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ERASMUS+ SPORT FREEKICKS: Football Relies on EMAS and ECOLABEL to Keep Innovating on Circularity as a Key for Sustainability

- **Project Category** Erasmus +
- **Duration** from February 15, 2023 to August 14, 2025
- **Laboratory/Research Center** SuM
- **Total cost** €450,000
- **Scientific managers** [Tiberio Daddi](#)
- **Role of Sport Positive** Communications and Dissemination Partner
- **Website** <http://www.free-kicks.eu>
- **Sponsor** European Commission

FREE KICKS promotes the transition of the football scene towards the Green Deal objectives at a collective and individual level, supporting

1. the adoption of cutting-edge environmental management practices and sustainable organisational models among national football federations and professional clubs, and
2. climate-conscious and environmentally friendly behavioral models among football organizations.

FREE KICKS promotes the adoption of EU management tools such as EMAS, the EU Ecolabel, and PEF/OEF to trigger systemic change in football organizations in line with the Green Deal. FREE KICKS, with the support of UEFA and ECA, is working with five professional football organizations in four partner countries and one associated country to develop governance solutions suitable for a broad range of sports organizations. By involving a club outside Europe, FREE KICKS aims to understand similarities and differences in terms of environmental impact.

Partnership

- Sant'Anna School of Advanced Studies (coordinator)
- Malmo Football Club (Sweden)
- European Club Association (Switzerland)
- Sport Positive Ltd (United Kingdom)
- Federatia Romana De Fotbal (Romania)
- Racing Club (Argentina)
- Futebol Clube Do Porto (Portugal)
- Fundacion Real Betis Balompie (Spain)