

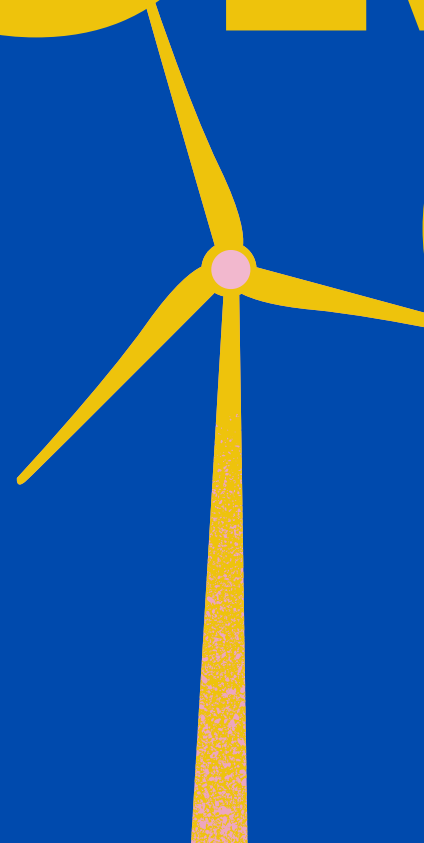


**EUROPEAN
GREEN CUP**
of Climate change



EUROPEAN GREEN CUP

OF CLIMATE CHANGE



OVERVIEW

African Green Cup of Climate Change - EUGCCC” is Eco sports event under the Sustainable Environmental Conservation tournament-**SECOTO** as the first and only mega sports event on Conservation in Europe, with series of Eco 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 European countries through sports for climate.



Europe, with its varied ecosystems and cultural heritage, is proudly represented by 32 Eco-Sports Clubs from different European countries. The European Eco teams come together at SECOTO events to illustrate the collaborative spirit needed to address environmental challenges and promote climate awareness in sports and entertainments

Overview

European Green Cup 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 European continent





Global Context

European Green Cup of Climate Change is a tournament under SECOTO, with aims to contribute to the sports on Conservation under the execution of Paris Agreement for Climate Change of **UNFCCC** via the framework sports for Nature a joint initiative of International Union Conservation for the nature (**UICN**), United Nation Environmental Programme (**UNEP**) and International Olympic Committee (**IOC**)

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

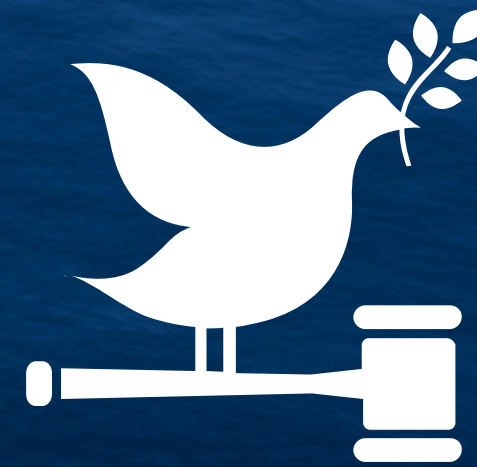


Key Theme

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



Main SDGs





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.



SELECTION & DRAW SYSTEM AFGCCC-2027

Selection Criteria

Participation in the **Asian Green Cup of Climate Change (EUGCCC 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 European countries** that demonstrate active engagement in both **sports and environmental protection initiatives** will be selected to participate in the **European 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



WHO ATTEND?

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

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



HOSTING COUNTRY



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.



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.





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

September/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

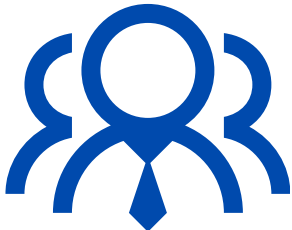
17	Round of 16 — 2 matches	Recycle for Victory
18	Round of 16 — 2 matches	Sports for Nature
19	Round of 16 — 2 matches	Clean Energy Future
20	Round of 16 — 2 matches	Healthy Planet, Healthy People

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

BUDGET SUMMARY

USD

160,400,000



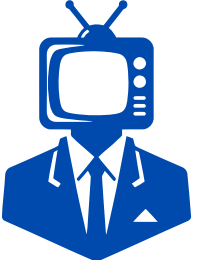
Executive & Governance Management:
\$2,800,000



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:
\$24,900,000



Administration & Contingency:
\$26,000,000





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

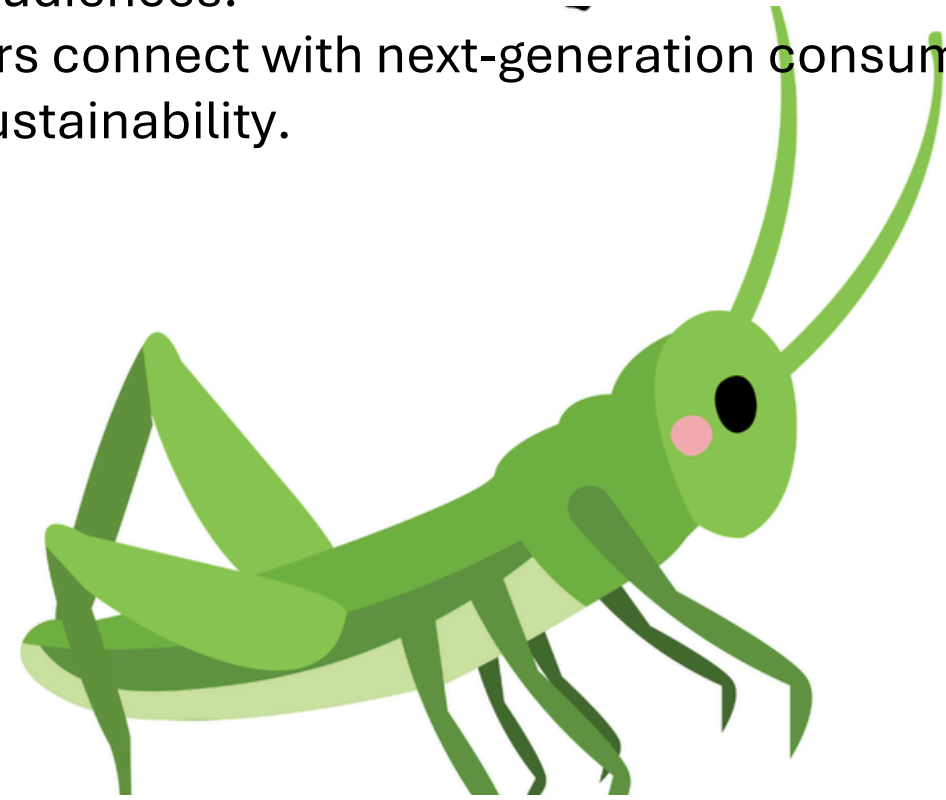
Continental Green Cups + World Green Cup spread across 2026–2028 = a global calendar of action linked to major environmental days and COP sessions.
Partners gain a year-long advocacy platform, not just a single event.



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

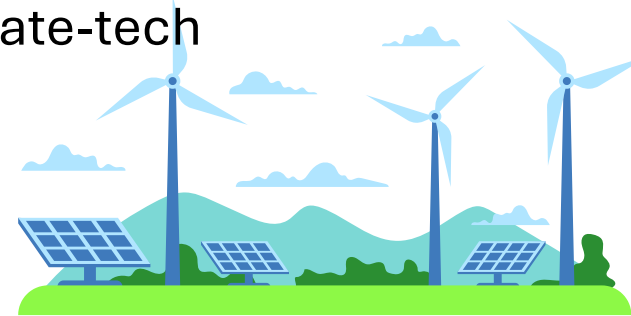
3. Corporate Social Responsibility (CSR) & ESG Impact

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 European 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



PRE-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– August 2027

Asian SDGs campaign toward EUGCCC

1. **one tree per follower** Influencers
2. Musician Artist & fine artist.
3. Eco school program
4. 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)

September-October 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)

Nov-Dec 2027

Impact Reporting & Legacy Activities

1. Environmental Impact Report (trees planted, waste reduced, CO₂ 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 european 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 Europe
- 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 Europe
- 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 European countries from villages level



CONTACT INFORMATION

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