

# PRIMARY AND SECONDARY MESSAGES

## EXPLAINER

**THE PRIMARY AND SECONDARY MESSAGES PROVIDED ARE NOT INTENDED TO BE COPIED AND PASTED DIRECTLY AS SOCIAL MEDIA POSTS. INSTEAD, THEY SERVE AS FLEXIBLE BUILDING BLOCKS TO HELP YOU CRAFT YOUR OWN COMMUNICATIONS THAT REFLECT YOUR ORGANISATION'S VOICE, VALUES, AND AUDIENCE.**

The **PRIMARY MESSAGES** act as bold, headline-style statements that capture the essence of your commitment to the Green Sport Manifesto. They are designed to grab attention and can be used as the opening line of a post, a campaign slogan, or a quote from a spokesperson. The **SECONDARY MESSAGES** offer supporting detail, explaining the “why” and “how” behind your decision to sign the Manifesto. These can be used to expand on your primary message, highlight specific actions your organisation is taking, or encourage others to join the movement.

You are encouraged to adapt and expand these messages to suit your communication goals. For example, a secondary message might be developed into a short story about a recent sustainability initiative, a quote from a team member, or a call to action for partners and stakeholders. Combining a primary message with one or more secondary messages can help you create a compelling narrative that not only showcases your leadership but also inspires others to take part. The goal is to maintain consistency with the Manifesto's values while allowing each signatory the freedom to express their unique contribution and perspective.

## SPORT ORGANISATIONS & BUSINESS

### SET 1

#### PRIMARY MESSAGE:

We've signed the Green Sport Manifesto – because the future of sport depends on it.

#### SECONDARY MESSAGE:

- 1. We're embedding sustainability into every match, event, and decision** – because sport must be led by example.
- 2. We're proud to be part of a Europe-wide movement for greener sport** – join us and amplify the impact.
- 3. From grassroots to global, every club and company has a role to play** – sign the Manifesto and start your journey.

## SET 2

### PRIMARY MESSAGE:

We're playing for the planet – join the green sport movement with us.

### SECONDARY MESSAGE:

- 1. Signing the Manifesto is our pledge to future generations of athletes and fans.**
- 2. We're turning climate ambition into action** – on the pitch, in the stands, and behind the scenes.
- 3. If you believe in sport as a force for good, it's time to sign the Manifesto.**

## PUBLIC SECTOR POLICYMAKERS & FUNDERS

## SET 1

### PRIMARY MESSAGE:

We're powering the green transition in sport – join us in making it happen.

### SECONDARY MESSAGE:

- 1. We signed the Manifesto to align sport with our climate and sustainability goals**
- 2. We're creating the conditions for sport to thrive sustainably** – through funding, guidance, and partnerships
- 3. We invite all public bodies and sport leaders to sign and shape the future of green sport together.**

## SET 2

### PRIMARY MESSAGE:

We're investing in a sustainable future for sport – you can too.

### SECONDARY MESSAGE:

- 1. We signed the Manifesto to align sport with our climate and sustainability goals.**
- 2. We're creating the conditions for sport to thrive sustainably** – through funding, guidance, and partnerships.
- 3. We invite all public bodies and sport leaders to sign and shape the future of green sport together.**