

## Football for the Future: fans travel sustainably to stadiums

Translated in English from original version

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**The Pro League and its clubs aim to reduce their combined environmental impact by at least 10% by 2028. During the “Football for the Future” campaign on 13, 14 and 15 March, clubs highlighted various initiatives supporting this ambition. They also encouraged supporters to choose sustainable mobility options when travelling to stadiums.**

Belgian football is deeply rooted in society and cannot ignore the climate challenge. Since the 2023–2024 season, the Pro League has been working with its clubs, as well as partners AB InBev and Decathlon, on an ecological transition. Four main areas have been identified for action: stadium and energy management, mobility, food & beverage, and merchandising.

To embed sustainable practices and structurally reduce impact, each club receives support from expert partners BloomUp and More2Win, who help design individual sustainability pathways. In an initial phase, clubs assessed their sustainability level and ecological footprint, allowing them to define concrete actions. Since the start of this season, these actions have been implemented in daily operations.

The first milestone is set for 2028, with the objective of reducing environmental impact by 10%. However, this is not an endpoint. Belgian professional football aims to continue progressing towards greater sustainability, with clubs developing new initiatives step by step, together with their fans.

1,550 return flights to New York

Data shows that a professional club emits on average 3,250 tonnes of CO<sub>2</sub> per season, equivalent to the annual emissions of around 450 people or approximately 1,550 return flights between Brussels and New York per passenger.

Between 70% and 90% of these emissions are linked to transport and fan travel, highlighting the importance of sustainable mobility to and from stadiums.

Pro League CEO Lorin Parys stated: *“A large part of our environmental impact is linked to travel to the stadium, so we want to work together with fans. Through this campaign, we aim to inform and raise awareness of the environmental challenges facing our sector. By walking, cycling, using public transport or carpooling to attend matches, supporters can be part of the solution. Clubs have been tasked with making these alternatives as accessible as possible, and fan feedback will help further improve mobility solutions around stadiums. We believe that small behavioural changes can collectively make a big difference.”*

Through the “Football for the Future” campaign, the Pro League and its clubs aim to make all ecological initiatives more visible to supporters. By informing and engaging fans on these issues, football can play an important role in contributing to a more sustainable future.