPUTATION TRAVELS WITH YOU
 The way you treat a tournament venue says something about your club and your character. Respect the venue, and other players will take note.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


 Co-funded by the European Union

Audience stream: For Players, Parents & Coaches **Phase:** On-Site — Venue Stewardship

Focus statement. Shared spaces deserve shared responsibility — on and off the court.

Key topics covered. The poster extends sustainable behaviour from waste and water to broader venue stewardship. It is organised around two clusters. The *Indoor and Facility Stewardship* cluster addresses keeping changing rooms clean and disposing of tape, packaging and waste in provided bins; responsible water use through limited shower times and prompt reporting of leaks or running taps; and energy respect through ensuring lights are switched off and windows secured when leaving training areas. The *Court and Grounds Etiquette* cluster addresses court care (avoiding dragging feet on clay courts and reporting net or surface damage) and respect for grounds and gardens (staying on marked paths to protect grass and respect groundskeeping work). A closing message — *Your reputation travels with you* — frames respectful behaviour as a reflection on the player's club and personal character.

Educational objective. After engaging with this poster, a player will recognise the full spectrum of venue stewardship beyond waste and water, will be able to identify and report facility issues constructively, and will understand the connection between personal behaviour and reputation.

Recommended distribution. On-site venue display (changing rooms and entry zones), junior coaching environments, club codes of conduct, the GreenTennis online platform.

Material 19 — Used Tennis Balls & Gear


TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

 FOR PLAYERS, PARENTS & COACHES
  POST-TOURNAMENT — AFTER THE LAST MATCH

USED TENNIS BALLS & GEAR

Closing the loop — giving equipment a second life instead of sending it to landfill.


THE END OF A MATCH IS NOT THE END OF THE BALL
 Used tennis balls still have enormous value — as training aids, as toys for shelters, as recycled rubber. Old rackets, shoes and apparel can be donated, repaired or recycled. Nothing needs to go straight to landfill.


WHAT TO DO WITH USED BALLS

- 🎵 Donate to your club for junior training or beginners
- 🐕 Give to local dog shelters — dogs love tennis balls
- 📦 Drop at tournament ball collection boxes
- ♻️ Use ball recycling services
- 🌱 Repurpose as garden drainage or art projects


WHAT TO DO WITH OLD GEAR

- 🎵 Donate usable rackets to school or community programmes
- 👟 Donate shoes in good condition to local charities
- 📦 Give old kit to beginners in your club
- 🔧 Have old rackets restrung rather than replaced
- ♻️ Use sportswear recycling programmes at retailers

01 Start the Habit After Every Tournament Sort your used balls — training quality vs beyond use. Keep a bag in your kit for collection.

02 Find Your Local Ball Recycler Ask your national federation or club about certified ball recycling partners in your country.

03 Organise a Club Gear Swap Coordinate a kit swap session at your club — players upgrade, gear finds new homes, everyone benefits.

04 Tell Your Friends Share ball and gear recycling options on social media or in your club group. The more people know, the more balls get recycled.

GreenTennis — Tennis for a Greener Future
 Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.


 Co-funded by the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Long-term — Personal Circularity

Focus statement. Closing the loop — giving equipment a second life instead of sending it to landfill.

Key topics covered. The poster addresses what to do with tennis balls and equipment at the end of their primary use. For balls, it sets out four destinations: donating used balls to dog shelters, repurposing for training with junior club programmes, utilising tournament collection and recycling services with specialised partners, and creative secondary uses such as garden drainage or community art projects. For equipment, it sets out three principles: donating apparel and shoes to beginners or local charities, repairing before replacing (having old rackets restrung instead of buying new ones), and using retailer recycling programmes for unusable sportswear. The poster operates as the player-side counterpart to the organiser-side Material 08, closing the personal-circularity loop.

Educational objective. After engaging with this poster, a player or parent will know the destinations available for end-of-life tennis balls and equipment, will understand the difference between disposal and circularity, and will be equipped to take action with their own gear.

Recommended distribution. Player and parent communications, club pro shops, junior coaching environments, the GreenTennis online platform.

Material 20 — Be a Green Tennis Ambassador



TENNIS FOR A GREENER FUTURE
GreenTennis — Erasmus+ Project

🎵 FOR PLAYERS, PARENTS & COACHES

📊 POST-TOURNAMENT — AFTER THE LAST MATCH

BE A GREEN TENNIS AMBASSADOR

20

Your game can inspire a movement — influence your club, your community and European tennis.



YOU ARE THE CHANGE YOU WANT TO SEE

Every green habit you adopt has ripple effects. When fellow players, coaches and parents see you refilling, recycling and choosing sustainable options, they are more likely to follow. That is how culture changes.



WHAT DOES A GREEN TENNIS AMBASSADOR DO?

- Consistently models green behaviour at tournaments and in training
- Shares sustainability tips with teammates, parents and club members
- Encourages their club committee to adopt greener practices each season

01 Share Best Practices Tell your clubmates what green initiatives worked at a tournament — refill stations, ball collection, digital schedules.

02 Influence Your Club Talk to your club committee about adding one green initiative per season — a refill station, a ball recycling box, a no-plastic event.

03 Connect Across Europe Follow Tennis Europe and the GreenTennis project on social media. Share what you are doing with the hashtag #GreenTennis.

04 Educate Young Players If you are a coach, parent or senior player, talk to the young players around you about sustainability. The next generation will shape the sport future.

05 Keep Learning Stay curious about sustainability in sport. New ideas, technologies and practices emerge regularly — bring them back to your tennis community.



TOGETHER, WE CHANGE THE GAME

GreenTennis is a collective movement. Tournament directors, players, coaches, clubs and federations — all of us working together can transform tennis into a leading example of how sport drives meaningful environmental change.

GreenTennis — Tennis for a Greener Future

Co-funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Co-funded by
the European Union

Audience stream: For Players, Parents & Coaches **Phase:** Beyond the Court — Community Influence

Focus statement. Your game can inspire a movement — influence your club, your community and European tennis.

Key topics covered. The closing poster of the deliverable shifts the player from individual action to community influence. It is structured around two clusters. *Closing the Loop on Gear* consolidates the equipment circularity messages from across the deliverable: repurposing and recycling tennis balls, extending equipment lifespans by restringing rackets and donating shoes or apparel, and post-tournament sorting of used balls by quality to prevent unnecessary landfill waste. *Leading as a Green Ambassador* sets out three roles: modelling sustainable behaviour by consistently demonstrating green habits like using refill stations and recycling, influencing the club committee by advocating for one new initiative per season (a no-plastic event, ball collection boxes), and educating the next generation by talking to young players about sustainability to ensure the future of the sport is green. The poster operates as the conceptual close of the player-facing stream, completing the arc from personal habit to community leadership.

Educational objective. After engaging with this poster, a player will understand their potential influence beyond personal behaviour, will have specific roles to take up at club and community level, and will recognise themselves as part of a wider European movement for environmental change in tennis.

Recommended distribution. Federation member communications, club ambassador programmes, the GreenTennis Ambassador programme (D5.4), the GreenTennis online platform, social media.

4.4 Visual Identity and Production Specifications

All twenty posters share a unified production specification. Each is delivered in A4 format (210 × 297 mm), in print-ready PDF and high-resolution PNG formats, with editable source files retained for translation and adaptation. Typography uses Barlow Condensed for headings and Barlow for body text, ensuring legibility at both display and reading distances. The colour palette is built around the GreenTennis greens (dark, mid, bright and pale), with a gold accent reserved for highlights and key data points. All posters carry the GreenTennis logo, the *Co-funded by the European Union* emblem and the standard EU disclaimer. A consistent footer also identifies the responsible partner (Tennis Europe) and the project ID (101184588).

4.5 Use in the Pilot Phase

The twenty posters will enter the WP4 pilot phase for testing with selected National Tennis Centres, event organisers and target groups. Pilot participants will deploy the posters at venues and in player communications, and will provide feedback on clarity, applicability, design and impact. Feedback will be consolidated and used to refine the posters before broader European dissemination under WP5. Updated versions following pilot feedback will be released through Deliverable D4.1 (Updated Project Outputs).



5. Part II — Visual Infographics (Materials 1–20)

This section presents the catalogue of the twenty visual infographics that constitute the digital amplification layer of the deliverable. Each infographic is paired one-to-one with the corresponding poster from Part I, sharing the same headline theme, key actions and data points, but rendered for digital consumption — vertical-format imagery, larger visual elements, simplified text and design optimised for mobile-first viewing across social media feeds, the GreenTennis project website and partner channels.

5.1 Purpose and Design Approach

The infographic series carries the GreenTennis sustainability messages into the digital environments where the European tennis community already spends much of its attention. While the poster format is foundational and information-dense, suited to physical display at venues, the infographic format is mobile, shareable and circulatory, suited to social media feeds, federation newsletters and online platforms through which the wider tennis community receives most of its everyday communication.

The decision to produce twenty infographics paired one-to-one with the twenty posters rather than a smaller number of standalone infographics — was driven by three considerations: content continuity, ensuring that a user who encounters the same theme through different channels experiences the two encounters as parts of a single coherent message; format-channel fit, allowing each format to be optimised for its native channel (posters for physical venues, infographics for mobile and social); and reach amplification, since infographics are inherently shareable, turning every member of the European tennis community into a potential multiplier of the project's messages.

Common design framework. All twenty infographics share a common design framework. Each is composed in vertical portrait format optimised for mobile viewing (typical aspect ratio 4:5 or 9:16). The structure is built around a clear visual hierarchy: a prominent title block at the top, two to four content zones each anchored by a strong visual element (illustration, icon, comparative graphic or data point), supporting text reduced to short, scannable sentences, and a closing call-to-action or memorable statistic. The Green Tennis colour palette, typography and flat-illustration style are consistent across the series, with bespoke illustrations preferred over stock photography.

Editorial framework. Each infographic distils the corresponding poster's content while remaining true to it. The headline and focus statement are typically identical to the poster's. Content is condensed to its essential points — the key action, the supporting reason and the supporting data where appropriate — so that each block can be read at a glance in a fast-scrolling environment. Statistics from the poster are retained but visualised more prominently. The tone — practical, encouraging and aspirational — is consistent with the poster series.

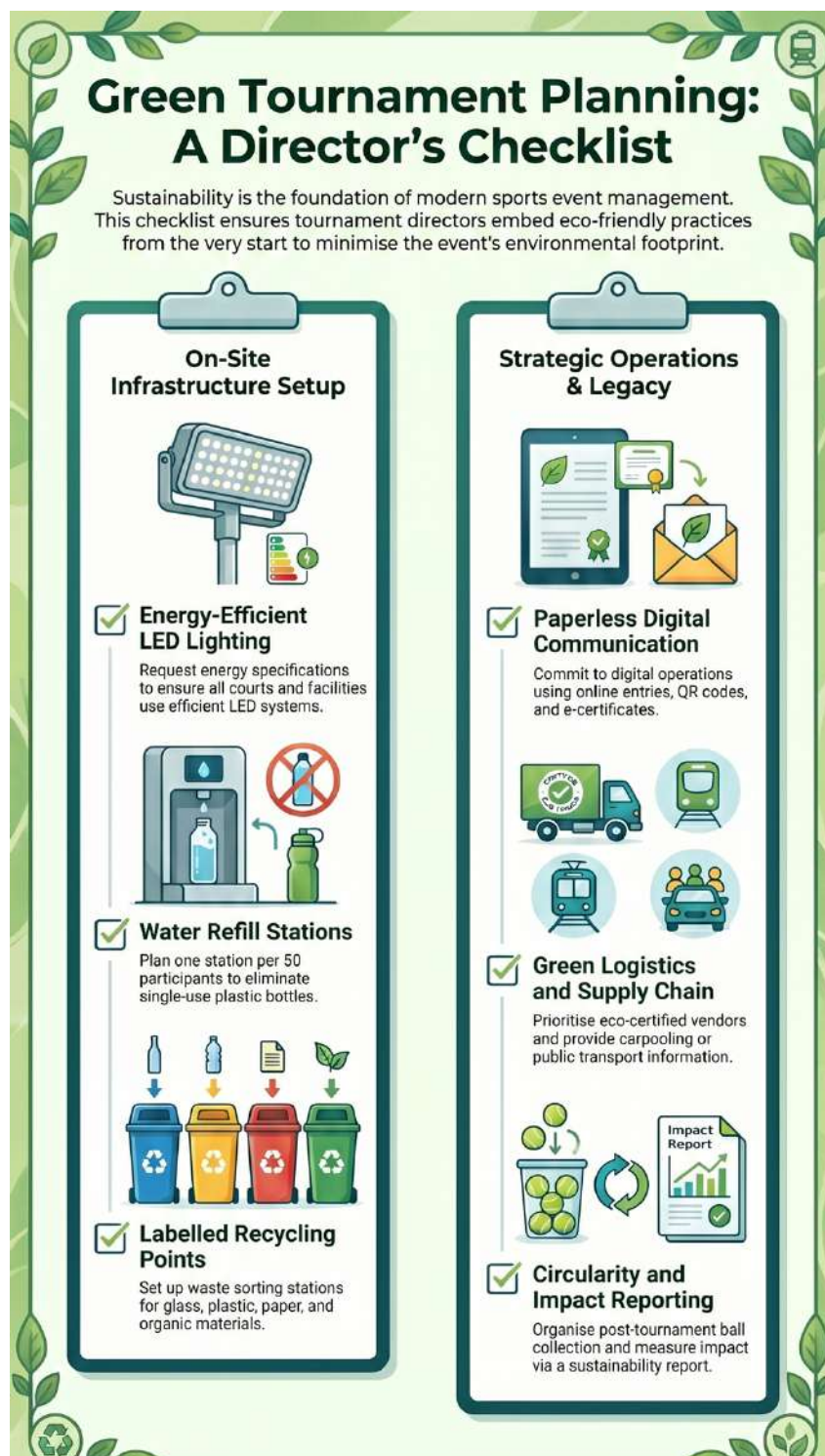
How to read the catalogue entries. Each infographic is documented using a consistent four-element entry:

- **Material number, title and audience stream**
- **Linked poster** — the corresponding poster in Part I
- **Infographic description and key visual elements** — what the infographic communicates and how it is structured visually, including statistics or comparative graphics used
- **Recommended digital use** — primary digital channels and contexts



5.2 Stream A — For Tournament Directors, Organisers and Club Staff (Infographics 1–12)

Infographic 01 — Green Tournament Planning: A Director's Checklist



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



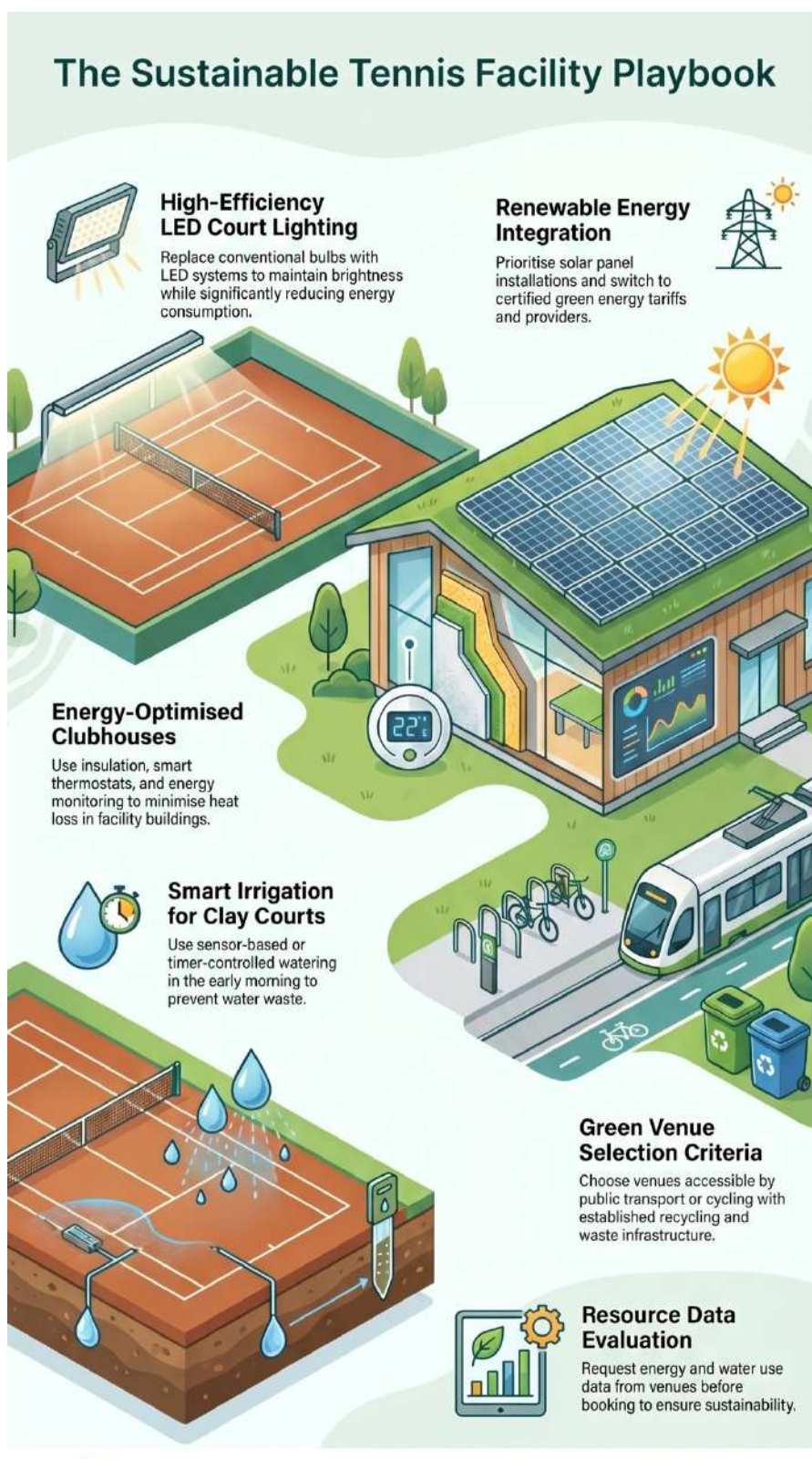
Audience stream: For Tournament Directors **Linked poster:** Material 01 — Green Tournament Planning Checklist

Infographic description. The infographic translates the planning-phase checklist of Material 01 into a visual two-column structure. The opening title and tagline establish sustainability as the foundation of modern sport event management. The body is divided into two clipboard-style panels: *On-Site Infrastructure Setup* on the left, covering energy-efficient LED lighting, water refill stations and labelled recycling points; and *Strategic Operations and Legacy* on the right, covering paperless digital communication, green logistics and supply chain, and circularity and impact reporting. Each item is presented as a checkbox-style entry with an illustrative icon and a single supporting sentence, allowing the user to read the entire planning framework in under thirty seconds.

Key visual elements and data points. Twin clipboard frames; checkbox-style list structure; six icons representing LED lighting, refill stations, sorting bins, digital documents, green logistics, and impact reporting; a leafy green border framing the infographic to reinforce the sustainability identity.

Recommended digital use. GreenTennis online platform homepage; LinkedIn posts targeting tournament directors and federation officials; opening post in social media campaign series; integration into NTA digital handbooks.

Infographic 02 — The Sustainable Tennis Facility Playbook



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 02 — Sustainable Venue & Infrastructure

Infographic description. The infographic adopts an isometric architectural layout, presenting a sustainable tennis facility as a unified ecosystem rather than a list of isolated interventions. A central clubhouse with rooftop solar panels is surrounded by clay courts under high-efficiency LED lighting, an energy-optimised building with smart thermostats, smart-irrigated clay courts, and venue access by public transport (tram) and cycle parking. Each element is annotated with its key benefit and a one-line implementation tip. The closing zone presents two further criteria — green venue selection and resource data evaluation — as actionable procurement principles.

Key visual elements and data points. Isometric facility illustration; six labelled facility components (LED lighting, solar panels, energy-optimised clubhouse, smart irrigation, public transport access, resource data); thermostat readout and solar panel imagery; cycle parking and tram infrastructure; data evaluation chart in the lower zone.

Recommended digital use. Federation member newsletters; LinkedIn posts targeting facility managers; the GreenTennis online platform's *Facilities* pathway; partner website embeds; integration with D3.1 Facilities Guide promotional material.

Infographic 03 — Digital-First Tournament Management: A Greener Game



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 03 — Digital-First Tournament Management

Infographic description. The infographic is built around three columns that together demonstrate the transition from paper-based to digital tournament operations. The left column presents *The Digital Tournament Lifecycle* in three stages: online entries and digital draws, QR code information boards, and digital scoring with e-certificates. Each stage is illustrated with a device-and-court visual. The right column, *The Environmental Impact*, presents two outcome panels — *Massive Paper and Ink Savings* and *Reduced Carbon Footprint* — with a comparison table contrasting the *Traditional Method* (thousands of sheets printed, costly reprinting needed, high CO₂ and waste) with the *Digital-First Approach* (zero paper required, instant real-time updates, reduced transport and storage). A central column shows live results and achievement notifications in action.

Key visual elements and data points. Three-column comparative layout; device illustrations (smartphone, laptop, tablet, info board); QR code visualisation; achievement notification email graphic; comparative impact table; live results display.

Recommended digital use. Tournament organiser communications; LinkedIn posts on digital transformation in sport; the GreenTennis online platform's *Operations* pathway; integration into NTA modernisation programmes.

Infographic 04 — Sustainable Partnerships: A Tournament Director's Guide



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 04 — Sustainable Sponsor & Partner Choices

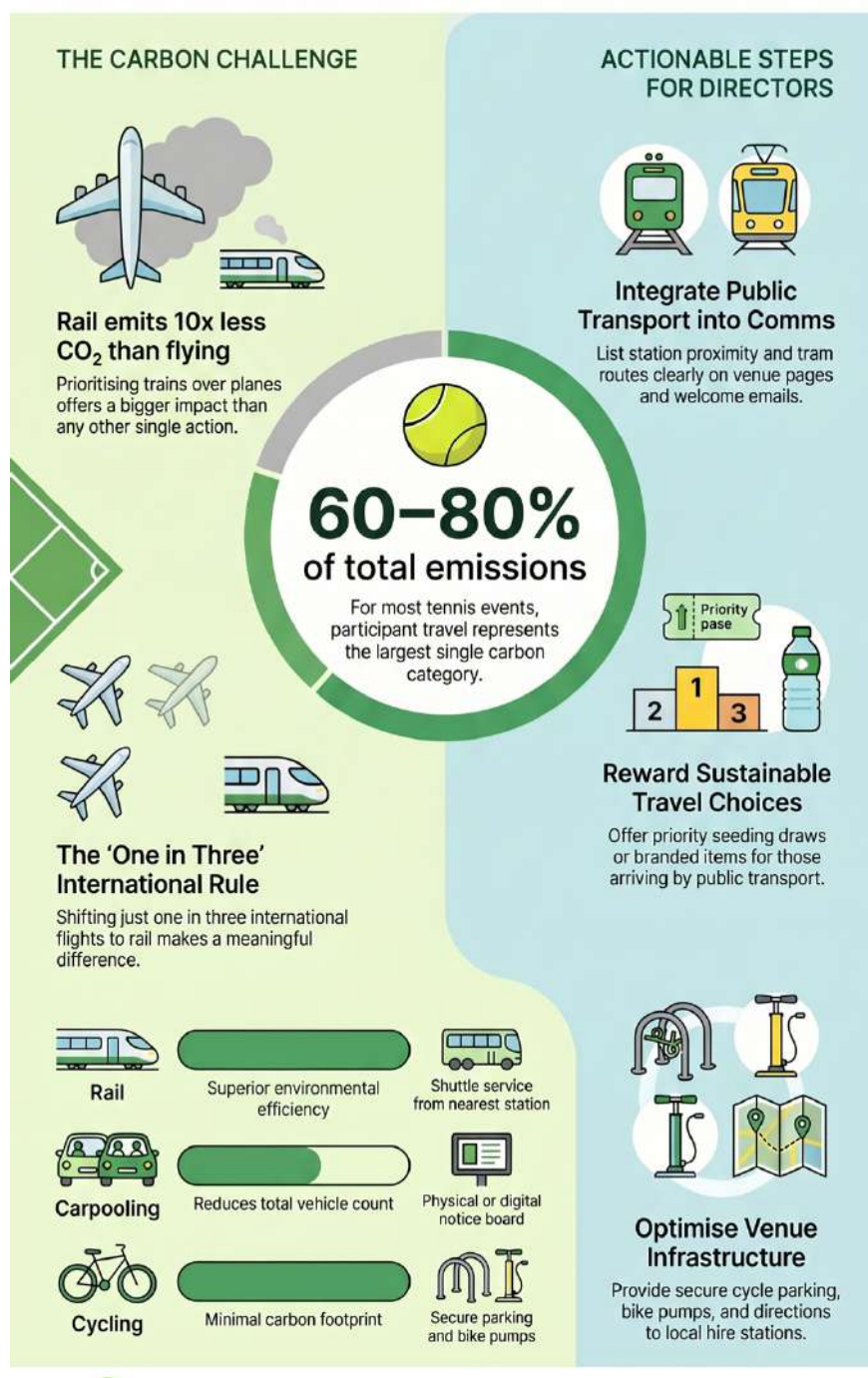
Infographic description. The infographic uses a tennis-court visual frame to present the green procurement framework from Material 04. The left side of the court hosts the *Selecting the Right Partners* zone, with three principles: aligning for impact (the leaf-handshake icon establishing the values dimension), corporate standards to seek (B Corp, ISO 14001, CSR commitments), and material and waste standards (recycled materials, plastic-free packaging). The right side hosts the *Implementing Green Procurement* zone, with three further principles: the agreement checklist (sustainability clauses in contracts), eco-friendly merchandise (reusable bottles, organic fabrics, digital vouchers), and the *Three Procurement Questions* (recyclable products, existing policies, minimal packaging). A green tennis ball with a leaf motif anchors the centre as the visual symbol of the sustainable partnership concept.

Key visual elements and data points. Tennis court visual frame; six principle blocks arranged across the two halves; B Corp and ISO 14001 certification rosettes; contract document with green seal; eco-merchandise illustration (reusable bottle, tote bag, digital voucher); the *Three Procurement Questions* presented as speech bubbles.

Recommended digital use. Federation commercial team briefings; sponsor pitch deck integration; LinkedIn posts on sustainable sponsorship; the GreenTennis online platform's *Procurement* pathway.

Infographic 05 — Sustainable Travel: Your Game Plan for a Greener Tournament

Greener Games: A Tournament Director's Guide to Participant Travel



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 05 — Travel Guidance for Participants

Infographic description. The infographic adopts a journey-line design, with a flowing path that connects the tournament venue to the various transport modes and pre-tournament preparation steps. The left side of the layout presents *Choosing Your Transport* with three options visualised in journey-style scenes: taking the train for journeys under 700 km (high-speed rail crossing a green landscape), carpooling to halve emissions (a shared car with teammates and a CO₂-saving indicator), and active travel as warm-up (cyclists and walkers approaching the venue). The right side presents *3 Steps for Pre-Tournament Prep*: planning routes early for better rates, packing light to save fuel, and prioritising local accommodation. The journey path concludes at a stadium illustration in the upper right, anchoring the destination.

Key visual elements and data points. Journey-line design; three transport mode scenes (train, carpool, cycling/walking); CO₂ visualisation icons; pre-tournament prep step icons; stadium illustration as destination; the headline distance threshold of 700 km for rail substitution.

Recommended digital use. Participant welcome emails; tournament information pages; social media posts in the run-up to events; the GreenTennis online platform; cross-promotion with public transport providers.

Infographic 06 — Sustainable Hydration: A Guide for Tennis Tournament Directors



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union

Audience stream: For Tournament Directors **Linked poster:** Material 06 — Water Refill & Reusable Bottle Campaign

Infographic description. The infographic uses a flowing-water visual metaphor to organise the three-step implementation framework: ban single-use plastics, install refill stations, provide reusable bottles. The central column presents the three steps as connected nodes within the water-flow visual, each with its own iconography (a bottle with a prohibition mark, a refill station, branded reusable bottles in use by a diverse group of players). The left flank presents *The Plastic Bottle Problem* with an illustration of accumulated discarded bottles, while the right flank presents *Track and Share Your Impact* with bottles-saved counting iconography. The lower zone provides three operational essentials — strategic refill placement (one station per 50 participants at courtside, canteens and changing rooms), reusable bottle policies (early communication, spare bottles, refill-point mapping) and high-visibility signage — each illustrated.

Key visual elements and data points. Flowing-water visual frame; three implementation nodes with icons (Ban, Install, Provide); diverse player group with reusable bottles; one-station-per-fifty placement standard; *Refill Here* signage examples.

Recommended digital use. Pre-tournament social media campaigns; venue operational briefings; the GreenTennis online platform's *Operations* pathway; integration into refill-infrastructure supplier guides.

Infographic 07 — Waste Sorting and Recycling: A Guide for Tournament Directors



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



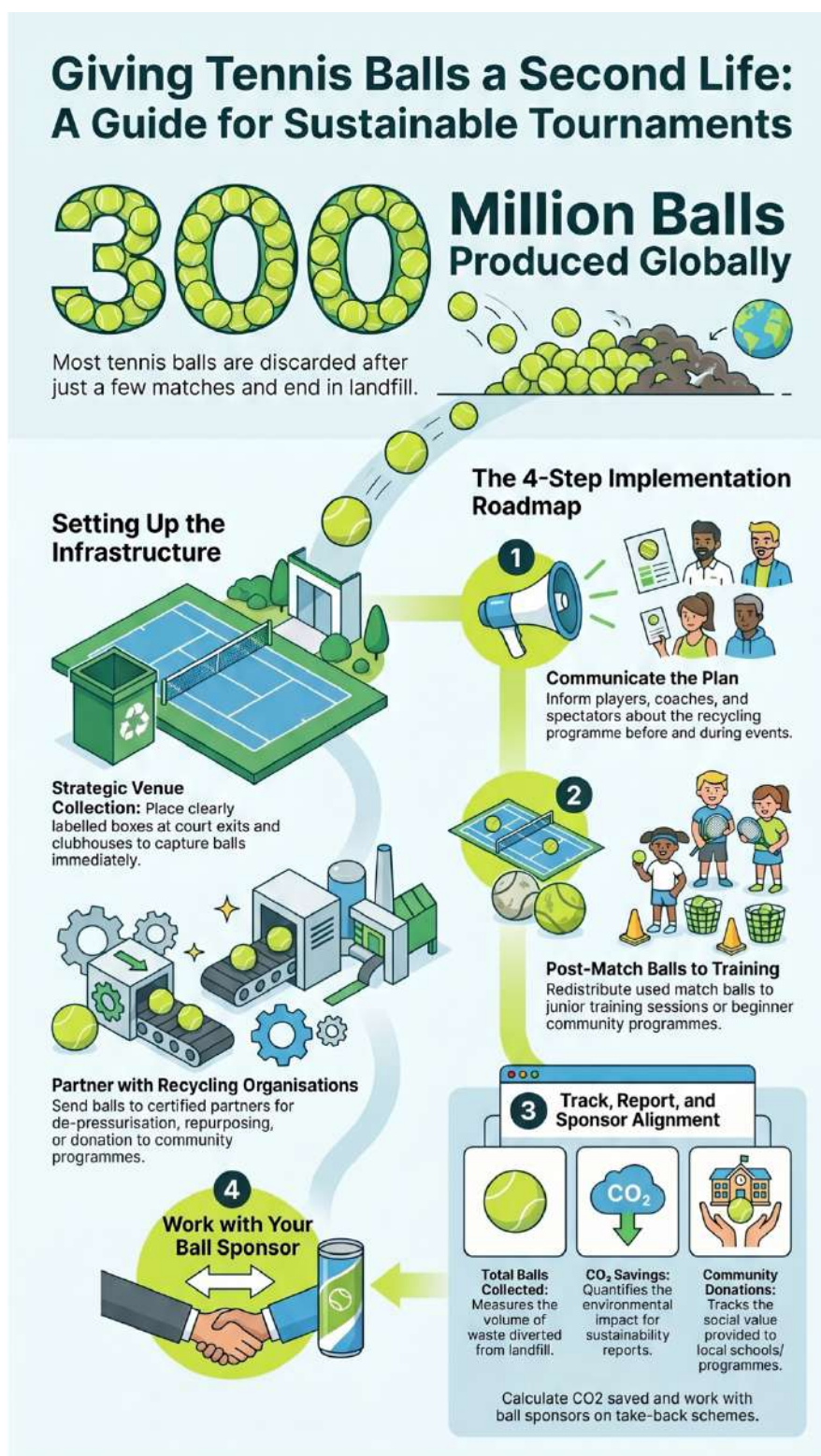
Audience stream: For Tournament Directors **Linked poster:** Material 07 — Waste Sorting & Recycling Points

Infographic description. The infographic is organised in two horizontal bands. The upper band presents *Foundations of Effective Sorting*, with three pillars illustrated by colour-coded paired bins: strategic placement and pairs (default-sorting behaviour), visual guidance and local rules (pictogram-based labels aligned with municipal recycling codes), and volunteer deployment (briefed volunteers at peak times). The lower band presents *The 4-Step Operational Routine* in a clockwise flow: setup and zone coverage across courtside, canteens and changing rooms; staff briefing and rapid maintenance; reduce before you sort (compostable catering and bulk food services); and the post-event audit (counting bags per category to inform future reports). Volunteer figures populate each step to humanise the operational routine.

Key visual elements and data points. Colour-coded bin pairs (blue, green, yellow, brown); pictogram-based recycling icons; volunteer figures in branded vests; venue-zone illustration showing courtside, canteen and changing-room placements; clockwise four-step flow; post-event audit imagery (sorting bags by category).

Recommended digital use. Volunteer training packs; venue operational briefings; the GreenTennis online platform's *Operations* pathway; partner municipal recycling collaboration materials.

Infographic 08 — Giving Tennis Balls a Second Life



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



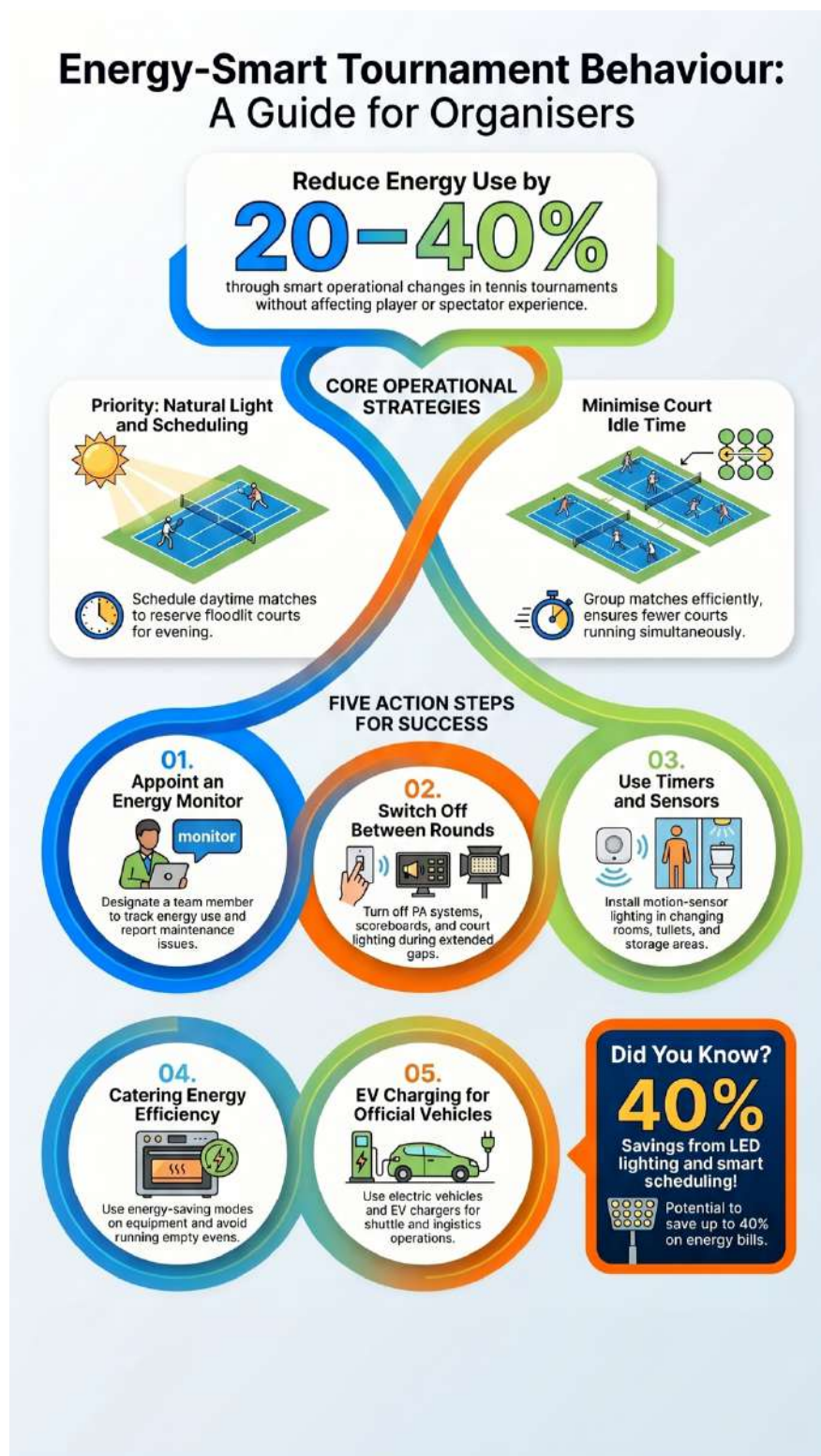
Audience stream: For Tournament Directors **Linked poster:** Material 08 — Tennis Ball Collection System

Infographic description. The infographic opens with the headline statistic that anchors the entire material: *300 million balls produced globally* — visualised as a large numeral 300 composed entirely of tennis ball illustrations, immediately establishing the scale of the challenge. The body presents two parallel zones. *Setting Up the Infrastructure* on the left covers strategic venue collection (clearly labelled boxes at court exits and clubhouses) and partnerships with recycling organisations for de-pressurisation, repurposing or community donation. *The 4-Step Implementation Roadmap* on the right walks through: communicate the plan to players, coaches and spectators; redistribute post-match balls to junior training and community programmes; track total balls collected, CO₂ savings and community donations as integrated metrics; and work with the ball sponsor on take-back schemes. A handshake illustration symbolises the sponsor partnership at the close.

Key visual elements and data points. The *300 million balls* headline numeric, formed of ball illustrations; recycling facility imagery; collection box illustration; junior training scene; integrated tracking dashboard graphic; sponsor handshake imagery.

Recommended digital use. World Environment Day social media campaigns; ball-sponsor relationship-building communications; the GreenTennis online platform's *Circularity* pathway; integration with ball-recycling partner networks.

Infographic 09 — Energy-Smart Tournament Behaviour: A Guide for Organisers



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 09 — Energy-Smart Tournament Behaviour

Infographic description. The infographic is anchored by a prominent headline statistic — *Reduce Energy Use by 20–40%* — establishing the scale of opportunity available through behavioural rather than infrastructural intervention. The body is structured around two core operational strategies: *Priority — Natural Light and Scheduling* (with daytime match imagery and a clock indicating the reservation of floodlit courts for evening) and *Minimise Court Idle Time* (with a court-array visual showing efficient match grouping). These are followed by *Five Action Steps for Success*, presented as connected circular nodes: appoint an energy monitor, switch off between rounds, use timers and sensors, optimise catering energy efficiency, and use EV charging for official vehicles. A *Did You Know?* box at the close highlights the up-to-40% savings achievable through LED lighting combined with smart scheduling.

Key visual elements and data points. Headline 20–40% reduction figure; sun-and-court daytime scheduling visual; isometric court-array layout; five circular action-step nodes; energy monitor figure; EV charging point illustration; 40% LED savings highlight box.

Recommended digital use. Tournament operations briefings; LinkedIn posts on energy efficiency in sport; the GreenTennis online platform's *Operations* pathway; integration with energy-efficiency supplier and consultancy networks.

Infographic 10 — Sustainable Event Reporting: Measuring Your Tournament's Impact



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



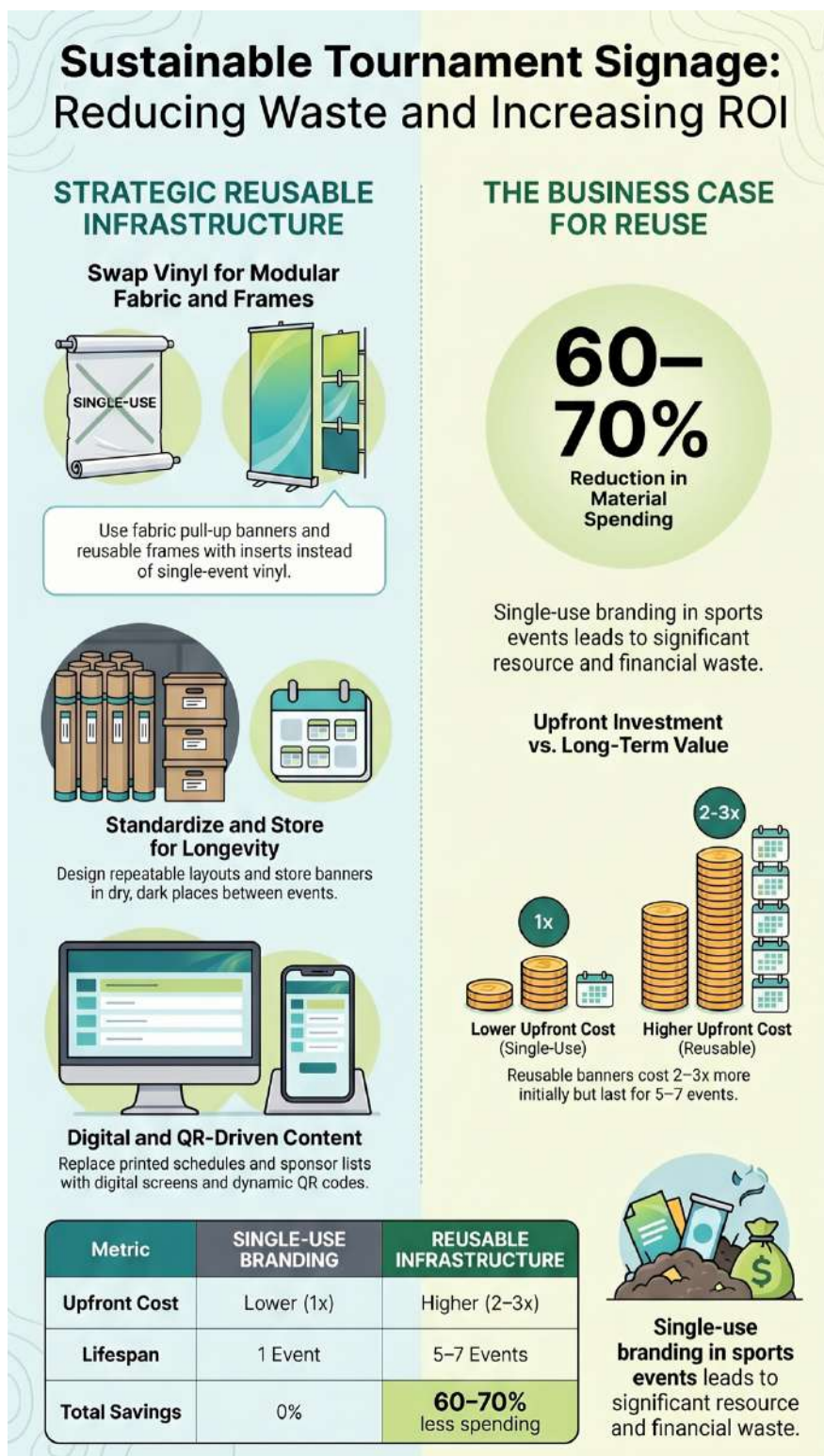
Audience stream: For Tournament Directors **Linked poster:** Material 10 — Sustainable Event Reporting

Infographic description. The infographic adopts a tree-of-impact visual metaphor, with branches connecting the core sustainability metrics to the reporting and communication outputs. The left branch presents *Core Sustainability Metrics* in four nodes: plastic waste prevention (refill station usage and weight diverted from landfill), energy reduction tracking (consumption versus previous editions, with a comparative bar chart), tennis ball circularity (number of balls collected for recycling or reuse), and a closing summary. The right branch presents *Reporting and Communication* in three nodes: the essential report checklist (participant statistics, paper eliminated, waste-sorting results), continuous improvement (top three sustainability goals for next year, illustrated by an upward bar chart), and sharing results (publishing findings on club websites and social media to inspire other organisations).

Key visual elements and data points. Tree-of-impact visual; comparative bar chart contrasting current with previous tournament data; checklist iconography on tablet; upward growth chart for next-year improvement; social media posting visual at the close.

Recommended digital use. Post-event reporting templates; federation reporting cycles; the GreenTennis online platform's *Reporting* pathway; cross-event learning forums and best-practice exchanges.

Infographic 11 — Sustainable Tournament Signage: Reducing Waste and Increasing ROI



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union

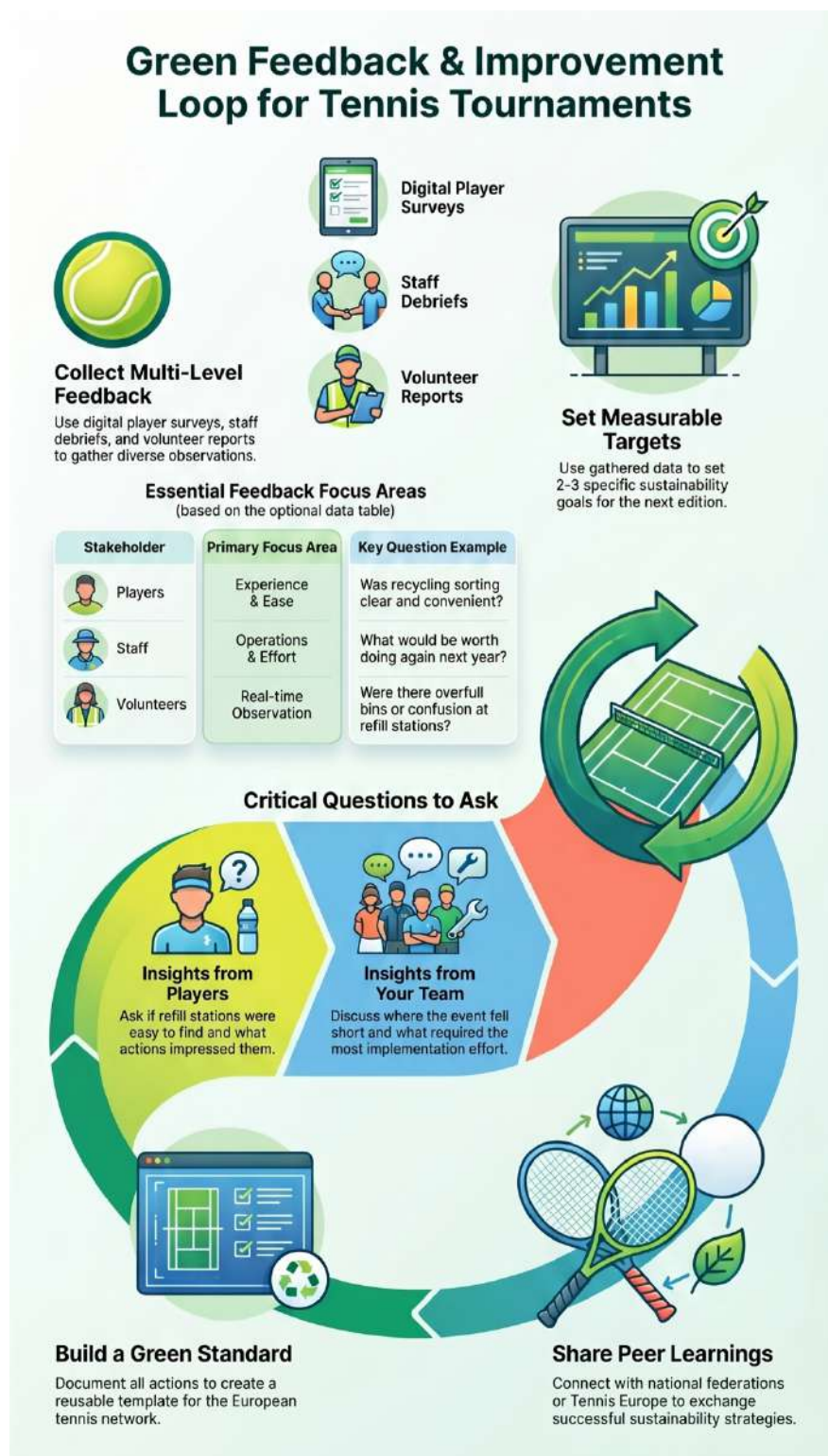
Audience stream: For Tournament Directors **Linked poster:** Material 11 — Reuse of Tournament Materials

Infographic description. The infographic is organised in two vertical columns that together make the strategic and financial case for reusable tournament infrastructure. The left column, *Strategic Reusable Infrastructure*, presents three principles: swap vinyl for modular fabric and frames (with a side-by-side comparison of single-use vinyl versus reusable banner stands), standardise and store for longevity (illustrated by neatly stored banner tubes), and digital and QR-driven content (replacing printed schedules and sponsor lists with screens and dynamic QR codes). The right column, *The Business Case for Reuse*, opens with the headline *60–70% Reduction in Material Spending* statistic and visualises the upfront-investment-versus-long-term-value comparison through stacked-coin imagery (reusable banners cost 2–3× more upfront but last for 5–7 events). A summary comparison table at the foot consolidates the metrics.

Key visual elements and data points. Side-by-side single-use vs. reusable comparison; storage tube illustration; digital screen and QR code imagery; 60–70% reduction headline figure; stacked-coin visualisation of the 1× versus 2–3× cost ratio; lifespan comparison (1 event vs. 5–7 events); summary table at the close.

Recommended digital use. Tournament procurement processes; marketing team briefings; LinkedIn posts on circular branding; the GreenTennis online platform's *Branding* pathway.

Infographic 12 — Green Feedback and Improvement Loop for Tennis Tournaments



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Tournament Directors **Linked poster:** Material 12 — Green Feedback & Improvement Loop

Infographic description. The infographic uses a continuous-loop visual to convey the cyclical nature of the feedback-and-improvement process. The opening upper-left zone, *Collect Multi-Level Feedback*, is anchored by a tennis ball graphic and presents three feedback channels: digital player surveys, staff debriefs and volunteer reports. A central table, *Essential Feedback Focus Areas*, maps each stakeholder group (players, staff, volunteers) to a primary focus area (experience and ease, operations and effort, real-time observation) and provides a key question example for each. The upper-right zone, *Set Measurable Targets*, presents a dashboard graphic with growth indicators. The lower portion of the infographic visualises *Critical Questions to Ask — Insights from Players* and *Insights from Your Team* — each with character illustrations. Two closing nodes — *Build a Green Standard* (a reusable template for the European tennis network) and *Share Peer Learnings* (connecting with national federations and Tennis Europe) — complete the cyclical loop.

Key visual elements and data points. Continuous-loop visual frame; stakeholder-and-focus-area mapping table; dashboard with growth indicators; player and staff-team character illustrations; tennis-court iconography integrated into the loop; template and federation-network imagery at the close.

Recommended digital use. Post-event review meetings; federation reporting cycles; LinkedIn posts on continuous improvement in sport; the GreenTennis online platform's *Reporting* pathway.

5.3 Stream B — For Players, Parents and Coaches (Infographics 13–20)

Infographic 13 — Greener Games: A Tournament Director's Guide to Participant Travel



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches (*also serves Stream A as cross-stream reference*) **Linked poster:** Material 13 — Sustainable Travel Choices

Infographic description. The infographic is anchored by the central headline statistic — *60–80% of total emissions* — visualised as a percentage ring with a tennis ball at its centre, immediately establishing participant travel as the largest single carbon category at most tennis events. The left zone presents *The Carbon Challenge*, visualising the relative impact of transport modes: rail emits 10× less CO₂ than flying, and the *One in Three International Rule* is presented through aircraft and train iconography. The right zone presents *Actionable Steps for Directors*, with three integrated panels: integrate public transport into communications (listing station proximity and tram routes on venue pages and welcome emails), reward sustainable travel choices (priority seeding draws or branded items for participants arriving by public transport), and optimise venue infrastructure (secure cycle parking, bike pumps, hire-station maps). The lower zone presents a comparative bar chart of rail, carpooling and cycling impacts.

Key visual elements and data points. Central 60–80% percentage ring; tennis ball at the ring centre; aircraft-versus-train comparative imagery; *One in Three* rule visualisation; comparative bar chart of transport modes; cycle parking and bike pump iconography; priority pass and reward visualisation.

Recommended digital use. Pre-tournament communications to players and parents; coach education materials; the GreenTennis online platform's *Travel* pathway; cross-promotion with sustainable travel providers.

Infographic 14 — Pack Green: Sustainable Essentials for Your Tennis Bag



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union

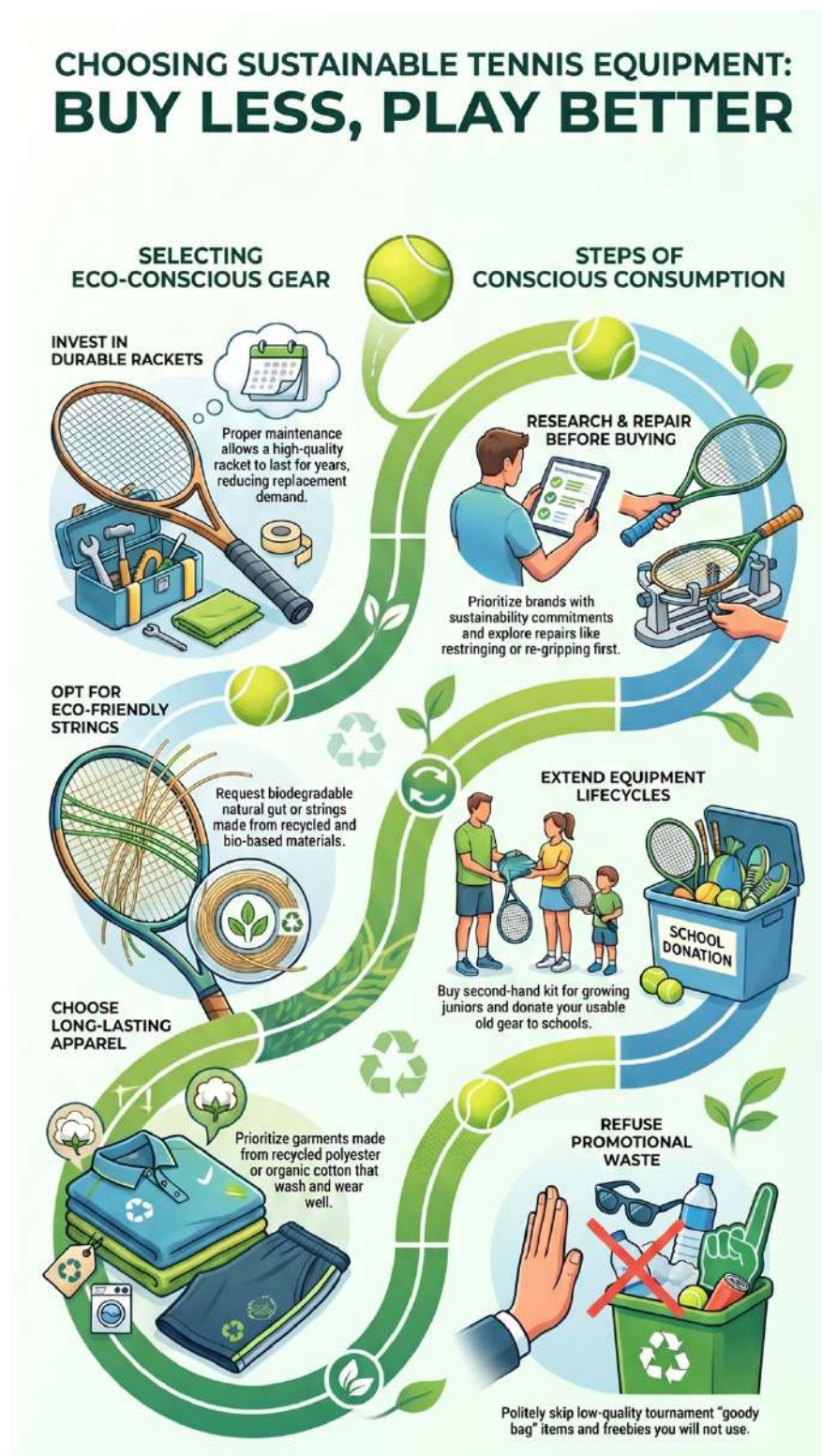
Audience stream: For Players, Parents & Coaches **Linked poster:** Material 14 — Pack Green: What's in Your Tennis Bag

Infographic description. The infographic is organised around a central tennis-bag illustration, with the contents and behaviours radiating out in two columns. *The Green Essentials* column on the left presents four panels: essential reusables (a 750ml-plus reusable water bottle, reusable snack containers, bamboo or reusable cutlery), digital over paper (digital schedules and draws), sustainable self-care (sunscreen in recyclable packaging and cloth bags for dirty kit), and personal cleaning supplies. The *Smarter Prep and Mentorship* column on the right presents four further panels: prep snacks at home (bulk buying and portioning into reusable containers), the *Reusable Bottle Rule* (always pack one; if forgotten, use paper cups instead of buying plastic), a *Pack These / Leave These at Home* visual comparison, and the closing message that coaches and parents set the tone — players notice and mimic the habits modelled by their mentors and guardians.

Key visual elements and data points. Central tennis bag illustration; 750ml reusable bottle as anchor item; reusable container and bamboo cutlery imagery; digital device versus printed paper comparison; sunscreen tube and cloth dirty-kit bag; *Pack These / Leave These at Home* dual-list comparison; coach-and-parent mentorship scene at the close.

Recommended digital use. Junior player and parent communications; coach education materials; club-level social media; the GreenTennis online platform's *Player Resources* pathway; school-level educational integration.

Infographic 15 — Choosing Sustainable Tennis Equipment: Buy Less, Play Better



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 15 — Choosing Sustainable Equipment

Infographic description. The infographic adopts a tennis-ball journey design, with the ball travelling through six conscious-consumption principles arranged in two columns. The left column, *Selecting Eco-Conscious Gear*, presents three principles: invest in durable rackets (with toolbox imagery indicating maintenance), opt for eco-friendly strings (biodegradable natural gut or recycled and bio-based materials, with leaf-and-recycling icons), and choose long-lasting apparel (recycled polyester or organic cotton, with garment imagery). The right column, *Steps of Conscious Consumption*, presents three further principles: research and repair before buying (prioritising sustainability-committed brands and exploring restringing first), extend equipment lifecycles (buying second-hand for growing juniors and donating usable gear to schools), and refuse promotional waste (politely skipping low-quality goody-bag items and freebies that will not be used). The journey-line design carries the user from gear selection through to refusal of unwanted promotional items.

Key visual elements and data points. Tennis ball journey design; durable racket with maintenance toolbox; eco-friendly string visualisation with leaf-and-recycling icons; recycled and organic apparel imagery; second-hand donation scene with school-donation box; refusal-of-freebies hand gesture imagery.

Recommended digital use. Equipment supplier partnerships; club pro-shop information; the GreenTennis online platform's *Equipment* pathway; junior coach education programmes; sustainable-fashion in sport campaigns.

Infographic 16 — Green Player Code of Conduct: Being a Good Sport for the Planet



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 16 — Green Player Code of Conduct

Infographic description. The infographic is structured around two clusters that mirror the poster's organisation. The upper *Core Environmental Actions* cluster presents three rounded-panel illustrations: waste and recycling management (a player disposing of waste in the correct bin, with sorting iconography), water conservation (a tap with a drop indicator and a leak-report message), and elimination of single-use plastics (a refill station versus crossed-out plastic bottles). A central player-in-motion illustration — running across a green landscape with racket in hand — anchors the visual identity. The lower *Respect and Community Standards* cluster presents three further panels: leave no trace (changing-room cleanliness and respect for quiet zones), peer accountability (gently reminding fellow players to avoid littering or wasting water), and thanking the green volunteers (a handshake scene with a vested green volunteer and the planet earth in the background as identity reinforcement).

Key visual elements and data points. Two-cluster panel design; central player-in-motion illustration; six core-action panels with bespoke iconography; green-volunteer handshake scene; tennis ball and leaves integrated throughout the visual frame.

Recommended digital use. On-site venue display screens; player welcome packs; club-level social media; the GreenTennis online platform's *Conduct* pathway; junior coaching environments.

Infographic 17 — Refill, Don't Replace: Your Green Match-Day Routine



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 17 — Refill, Don't Replace

Infographic description. The infographic uses a match-day timeline visual to walk through the player's hydration routine in three stages. The opening stage, *Before the Match — Fill Up*, depicts a player using a refill station to fill the bottle with cold water before warm-up. The central stage, *During the Match — Sip and Refresh*, depicts the player on court with the reusable bottle on the bench, sipping at every changeover. The closing stage, *After the Match — Rinse and Ready*, depicts the player rinsing the bottle in the changing room so that it is ready for the next match. Three supporting panels add depth: choose insulated or BPA-free (stainless steel imagery to keep water cold for hours and last for years), personalise the bottle long-term (a labelled bottle to prevent confusion with other players' bottles), and pro tips for building team culture (a paired-bottle scene with two players sharing the habit).

Key visual elements and data points. Match-day timeline; central reusable bottle as visual anchor; refill station scene; on-court sipping scene; changing-room rinsing scene; insulated bottle illustration; personalised-bottle illustration with name label; team-culture paired-bottle scene at the close.

Recommended digital use. Pre-match social media reminders during tournaments; refill-station signage at venues; the GreenTennis online platform's *Player Resources* pathway; cross-promotion with reusable-bottle partners.

Infographic 18 — GreenTennis: Respecting the Venue



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 18 — Respect the Venue

Infographic description. The infographic is organised around two clusters that take the user from indoor facility stewardship to outdoor court-and-grounds etiquette. The upper *Indoor and Facility Stewardship* cluster presents three panels in a single horizontal row: clean changing rooms (with locker, bin and bench imagery), responsible water use (a shower with a timer and a faucet with a drip indicator), and energy respect (a light switch in the off position and a secured window). The lower *Court and Grounds Etiquette* cluster presents two further panels: court care (a clay-court close-up with shoe imagery, illustrating the avoidance of dragging feet, and a net-and-tool icon for damage reporting) and ground and garden respect (a flowering pathway with a walker following the marked path). A closing panel reinforces the message *Your reputation travels with you* with a personal-character composite illustration combining racket, club shield, handshake and thoughtful player imagery.

Key visual elements and data points. Two-cluster horizontal-band layout; locker-room imagery; shower-and-timer illustration; light-switch and secured-window illustrations; clay-court detail with shoe and damage iconography; flowering-path illustration with walker; reputation-and-character composite at the close.

Recommended digital use. On-site venue display in changing rooms and entry zones; junior coach education materials; club codes of conduct; the GreenTennis online platform's *Conduct* pathway.

Infographic 19 — Tennis for a Greener Future: Giving Equipment a Second Life



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 19 — Used Tennis Balls & Gear

Infographic description. The infographic adopts a circular flow visual that walks the user through the destinations available for end-of-life tennis balls and equipment. The central anchor is a *What to Do With Used Balls* zone, with a cluster of used balls forming the focal point. Five connected panels radiate outwards: repurpose for training or charity (donating to junior club programmes or local dog shelters, with a dog-and-trainer scene), donate apparel and shoes (giving old kits to beginners or shoes to local charities, with a donation-box scene), utilise collection and recycling services (using tournament collection boxes or specialised ball recycling partners, with a recycling-facility scene), repair before replacing (having old rackets restrung instead of buying new ones, with a workshop scene), and creative secondary uses (repurposing old balls for garden drainage or community art projects, with a garden scene). A *Giving Old Gear a New Life* zone consolidates the equipment-circularity message; a *Retailer Recycling Programmes* zone closes the loop for unusable sportswear.

Key visual elements and data points. Circular-flow visual; central used-ball cluster; five outward-radiating destination panels; junior-training and dog-shelter scenes; donation-box scene; recycling-facility scene; racket-workshop scene; garden-and-community-art scene; retailer recycling shop scene.

Recommended digital use. Player and parent communications; club pro-shop end-of-life advice; the GreenTennis online platform's *Circularity* pathway; junior coach education materials.

Infographic 20 — Game, Set, Sustain: Your Guide to Greener Tennis

GAME, SET, SUSTAIN: YOUR GUIDE TO GREENER TENNIS

CLOSING THE LOOP ON GEAR



REPURPOSE & RECYCLE TENNIS BALLS

Donate used balls to dog shelters, junior training, or certified ball recycling partners.



EXTEND EQUIPMENT LIFESPANS

Restring old rackets and donate shoes or apparel to local charities and beginners.



POST-TOURNAMENT SORTING

Categorize used balls by quality immediately after matches to prevent unnecessary landfill waste.



MODEL SUSTAINABLE BEHAVIOR

Consistently demonstrate green habits like using refill stations and recycling to influence others.

LEADING AS A GREEN AMBASSADOR



INFLUENCE YOUR CLUB COMMITTEE

Advocate for one new initiative per season, such as no-plastic events or ball collection boxes.



EDUCATE THE NEXT GENERATION

Talk to young players about sustainability to ensure the future of the sport is green.



Funded by the European Union under the Erasmus+ Programme. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Audience stream: For Players, Parents & Coaches **Linked poster:** Material 20 — Be a Green Tennis Ambassador

Infographic description. The closing infographic of the deliverable consolidates the player-facing journey from personal habit to community influence. The upper zone, *Closing the Loop on Gear*, presents three connected panels — repurpose and recycle tennis balls, extend equipment lifespans, and post-tournament sorting (categorising used balls by quality immediately after matches to prevent unnecessary landfill waste). These build on the cumulative message of the previous player-facing infographics. The lower zone, *Leading as a Green Ambassador*, presents three further panels in three roles: model sustainable behaviour (consistently demonstrating green habits like using refill stations and recycling), influence your club committee (advocating for one new initiative per season such as no-plastic events or ball collection boxes, with a committee-meeting scene), and educate the next generation (talking to young players about sustainability to ensure the future of the sport is green, with a coach-and-young-players scene). The infographic completes the deliverable's overall arc from individual action to community leadership.

Key visual elements and data points. Two-zone consolidating layout; tennis ball recycling and repurposing imagery; quality-sorting scene with high, medium and worn ball baskets; ambassador-role visualisations (model, influence, educate); committee-meeting scene; coach-and-young-players scene; planet earth motif in the closing panel as identity reinforcement.

Recommended digital use. Federation-level ambassador programme launches; club committee briefings; cross-promotion with the GreenTennis Ambassador Programme (D5.4); the GreenTennis online platform's *Ambassador* pathway; closing post in social media campaign series.

5.4 Visual Identity and Production Specifications

All twenty infographics share a unified production specification. Each is delivered in vertical portrait format optimised for mobile and social media viewing (typical aspect ratio 4:5 or 9:16), in PNG and JPG formats at full resolution. Editable source files have been retained for translation and adaptation. Typography, colour palette and visual style are consistent with the poster series, ensuring continuity for users who encounter the same theme across different formats. Each infographic carries the GreenTennis logo, the *Co-funded by the European Union* emblem and the standard EU disclaimer at the visual scale appropriate to digital viewing.

5.5 Use Across Digital Channels

The twenty infographics will be deployed across the GreenTennis online learning platform, the websites of all consortium partners, the social media channels of Tennis Europe and its 50 member federations, and the social media channels of all consortium partners. The deployment will be coordinated with the dissemination activities of WP5, including campaign content calendars aligned with European awareness moments such as Earth Day, World Environment Day and Green Sport Day. Pilot deployment under WP4 will provide feedback on engagement metrics and behavioural impact, informing refinements before broader European dissemination under WP5.



6. Part III — Storytelling Resource: GreenTennis Comic Book

This section presents the third format of D3.2: a fully illustrated comic book developed to deliver the project's sustainability messages to children and young players through narrative, humour and character. The comic book complements the static educational layer of Parts I and II by translating the same core themes into a storytelling format that is intrinsically engaging for younger audiences and that fulfils the *storytelling and creating fictional stories* format explicitly anticipated in the Grant Agreement for Task T3.2.

6.1 Purpose and Format

While the posters and infographics of Parts I and II are designed to communicate sustainability information clearly and concisely, the comic book is designed to communicate it *memorably*. Children and junior players engage with stories, characters and humour in a way that they do not engage with static informational materials, and the comic book has been produced to harness that engagement in the service of the project's educational goals.

The comic book is a fourteen-page (14) illustrated publication featuring a single recurring protagonist — a young tennis player — whose adventures across eight self-contained mini-stories take the reader through the core sustainability behaviours promoted by the project. The visual style draws on the classic comic book idiom: bold colours, dynamic panel composition, expressive characters, sound effects ("CHUNK!", "CHOMP!", "RATTLE RATTLE!"), speech bubbles and humour. The cover is presented in the style of a vintage comic issue, complete with issue number (#1), barcode and tagline (*Play. Respect. Protect.*), creating a sense of collectible, branded identity that resonates with the target age group.

The publication has been produced in print-ready PDF format suitable for distribution at clubs, junior tournaments, schools and family events, and in digital format suitable for online reading and social media circulation. As with all materials in this deliverable, the GreenTennis visual identity, the *Co-funded by the European Union* emblem and the project attribution are included in the closing pages.

6.2 Target Audience

The primary target audience for the comic book is **young tennis players aged 8–14**, with secondary audiences including their parents, coaches and club staff who may share or read the publication alongside children. This age group sits within the broader Stream B audience addressed by the player-facing posters and infographics of Parts I and II, but it has specific communication needs that the static formats cannot fully meet:

- younger readers respond more readily to character-led narrative than to instructional listings;
- humour and fictional scenarios reduce the resistance that young readers may have to overtly educational content;
- visual storytelling supports comprehension across reading levels and works particularly well in multilingual contexts where text translation is required;



- collectible, branded formats (such as a numbered comic issue) build a sense of identity and belonging that supports long-term engagement with the project's themes.

The comic book therefore extends the reach of the deliverable into a demographic and a communication mode that the posters and infographics alone cannot fully serve, while addressing exactly the audience identified in the Grant Agreement reference to "*short films from young and famous tennis players' lives about being eco-friendly*" — translated here into illustrated narrative form.

6.3 Editorial and Visual Approach

The comic book applies the same three editorial principles that guide the posters and infographics — *action over awareness, positive narrative over alarmist framing, and plug-and-play utility* — but expresses them through narrative rather than informational design.

Each mini-story follows a simple recurring structure: the protagonist encounters a real sustainability challenge in his daily tennis life (a discarded ball, a refill station he has not seen before, a choice between sponsors, a tournament check-in), engages with it through humour, dialogue and visual gags, and arrives at a sustainable resolution that is presented as a personal triumph — a championship moment, a clever discovery, a "Most Responsible Player" trophy. The protagonist is shown not as a perfect model but as a relatable young player who learns, sometimes makes mistakes, and consistently chooses the sustainable path because it is also the *cooler*, smarter and more rewarding one.

Visually, the comic book uses bold pop-art colours dominated by the GreenTennis green palette with strong yellow, blue and pink accents; halftone dot patterns and comic-style sound effects; expressive cartoon characters; and recurring symbolic objects (the rebel ball with sunglasses, the friendly recycling bin, the trophy labelled *Most Responsible Player*). Recurring motifs and characters across the eight stories create a sense of a coherent comic universe that readers can return to.

6.4 Story Overview

The comic book contains eight self-contained mini stories, each addressing one or more of the sustainability themes covered in the wider deliverable. The thematic mapping below shows how each story connects to the corresponding poster–infographic pairs of Parts I and II, ensuring full editorial integration with the rest of the deliverable.

#	Story Title	Sustainability Theme	Linked Materials
1	<i>Second Chances, Champion Plays!</i>	Ball recycling and circularity — the journey of a used ball from court to equestrian arena footing	Materials 8, 19
2	<i>The Rebel Ball</i>	Recycling habits — <i>Recycle. Rebel. Repeat.</i>	Materials 7, 16
3	<i>Smart Irrigation</i>	Water conservation and smart facility systems	Materials 2, 6
4	<i>Tournament Mode!</i>	Digital-first tournament management — online entries, QR codes, e-certificates	Material 3

5	<i>Cup Return / Most Responsible Player</i>	Waste management and personal responsibility	Materials 7, 16, 18
6	<i>Better Choices, Better Game!</i>	Sustainable procurement and partner choices	Materials 4, 15
7	<i>The Ball Magnet 3000! / The Ball Eater!</i>	Ball collection systems and recycling infrastructure	Materials 8, 19
8	<i>Travel Smart, Play Smarter!</i>	Sustainable travel choices — train over plane, carpool, refill on the go	Materials 5, 13
9	<i>Refill. Reuse. Rally!</i>	Refill stations, reusable bottles, single-use plastic ban	Materials 6, 17
10	<i>Sort It. Swing It. Save It!</i>	Waste sorting and recycling at venues	Materials 7, 16

The closing pages of the comic book feature a *Game. Set. Future.* spread that summarises the comic's positive vision and a *Partners & Credits* page presenting all consortium partners, the EU funding emblem, the standard EU disclaimer and the project copyright.

6.5 Recommended Use

The comic book is designed for deployment across a wide range of contexts that reach young players:

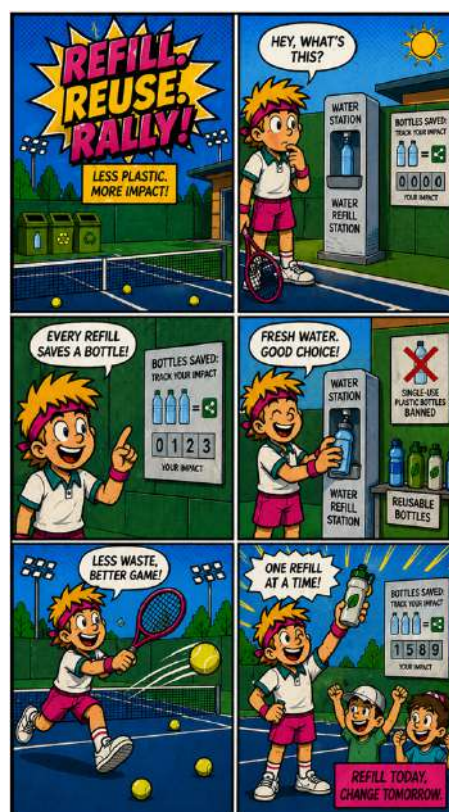
- **At tennis clubs and academies**, distributed to junior members, made available in clubhouses and waiting areas, and integrated into junior coaching sessions as a discussion starter on sustainability;
- **At junior tournaments**, included in player welcome packs and information desks alongside the operational materials of Stream A;
- **At schools and educational settings**, used as supporting material for environmental education modules linked to sport;
- **At family and community events**, distributed as a take-home item that engages parents and siblings as well as players themselves;
- **Through digital channels**, including the GreenTennis project website, partner social media, federation channels and online junior communities, as a downloadable PDF and a serialised page-by-page release;
- **In future translated editions**, adapted into the partner languages of the consortium and into further European languages through the Tennis Europe member network during the dissemination phase under WP5.

The comic book has been deliberately designed for high reuse value: the absence of dated content, the use of universal visual humour, and the print-ready quality of the publication mean that it can be redistributed and reprinted across multiple project years and beyond the project lifetime, supporting the consortium's commitment to durable educational outputs.

6.6 Green Tennis Comic Book







Co-funded by
the European Union



7. Part IV — Video Productions

7. Part IV — Awareness Videos

This section presents the catalogue of the seven awareness videos that constitute the dynamic, narrative and emotional layer of the deliverable. The videos complement the static educational layer of Parts I and II and the storytelling format of Part III by translating the project's sustainability messages into short, shareable, audiovisual content designed for digital circulation across the European tennis community.

7.1 Purpose and Format

While posters and infographics communicate sustainability information clearly, and the comic book delivers it through illustrated storytelling, the awareness videos communicate it *emotionally and culturally*. Audiovisual content engages viewers in a way that static media cannot — through pacing, imagery, sound, music and the physical movement that defines tennis itself. Videos also reach the audience in the channels where the European tennis community already spends much of its digital attention: social media feeds, federation websites, partner channels and the GreenTennis project website.

The seven videos have been produced in vertical portrait format optimised for mobile and social media platforms (typical aspect ratio 9:16), in resolutions suitable for HD playback across YouTube, Instagram, Facebook, LinkedIn and TikTok. Each video is short — between 10 and 26 seconds — to suit the attention patterns of social media consumption and to maximise full-watch rates. All videos have been uploaded to the GreenTennis YouTube channel and are publicly accessible, embeddable and shareable across the partner network.

Every video shares a unified GreenTennis visual identity: the project logo, the project tagline (*Tennis for a Greener Future*), a closing message card carrying the slogan and the project website (greentennisproject.com), and the standard EU funding emblem and disclaimer (*Funded by the European Union...*). The visual unity across the seven videos signals to viewers that they are encountering parts of a single coordinated campaign rather than disconnected pieces of content.

7.2 Video Strategy and Rationale

The seven videos have been deliberately structured as three coordinated mini-series within a single visual identity, each addressing a distinct theme, audience and creative format. This three-cluster structure allows the deliverable to cover the full breadth of the GreenTennis sustainability agenda while concentrating production effort and narrative depth on each theme.

Cluster 1 — *One Ball Series* (Videos 1–2). Two live-action short films addressing the most iconic and visible sustainability challenge in tennis: the global tennis ball waste problem. The two films take complementary approaches to the same theme — one rooted in everyday club life, the other in poetic narrative — and operate as a paired campaign on ball circularity. They speak primarily to players, coaches, parents and clubs, and connect directly to the operational poster on Tennis Ball Collection Systems (Material 8) and the player-facing poster on Used Tennis Balls & Gear (Material 19).

Cluster 2 — *Organiser-Facing Standalone* (Video 3). A live-action campaign film addressed specifically to tournament directors and event organisers, demonstrating the case for paperless tournament management. This video acts as a bridge between the player-facing storytelling of the other clusters and the operational guidance of Stream A in Parts I and II, connecting directly to the poster on Digital-First Tournament Management (Material 3).

Cluster 3 — *Eat Like the Pros Series* (Videos 4–7). Four CGI-animated character-led short films forming an integrated mini-campaign on healthy, sustainable courtside nutrition. The series uses the same recurring animated tennis-ball characters across four iconic European tennis fruits — grapes, strawberries, watermelon and banana — connecting professional tennis culture (Wimbledon strawberries, Mediterranean grapes, the courtside banana of every Grand Slam) to the GreenTennis message of plant-based, locally sourced, packaging-light snacking. The series targets young players and their families and fulfils the Grant Agreement's explicit reference to "*animations*" as an anticipated format.

Together, the three clusters cover three distinct creative formats (live-action documentary, organiser-facing campaign, character-led animation), three distinct audience streams (player community, organisers, juniors and families), and three thematic areas (equipment circularity, operational sustainability, sustainable nutrition) — providing the deliverable with a multi-



channel, multi-audience, multi-format video portfolio rather than a uniform set of similar films.

7.3 Production Specifications

All seven videos share a unified production specification:

- **Format:** vertical portrait (9:16 aspect ratio), HD resolution
- **Duration:** 10–26 seconds per video (total ~106 seconds across the suite)
- **Format mix:** 3 live-action films + 4 CGI animation films
- **Branding:** GreenTennis logo, project tagline, slogan card, project website, *Co-funded by the European Union* emblem, standard EU disclaimer
- **Distribution:** uploaded to the GreenTennis YouTube channel and embedded across project and partner channels
- **Accessibility:** designed primarily as visual-first content with on-screen text closing cards; voice-over and subtitle versions in partner languages will be added during the dissemination phase under WP5

The video strategy has been designed for maximum reuse value: the absence of dated content, the use of universal visual language and the standalone nature of each film mean that the videos can be redistributed and re-shared across multiple project years and across multiple awareness moments in the European calendar.

7.4 Video Catalogue

Video 1 — Used Is Not Finished

Title (YouTube): Used Is Not Finished 🟢 | Green Tennis – Tennis for a Greener Future

Target Audience: Players, parents, coaches and clubs **Duration:** 26 seconds **Format:** Live-action short film

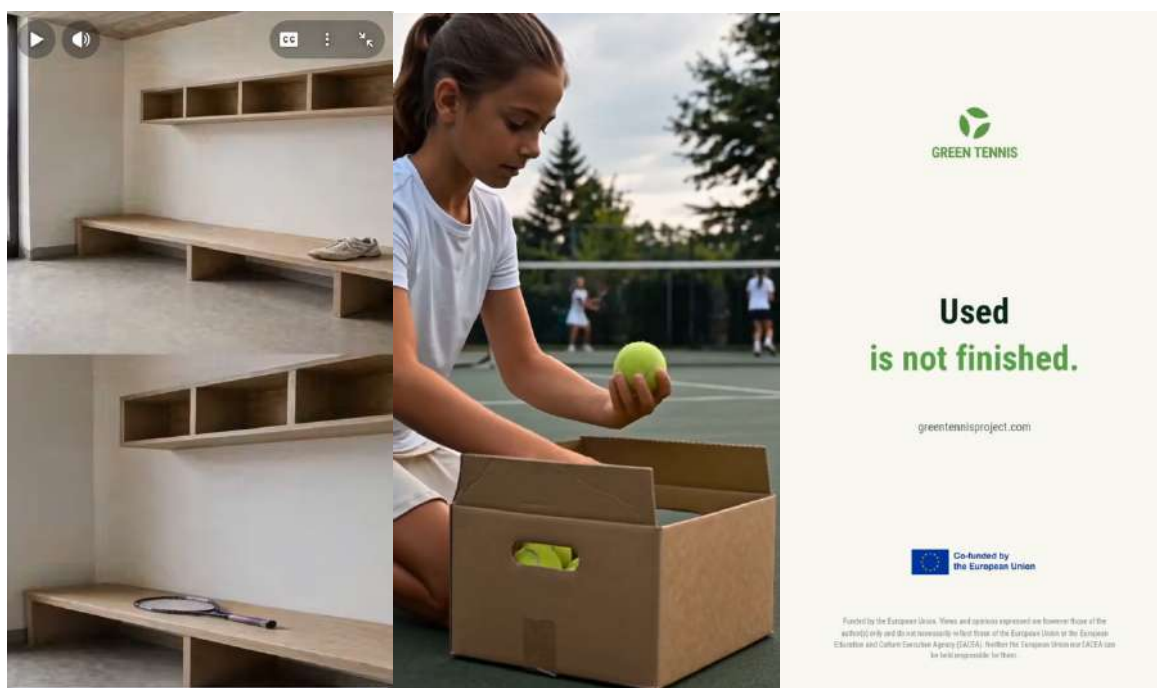
Description. *Used is not finished.* Every year, millions of tennis balls end up in landfills — but a used ball is not a finished ball. From recycled court surfaces to new play, every bounce can have a second life. This is the story Green Tennis wants every player, coach, parent and club to hear: small habits on court add up to a greener future for our sport.

Visual Approach. The film opens on an empty changing room as a player's racket and shoes appear on the bench, then cuts to a box of used tennis balls beside it. A young girl on court collects used balls into a cardboard box during her training. The film closes on a clean white screen with the GreenTennis logo and the closing message: *"Used is not finished."* — accompanied by the project website (greentennisproject.com) and the standard EU funding disclaimer.

Watch: [YouTube link](#)



Screenshot: Video 1



Video 2 — One Ball. More Than One Life.

Title (YouTube): One Ball. More Than One Life. 🍏♻️ | Green Tennis – Tennis for a Greener Future **Target Audience:** Players, coaches, parents and clubs **Duration:** 21 seconds **Format:** Live-action short film

Description. *One ball. More than one life.* From the first serve to the final bounce — a tennis ball's story doesn't have to end at the back of the court. It can be played, shared, reused, recycled... and live on in many forms. In every club, every match, every training session, the choices we make today shape the future of our sport. Together, we can give every ball — and our planet — more than one life.

Visual Approach. The film opens on a single tennis ball resting on the line of an outdoor court at dusk — the moment after the final bounce. A hand reaches down to pick it up, leading into a sequence that follows the ball through its many lives: a basket of practice balls being prepared for training; a dachshund happily running with a tennis ball in its mouth on the grass; a young player taking a basket of used balls to the court for his own session; and finally, a hand placing a used ball into a recycling bin marked with the green recycling symbol. The film closes on a clean white screen with the GreenTennis logo and the closing message: *"One ball. More than one life."* — accompanied by the project website (greentennisproject.com) and the standard EU funding disclaimer.

Watch: [YouTube link](#)



Screenshot: Video 2



Video 3 — Less Paper. More Game.

Title (YouTube): Less Paper 🟡 | Green Tennis – Tennis for a Greener Future **Target**

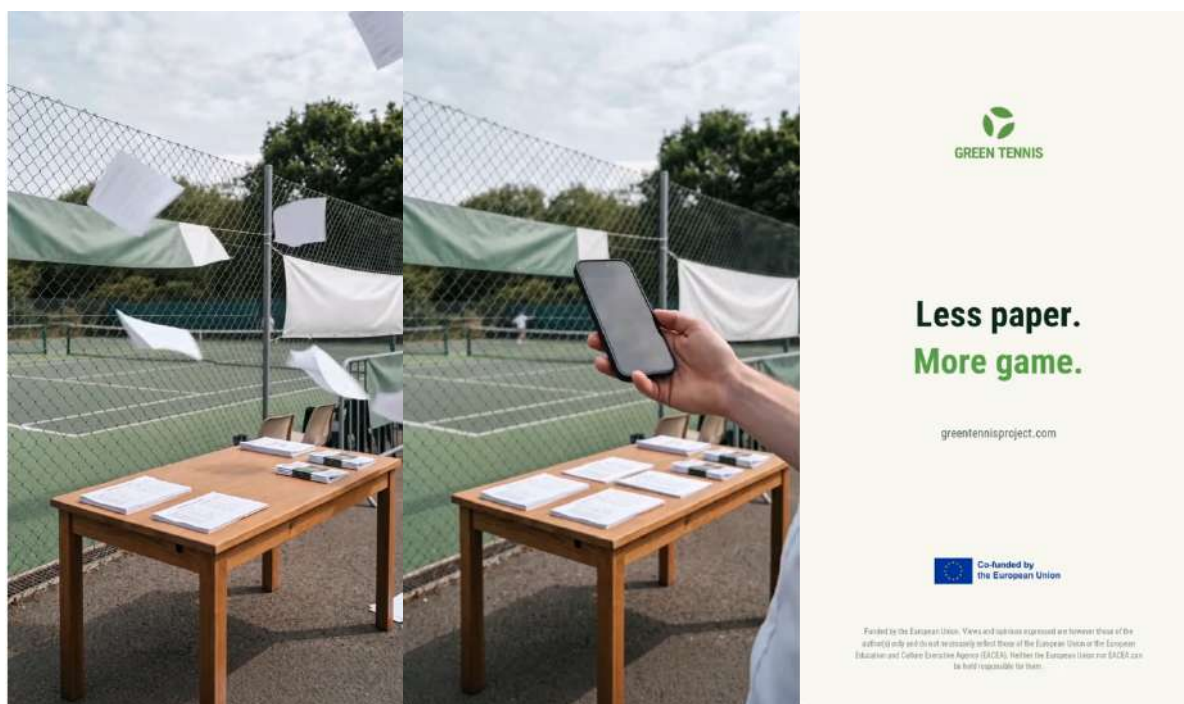
Audience: Tournament directors, organisers and club staff **Duration:** 19 seconds **Format:** Live-action short film

Description. *Less paper. More game.* Every tournament. Every match. Stacks of printed draws, scoresheets and brochures — most of them blown away, thrown away, or never read again. There is a better way. Going digital isn't just convenient — it's a real step toward greener tennis events. Less paper means lower carbon footprint, less waste, and more focus on what really matters: the game.

Visual Approach. The film opens on the tournament information desk at an outdoor club: a wooden table set up courtside, covered with stacks of printed draws, scoresheets and brochures, with banners hanging on the perimeter fence. A sudden gust of wind sends loose papers flying across the desk and into the air — capturing the everyday reality of paper-heavy tournament operations. The film then cuts to an organiser holding a printed sheet, and to a participant checking the same information instantly on a smartphone — the digital alternative that replaces the entire stack. The film closes on a clean white screen with the GreenTennis logo and the closing message: *"Less paper. More game."* — accompanied by the project website (greentennisproject.com) and the standard EU funding disclaimer.

Watch: [YouTube link](#)

Screenshot: Video 3



Video 4 — Eat Like the Pros — Share the Snack, Share the Win

Title (YouTube): Eat Like the Pros 🍇 Share the Snack, Share the Win 🎾 | Green Tennis – Tennis for a Greener Future **Target Audience:** Young players, juniors, parents and coaches **Duration:** 10 seconds **Format:** CGI animation / character-led short film

Description. *Eat like the pros. Share the snack. Share the win.* Inspired by the snacks chosen by professional players courtside, this short animated film invites young players to think about the food they bring to the court — fresh, natural, plant-based snacks like grapes, shared with teammates. Small choices in nutrition and packaging connect personal performance with the wider message of GreenTennis: every habit on court adds up to a healthier sport and a healthier planet.

Visual Approach. The film opens on a beautifully lit grass court with a wooden bench, a tennis racket leaning against it, and three cheerful, animated tennis-ball characters with smiling faces gathered together on the grass. The three characters share a bunch of fresh red grapes as their courtside snack, each happily eating a grape — capturing the spirit of teamwork, friendship and natural nutrition in a single playful image. The film closes on a clean cream-coloured screen with the GreenTennis logo and the closing message: *"FILM — GRAPES / Eat like the pros. / Share the snack. Share the win."* — accompanied by the project website (greentennisproject.com), the Co-funded by the European Union emblem and the standard EU funding disclaimer.

Watch: [YouTube link](#)



Screenshot: Video 4



FILM — GRAPES

Eat like the pros.
Share the snack. Share the win.

greentennisproject.com



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Video 5 — Eat Like the Pros — Tournament-Grade Fuel

Title (YouTube): Eat Like the Pros 🍓🎾 | Green Tennis – Tennis for a Greener Future **Target**

Audience: Young players, juniors, parents and coaches **Duration:** 10 seconds **Format:** CGI animation / character-led short film

Description. *Eat like the pros. Tournament-grade fuel.* The second film in the *Eat Like the Pros* series turns to one of the most iconic snacks of the European tennis calendar — fresh strawberries, the unmistakable taste of Wimbledon and of summer tennis across Europe. Through playful animated tennis-ball characters, the film invites young players to think about the food they bring courtside as part of their performance — and as part of a healthier, more sustainable sport. Natural, seasonal, locally sourced snacks are the fuel of champions: better for the player, better for the planet.



Visual Approach. The film opens on a grass court with the net in the background and two cheerful animated tennis-ball characters seated on either side of a striking GreenTennis-branded red carton — a vibrant pop of colour against the green grass and white court line. The carton is decorated with two crossed strawberry-and-leaf graphics in the shape of tennis rackets, branded with the GreenTennis logo. Each character holds half a strawberry, sharing the snack courtside in a moment of pre-match calm. The film closes on a clean cream-coloured screen with the GreenTennis logo and the closing message: *"FILM — STRAWBERRIES / Eat like the pros. / Tournament-grade fuel."* — accompanied by the project website (greentennisproject.com), the Co-funded by the European Union emblem and the standard EU funding disclaimer.

Watch: [YouTube link](#)

Screenshot: Video 5



Video 6 — Eat Like the Pros — Sun, Slice, Smile

Title (YouTube): "Eat Like the Pros. Sun, Slice, Smile." 🍉🎾 | Green Tennis – Tennis for a Greener Future **Target Audience:** Young players, juniors, parents and coaches **Duration:** 10 seconds **Format:** CGI animation / character-led short film

Description. *Eat like the pros. Sun, slice, smile.* The third film in the *Eat Like the Pros* series turns to one of the most refreshing, hydrating and naturally sustainable snacks for a hot day on court — fresh watermelon, the perfect summer fuel for tennis. Through the same playful animated tennis-ball characters introduced earlier in the series, the film celebrates the simple joy of fresh, seasonal, plant-based snacks shared with teammates between matches. Hydration, nutrition and sustainability come together in a single, sun-drenched scene: small choices that make tennis healthier for the player and lighter on the planet.

Visual Approach. The film opens on a sunlit grass court with a tennis bag and racket beside the net in the background. Four cheerful animated tennis-ball characters with smiling faces are seated together on the grass, each holding a slice of fresh watermelon with happy expressions. Bright pink fruit, vivid green grass, blue sky and yellow tennis-ball characters create a vibrant, summery composition that captures the spirit of European summer tennis. The film closes on a clean grey screen with the GreenTennis logo and the closing message: "*FILM — WATERMELON / Eat like the pros. / Sun, slice, smile.*" — accompanied by the project website (greentennisproject.com) and the standard EU funding disclaimer.

Watch: [YouTube link](#)

Screenshot: Video 6



Video 7 — Eat Like the Pros — Champions Refuel Quietly

Title (YouTube): Eat Like the Pros 🍌 Champions Refuel Quietly 🟡 | Green Tennis – Tennis for a Greener Future **Target Audience:** Young players, juniors, parents and coaches **Duration:** 10 seconds **Format:** CGI animation / character-led short film

Description. *Eat like the pros. Champions refuel quietly.* The fourth and final film in the *Eat Like the Pros* series turns to the most iconic snack in professional tennis — the humble banana, courtside companion of champions across the European tour. Through the same animated tennis-ball character introduced earlier in the series, the film captures a quiet moment between sets: the kind of small, simple, plant-based refuel that the world's best players rely on, and that any young player can adopt. Natural, packaging-light, plant-based snacks are presented as the unflashy choice that wins matches — and that lightens the sport's environmental impact at the same time.

Visual Approach. The film opens on a peaceful sunlit grass court with the net visible in the background. A tennis bag sits open on the grass, with a bunch of bananas tucked alongside the racket grips — referencing the courtside reality of every professional match. A single cheerful animated tennis-ball character with a peaceful, satisfied smile is seated on the grass, calmly eating a half-peeled banana. A few other tennis balls and a discarded banana peel rest on the grass nearby, completing the scene of a quiet between-set refuel. The film closes on a clean cream-coloured screen with the GreenTennis logo and the closing message: "*FILM — BANANA / Eat like the pros. / Champions refuel quietly.*" — accompanied by the project website (greentennisproject.com) and the standard EU funding disclaimer.

Watch: [YouTube link](#)

Screenshot: Video 7



8. Dissemination and Use

The forty-five assets produced under D3.3 are designed for free, public dissemination across the European tennis community. The dissemination strategy is built on the principle of meeting the audience where it already is — combining physical, digital and partner-network channels to maximise reach without requiring users to seek the materials out. Dissemination of this deliverable is closely coordinated with Work Package 5 (Dissemination and Communication), which provides the broader strategy, channels and timeline for project-wide outreach.

8.1 Primary Dissemination Channels

The materials will be deployed through five complementary channels, each matched to specific formats within the deliverable.

The GreenTennis project website (www.greentennisproject.com) acts as the canonical home of the deliverable. All forty-five assets will be hosted on the website in print-ready, web-optimised and embedded video formats, browsable by audience stream, theme or format. The website will provide downloadable versions of each poster and infographic and embedded versions of each video, together with the full text of this deliverable as a public reference document. The website serves as the principal point of access for external users encountering the GreenTennis project for the first time and as the central repository to which all other dissemination channels link back.

Partner websites and member networks extend the reach of the deliverable through the European tennis ecosystem. Tennis Europe will distribute the materials to its 50 member national federations, who will in turn distribute them to their affiliated clubs, academies and tournament organisers. UCAM will share the materials through its academic and Olympic Studies networks. The Hungarian Tennis Association will host materials for its national community. We Play Green will distribute through its athlete advocacy network. CTC, COLIN, AI4Lives and MOBAD will integrate the materials into their respective communication channels. Each partner thus acts as a multiplier of the deliverable's reach within its specific community.

Social media carries the infographic and video formats across Instagram, LinkedIn, Facebook, YouTube and TikTok. The infographics in particular have been designed for native social media circulation, and the videos for cross-platform deployment. Coordinated social media campaigns will be supported through the dissemination activities of WP5, with content calendars aligned with European awareness moments such as Earth Day, World Environment Day, European Mobility Week and Green Sport Day, ensuring that releases land in moments of heightened public attention to environmental themes.

Physical venues host the poster format at tennis clubs, academies, tournament sites and federation premises across Europe. Posters can be printed locally by clubs and event organisers from the master files provided by the deliverable, displayed in clubhouses, changing rooms, court entrances, refill stations and tournament information desks. Tournament organisers participating in the WP4 pilot phase will deploy the posters at their events and provide structured feedback on impact and applicability.

Partner communications and events integrate the materials into the regular communication activities of the consortium — newsletters, e-bulletins, conference presentations, training



events and webinars. The materials will also feature in the project's own dissemination events under WP5, in the GreenTennis Ambassador Programme (D5.4), in the project's interaction with the wider European sport sustainability ecosystem, and in cross-sector exchanges with organisations such as the International Tennis Federation (ITF) and national bodies such as the LTA (United Kingdom).

8.2 Languages and Adaptation

The materials are delivered in English in editable source formats. Translation into the partner languages of the consortium (Norwegian, Spanish, Hungarian, German and Polish) and into further European languages through the Tennis Europe member network is foreseen for the dissemination phase under Work Package 5, where partners and federations will adapt the assets for use in their national contexts.

Editable source files have been retained for the full poster set and the full infographics set, allowing translation, localisation and contextual adaptation without the need to redesign the materials from scratch. Partners are encouraged to adapt the assets to their national contexts where appropriate — for example, by aligning waste-sorting colour codes with the local municipal recycling system, by replacing example transport modes with locally relevant alternatives, or by integrating national federation branding alongside the project identity. The GreenTennis visual identity, the EU funding emblem (*Co-funded by the European Union*) and the project attribution (Project ID: 101184588) must be preserved on all translated and adapted versions, in line with the requirements of the Erasmus+ Sport Cooperation Partnerships programme.

A coordinated translation workflow will be established under WP5 to ensure consistency of terminology, tone and visual identity across language versions, and to enable cross-federation sharing of translated materials. Translated versions will be added to the GreenTennis project website as they become available, building over time a multilingual asset library accessible to the entire European tennis community.

8.3 Long-Term Availability

The materials will remain publicly available beyond the project lifetime through the GreenTennis project website and the partner networks. The consortium has committed in principle to ensuring continuity of the project's outputs after 2027, including the option of transforming GreenTennis into a long-term initiative or network — a discussion that has been raised in transnational meetings and that will be addressed during the closing phase of the project. The materials produced under D3.3 are therefore designed not as time-limited campaign assets but as a durable educational resource for the European tennis community.



9. Conclusions

Deliverable D3.3 — *Educational and Awareness Raising Resources* — provides the European tennis community with a coordinated suite of forty-five educational and communication assets, structured across two complementary target-audience streams and three reinforcing formats. The deliverable exceeds the contractual indicator of twenty materials by 125% and represents the awareness layer of the GreenTennis output ecosystem, complementing the operational guides and toolkits of D3.1 and D3.2, the gamified education programme of D3.4 and the carbon footprint mobile application of D3.5.

The deliverable rests on three foundations. The first is the empirical evidence base produced by the GreenTennis research phase under D2.1 and D2.2, which surveyed 463 young players across 41 European countries and 99 club professionals across 28 countries. The second is a structured editorial methodology in which every design and content decision can be traced to one of three research findings — the awareness–behaviour gap, the strong positive emotional engagement of young players, and the resource constraints of European tennis clubs and event organisers. The third is the contribution of the full GreenTennis consortium, with Tennis Europe leading the development under Task T3.3 and inputs received from all partners and from the wider European tennis network.

Three features of the deliverable are particularly worth noting. The two-stream architecture — twelve poster–infographic pairs for tournament directors and organisers, eight for players, parents and coaches — ensures that operational conditions and individual behaviours are addressed as a single coordinated system rather than as separate audiences. The three-format layering — printable posters, digital infographics and awareness videos — ensures channel coverage across the European tennis community and meets each audience through the channels it already uses. The unified GreenTennis visual identity across all forty-five assets ensures that users encountering the same theme through different formats experience them as parts of a single coherent programme.