



# AFRICA GREEN CUP OF CLIMATE CHANGE AFGCC-2027

*The only mega sports event on Conservation in Africa*





# SECOTO

- Sustainable Environmental Conservation tournaments-SECOTO is global Initiative to bring sports, Culture and entertainments sectors in environmental protection in 197 countries sign Paris agreement for climate change.
- SECOTO Initiated by **Patience Shumbusho** with delegate from 120 countries, launched officially in **COP28 UAE** as international initiative and inaugurated in **COP29 Azerbaijan** as global framework of Sports for nature under **Unites nation of Environment program( UNEP)**, **International union Conservation for the nature (IUCN)**, **International Olympics Committee ( IOC)** and Convention of Biological diversity.and in **COP 30 Brazil** signed Charter of Green Cup
- SECOTO is set yet to be the first and the only mega sports event on Conservation in the world with Serial Green tournament in 6 continents through Sports , culture and entertainment for Climate





# INTRODUCTION

**African Green Cup of Climate Change - AFGCCC** is Eco sports event under the Sustainable Environmental Conservation tournament-**SECOTO** as the first and only mega sports event on Conservation in Africa, with series of football competitions, workshops, and panel discussions.

It is an opportunity to showcase innovative solutions and best practices for addressing climate change while fostering collaboration and solidarity among African countries through sports for climate.



# OVERVIEW

**African Green Cup of Climate change** is set to be an exciting and memorable time of mega sports events bringing together young people talented in Sports, Cultural performances, entertainment, conservationists, Sports fans, climate activists, policymakers, sports organizations, Environmental organizations, and indigenous people from all over the African continent



# GLOBAL CONTEXT

**African Green Cup of Climate Change** is a tournament under **SECOTO**, with aims to contribute to the sports on Conservation under the execution of **UNFCCC** Paris Agreement for Climate Change through youth empowerment program via the framework of **sports for Nature** a joint initiative of **IUCN, UNEP, International Olympic committee, DONA BERTARELLI Phylantropy, Convention Biological Diversity,**

The football competition is structured based on **IFAB** regulations and rules of International tournaments with a series of matches between the participating Eco teams, from the group stages, knock-out, semi-final, to the final, with each match highlighting a specific aspect of climate change and sustainability.

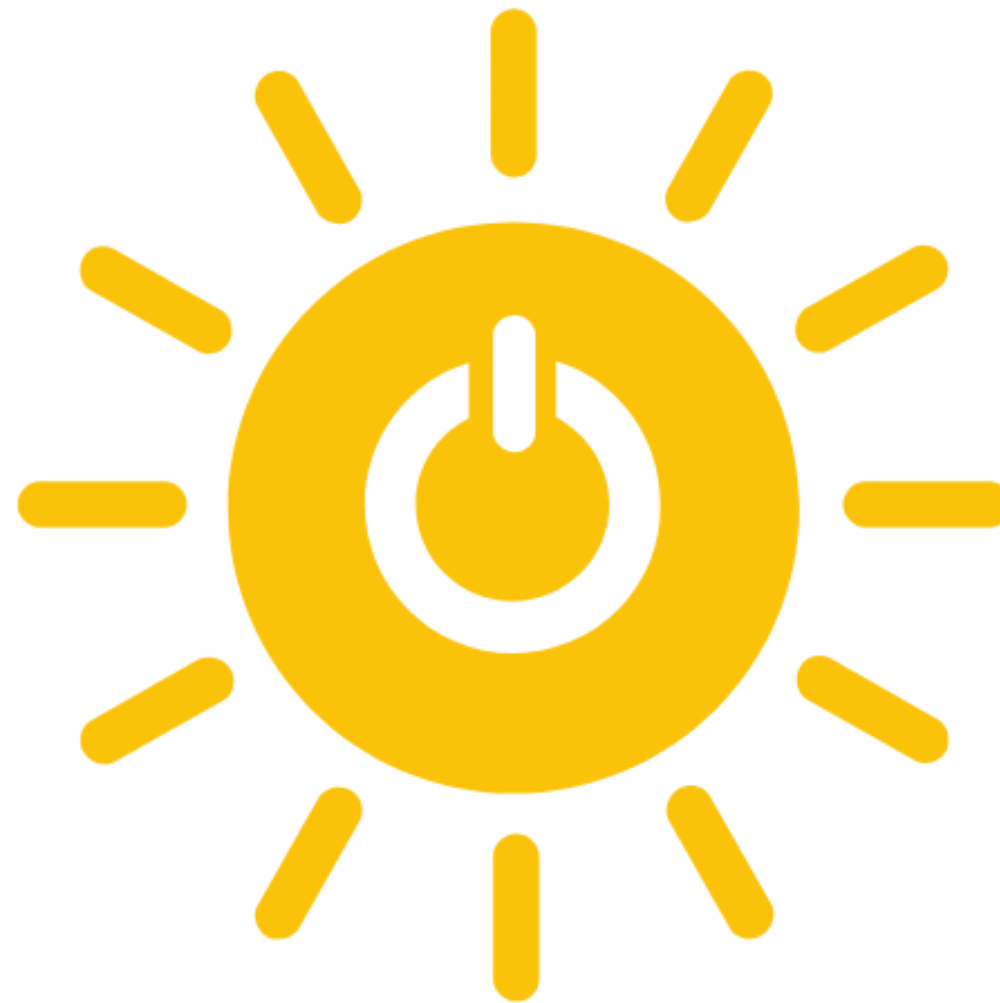




# KEY THEMES

*Every countries will have its owner theme based on referred to its climate issues and solution to highlights during the African Green Cup*

- Eco sports and Community
- Climate change
- Wildlife and people
- SDG campaign
- Loss and damage
- Renewable energy
- Sustainable Eco Tourism



Main SDG of AFGCCC-2027



# WHO ATTEND?



**32 countries' national Eco Football teams identified (professional football players between 18-35 years old play inside of Country).**

**1.1B+**  
Virtual engagements

**190+**  
International Green Company

**8,000+**  
Sports Athlete and Climate activists

**300+**  
Local and Internationals medias

**400+**  
Social media influencers and artists

**150+**  
Sports and Environmental organizations

**2M+**  
Sports fans, Climate activists and Entertainment lovers





# EVENTS COMPONENTS

## Grand opening ceremony



Open ceremony will be the greatest time in the history of sports and conservation Green Nation parade, Eco entertainment inspiration of the people., culture on conservation

## Eco Football Competition



28 Days of football on conservation with **64 games** between **32 countries** where every match has its own theme and way to create awareness about climate agenda.

## Sports, Entertainments for Climate summit



Athletes, Social medias influencer, Artists in music and fine arts, Journalists, Climate policy, and leader will have 2 days summit to learn their role in Conservations.

## Eco sports fashion and Galas



SECOTO events. The event highlights Eco-conscious innovation in sportswear and uniforms while amplifying the climate message through design, performance, and dialogue.

## Sports for nature & community



The Greatest moments where the Fans, Community and athletes and influencer will meet in public activities of Environments protection, and providing Sports materials to All Eco sports clubs.

## Awarding Ceremony



The Award ceremony will memorably time Eco clubs where every Eco sports Clubs will be received seeding funds, awarding the Qualified team, with endless Cultural entertainments.





# HOSTING COUNTRIES

## Infrastructures

Adequate 2 stadiums and facilities that comply with international standards for hosting large-scale events. 8 stadiums for community events as well as training facilities.

## Environmental Commitment

A demonstrated commitment to sustainability practices within the host country, including waste management, energy efficiency, and conservation efforts.

## Governments Engagement

Endorsement of governments or relevant authorities is required to ensure logistical support and security during the event permit, and recommendation of local sponsors.



AFGCCC

# SELECTION & DRAW SYSTEM AFGCCC-2027

## Selection Criteria

Participation in the **Asian Green Cup of Climate Change (ASGCCC 2027)** will be decided based on countries that prove strong commitment to **sports development and environmental protection initiatives**.

## Participating Countries

Based on the evaluation of these indicators, the **top 32 Asian countries** that demonstrate active engagement in both **sports and environmental protection initiatives** will be selected to participate in the **Asian Green Cup of Climate Change football tournament**.

These countries will compete in the **eco-football competition consisting of 64 matches**,

The selection process will rely on internationally recognized data and frameworks from:



biodiversity protection  
and conservation  
programs



National environmental  
policies and climate  
initiatives



International  
Olympic  
Committee

national sports development  
and Olympic participation



# DURATION SCHEDULE **28** Days of Sports for Nature

October-November/2027

Drafted matches Calendar with Climate themes

1	<b>Opening Ceremony + 1 group matches</b>	Kick-Off for Climate Action
2	<b>3 group matches</b>	Clean Energy Wins
3	<b>3 group matches</b>	Water Is Life
4	<b>3 group matches</b>	Save the Forests
5	<b>3 group matches</b>	Protect the Wildlife
6	<b>3 group matches</b>	Green Stadiums
7	<b>3 group matches</b>	Zero-Waste Matchday
8	<b>3 group matches</b>	Save Panda

9	<b>3 group matches</b>	Blue Planet
10	<b>3 group matches</b>	Clean Air Goal
11	<b>3 group matches</b>	Youth for Climate
12	<b>3 group matches</b>	Indigenous Wisdom
13	<b>3 group matches</b>	Women Lead Change
14	<b>3 group matches</b>	Climate & Peace
15	<b>3 group matches</b>	One Tree Per Fan Day
16	<b>3 group matches</b>	Eco-Fashion Day

17	<b>Round of 16 — 2 matches</b>	Recycle for Victory
18	<b>Round of 16 — 2 matches</b>	Sports for Nature
19	<b>Round of 16 — 2 matches</b>	Clean Energy Future
20	<b>Round of 16 — 2 matches</b>	Healthy Planet, Healthy People

21	<b>Quarter finals — 2 matches</b>	Save Our Oceans
22	<b>Quarter finals — 2 matches</b>	Eco-Education Day
23	<b>Semi final — 1 match + Third-Place Prep</b>	Fans for Future
24	<b>Third-Place (early) + Final (late)</b>	Champions of planet



# TROPHY & PRIZE

**\$25,800,000**  
Monetary prizes:

7,000,000 USD  
5,000,000 USD  
3,000,000 USD  
2,000,000 USD  
1,000,000 USD

All National Eco sports Clubs will receive **100,000 USD.**

**Other prize category other identification**



First Iconic and remarkable trophy of conservation and Sustainability in history of football and Environmental protection.

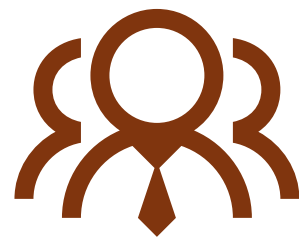


# BUDGET SUMMARY



# USD

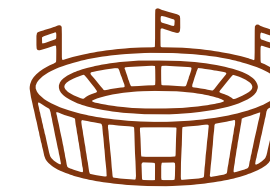
## 150,400,000



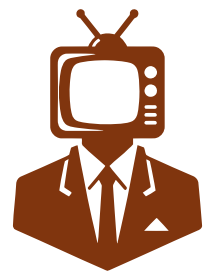
Executive & Governance  
Management:  
**\$2,800,000**



Tournament Operations  
(32 Team 28 Days) :  
**\$37,200,000**



Stadium Environmental  
Transformation (Museum):  
**\$24,700,000**



Media & Broadcasting  
Operations:  
**\$26,500,000**



Marketing & Global  
Visibility :  
**\$18,500,000**



Sustainability & Impact  
Programs:  
**\$19,900,000**



Administration &  
Contingency:  
**\$21,000,000**





# WHY PARTNERS



## 1. Shared Global Goals

**UNEP, IUCN, IOC** all share mandates on climate action, sustainability, biodiversity, youth empowerment, and cultural exchange.

## 3. Unique Platform

First mega-sports event dedicated to environmental conservation, Provides non-political, unifying space where conservation messages reach sports fans, Climate activist policymakers, youth, indigenous groups, and the private sector at once.

## 2. Capacity Building & Youth Empowerment

Beyond matches: ASGCCC includes workshops, panels, and innovation showcases. *Partners can use this to Launch campaigns, Test new climate solutions, Build youth networks in conservation + sports, expand their activities in of conservation in entertainments sectors.*

## 4. Directly aligns

Paris Agreement goals UN SDGs  
IOC's Olympic Agenda 2020+5  
(sustainability, youth, inclusion)

## 5. Visibility & Advocacy

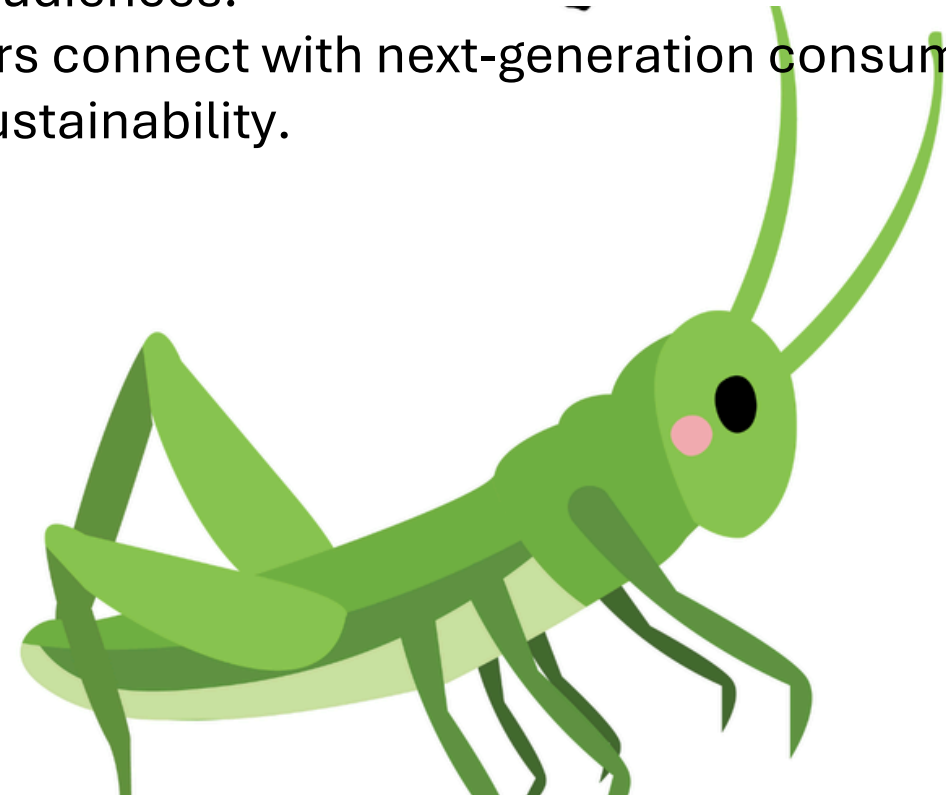
Continental Green Cups + World Green Cup spread across 2026–2027 = a global calendar of action linked to major environmental days and COP sessions.  
Partners gain a year-long advocacy platform, not just a single event.



# WHY SPONSORS

## 1. Massive Audience Reach

Football is most popular sport globally (2.B fans).  
and Climate + Sports crossover taps into young, passionate,  
global audiences.  
Sponsors connect with next-generation consumers who  
value sustainability.



## 2. Brand Positioning: Green Leadership in Asia

By sponsoring SECOTO, brands show they are  
pioneers in climate-conscious sports.  
Positioning as sustainability champions sets them  
apart from competitors

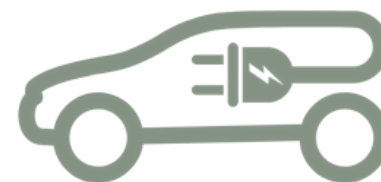
## 3. Corporate Social Responsibility (CSR) & ESG Impact

### Measurable ESG (Environmental, Social, Governance) impact:

Carbon-neutral event operations Funding reforestation, renewable energy,  
biodiversity projects Empowering youth & marginalized communities through  
sports Sponsors can report these as CSR/ESG contributions in annual reports  
from all African Countries.

## 4. Innovation Showcasing

Green Cups include exhibitions for innovative  
technologies & sustainable practices.  
Sponsors can show: Renewable energy systems,  
Eco-friendly products , Smart city & climate-tech  
solutions



## 5. Global & Continental Exposure

ASGCCC highlights sponsors locally and internationally through:  
Stadium branding & fan zones and access on all African Eco sports  
clubs, Media partnerships (TV, streaming, digital)  
Cultural & entertainment showcases

# PRE-EVENTS PLAN 2026-2027

 **April– Aug 2026**

## Foundations & Mobilization

1. Identification and approval of Hosting Countries
2. Hosting Countries Documentation ( licenses)
3. Digital asset launch
4. Appointment of National organizing Committees
5. Identification of 32 Eco Sports Clubs (per Countries)
6. identification and approval for countries participations
7. Drafting partner MoUs (Ministries of Sports, Environment, Youth)
8. Launch of “One Tree per Fan”
9. Initial media engagement ( media partners)
10. Approval branding guideline and assets materials

 **Dec 2026-March 2027**

## Round show and Venue approval

1. Hosting Cities and stadium.
2. Finalizing capacity building of all eco sports Clubs
3. Green road show of Green Cup ( 10 countries).
4. Approval NGOs, CSOs and foundation per countries
5. Media partnership agreements (TV/Radio/online)

 **July– October 2027**

## Asian SDGs campaign toward ASGCCC

1. Influencers
2. Kenya
3. South africa
4. Tanzania
5. Musician Artist & fine artist.
6. Eco school program
7. Official ball and official Trophy

 **August–November 2026**

## Club Registration & Environmental Activation

1. Registration confirmation policy of the 32 eco clubs
2. Distribution of SECOTO eco sports kits & materials 48 countries
3. Launch of Monthly Climate Action Tasks for clubs
4. Establishment of National Eco-Ambassadors
5. Technical assessment for stadium selection
6. Finalizing of sponsorship negotiations of main sponsor
7. **COP 31 Turkey** and official announcing participating Countries.

 **April-June 2027**

## Competition Organization

1. Draw ceremony (group stage formation)
2. Branding finalization (posters, shirts, signage, digital assets)
3. Training for referees, match delegates & Green officers
4. Climate Journalists, sports workshop
5. Logistics preparation (accommodation, transportation, security)

 **November 2027**

## (Tournament & Summit)

1. Tournament Duration: 24 days (64 matches) alongside Summit
2. Climate Action Summit for Youth, Sports, and Entertainment
3. Sports on conservation and community
4. Eco sports fashion & gala
5. Official launch of SECOTO national green Cup
6. Closing Ceremony & Awards (Best Eco Club, Best Climate Ambassador, Best Green Athlete)

 **January 2028**

## Impact Reporting & Legacy Activities

1. Environmental Impact Report (trees planted, waste reduced, CO<sub>2</sub> avoided)
2. Club Development Report (capacity building, performance, sustainability)
3. Community benefit statistics (jobs created, youth participation, solar kits delivered)
4. Uploading match highlights & media archives
5. Preparation for the next continental edition 2028

# EXEPECETED IMPACT



## 2,600+

New projects to preserve nature through Eco sports in all Asian Countries

## 2,164

New eco sports Clubs will be established



## 1.Environmental Impact

- 6 M trees will be planted
- 48 sports and entertainments events on conservation in Asia
- 1750 Eco sports clubs will be established

## • Health and Well-being

- Physical Activity
- Mental Health Benefits
- Loneliness and Drugs Reduction.

## Economic Impact

- 100K new job based on talent
- 88 new touristic sites identified Asia
- 3 Community stadiums

## Global Climate Action

- 3 Billion sports fans, music fans and entertainments lover
- 480 NGOs in Global Collaboration

## Talent development

- 1,2 M new Climate athletes
- 480 new artists and actors adopt climate

## Social Benefits

- 2000 Eco Fan Clubs in Climate action
- 420 youth group through Community engagement
- SDGs Campaign in all countries from villages level



# CONTACT INFORMATION

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