

# Making the case for nature - cheat sheet

Strategy	What to do	Why it works	What I will do (gameplan)
<b>Know your audience</b>	Tailor your message to each stakeholder group: <ul style="list-style-type: none"> <li>• Club owners: Cost savings, compliance</li> <li>• Athletes: Performance, air quality, faster recovery</li> <li>• Sponsors: Brand value, ESG impact</li> </ul>	Aligns the case with what matters most to them.	
<b>Lead with success stories</b>	Share relatable case studies from similar clubs or venues.	Builds credibility and makes the vision tangible.	
<b>Address concerns proactively</b>	<ul style="list-style-type: none"> <li>• Cost? Point to grants, tax breaks, and long-term savings.</li> <li>• Space? Suggest vertical greening or modular interventions.</li> </ul>	Pre-empts resistance.	
<b>Back it up with numbers</b>	Use credible stats: <ul style="list-style-type: none"> <li>• Trees can reduce local temps by up to 8°C (<a href="#">source</a>).</li> <li>• Green roofs cut cooling costs by 8% (<a href="#">source</a>).</li> <li>• Green spaces around venues increase property values by up to 20% (<a href="#">source</a>).</li> <li>• Nature-based solutions are ~50% cheaper and 28% more valuable than grey infrastructure (<a href="#">source</a>).</li> <li>• Every \$1 spent on nature restoration can return up to \$6.63 in social value (<a href="#">source</a>).</li> </ul>	Quantifies the return on investment.	
<b>Frame it as a competitive edge</b>	Highlight how nature enhances venue appeal, resilience, and reputation. <ul style="list-style-type: none"> <li>• Sustainability is a key factor in sponsorship decisions for over 60% of sponsors with over 82% believing its importance is growing (<a href="#">source</a>).</li> </ul>	Strengthens the business case with competitive advantages e.g., sponsor appeal, ticket sales, and climate adaptation.	