

European Football for



Development Network



# DUNDALK FC



## FAN-LED CLIMATE SOLUTIONS

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TOGETHER WE ARE  Morethanfootball



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# WELCOME TO THE CLIMATE CAPTAINS PROGRAMME

Welcome to the Climate Captains programme, an innovative initiative led by the European Football for Development Network (EFDN) in collaboration with the Football Association of Ireland. Our mission is to place football fans at the heart of climate action, leveraging the wide-reaching influence of football to drive meaningful environmental change.

This document is based on a survey conducted with Dundalk FC fans to understand their needs and priorities regarding climate action. By listening closely to the voices of fans, we aim to design climate solutions that not only promote environmental sustainability but also resonate deeply with the local community.

## Our Approach

The survey findings reveal a key insight: while many Dundalk FC fans are eager to engage in climate action, barriers such as affordability and accessibility often hinder their ability to do so. The Climate Captains programme seeks to bridge this gap by empowering football clubs to lead in developing inclusive and accessible climate solutions.

## Football's Transformative Potential

We believe that football holds a unique ability to drive transformative change in the fight against climate change. By making practical and impactful climate solutions available to fans, we can collectively create a substantial positive impact. However, for this potential to be fully realized, it is crucial that these solutions are accessible to everyone, regardless of their economic circumstances.

## Creating Enabling Conditions at Dundalk FC

Climate Captains does not seek to instruct fans on how to change their behaviours but instead focuses on creating the right conditions that allow fans to become active participants in climate action. This begins with actively listening to the fans and the wider Dundalk community.

From the fans and communities around Oriel Park, we received 442 responses to our survey (August 2024). The insights drawn from these responses will guide the development of solutions, ensuring that Dundalk FC's climate initiatives are both inclusive and impactful.

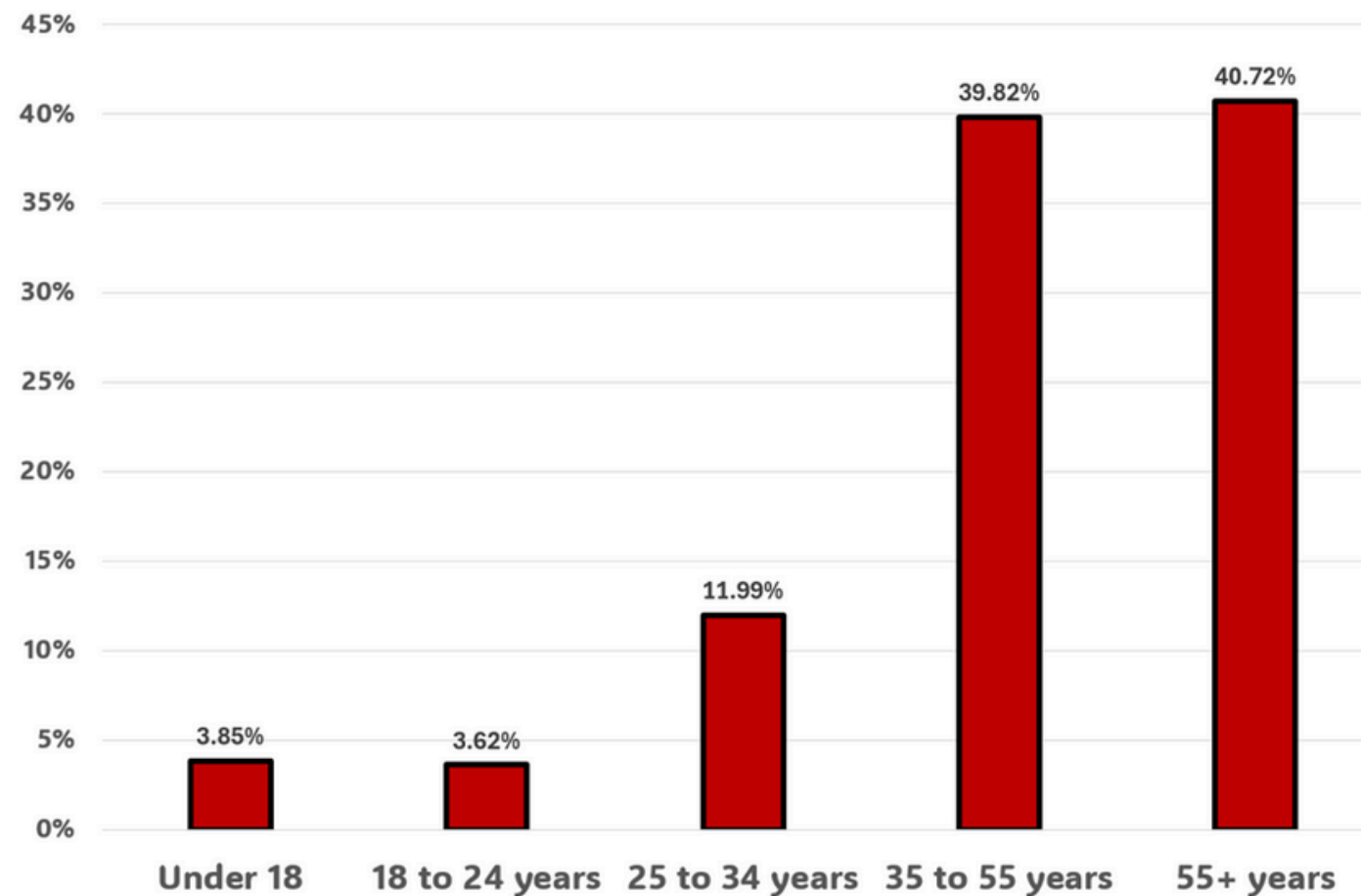
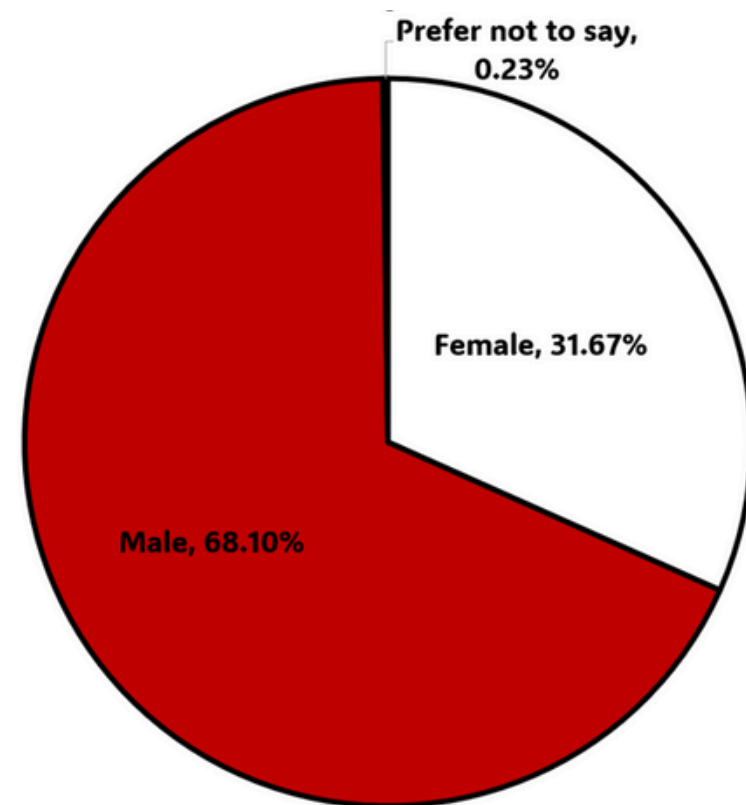




# DEMOGRAPHICS

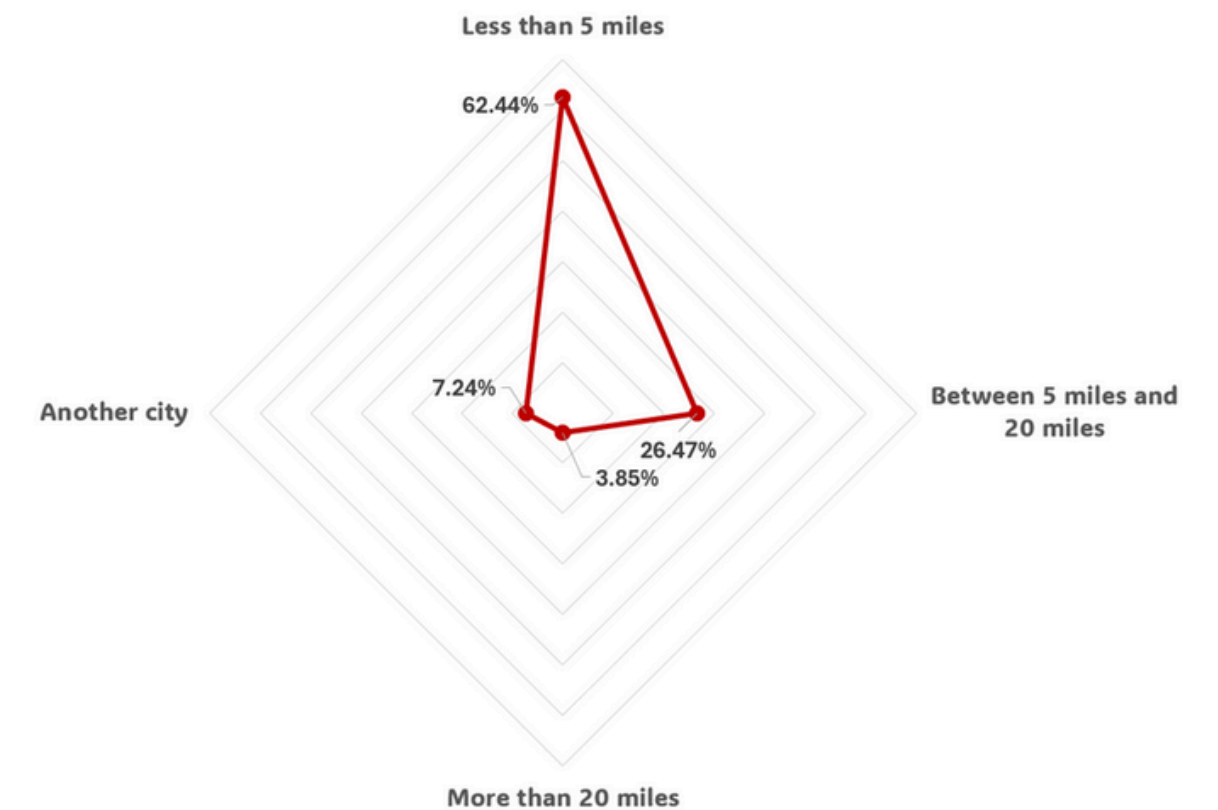
The demographic data from Dundalk FC's Climate Captains survey provides several key insights, based on 442 responses. The age distribution reveals a significant representation of older and middle-aged adults, with 40.72% of respondents aged 55 and over, and 39.82% aged between 35 and 55 years. Younger age groups are less represented, with 3.85% under 18 and 3.62% aged 18 to 24, suggesting that the survey responses largely reflect the perspectives of older and middle-aged fans.

The gender distribution indicates a strong male majority, with 68.10% of respondents identifying as male and 31.67% as female, with a very small percentage (0.23%) preferring not to disclose their gender. This highlights an opportunity for Dundalk FC to further engage with its female fan base in future sustainability initiatives.



# DISTANCE FROM ORIEL PARK

Geographically, a substantial 62.44% of respondents live less than 5 miles from the stadium, underscoring a strong local fan base. Additionally, 26.47% reside between 5 and 20 miles away, while only 3.85% live more than 20 miles from the stadium, and 7.24% are from another city. This geographic spread suggests that the majority of fans are located close to the stadium, but a notable portion of supporters come from farther afield, which may influence the types of initiatives and solutions most relevant to the community.



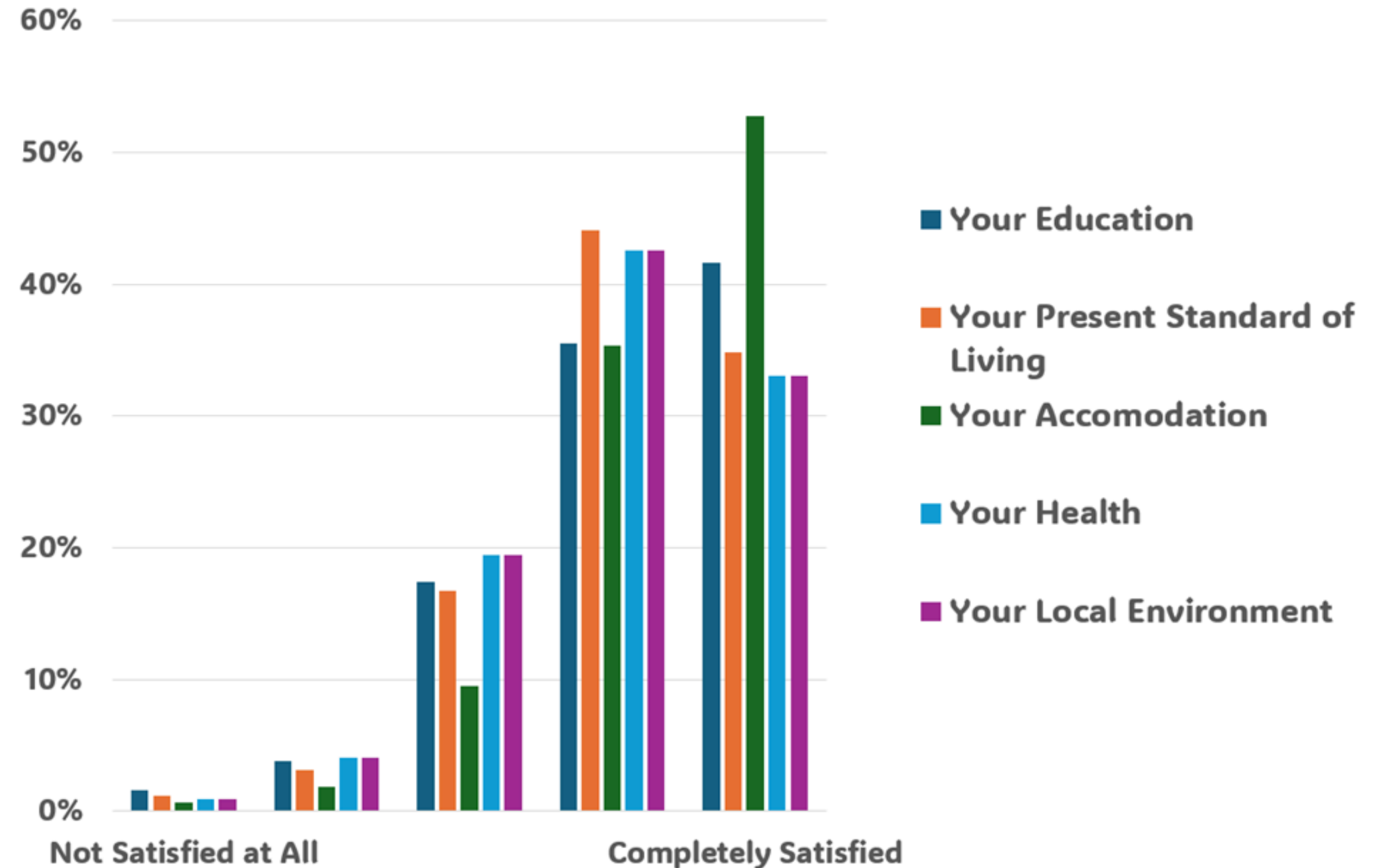


# QUALITY OF LIFE PERCEPTIONS

The survey responses from Dundalk FC fans reflect generally high levels of satisfaction across multiple areas, but also reveal a significant number of fans expressing moderate or lower satisfaction in key areas. While the majority are satisfied with their education (77.1% rating 4 or 5), 17.4% of respondents only rate their educational satisfaction at 3, indicating room for improvement.

The present standard of living sees slightly more mixed responses, with 20% rating their satisfaction at 3 or below, suggesting that some fans experience economic challenges or dissatisfaction with their lifestyle. Similarly, while accommodation satisfaction is high (88% rating 4 or 5), 11.3% of respondents indicate moderate or lower satisfaction.

Health and local environmental conditions appear to be areas of concern, with 23.6% of fans rating their health satisfaction at 3 or below, and 23.6% feeling similarly about their local environment. This points to opportunities for the club to support initiatives that enhance community health and improve local environmental conditions for their fans.

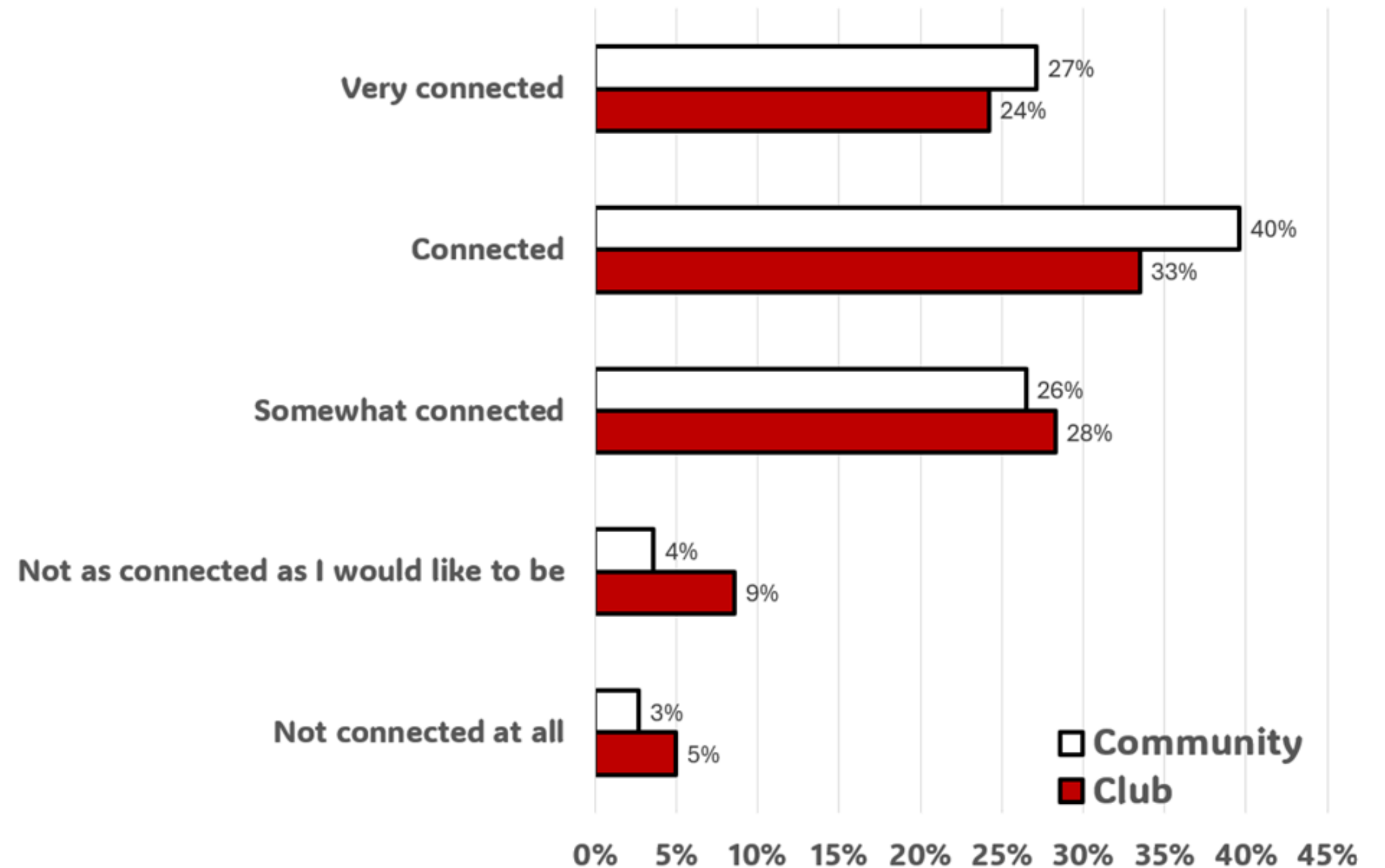




# CONNECTION

The survey responses from Dundalk FC fans show a solid connection to both the club and the wider community. A total of 57% of respondents feel either connected (33%) or very connected (24%) to the club, while 40% of fans report being connected to their community, with another 27% feeling very connected. However, a notable portion of fans—28% for the club and 26% for the community—indicate they feel only somewhat connected, and 14% of respondents feel either not connected at all or not as connected as they would like to be to the club.

This highlights an opportunity for Dundalk FC to enhance the sense of connection, particularly through initiatives that foster stronger ties between the club and its community. Further engagement efforts and collaborative activities could bridge these gaps, deepening the relationship between fans, the club, and the local community.



## PERCEPTION OF CLUB ACTIVITIES

The survey responses from Dundalk FC fans show a strong recognition of the club's involvement in social initiatives, with 78.59% of fans either agreeing (52.85%) or completely agreeing (25.74%) that the club is actively involved in good social causes. This is further supported by the overwhelming 97.73% of respondents who believe it is important for the club to engage in social initiatives, with 65.38% completely agreeing on its importance.

However, there is less certainty regarding the club's environmental activities. While 43.66% of fans feel the club is involved in good environmental initiatives, a significant 46.15% remain neutral, indicating a need for more visibility or communication around these efforts. Nevertheless, the importance of environmental engagement is clear, as 88.21% of respondents agree (36.28%) or completely agree (51.93%) that the club should be involved in environmental activities. This highlights an opportunity for Dundalk FC to expand its environmental initiatives and better communicate its existing efforts to its fan base.

	<b>My clubs is involved in good social initiatives.</b>	<b>I think it is important for my club to be involved in social initiatives.</b>	<b>My club is involved in good environmental activities.</b>	<b>I think it is important for my club to be involved in environmental activities.</b>
<b>Completely Disagree</b>	0.00%	0.68%	2.04%	1.81%
<b>Disagree</b>	3.19%	0.46%	8.14%	0.91%
<b>Neither Agree or Disagree</b>	18.22%	1.14%	46.15%	9.07%
<b>Agree</b>	52.85%	32.35%	28.28%	36.28%
<b>Completely Agree</b>	25.74%	65.38%	15.38%	51.93%

## CHALLENGES

The survey responses from Dundalk FC fans indicate several notable challenges within the community. A significant portion of respondents, 28.96%, find it difficult to heat or cool their homes, pointing to potential issues with home energy efficiency. Moreover, 20.37% of fans frequently deal with dampness and mould, which could pose health risks and suggest underlying structural issues. Concerns about paying bills are also evident, with 37.33% of fans expressing worry over financial burdens.

Food security is an issue for some. The responses show that 9.73% sometimes run out of money for food, revealing a segment that faces grave economic challenges. Meanwhile, 70.36% report frequently eating healthy food, though there remains a notable portion of fans who do not, signalling a potential need for improved access to affordable, nutritious options.

	<b>I find it difficult to heat/cool my home</b>	<b>I often have issues with dampness and mould in my home</b>	<b>I am concerned about paying my bills</b>	<b>I eat healthy food often</b>	<b>Sometimes I run out of money for food</b>
<b>Totally Disagree</b>	12.90%	32.81%	12.67%	1.81%	45.02%
<b>Disagree</b>	33.71%	36.65%	28.05%	8.14%	35.29%
<b>Neither Agree nor Disagree</b>	24.43%	10.18%	21.95%	19.68%	9.95%
<b>Agree</b>	19.46%	14.71%	27.83%	48.87%	7.24%
<b>Totally Agree</b>	9.50%	5.66%	9.50%	21.49%	2.49%

## CONCERN FOR THE FUTURE

The survey highlights a general pessimism about the future, with 46.38% of respondents disagreeing or totally disagreeing that children today will grow up in a better world. This is coupled with a high level of concern about climate change, where 72.63% of respondents express worry, including 32.58% who totally agree.

This disparity between concern for climate change and pessimism about the future suggests that while Dundalk FC fans recognize the urgency of environmental challenges, there is a sense of uncertainty about whether these issues will be adequately addressed.

	<b>I am optimistic that children today will grow old in a better world</b>	<b>I am concerned about climate change</b>
<b>Totally Disagree</b>	12.90%	5.43%
<b>Disagree</b>	33.48%	5.66%
<b>Neither Agree nor Disagree</b>	25.79%	16.29%
<b>Agree</b>	19.00%	40.05%
<b>Totally Agree</b>	8.82%	32.58%



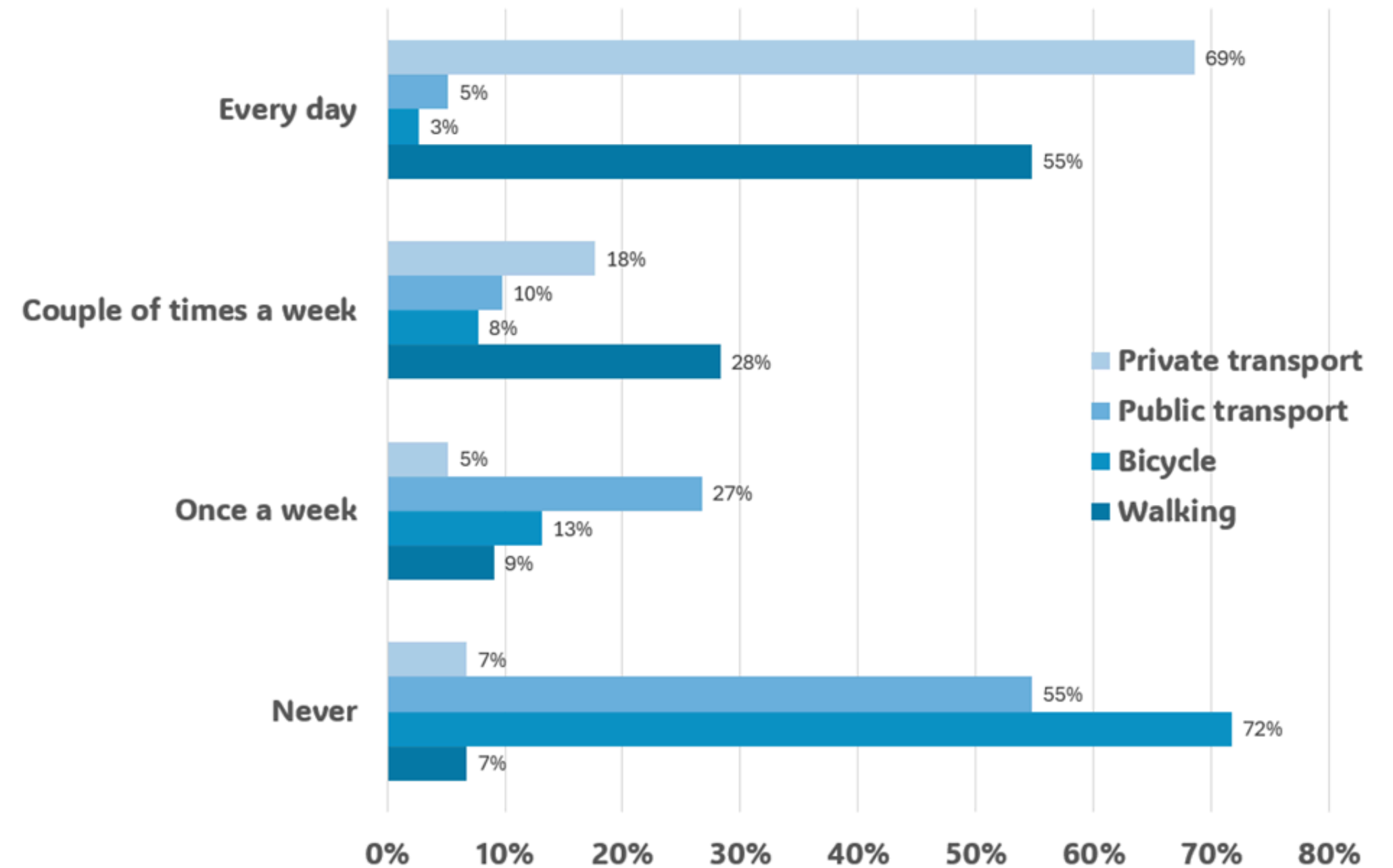


# TRANSPORT

The survey responses from Dundalk FC fans reveal clear preferences for certain modes of transport, with walking and private transport standing out as the most commonly used methods. A substantial 55% of respondents walk daily, and an even higher 69% rely on private transport every day. This strong inclination towards private transport reflects a potential challenge in promoting more sustainable travel options.

On the other hand, cycling and public transport are used much less frequently. A notable 72% of fans never use bicycles, and 55% never utilize public transport. Only 3% cycle daily, and 5% take public transport with the same frequency, indicating potential barriers such as infrastructure limitations or service availability.

Given that 28% of respondents walk a couple of times a week, there may be opportunities for Dundalk FC to encourage active and sustainable travel options through improved cycling facilities, bike education programs, and partnerships with public transport providers. This could create a more balanced transport mix among fans, helping to reduce the reliance on private vehicles.



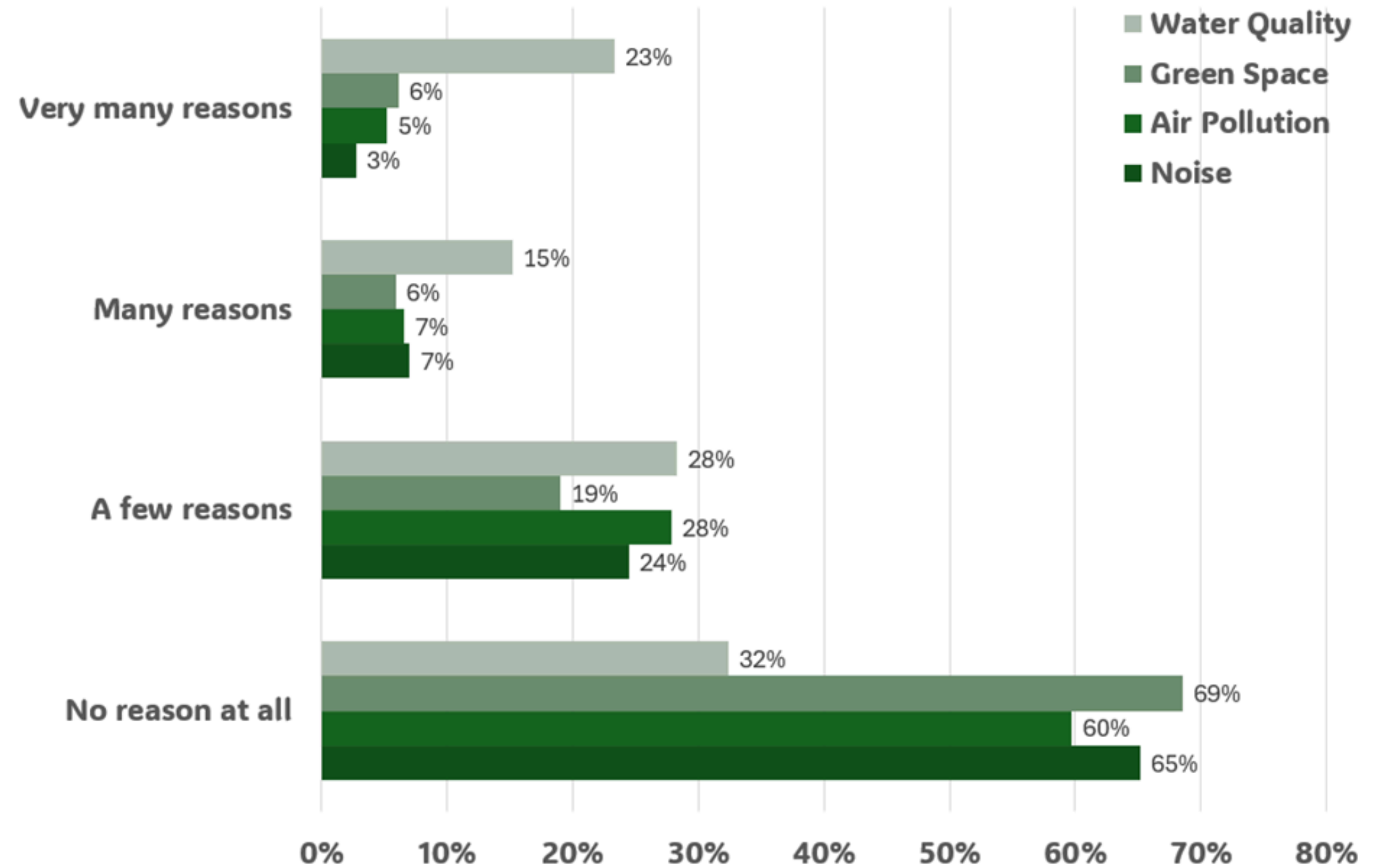


# LOCAL ENVIRONMENTAL CONCERNS

The survey responses from Dundalk FC fans shed light on several local environmental concerns that warrant attention. While the majority of respondents do not have significant issues with noise, air pollution, or green space, there are still notable concerns. Specifically, 35% of fans report having at least a few reasons to complain about air pollution, with 12% citing many or very many reasons for dissatisfaction.

Water quality stands out as the most pressing issue, with 43% of respondents expressing concerns, including 38% having a few reasons and 15% having many or very many reasons to complain. This indicates that water quality is a particularly notable concern within the community.

In comparison, green space appears to be less of an issue, with 69% of respondents reporting no reasons to complain, although 25% do have concerns about its availability or quality. Addressing water quality concerns, alongside reducing noise and improving air pollution levels, could significantly improve the environmental conditions for Dundalk FC supporters and enhance their overall quality of life.



## ACCESS TO SOLUTIONS

The survey data from Dundalk FC fans reveals several significant barriers to adopting climate-friendly solutions. Many respondents find these solutions financially out of reach, with 46.83% of fans unable to afford solar panels and a striking 52.04% finding electric mobility options, such as e-cars and e-bikes, too expensive. Heat pumps are also a major financial burden, with 39.37% of fans citing cost as a barrier, while 23.53% report that organic food is unaffordable.

In addition to affordability, there is a clear knowledge gap among fans. A significant 36.20% of respondents are unaware of retrofitting options, and 30.32% lack knowledge about heat pumps. Even with electric mobility, 19.23% of respondents are not familiar with these solutions, further highlighting the need for improved information and education.

Despite these challenges, some fans are keen to embrace sustainable practices. Nearly 29.19% of fans plan to acquire energy-efficient appliances, and 23.98% express interest in installing solar panels. However, actual adoption rates remain relatively low, with only 16.52% already engaging in retrofitting and just 10.41% using heat pumps.

	Retrofitting	Energy efficient appliances	Heat Pumps	Solar Panels	Organic food	Electric mobility (e-cars, e-bikes)
<b>Can't afford the solution</b>	29.64%	15.84%	39.37%	46.83%	23.53%	52.04%
<b>Don't know about the solution</b>	36.20%	21.72%	30.32%	12.44%	25.11%	19.23%
<b>Intend to get the solution</b>	16.74%	29.19%	18.33%	23.98%	27.38%	16.06%
<b>I already have the solution</b>	16.52%	32.13%	10.41%	15.16%	22.62%	11.09%

## THE PATH FORWARD

Dundalk FC fans demonstrate a strong consensus on the need to make climate solutions more affordable, with 89.81% of respondents either agreeing (37.10%) or completely agreeing (52.71%) that affordability is key to accessibility. Only 2.26% completely disagree, while 7.47% remain neutral, indicating that financial barriers are a significant concern. This overwhelming support highlights an urgent need for financial measures such as subsidies or financing options to help fans adopt climate-friendly practices.

	<b>I would like for climate solutions to be made more affordable so I could access them.</b>
<b>Completely Disagree</b>	2.26%
<b>Disagree</b>	0.00%
<b>Neither Agree nor Disagree</b>	7.47%
<b>Agree</b>	37.10%
<b>Completely Agree</b>	52.71%



## THE PATH FORWARD

There is strong support among Dundalk fans for football clubs to take a proactive stance on climate change, similar to how they address issues like racism. A total of 80.77% of respondents agree or completely agree that the football world should act on climate change. Additionally, 58.82% of fans would prefer attending sustainable football matches, though a significant portion (31.00%) remain neutral, suggesting that better communication and awareness about the benefits of sustainable events could increase interest. Regarding the influence of footballers, 43.21% would pay more attention to climate change if their favorite players spoke out on the issue, though 35.07% are neutral, indicating room for more visible advocacy from football figures.

	<b>The world of football should act on climate change the way it takes action on other issues (eg. Racism)</b>	<b>I would be happier attending a football match if I knew the event was sustainable.</b>	<b>I would pay more attention to climate change if my favourite footballers were speaking about the issue.</b>
<b>Completely Disagree</b>	4.75%	5.88%	10.63%
<b>Disagree</b>	2.71%	4.30%	10.41%
<b>Neither Agree nor Disagree</b>	11.76%	31.00%	35.07%
<b>Agree</b>	38.91%	33.48%	28.73%
<b>Completely Agree</b>	41.86%	25.34%	14.48%

## THE PATH FORWARD

Dundalk FC supporters show a considerable interest in participating in the club's sustainability efforts, with 58.37% expressing a desire to be informed and involved. However, 28.73% remain neutral, highlighting an opportunity to increase engagement through more accessible and visible initiatives. While 42.09% of respondents would like guidance on living sustainably, a notable 35.97% remain neutral, indicating that the club could enhance its role by providing more educational resources. Additionally, 47.28% of fans are keen on the club facilitating collective climate action with other fans, presenting an opportunity for Dundalk FC to strengthen community involvement through climate-driven initiatives.

	<b>I would like to know about and take part in the clubs sustainability initiatives</b>	<b>I would like the club to give me guidance on how to live more sustainability</b>	<b>I would like football clubs to enable me to work with other fans to act collectively on climate change.</b>
<b>Completely Disagree</b>	6.79%	9.73%	8.60%
<b>Disagree</b>	6.11%	11.76%	7.92%
<b>Neither Agree nor Disagree</b>	28.73%	35.97%	35.52%
<b>Agree</b>	41.18%	29.19%	32.35%
<b>Completely Agree</b>	17.19%	12.90%	14.93%



# SOLUTION 1

## COMMUNITY ENERGY EFFICIENCY WORKSHOP

Dundalk FC can address fans' concerns about high energy bills and home issues like dampness and mould by organizing Community Energy Efficiency Workshops. These workshops aim to provide practical solutions for improving home energy efficiency and living conditions, thereby reducing financial burdens and promoting health and well-being among fans. By empowering the community with knowledge and resources, the club contributes to climate action through the promotion of energy conservation.

### Sub-elements of the Solution

- Partnerships with Energy Agencies and Organizations
  - Collaborate with local energy agencies like the Sustainable Energy Authority of Ireland (SEAI), environmental NGOs, and housing associations to provide expert knowledge and resources.
  - These partners can offer insights into energy-saving technologies, government grants, and best practices for home improvements.
- Educational Workshops on Energy Efficiency
  - Organize workshops covering topics such as low-cost insulation methods, reducing energy consumption, and addressing dampness and mould issues.
  - Provide guidance on accessing government grants or subsidies for home retrofitting and energy-efficient appliances.
- Volunteer and Community Involvement
  - Engage environmentally conscious fans and club volunteers to assist in organizing, promoting, and facilitating the workshops.
  - Utilize club facilities like meeting rooms at Oriel Park to host the events, keeping costs minimal.

### Benefits and Impact



- Financial Relief for Fans
  - Learning energy-saving tips from the workshops can help fans lower their energy bills, which is great news for the 37.33% who worry about paying them. Plus, finding out about grants and subsidies makes those home improvements much more affordable.
- Improved Living Conditions and Health
  - Dealing with dampness and mould becomes a lot easier when you know how to tackle them, which is a big win for the 20.37% of fans who face these problems regularly. Healthier homes mean better overall well-being and can even cut down on health costs.
- Environmental Benefits
  - Using less energy helps reduce carbon emissions, which ties right into Dundalk FC's commitment to climate action. It also encourages more sustainable habits across the community, making a bigger environmental difference in the long run.





## SOLUTION 2

# COMMUNITY FOOD SHARING INITIATIVE

Dundalk FC can tackle food security concerns and reduce food waste by establishing a Community Food Sharing Initiative, which includes setting up a community fridge at Oriel Park. This initiative aims to support fans who face financial difficulties in accessing sufficient food, address environmental issues related to food waste, and strengthen community bonds. By facilitating the sharing of surplus food, the club promotes resource efficiency and social responsibility.

### Sub-elements of the Solution

- **Community Fridge at Oriel Park**
  - Install a publicly accessible fridge near the stadium entrance where individuals and local businesses can donate surplus food.
  - Ensure the fridge is open to all, providing immediate assistance to the 9.73% of fans who sometimes run out of money for food.
  - Collaborate with supermarkets, restaurants, and cafes to donate unsold but safe-to-eat food items.
- **Volunteer and Community Engagement**
  - Recruit volunteers from the fan base to manage the fridge, coordinate donations, and oversee daily operations.
  - Organize awareness campaigns through social media, local events, and match-day announcements to promote participation.
- **Food Waste Reduction Programs**
  - Set up stations for fans to donate non-perishable food items when attending games.
  - Offer cooking classes on preparing nutritious meals on a budget and sessions on food preservation techniques to reduce household waste.

### Benefits and Impact



- **Addresses Food Insecurity**
  - This initiative directly helps fans and community members struggling financially by making nutritious food more accessible. It also boosts health by encouraging healthier eating habits.
- **Reduces Environmental Impact**
  - By keeping edible food out of landfills, we cut down on greenhouse gas emissions from waste. It also promotes mindful consumption and resource-sharing, pushing sustainability in the community.
- **Strengthens Community Bonds**
  - It gives fans a chance to support each other, which is great for the 14% who feel less connected to the club. Plus, meaningful volunteer work brings everyone together, creating a stronger sense of belonging and purpose.








**COMMUNITY  
CLIMATE  
CAPTAINS**

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