



SUSTAINABILITY STRATEGY



INTRODUCTION

Our ambition at cinch Stadium at Franklin's Gardens is to operate the most sustainable rugby stadium in the country, and to be a pioneer for sustainability in rugby and beyond.

We have signed up to the UN's Sports for Climate Action Framework. This initiative calls on sporting organisations to acknowledge the contribution of the sport sector to climate change and a collective responsibility to strive towards climate for a safer planet.

We are also a member of the British Association for Sustainable Sport (BASIS), the sustainability hub for sport in the UK, and a member of Towards A Net Zero West Northants (TANZ West Northants).



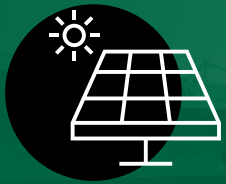
United Nations
Framework Convention on
Climate Change

BASIS
British Association for Sustainable Sport





OUR JOURNEY SO FAR



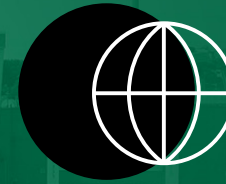
Pitch Irrigation

Our stadium rooftops were designed to feed a lake in our Supporter Village which is used to irrigate our stadium pitch.



Eco-Cups

We introduced an Eco-Cup scheme in our Supporter Village and indoor bars to help eliminate single-use plastics across our venue.



Packaging

We transitioned the majority of our food and drinks containers to products that are 100% recyclable and 100% compostable with a full exclusion of single-use plastics.

Solar Panels

In 2013 we installed 200 solar panels onto the cinch stand roof, which have generated over 200MW of electricity to date, preventing over 71,000 KGCO_{2e} entering the atmosphere.



Water Refill Points

In 2019, we installed water refill points across our stadium to encourage the use of reusable bottles.



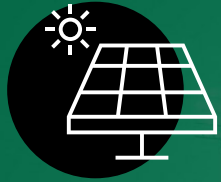
UN S4CA Signatory

In April 2022, Saints signed up to the UN's Sports for Climate Action Framework – committing to the UN's five climate action principles and setting a net-zero emissions target by 2040.





OUR JOURNEY SO FAR



Solar

A new 600-panel stadium rooftop solar installation (66.7kW) became operational in 2023, generating over 303,761kWh of renewable electricity to date.



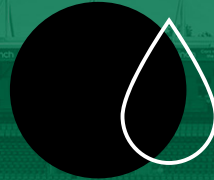
Eat Curious

In September 2023, we introduced our first plant-based food truck in the Supporter Village, which offered a way for fans to try tasty meat alternatives. With their produce coming from a local Northamptonshire farm, this also gave supporters the option to reduce their own carbon footprint.



TANZ West Northants

In 2023 we became a signatory of the Towards A Net Zero West Northants Project. This is a government-funded project which looks to increase awareness of carbon emission reduction strategies and to follow through with them.



Water

Our High Performance Centre, opened in April 2023, utilises a rainwater collection system which feeds an attenuation pond used for irrigating our training pitches.



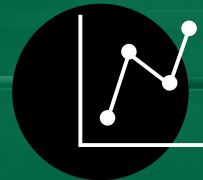
Carbon Calculator

Our catering partner, Levy UK, partnered with Foodsteps, a carbon meal calculator platform, which allows our supporters to understand the carbon emissions associated with each of their meals.



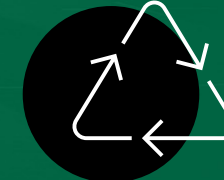
Black Green & Gold Game

We hosted our first 'Green Game' against Newcastle Falcons in January 2024. The aim of this match was to highlight the progress made by Saints so far in the sustainability space, to engage with our supporters to build a sustainability dialogue, and to encourage fans to join us on our journey towards net zero.



Energy Monitoring

We obtained an energy monitoring portal for all the meters across our site(s). This has enabled us to analyse our energy usage data and identify areas of inefficiencies.



Waste Management

We switched waste management providers to GRUNDON, increasing our recycling rates through their waste segregating systems. 100% of our general waste is sent to an energy from waste facility. We strive to reduce our residual waste where possible but accept that incineration is better. They also provide a measure of the carbon emissions generated from our waste.



Carbon Reporting

We are working with PRL and Normative to calculate and report our scope 1, 2 and 3 emissions.

SUSTAINABILITY ASSEMBLIES

Northampton Saints Foundation delivered sustainability assemblies to over 1700 schoolchildren. The assemblies aimed to increase the understanding around sustainability and how it applies to sport.

DIGITISED PROGRAMMES

We trialled digital-only programmes for the match to see the uptake and to determine whether it would be a viable option to cut down printing numbers. Digital programmes are the only form of matchday programmes at Saints.

HOSPITALITY

The meals delivered in hospitality areas were all low carbon – with red meat significantly reduced and seasonal, local produce being at the forefront of ingredients.

SUPPORTER SURVEY

Six weeks before the match, we released a sustainability supporter survey which received over 600 responses.

PRE-MATCH COMMS

This was an important part of our fan engagement piece with multiple pieces of content being released across our social media channels in the weeks leading up to the game.

PLEDGEBALL

Pledgeball is a charity organisation which aims to mobilise supporter bases, showing the emissions that we can save together. We created a Pledgeball event and encouraged our supporters to pledge to make more sustainable choices and reduce their own carbon footprint.

Our fans pledged to cut over 265,000KGCO_{2e} – equivalent to taking 57 cars off the road.

BLACK GREEN & GOLD GAME

E-SCOOTER MATCHDAY PARTNERSHIP

We partnered with Voi who provided a matchday discount for our supporters to use their e-scooters to travel to the game. More than double the usual volume of journeys ended around cinch Stadium at Franklin's Gardens, taking cars off the road.

EAT CURIOUS

Our new plant-based food truck gave out free samples on matchday to showcase their low-carbon meal alternatives. Sales at this match were nearly double the season average.

POST-MATCH SURVEY

This gave us a chance to understand our supporters' viewpoints on our involvement in environmental sustainability.

78% of respondents would like to see the 'Green Game' become an annual event.



NEXT STEPS

- ✦ **Effectively communicate our Sustainability Strategy**
- ✦ **Enhance investment and partnerships in sustainable initiatives**
- ✦ **Continue efforts to mitigate and reduce GHG emissions**
- ✦ **Sustain environmental progress with year-on-year improvements**
- ✦ **Maintain active participation in UN Sports for Climate Action and TANZ West Northlands**
- ✦ **Enhance data collection to improve accuracy in carbon emissions reporting**





CARBON REDUCTION STRATEGIES

Over the next five years we will continue to reduce carbon emissions to achieve our aim of halving emissions by 2030

Encourage Behavioural Change

Changing behaviours towards the environmental as we educate supporters and how their actions can help cut carbon emissions.

Borehole Abstraction

Water makes up a small proportion of our overall emissions, but we are aware of increasing stress on mains supply. We will reduce our reliance and use of mains water through borehole abstraction.

Building Management System

Exploring possible installation of building management systems for potential to cut operational emissions.

EV Fleet

Transitioning our pool/company vehicles to EVs to contribute to progression to net zero and reduce our carbon emissions.

LED Lighting

Underway with the stadium-wide transition to LED lighting, therefore cutting our annual carbon emissions.

Supporter Travel

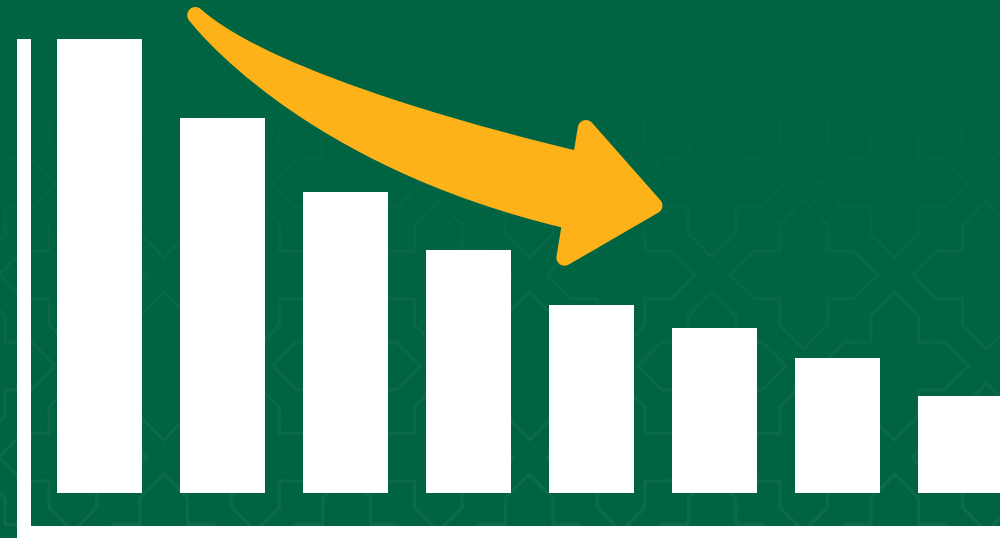
Increase our engagement with local transport providers and supporters, encouraging car sharing as well as other sustainable options.

EV Charging

Installing EV chargers accommodating to employees and supporters with electric vehicles.

National Grid transition to renewables

Support the UK to achieve net zero targets in the use of renewable energy systems to advance the decarbonation ongoing.



Halving emissions by 2030 and Net Zero by 2040