



Communications

UEFA EURO 2012 Football and social responsibility
Projects factsheet



UEFA EURO 2012 Football and Social Responsibility – RESPECT Diversity

Overview

UEFA EURO 2012 offers a unique chance to promote a positive message of diversity. The programme will be delivered on behalf of the FARE network by its long-established regional partner, the Never Again association (www.nigdywiecej.org). FARE (www.farenet.org) acts as an umbrella organisation for a network of partners in 40 countries challenging racism and discrimination throughout Europe. Civil society organisations, and ethnic minorities in particular, have been motivated to engage in the RESPECT Diversity project preparations.

The project's activities concentrate on monitoring and addressing the social and political undercurrents of discrimination, particularly racism, intolerance and the presence of the far-right. The project's objective is to celebrate diversity and the power of football to unite across differences of race, ethnicity, religion, nationality, sexual orientation, disability and gender.

Activities

The project's activities include the creation of inclusivity zones – hundreds of public buildings and spaces that are designated as being open, accessible and welcoming to people regardless of their ethnic or national background, gender, disability or sexual orientation.

An educational project will be implemented targeting physical education teachers and sports coaches from all types of educational institutions in major cities in Poland, promoting the idea of creating environments which reject racism and intolerance.

Streetkick mobile games will be taking place in the host cities and will provide a platform for interaction between fans and create a positive atmosphere during the tournament.

Partners

FARE network, 'Never Again' association (Poland).

Costs

Overall project costs: €500,000

UEFA contribution: €500,000

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UEFA EURO 2012 Football and Social Responsibility – RESPECT Fan Culture

Overview

The project will be implemented by Football Supporters Europe (FSE), an independent, representative and democratically organised network of football fans in Europe with members in 37 countries across the continent. FSE members have been organising fans embassies all over Europe for more than two decades. At UEFA EURO 2012, FSE will run fan embassy services in all eight host cities under the motto RESPECT Fan Culture, with the aim of promoting a positive and peaceful fan culture and thus contributing to a festive atmosphere at UEFA EURO 2012. It will provide travelling fans with all the necessary information, assistance and services and will also encourage interaction between the local communities and international fans, as well as fans and authorities.

Activities

The RESPECT Fan Culture project will focus on establishing fans embassies by fans for fans. These are meeting, exchange and service points in an open structure at which specific information and/or support will be provided to football fans and tournament visitors. Stationary fan embassies will be set up in each host city. There will also be up to 14 mobile fan embassy teams formed of professional fan workers and social workers from the participating countries, which will follow the fans to their whereabouts in the cities, camp sites, etc.

The project will produce independent fan guides in the form of multilingual material providing the most important practical information to international fans and tournament visitors. The fan guides will be available as printed publication, as well as on an interactive online portal (www.fansembassy.org) containing all the basic information in the languages of the participating teams.

Partners

PL.2012, State Service for Youth and Sports of Ukraine, all eight host cities, All Ukrainian Supporters Association, Kibice Razem Poland, Centre for Access to Football in Europe (CAFE), Football Against Racism in Europe (FARE), FairPlay. Viele Farben. Ein Spiel (VIDC) and others.

Costs

Overall project costs: to be finalised
EU Football for Equality project: €86,000
UEFA contribution: €580,000

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UEFA EURO 2012 Football and Social Responsibility – RESPECT Inclusion Football with No Limits

Overview

Good access is essential for disabled people to be able to exercise their rights and participate fully in society. UEFA EURO 2012 provides an opportunity to improve access to football and remove physical, sensory and intellectual barriers in public places in both host countries. The Football with No Limits project aims to support the two host countries in delivering accessible stadiums for UEFA EURO 2012, as well as helping local businesses (such as banks, hotels, restaurants) to provide improved facilities and services for disabled people during the tournament and afterwards. Football with No Limits will provide new life skills to disabled young people, as well as reliable access information for disabled fans and visitors of the tournament.

Activities

The project's activities include setting up access advisory groups in Poland and Ukraine and measuring current access to public spaces. Football with No Limits will also assess local businesses in each host city and provide them with improving access toolkits. The project will award disability friendly zones and encourage healthy competition between local businesses. Another aspect of the project is the training of audio-description commentators in Poland and Ukraine with support from local media.

Partners

Centre for Access to Football in Europe (CAFE) and the National Assembly of Disabled People (Ukraine), TUS Foundation (Poland).

Costs

Overall project costs: €394,600

Host cities: €30,000

Other NGO's: €6,000

UEFA contribution: €360,000

Council of Europe: €20,000

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UEFA EURO 2012 Football and Social Responsibility – RESPECT Inclusion Showcase games

Overview

During UEFA EURO 2012, each of the quarter-finals will be devoted to different disabled sports. The following four types of disabled teams will be involved:

- (1) blind teams
- (2) intellectually disabled teams
- (3) deaf teams
- (4) cerebral palsy teams.

The first two groups will be from Poland and the other two from Ukraine. The project will be implemented by Special Olympics and the National Sports Committee for the Disabled of Ukraine. The main objective of the showcase games project is to raise awareness about people with disabilities in Poland and Ukraine as well as to increase the public conscience regarding the need for disabled citizens, including disabled children, to fulfil their rights and opportunities.

Activities

The main project activities will be implemented before the kick-off of the quarter-final matches at UEFA EURO 2012. Football matches will be organised between people with disabilities. The showcase games project will also provide training for disabled participants and coordinate these football matches.

Partners

National Sports Committee for the Disabled of Ukraine (Ukraine) and Special Olympics, International Blind Sports Federation (IBSA) (Poland).

Costs

Overall project costs: €400,000

Sponsors: €160,000

Other (in kind contribution): €80,000 (sports equipment, venues)

UEFA contribution: €160,000

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UEFA EURO 2012 Football and Social Responsibility – RESPECT Inclusion Tournament charity

Overview

The Centre for Access to Football in Europe (CAFE) (www.cafefootball.eu) is working with local disability partners in the host countries to promote improved access to football and the wider society and to remove the physical, sensory, intellectual, psychological and attitudinal barriers that limit disabled people. One of the main goals of the tournament charity is to raise funds during UEFA EURO 2012 and encourage donations from a wide range of benefactors, sponsors and individuals, which will enable CAFE and its local partners to continue to improve access and inclusion in the region in the future. This is the key UEFA EURO 2012 legacy project, which aims to raise the profile of disabled people in the region and their need for good access to enable them to lead independent and more fulfilling lives within their own communities.

Activities

CAFE will set up donation points online and via post, as well as recruit sponsors and benefactors to help raise funds for this key UEFA EURO 2012 legacy project and promote awareness for future disability projects with local partners. The tournament charity is open to donations of all sorts, which may include wide-ranging contributions and in-kind services in support of its on-going work.

Partners

Centre for Access to Football in Europe (CAFE)

Costs

Estimated UEFA contribution: €240,000

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UEFA EURO 2012 Football and Social Responsibility – RESPECT your Health

Overview

RESPECT your Health – Euroschools 2012 (www.respectyourhealth.eu) is the official community health education programme for UEFA EURO 2012. The project will promote healthy lifestyles, with a focus on smoking prevention, healthy diets, moderation in alcohol consumption, and physical activity among young people and their parents in Poland and Ukraine. RESPECT your Health is being coordinated by streetfootballworld, a “social profit” organisation that promotes football as a tool to tackle social issues and aims to empower young people to rise above their circumstances.

During the annual UEFA club football season kick-off in August 2011, the UEFA president presented streetfootballworld with the UEFA charity award, worth €1,000,000. streetfootballworld will use the funds to implement the project, which aims to support local organisations in all eight UEFA EURO 2012 host cities to become multipliers in health education.

Activities

RESPECT your Health activities will raise awareness of healthy lifestyles, combining football training for boys and girls with health checks and health education in participating schools, youth centres and sport clubs. National street football tournaments will take place both in Poland and Ukraine.

Based on a ‘train the trainers’ approach, local institutions and NGOs in the eight UEFA EURO 2012 host cities will be empowered to activate their communities and promote good health. A specially designed manual will guide coaches, teachers and animators on how to use the power of football and other sports to engage communities, increase health literacy levels and establish a common feeling of ownership for community sports grounds.

Another aspect of RESPECT your Health is its support of a tobacco-free UEFA EURO 2012 in order to focus public attention on promoting a smoke-free society.

Partners

Volunteers4Sport, PL.2012 (Poland), Szkolny Związek Sportowy (SZS) (Poland), Football Federation of Ukraine and Open Fun Football Schools (Ukraine), World Heart Federation, European Healthy Stadia Network, Muuvit

Costs

Overall project costs: €1,200,000

Host cities: €110,000

Government: €60,000

UEFA contribution: €1,000,000 (Monaco charity award)

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