



Sustainable  
Environmental  
Conservation  
Tournaments



Sports  
for Nature



ASIAN  
GREEN CUP  
of Climate Change



# ASIAN GREEN CUP OF CLIMATE CHANGE ASGCCC-2027

Nov-Dec/2027 United Arab Emirates

*The only mega sports event on Conservation in Asia*





**ONE**  
**TREE**  
per **FAN**



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**ASIAN**   
**GREEN CUP**  
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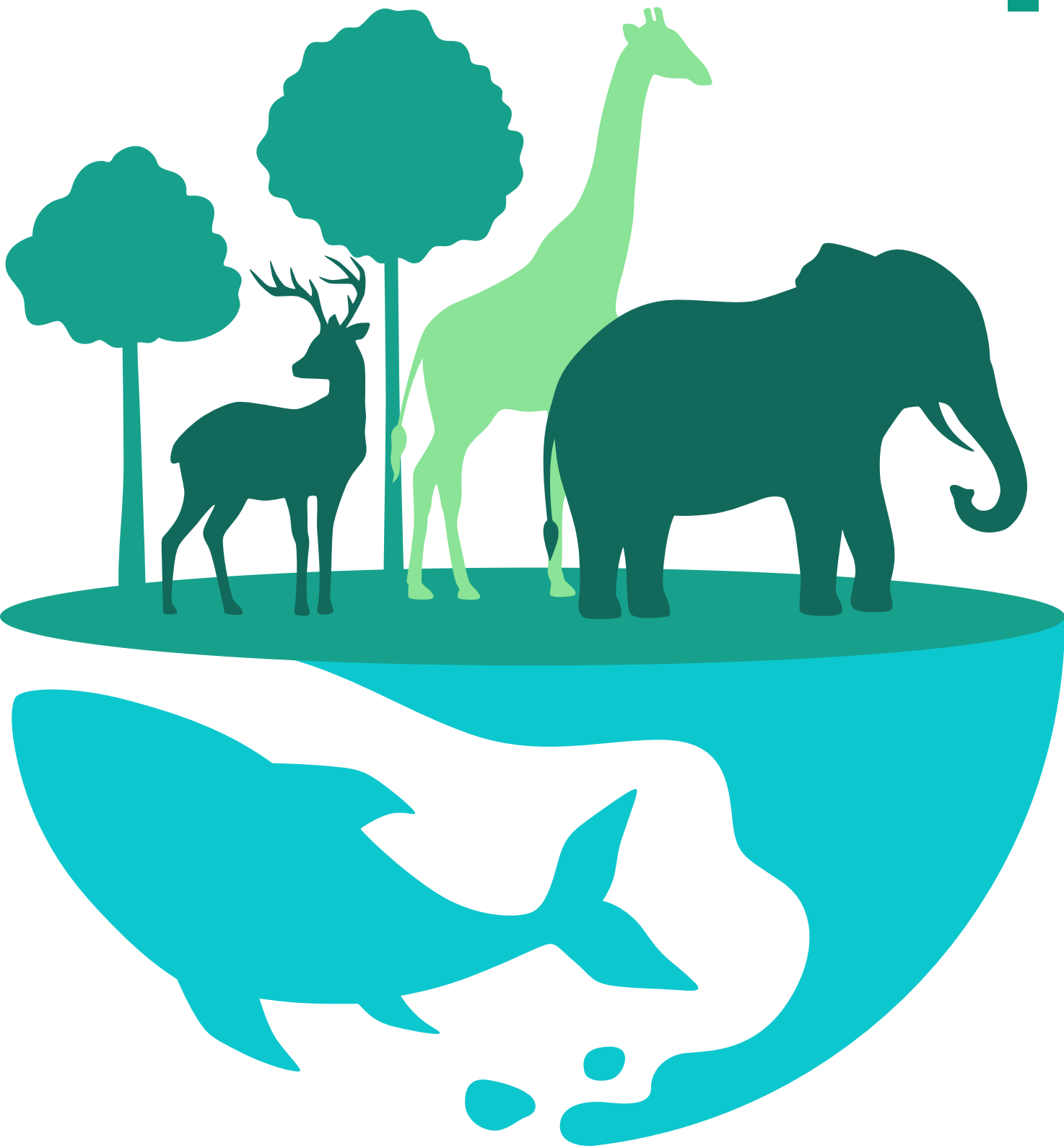


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# SECOTO

- 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 official Sgnatory 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. Dona Bartarelli Philanthropy.** In **COP 30 Brazil** signed Charter of Green Cup world wide
- 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





## ASIAN GREEN CUP of CLIMATE Change

**Asian Green Cup of Climate Change** is an Eco sports event under the Sustainable Environmental Conservation tournament-SECOTO as the first and only mega sports event on Conservation in Asia, 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 Asian countries through sports for climate.



# GLOBAL CONTEXT

**Asian Green Cup of Climate Change-ASGCCC** 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 green program via the framework of **sports for Nature** a joint initiative of **IUCN, UNEP, International Olympic committee, DONA BERTARELLI Philanthropy, Convention Biological Diversity,**

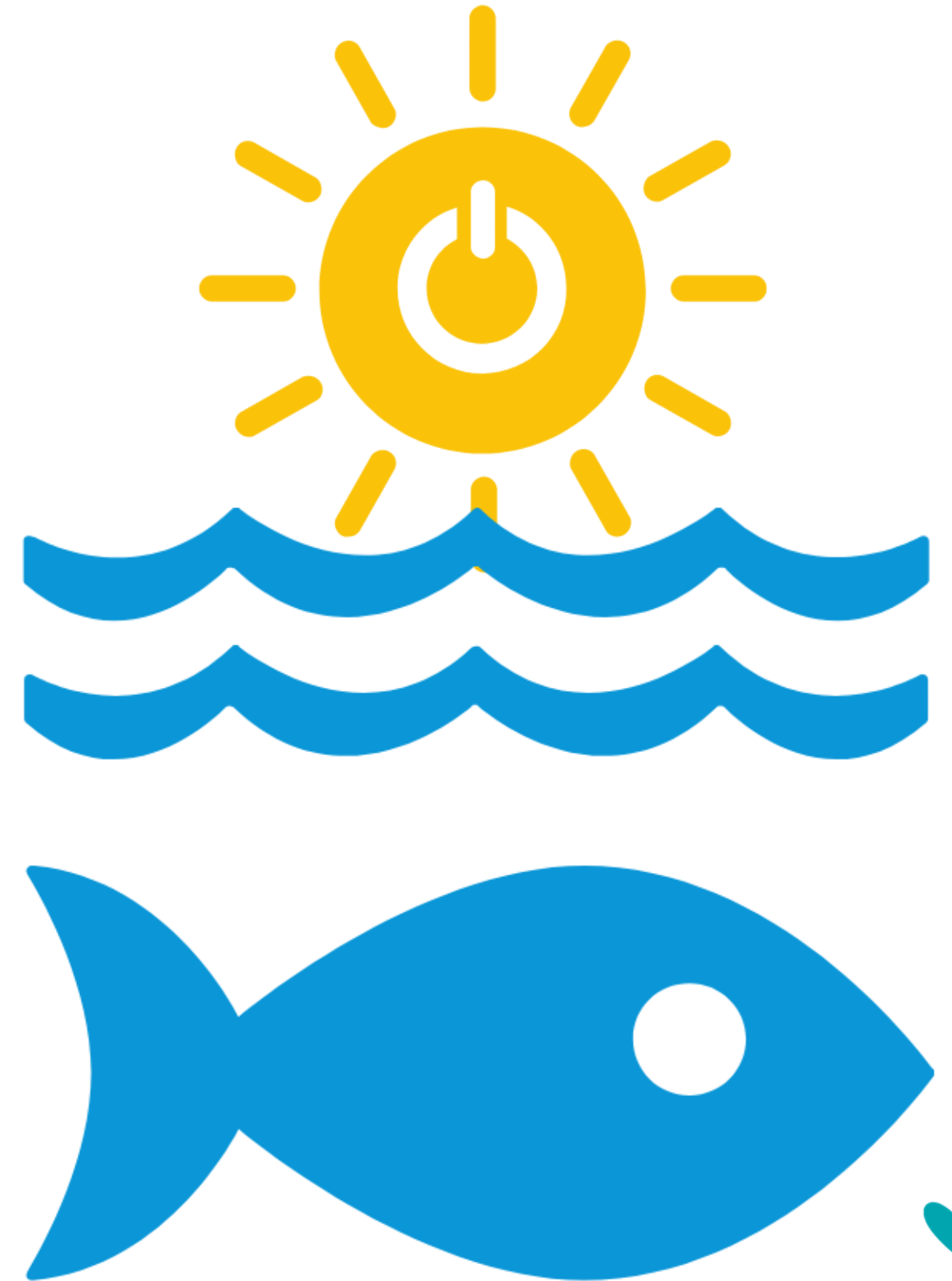
The football competition edition is structured based on **IFAB** regulations and rules of International tournaments with a series of matches between the participating Eco teams, from the group stages, knock-out, semi-final, to the final, with each match highlighting a specific aspect of climate change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



# KEY THEMES

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

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



Main SDG of ASGCCC-2027





# WHO ATTEND?

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

**1.5B+**  
Virtual engagements

**200+**  
International Green Company

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

**300+**  
Local and international 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 it owner 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 COUNTRY

The United Arab Emirates as a good country to host the Asian green cup of Eco Clubs first editions by raising awareness about environmental protection because of its robust infrastructure capable of hosting international sports events, its strong growing national commitment to sustainability and Environmental goals including significant investments in renewable energy, refer hosting major environmental conferences.

Its potential to effectively combine the popularity of sports with its environmental initiatives to create a high-profile platform for raising awareness among youth and the wider Asian population.



## • ABU DHABI

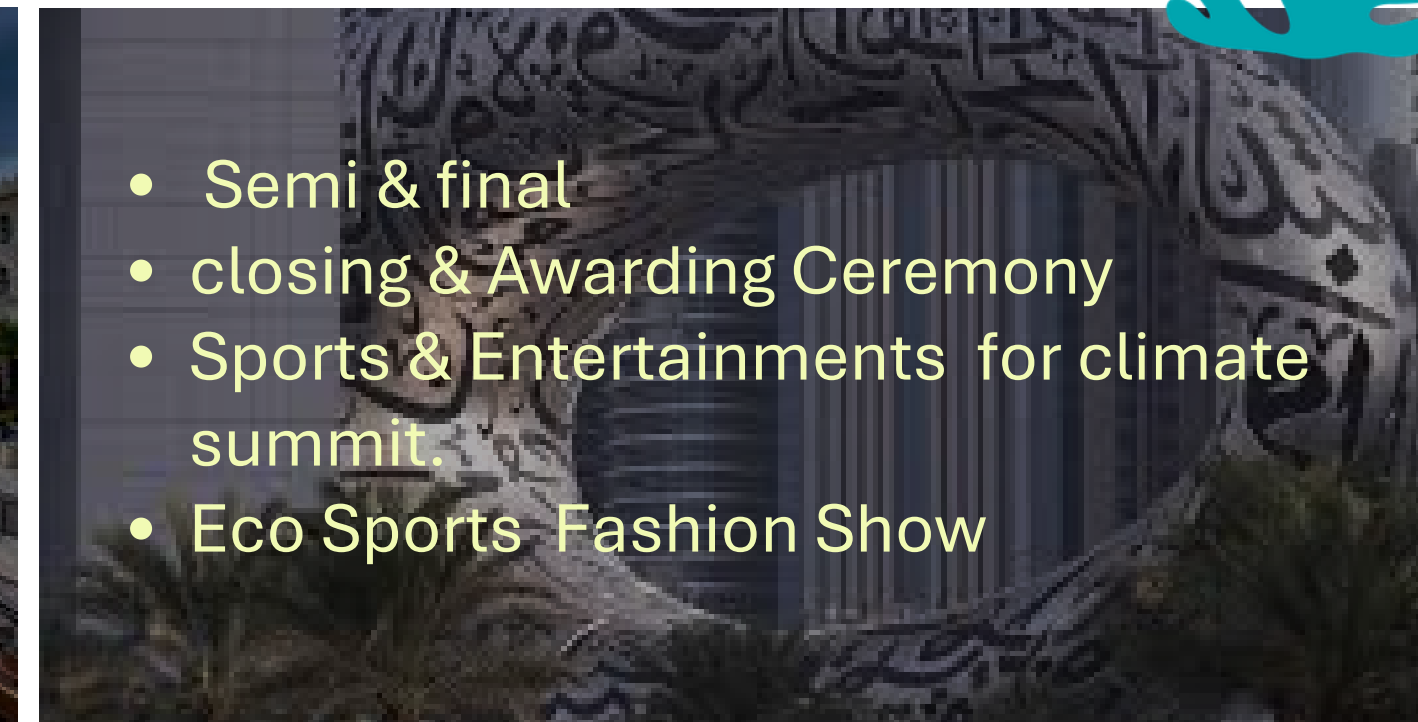
## • SHARJAH

## • DUBAI

- Opening ceremony,
- Group stages,
- Eco sports clubs exhibition
- Green drink Gala.

- 16 rounds and knock out
- Culture for nature
- Tour exploration
- Launching one tree per fan

- Semi & final
- closing & Awarding Ceremony
- Sports & Entertainments for climate summit.
- Eco Sports Fashion Show



# SELECTION & DRAW SYSTEM ASGCCC-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



# 28

Days of Sports  
for Nature

# DURATION SCHEDULE

Nov-Dec/2027



## Drafted matches Calendar with Climate themes

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

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

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

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



# TROPHY & PRIZE

Monetary prize is beyond of prize, is seeding fund for sports for climate

**\$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

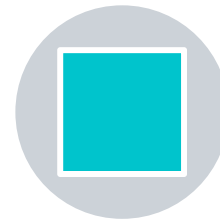


# USD

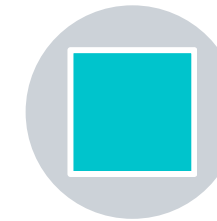
## 154,400,000



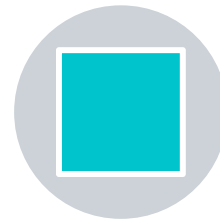
Executive & Governance  
Management:  
**\$2,800,000**



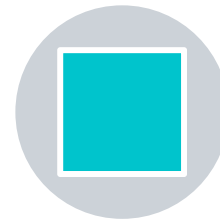
Tournament Operations  
(32 Team 28 Days) :  
**\$37,200,000**



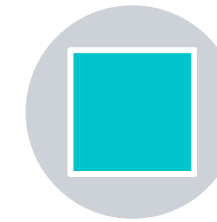
Stadium Environmental  
Transformation (Museum):  
**\$24,700,000**



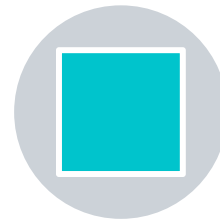
Media & Broadcasting  
Operations:  
**\$30,500,000**



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



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



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



# EVENTS PLAN 2026-2027

## April– July 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. ASGCCC in China
2. ASGCCC in Singapore
3. ASGCCC in India
4. ASGCCC in Pakistan
5. One tree per fan press conference
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 – December 2027 (Tournament & Summit)

1. Tournament Duration: 28 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)

## Jan–Feb 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



# WHY PARTNER

## 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.

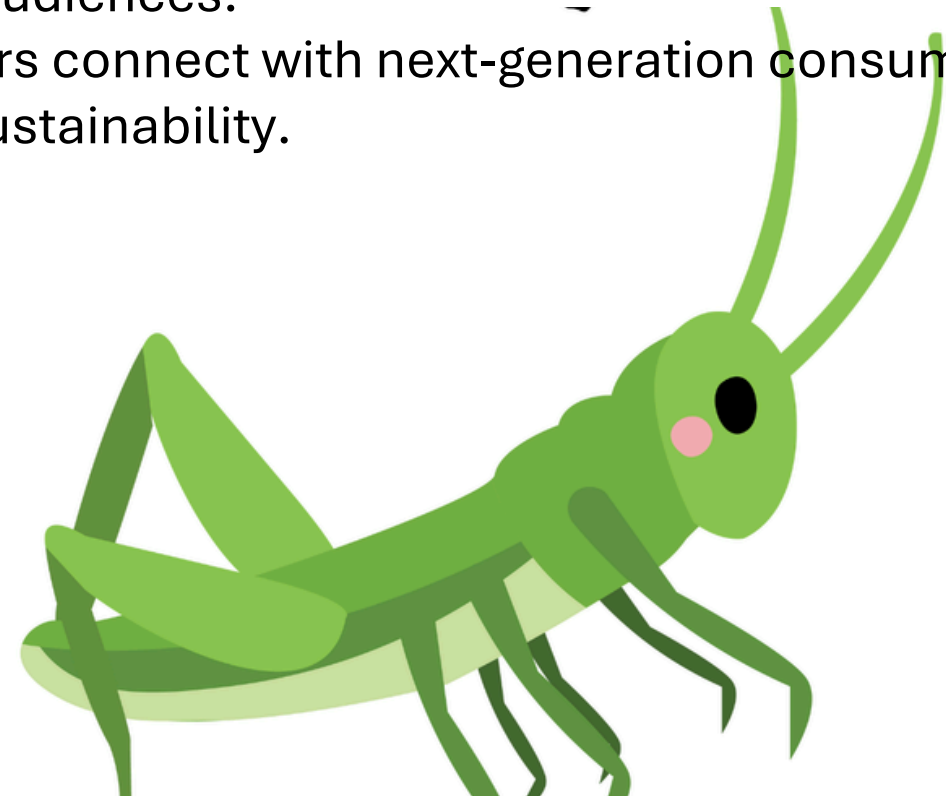




# WHY SPONSORS

## 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

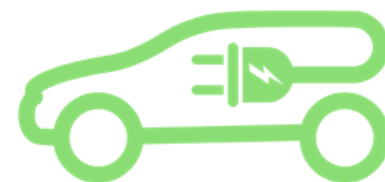
## 3. Corporate Social Responsibility (CSR) & ESG Impact

### 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 Asian 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 Asian Eco sports clubs, Media partnerships (TV, streaming, digital) Cultural & entertainment showcases



# EXEPECETED IMPACT



## 2,400+

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

## 1,764

New eco sports Clubs will be established



## 1. Environmental Impact

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

## 3. Health and Well-being

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

## 5. Economic Impact

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

## 2. Global Climate Action

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

## 4. Talent development

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

## 6. Social Benefits

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





# 8. Community Partners

# Global Framework



487 Grassroots organizations from 83 countries.



1,239 circle cooperations from 132 countries



DONA BERTARELLI PHILANTHROPY



International Olympic Committee



Convention on Biological Diversity



Sharjah youth creative hub to promote sports and sustainability through UAE sports all federations



Greenpreneurs & waste management in the community ( 57 Countries)





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