

# Wolves

ENVIRONMENTAL SUSTAINABILITY  
REPORT 2024/25



One Pack,  
One Planet.

## Our latest sustainability report showcases the impact of One Pack, One Planet in delivering an even more sustainable Wolves.

Environmental sustainability is becoming an increasingly important part of what we do as a football club. At the beginning of the year, the Premier League agreed a new Environmental Sustainability Commitment which introduced a minimum standard of action on the clubs and the league. We continue to collaborate as part of the Premier League Sustainability Working Group to help shape and inform future developments.

Through One Pack, One Planet, we are sending a message that we take our responsibilities on climate action and sustainability seriously. We have a clear set of sustainability commitments, which means the whole club is aligned in the same direction, and we can demonstrate the significant steps being taken towards achieving them.

Our progress is being noticed. Last year, our sustainability success was recognised at the Football Business Awards, One Pack, One Planet was highlighted in the Premier League's Annual Report and Sports Positive published a report which mapped our environmental efforts alongside other Premier League clubs. We are proudly leading the way in many areas, not least the transparent publication of our men's first-team travel arrangements.

Looking back on 2024, it gives me great pleasure to see the impact that is being delivered through One Pack, One Planet. It's a testament to the collaborative action being taken across club departments, partners, suppliers, team and fans.

The continuation of this whole-club spirit is essential in enabling us to achieve our environmental commitments and realise a more sustainable future.



**Jeff Shi**  
Wolves Chairman



**FOSUN 复星**



# Introduction

## One Pack, One Planet is Wolves' environmental sustainability programme.

Launched in February 2023, it sets out the club's ambition to lead the way in environmental sustainability, maximising our positive pawprint in the city of Wolverhampton and globally.

**It features four headline commitments, which are:**

**Carbon** We will work towards becoming a net zero football club by 2040.

**Waste** We will embrace a circular economy, minimising waste, and maximising reuse.

**Nature** We will protect our natural environment and support a wilder future.

**Culture** We'll embed environmental sustainability across the club while engaging, educating and communicating around sustainability.

Now, two years on from the launch of One Pack, One Planet, this report celebrates the campaign's second anniversary, highlighting our sustainability progress throughout 2024 and reinforcing the club's ongoing commitment to environmental sustainability.



# Top 10 achievements in 2024...



One Pack,  
One Planet.

**Carbon emissions from energy and fuel down 71%**

**Supplied by 100% renewable electricity**

**Launched free bus travel scheme for season ticket holders**

**100% waste is either recycled or sent for energy recovery**

**Published our first annual Environmental Sustainability Report**

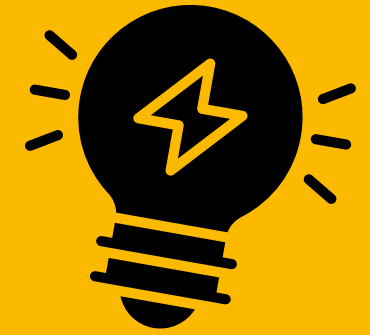
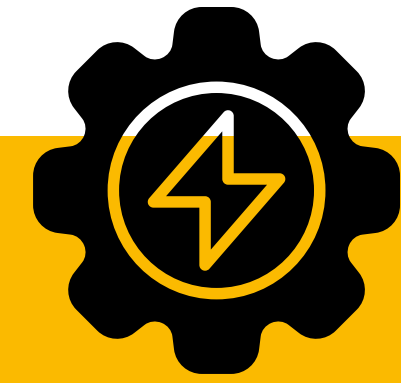
**Hosted our One Pack, One Planet focus fixture**

**Became a member of the British Association for Sustainable Sport (BASIS)**


**Introduced reusable cups at Molineux**


**Won the Hedgehog Society's Hedgehog Cup**

**Won Silver for Sustainability at the Football Business Awards 2024**




# Timeline of 2024...

 One Pack, One Planet Working Group

 Premier League Club Sustainability Working Group

 One Pack, One Planet round-up article

 Environmental Sustainability Fan Focus Group



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Extended Reconomy Connect sustainability partnership</p> <p>Environmental Sustainability Report 2023/24 published</p> <p>Fan Travel Survey launched</p>	<p>Sustainability focus fixtures at Molineux and The SEAH Stadium</p> <p>OPOP featured in Premier League Annual Report</p> <p>Premier League Environmental Sustainability Commitment announced</p>	<p>Supported #World Without Nature campaign on World Wildlife Day</p> <p>Grounds team nominated for the 2024 Natural Environment Awards</p>	<p>Reusable cups introduced at Molineux</p>	<p>Featured in Sports Positive report</p> <p>Silver for Sustainability at the Football Business Awards</p>	<p>Fan Travel survey results published</p>	<p>New sustainable travel information added to Matchday Guide</p> <p>Wolves Foundation surplus kit redistribution</p>	<p>Free fan travel scheme launched</p>	<p>OPOP round-up article</p> <p>Joined the British Association of Sustainable Sport (BASIS)</p> <p>Shortlisted for sustainability at the Sports Business Awards</p> <p>UN Sports for Climate Action report submitted</p>	<p>Levy Sustainability workshop</p>	<p>Preparing latest carbon footprint and SECR disclosure</p>	<p>Won the Hobson's Hedgehog Cup</p>



# One Pack, One Planet Ambassadors

Our ambassadors have an important role in driving sustainability across the club as well as sharing our sustainability progress with a wider audience.



“

I'm always looking to learn more about what I can do individually as well as how I can use my platform to raise more awareness for climate action. I've recently started using a bike to travel with, which hopefully is a small step in the right direction to being more environmentally friendly, reducing my carbon footprint and helping others do the same!

I'm excited to become a new One Pack, One Planet ambassador to help play my part in the club's sustainability efforts.”

**Merrick Will**  
Women's first-team player and  
Academy operations officer



“

Climate change, and how we can tackle it, is one of the most important conversations we can be having at this time. Sometimes it can feel overwhelming, but if we all make small changes in our lives and contribute to help the future of the planet, it makes a big difference.

I'm proud to play my part in raising awareness as an ambassador for One Pack, One Planet at Wolves.”

**Dan Bentley**  
Men's first-team goalkeeper

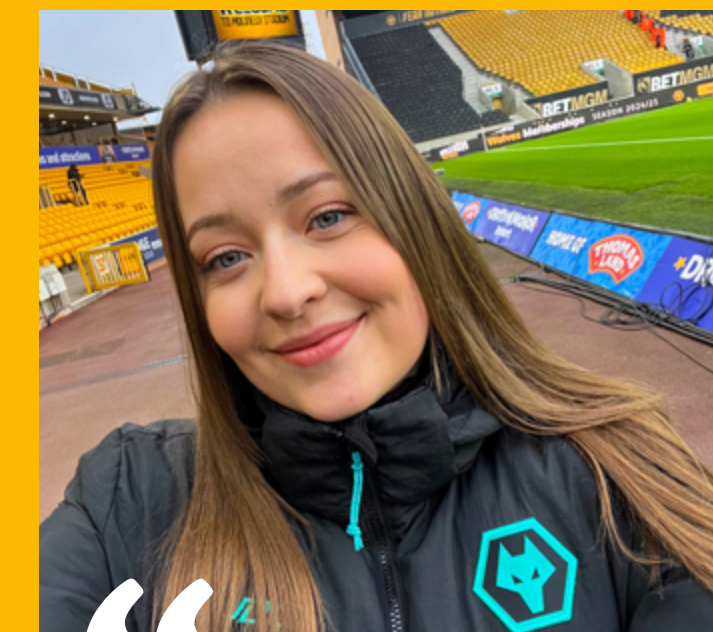


“

Wolves have a huge responsibility to respond to climate change. We have an important influence across the city of Wolverhampton and our community, which makes it especially important that we take action ourselves as well as try to educate and inform others.

I'm pleased with the progress we've made having launched One Pack, One Planet about two years ago and will continue to drive sustainability as part of everything we do going forward.”

**Steve Sutton**  
Facilities, safety & security  
director



“

Sustainability is something I've always been passionate about. I cut meat out of my diet several years ago, and I choose to walk and travel by public transport instead of driving, including on matchdays.

I'm proud to be a One Pack, One Planet ambassador and do my bit to make my club as green as it can be!”

**Gemma Frith**  
Presenter/producer



# Carbon

**We are working towards becoming a net zero football club by 2040.**



*One Pack,  
One Planet.*

Our commitment to net zero means reducing our carbon emissions towards zero, and balancing out any remaining emissions through carbon offsets.

It includes our whole carbon footprint, including the energy and fuel we directly use, as well as the emissions caused by our activities such as team travel, fan travel and merchandise production. Our carbon footprint is published on page 12 and our environmental performance data is published on page 15.

Our ambition to become net zero by 2040 is aligned to the UN Sports for Climate Action framework, which we joined in 2023.

**Here are some of our carbon achievements from this year:**



**Our energy and fuel consumption is down 20%, and related carbon emissions down 71%, compared to 2019/20.**

This has been driven by the continued impact of our energy efficiency programme, which includes ongoing LED lighting upgrades and post-event site inspections to ensure equipment is shut down, alongside being supplied by electricity which is 100% generated from wind, solar and hydro sources.



**We published our first carbon footprint, which included details of men's first-team travel.**

Our annual Environmental Sustainability Report 2023/24 included a breakdown of the club's carbon footprint caused by electricity, gas and fuel, business travel, fan travel and men's first-team travel. Following input from our Environmental Sustainability Fan Focus Group, we included details on the transport modes used by the men's first-team across the full season.



**We launched a free bus travel scheme for season ticket holders, in partnership with Transport for West Midlands.**

The West Midlands Bus Scheme was launched exclusively for Wolves season ticket holders and the offer of four weeks of free bus travel around the West Midlands was taken up by 748 supporters.

# Waste

**We are embracing a circular economy, minimising waste and maximising reuse.**



Our commitment to taking action on waste means working towards using up less resources, using more sustainable materials, avoiding waste and keeping things in use for as long as possible. Our waste performance data is included on page 15.

Circular economy specialist Reconomy Connect have been Wolves' official sustainability partner since 2021 and continue to support the club's ambition to be leaders in environmental sustainability.

**Here are some of our waste achievements from this year:**



**100% of our waste is now either recycled or sent for energy recovery.**

We introduced improved waste management and reporting processes at the beginning of 2024. Between January and May, 47% of the club's waste by weight was recycled, with the remaining 53% processed at an Energy from Waste (EfW) facility to generate energy.



**We extended our sustainability partnership with Reconomy Connect.**

The partnership renewal into the 2024/25 season means Reconomy Connect continue to support the club with resource management, waste minimisation and welfare facility services at Molineux as well as at Compton Park and the Foundation's site in Aldersley. Other sustainability activities include an ecommerce returns capability delivered by Reconomy brand, ReBound.



**We introduced reusable cups at Molineux, in partnership with Levy**

Since April 2024, drinks at Molineux have been served in reusable cups to help reduce unnecessary plastic waste on matchdays. Wolves' hospitality partners Levy are making a 10 pence charity donation from every sale made in one of the reusable cups.



Progress against our commitments:

# Nature

**We are protecting our natural environment and supporting a wilder future.**



*One Pack,  
One Planet.*

Our commitment to protecting nature means managing our land at Compton Park and around Molineux in ways that benefit nature, as well as playing our part in supporting campaigns for wildlife, nature and biodiversity.

**Here are some of our nature achievements from this year:**



**We won the Hedgehog Society's Hedgehog Cup.**

Run by The British Hedgehog Preservation Society (BHPS), the Hedgehog Cup saw 47 clubs competing to earn points through hedgehog-friendly actions. Wolves were named winners following our efforts which included promoting hedgehog-friendly tips on the big screens during matches, and having players including Matheus Cunha, Joao Gomes and Nelson Semedo show their support for the campaign.



**We continued to deliver biodiversity initiatives at the training ground.**

At Compton Park, the Wolves grounds team have continued their work to improve biodiversity and encourage nature, including collecting seeds from wildflower areas to use in new areas, increasing hedgerow connectivity around the site, and organising bulb planting sessions for club staff.



**We supported the #WorldWithoutNature campaign on World Wildlife Day.**

Wolves joined WWF and some of the world's biggest sports clubs by removing the iconic wolf from the club's crest for one day, as we have done for the last 4 years. The WWF campaign highlights the dramatic loss of biodiversity globally and the social and economic risks it poses.

Progress against our commitments:

# Culture

**We are embedding environmental sustainability across the club while engaging, educating and communicating around sustainability.**



Our commitment to embedding sustainability as part of the club's culture means the environment being an important consideration in how the club operates, in the decisions we make and in the messages we communicate.

The structures in place to deliver sustainability at Wolves are set out on page 20.

**Here are some of our sustainability culture achievements from this year:**



**We celebrated one year of One Pack, One Planet.**

One year on from launch, we published our first Environmental Sustainability Report, which highlighted our key achievements, hosted dedicated One Pack, One Planet focus fixtures to raise awareness of the club's sustainability campaign, and completed our first annual Fan Travel Survey.



**We became a member of the British Association for Sustainable Sport (BASIS).**

BASIS membership enables Wolves to share best practice across the sector, help shape the future of sustainability in sport and be part of the leading body for sustainability of sport in the UK.



**We won Silver for Sustainability at the Football Business Awards 2024.**

The Football Business Awards recognise and reward off-pitch achievements, judged by a panel of industry leaders, influencers and CEOs. Wolves were celebrated for the wide range of sustainability achievements delivered in the year since launching One Pack, One Planet.

# Looking ahead to 2025/26

## Focus Fixtures

One Pack, One Planet focus fixtures at Molineux and The SEAH Stadium in early 2025.

## Fan Travel Survey

The launch of our next annual Fan Travel Survey.

## Sustainability news

Showcasing our progress and new initiatives through regular sustainability news articles.

## Carbon footprint

Improving and expanding our carbon footprint data reporting.

## Carbon net zero

Developing and delivering on our plan to become carbon net zero by 2040.

## Collaboration

Continuing to work alongside our partners and supplier towards our sustainability commitments.

## Working groups

Continuing to drive progress through our One Pack, One Planet Working Group, Environmental Sustainability Fan Focus Group and Premier League Club Sustainability Working Group.



# What is our total carbon footprint?

**Our highest carbon emissions are caused by fan travel, with around 750,000 journeys made across the season in support of the club.**

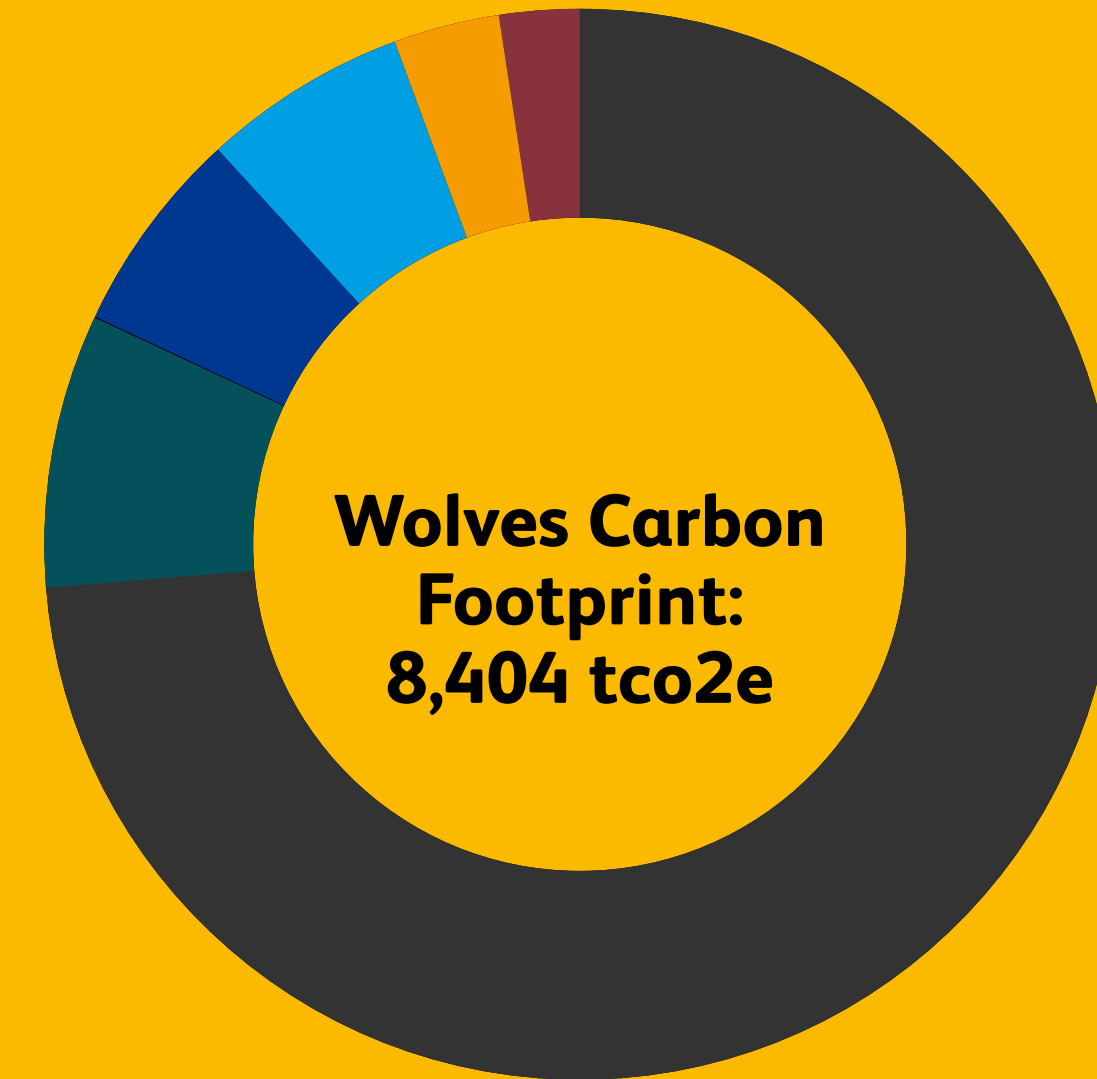


Thanks to those who completed our Fan Travel Survey in 2024, we now have a much clearer understanding of how our supporters are travelling to Molineux, The SEAH Stadium and away games. A full breakdown is set out on page 16.

This underlines the important role that fans play in helping us reduce our impact, and we will continue to work to influence greener fan travel.

We are now accounting for even more of our carbon impacts, with the inclusion of employee commuting, academy travel and women’s first-team travel. Our full carbon data table is set out on page 12.

We are also reporting our carbon emission from electricity as zero, as we are supplied by 100% renewable electricity. This is further detailed on page 14.



**Wolves Carbon Footprint 2023/24**

	tCO2e	%
Fan travel	6,136	73%
Business-related travel	711	8%
Gas	497	6%
Men’s first-team travel	595	7%
Employee commuting	265	3%
Fuel and refrigerants	155	2%
Academy travel	19	<1%
Wolves Foundation	12	<1%
Water consumption	9	<1%
Women’s first-team travel	5	<1%
Electricity	0	0%



One Pack,  
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# How does the Men's first-team travel?



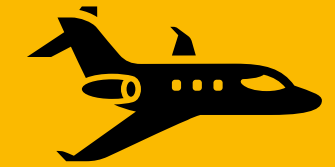
**Though first-team travel is a comparatively small portion of our total carbon footprint, it is a high-profile issue.**

We recognise the importance of being transparent about our team travel arrangements and are one of the few clubs to publish data on this, following advice from our Environmental Sustainability Fan Focus Group last year.

For home fixtures, players travel together to the stadium by coach.

The data here shows the transport methods used by the team across the 2023/24 season, including away fixtures, pre-season and the winter break.

## Flights



- 5 pre-season international flights (one-way)
- 1 winter break international flight (return)
- 4 domestic flights (return)

## Trains



- 6 outbound journeys with coach return

## Coaches



- 12 round trips



One Pack,  
One Planet.

Measuring our sustainability progress:

# What is our operational footprint?

**The carbon emissions from our energy and fuel consumption are down 71% compared to 2019/20.**

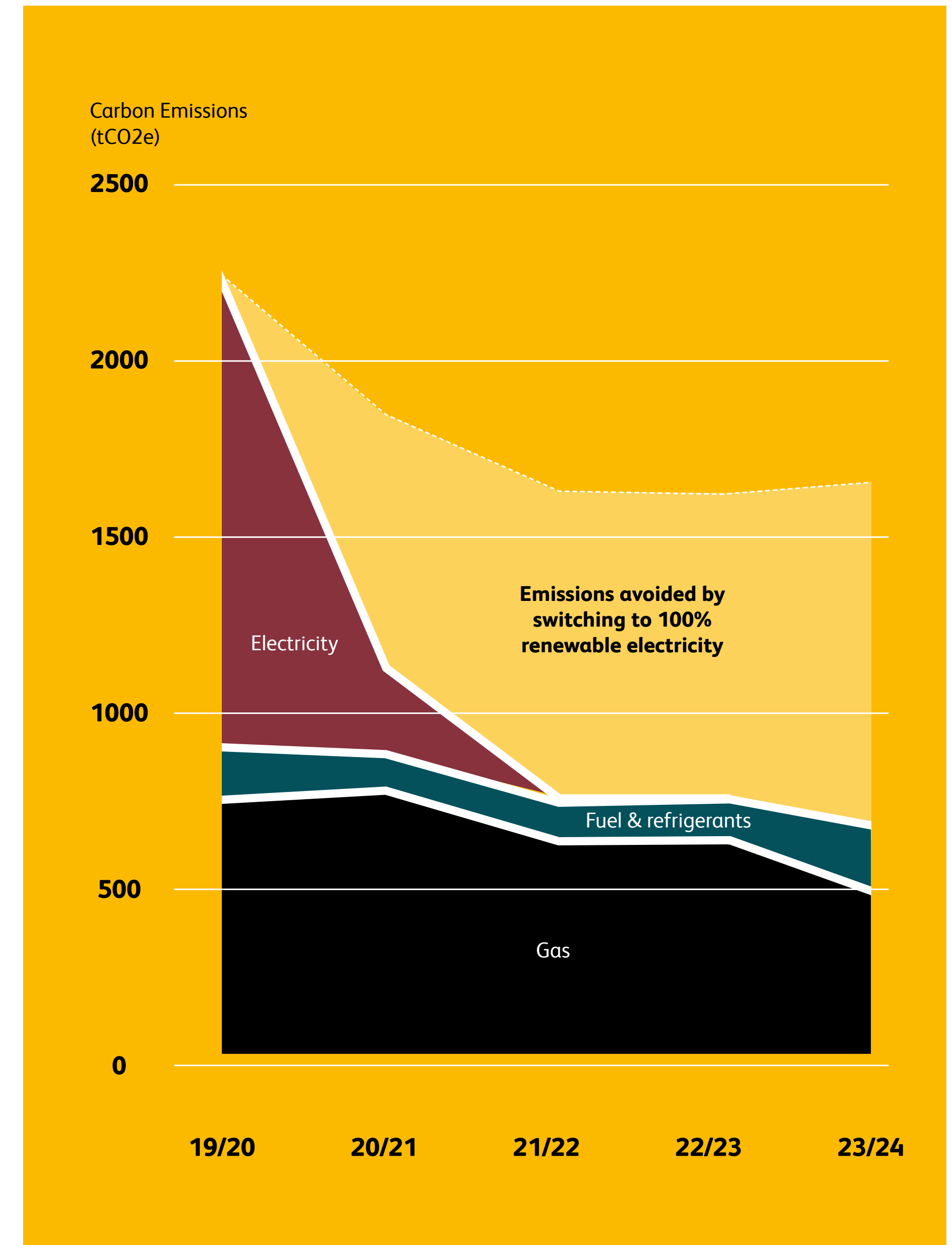
Our operational carbon footprint refers to the emissions from the electricity, gas, fuel and refrigerants that run our stadium, buildings, facilities, vehicles and equipment. These are categorised as Scope 1 (gas, fuel and refrigerants) and Scope 2 (electricity) emissions.

Other causes of carbon emissions, such as fan travel and team travel, are collectively known as Scope 3 emissions and are included in our total carbon footprint on page 12.

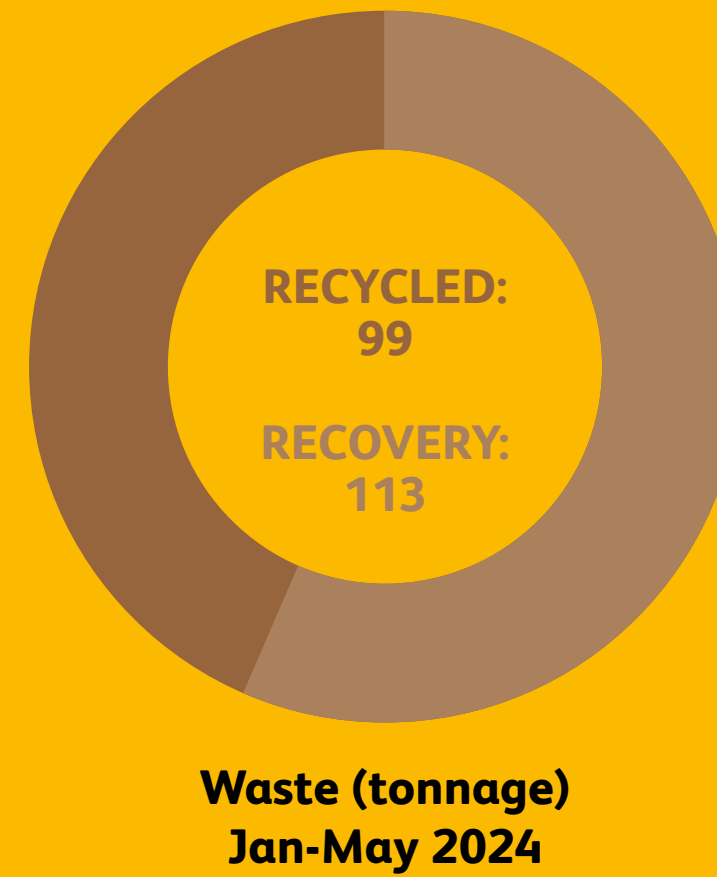
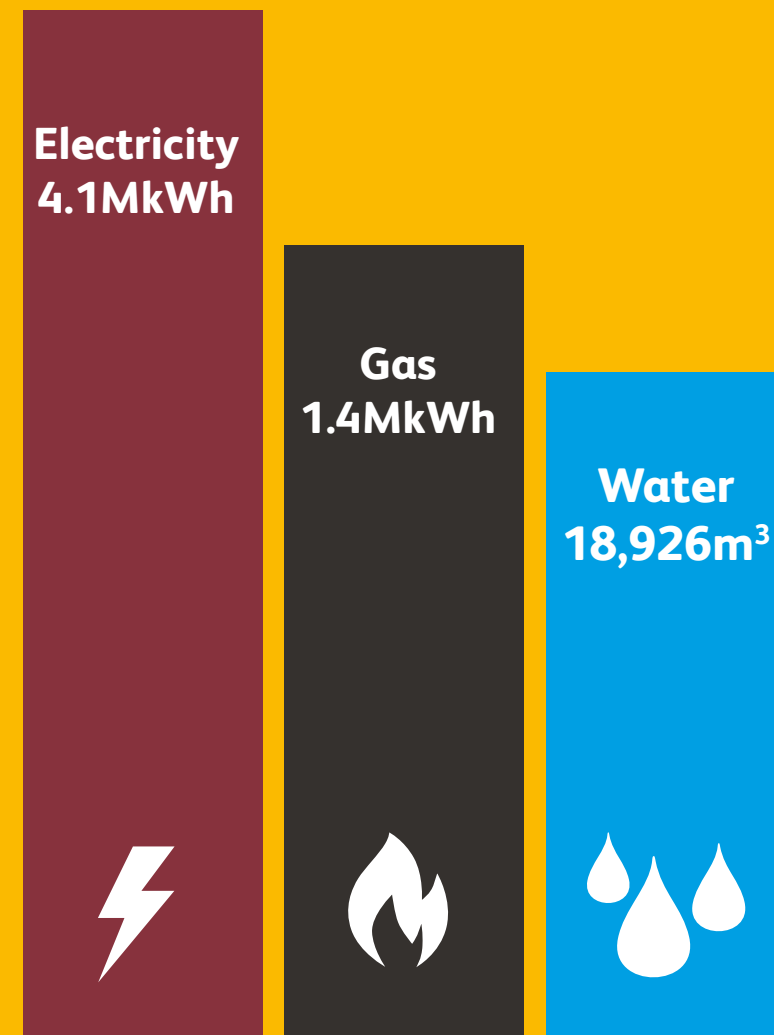
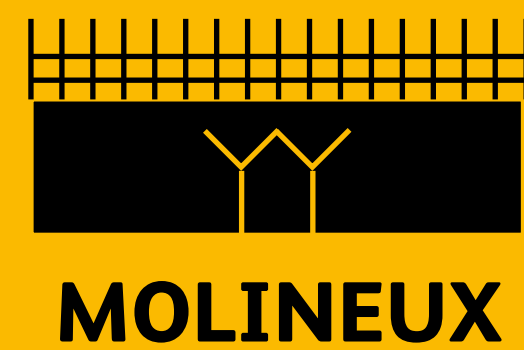
Our 71% reduction in operational carbon emission has been driven by the continued impact of our energy efficiency programme, which includes ongoing LED lighting upgrades and post-event site inspections to ensure equipment is shut down.

Alongside this, we have been supplied since October 2020 by electricity which is 100% generated from wind, solar and hydro sources. This is backed by relevant Renewable Energy Guarantee of Origin (REGO) certificates administered by OFGEM. It means we can report our market-based Scope 2 emissions as zero.

Our full carbon data table is set out on page 21.



# Our environmental performance data



# Fan travel data...

Our new travel survey was completed by over 1,700 fans, giving us a much clearer view on how supporters travel on matchdays.



Last year, our carbon footprint data showed that the club's highest emissions are caused by fan travel.

We launched a new fan travel survey to get an updated view on how fans are travelling to matches, improve our carbon footprint, and understand how we might be able to influence greener travel.

Following the survey, we teamed up with Transport for West Midlands to launch the West Midlands Bus Scheme exclusively for Wolves season ticket holders. The offer allowed four weeks of free travel around the West Midlands bus network and was taken up by 748 supporters.



### Molineux:

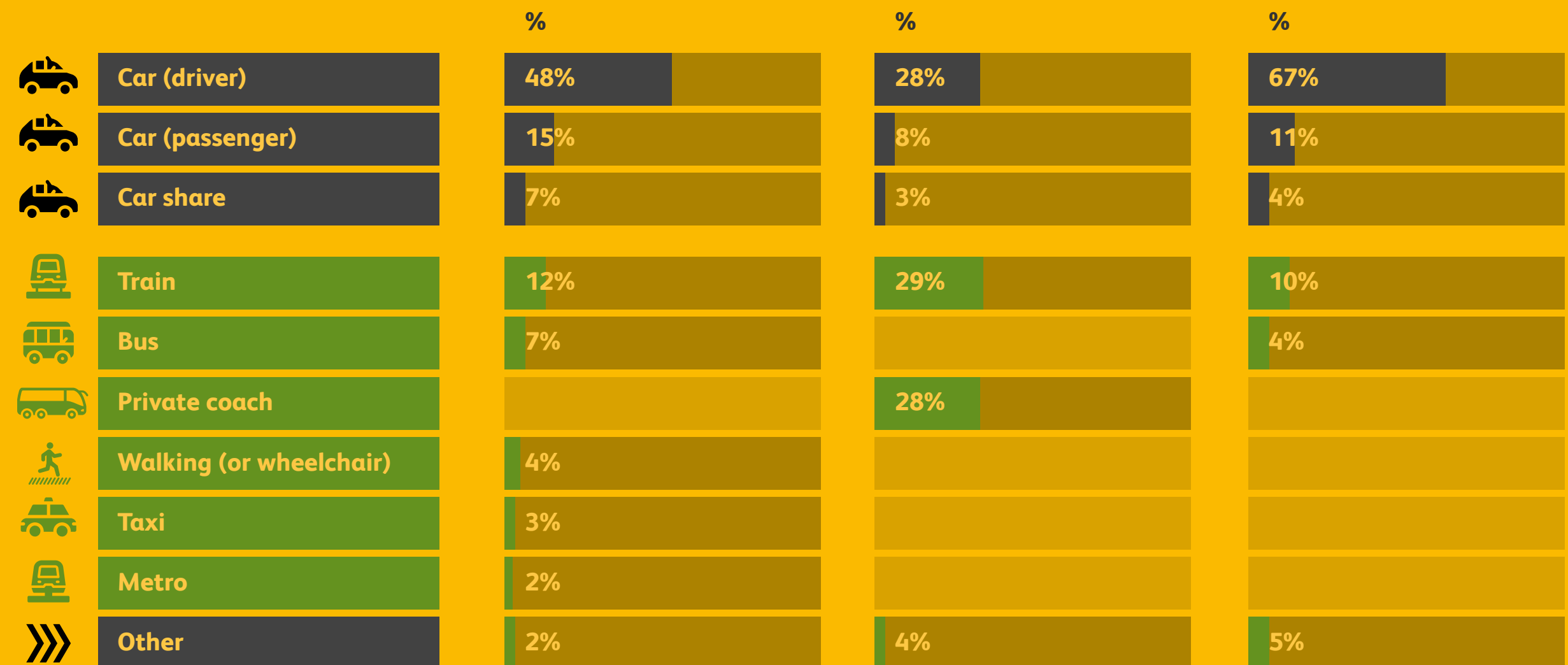
The 1,700 responses represented over 24,000 home journeys across the season. Fans were asked how regularly they travel for home fixtures per season, how far they travel, and their primary mode of transport on a matchday.

### Away:

Around 930 of the respondents travelled to away games, representing over 6,000 away journeys across the season. Fans were asked how regularly they travel for away fixtures per season, and their primary mode of transport on a matchday.

### Wolves Women:

Over 100 respondents attended Wolves Women games, representing almost 500 journeys across the season. Fans were asked how regularly they travel to The SEAH Stadium for Wolves Women fixtures, and their primary mode of transport on a matchday.





In focus:

# Our dedicated sustainability matchdays



## Back in February, we held our One Pack, One Planet focus fixture at home against Manchester United.

Raising awareness of the club's sustainability campaign and the need for everyone to play their part, One Pack One Planet messaging featured on the big screen and LED perimeter advertising around Molineux. Pin-badges were worn by staff and the matchday programme highlighted our key sustainability achievements and included our carbon footprint data. Vegan options were discounted by 20% to encourage fans to try something new and make a more planet-friendly food choice.

Produce grown at the Wolves Foundation's Head 4 Health allotment was used across matchday hospitality menus, meaning that guests including Sir Alex Ferguson were eating food grown less than two miles from the stadium. Wolves Women's game against Brighton the following week was also a dedicated One Pack, One Planet fixture, with sustainability featured within the matchday programme.

We shared sustainability-focused content across our media channels, including a feature in which Dan Bentley meets with head of grounds Wayne Lumbar to learn about the steps being taken at Compton Park training ground to benefit wildlife, nature and biodiversity.



In focus:

# Levy Sustainable food and drink in partnership with Levy UK



## Levy UK has a key role in supporting the club's sustainability ambitions.

Levy UK are Wolves' hospitality partners, taking care of food and drink across all matchday and non-matchday events at Molineux, and also manage the catering for all football operations at the Sir Jack Hayward training ground.

Reducing the environmental impact of our packaging has been a key focus in 2024. At the end of the 2023/24 season, reusable cups were introduced on matchdays at Molineux. These can be used up to 300 times, helping us to take a significant step in reducing our waste. Since the launch until November, nearly 80,000 cups were used, which has helped to save over 606kg of paper, or 30kg of single use plastic. For every purchase in a reusable cup Levy donate 5p to the Wolves Foundation and 5p to Levy's charity partner, the British Paralympic Association.

We also switched to more sustainable takeaway containers in partnership with Earthshot prize winner Notpla. Unlike conventional packaging which contain hidden plastics, Notpla containers are lined with seaweed, one of the most abundant and fastest growing natural resources. This supports our continued efforts to eliminate plastic waste and reduce carbon emissions.

### Other steps we've taken towards more sustainable food and drink:

- Working towards 100% plant-based desserts to help reduce our carbon footprint.
- Championing seasonal British produce, with no air freight fresh fruit and veg since 2021.
- Switching from salmon to trout to support biodiversity and improve animal welfare.
- Reducing beef in our menus and switching to venison, a lower carbon red meat.
- All flour is from Wildfarmed, supporting the move to more regenerative farming.
- Carbon labelling our menus to help customers to make a more informed choice, in partnership with Foodsteps.
- Avoiding food waste by taking a 'root to tip' and 'nose to tail' approach in our menu design, and donating any surplus food to staff or The Good Shepherd Wolverhampton.
- Working with Wolves Foundation to utilise produce grown at their local allotments as part of their Head 4 Health programme.



In focus:



# Delivering sustainability at Wolves Foundation



**Wolves Foundation is the official charity of Wolves. It works to educate and inspire local people and communities, creating opportunities and changing lives.**

Sustainability is considered internally at Wolves Foundation and in all aspects of delivery. The Foundation also encourages the community to think about a range of green solutions and make a positive impact on their environment.

This is driven by the Foundation Sustainability Group, which meets every 6-8 weeks, bringing together staff who represent the wide range of projects that the Foundation delivers. The group meets to keep up to date with the club's wider One Pack One Planet programme, share good sustainability practice within the Foundation and discuss new initiatives that could be implemented in the future.

#### Wolves Foundation's allotments

The allotments are a popular part of the Head 4 Health programme, offering adults the chance to get together and grow their own food as part of the initiative which aims to improve mental health via workshops and physical activity. Produce was used across matchday hospitality menus for the One Pack, One Planet Focus Fixture in 2024, meaning that guests were eating food grown less than two miles from the stadium. There are a number of sustainability initiatives at the allotments, including new raised beds made from reused wooden pallets, and the installation of bird boxes and bug hotels.

#### Electric vehicle

Wolves Foundation revealed their new electric vehicle in 2024, in partnership with Midlands Truck & Van. The unique black and gold design highlights the range of projects that the club's official charity delivers, and it is used by Foundation staff on a daily basis to make a difference across our city.

#### Redistribution

Wolves Foundation work closely with national redistribution charity His Church, one of their biggest football partners. The partnership delivered 38 pallets of food to Wolverhampton foodbanks across 2024 which would have otherwise gone to waste, while surplus Wolves kit and other clothing was donated to be sent to people in Europe, Africa and beyond.

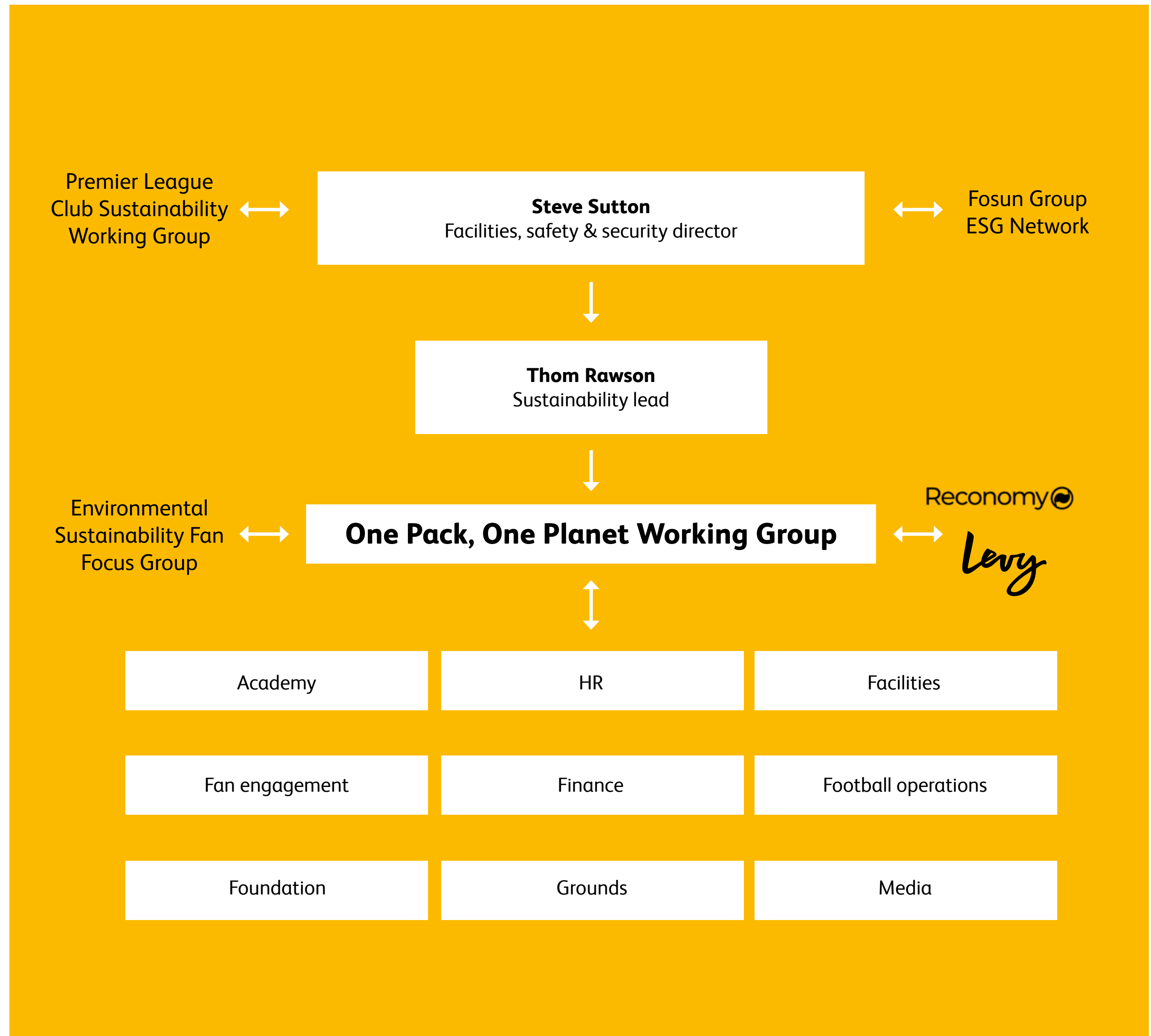


# Delivering One Pack, One Planet...

The **One Pack, One Planet Working Group** was established to drive environmental sustainability across all departments of the club, providing a forum for collaboration, sharing ideas and delivering progress. The group seeks to meet once every two months, and is chaired by Thom Rawson, sustainability lead.

The **Environmental Sustainability Fan Focus Group** was set up with aim of providing a platform for progressive and engaged supporters to share ideas and provide feedback on the club's sustainability plans. Meetings are arranged by the fan services team, with representatives from the club in attendance.

Steve Sutton, facilities, safety & security director at Wolves has overall responsibility for the One Pack, One Planet programme and represents the club at external forums including the **Premier League Club Sustainability Working Group** and the **Fosun Group ESG Network**.



## Data table

Wolves Carbon Reporting Data (tCO2e)	19/20	20/21	21/22	22/23	24/25
<b>Scope 1</b>	<b>941</b>	<b>928</b>	<b>773</b>	<b>759</b>	<b>653</b>
Gas:	798	843	641	653	497
- Molineux Stadium	355	309	288	301	257
- Compton Park Training Ground	440	515	337	342	240
- Other	3	19	16	10	0
Fuel	140	83	130	103	78
Refrigerants	3	2	3	3	77
<b>Scope 2</b>	<b>1,301</b>	<b>168</b>	<b>0</b>	<b>0</b>	<b>0</b>
Market-based electricity	1,301	168	0	0	0
Location-based electricity:	1,301	904	912	926	1,034
- Molineux Stadium	1,108	729	727	754	858
- Compton Park Training Ground	192	160	175	163	176
- Other	1	14	10	10	0
<b>Scope 3</b>			<b>11,358</b>	<b>11,246</b>	<b>7,752</b>
C1: Water consumption			7	10	9
C6: Men's first-team travel			68	125	595
C6: Women's first-team travel					5
C6: Academy travel					19
C6: Business-related travel			219	386	711
C7: Employee commuting					265
C9: Men's first-team fan travel			11,064	10,712	6,136
C14: Wolves Foundation				13	12



### Notes:

Reporting year spans June-May

**Scope 1** includes emissions from sources that are directly owned or controlled by the club, including fuel burn in gas boilers, vehicles and generators.

**Scope 2** includes emissions from electricity consumption

Market-based electricity can be reported as zero emissions from October 2020 due to 100% renewable supply

Location-based electricity reflects the average emissions intensity of the grid, and does not take in to account the 100% renewable electricity supply

**Scope 3** includes all other indirect emissions the club is currently able to report due to data availability and materiality

Other shows as 0 for 23/24 gas and electricity consumption, previously capturing retail warehouse no longer within club's operational control.

Refrigerants emissions increase due to leaking coil.

Men's first-team travel increase due to international pre-season schedule and long-haul winter training camp.

Business-related travel increase due to improved granularity in available data.

Men's first-team fan travel decrease due to improved understanding gained from comprehensive fan travel survey.

# Wolves

THANK YOU FOR READING



*One Pack,  
One Planet.*

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