Respect

UEFA Football and Social Responsibility Report
2018/19
UEFA’s football and social responsibility unit addresses key social responsibility issues through football in close partnership with member associations and expert organisations. These icons are found throughout the report, at the beginning of the relevant sections, to indicate the issue or issues being addressed by the organisation or initiative.
## Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Name</th>
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<tbody>
<tr>
<td>ADC</td>
<td>Audio-descriptive commentary</td>
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<tr>
<td>CAFE</td>
<td>Centre for Access to Football in Europe</td>
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<td>CAS</td>
<td>Court of Arbitration for Sport</td>
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<tr>
<td>CCPA</td>
<td>Cross Cultures Project Association</td>
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<td>CPISRA</td>
<td>Cerebral Palsy International Sports and Recreation Association</td>
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<tr>
<td>CSR</td>
<td>Corporate social responsibility</td>
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<tr>
<td>DAO</td>
<td>Disability access officer</td>
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<tr>
<td>D&amp;I</td>
<td>Diversity and inclusion</td>
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<tr>
<td>DCL</td>
<td>Deaf Champions League</td>
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<td>DCO</td>
<td>Doping control officer</td>
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<tr>
<td>DBF</td>
<td>German Football Association</td>
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<td>EAFF</td>
<td>European Amputee Football Federation</td>
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<tr>
<td>EDRU</td>
<td>European Deaf Referees Union</td>
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<td>EDSO</td>
<td>European Deaf Sport Organisation</td>
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<td>EPFA</td>
<td>European Powerchair Football Association</td>
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<tr>
<td>EUROClio</td>
<td>European Association of History Educators</td>
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<td>EuroFIT</td>
<td>European Fans in Training</td>
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<tr>
<td>GCAS</td>
<td>Global Climate Action Summit</td>
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<td>IFAB</td>
<td>International Football Association Board</td>
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<td>ICFPF</td>
<td>International Federation of Cerebral Palsy Football</td>
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<td>IPASS</td>
<td>International Partners Sharing Skills</td>
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<td>IBSA</td>
<td>International Blind Sports Federation</td>
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<td>ICRC</td>
<td>International Committee of the Red Cross</td>
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<td>IDP</td>
<td>Internally Displaced Person</td>
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<td>IFAB</td>
<td>International Football Association Board</td>
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<tr>
<td>MOOC</td>
<td>Massive open online course</td>
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<td>NAO</td>
<td>National association</td>
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<td>NAA</td>
<td>NEVER AGAIN Association</td>
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<td>NADO</td>
<td>National anti-doping organisation</td>
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<td>NDC</td>
<td>Nationally determined contribution</td>
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<td>NFF</td>
<td>Football Association of Norway</td>
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<tr>
<td>NGO</td>
<td>Non-governmental organisation</td>
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<td>NOPF</td>
<td>National Organisation for Powerchair Football</td>
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<tr>
<td>OFFS</td>
<td>Open Fun Football Schools</td>
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<td>PET</td>
<td>Polyethylene terephthalate</td>
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<td>RCM</td>
<td>Red Cross message</td>
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<td>SDG</td>
<td>Sustainable development goal</td>
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<tr>
<td>SLO</td>
<td>Supporter liaison officer</td>
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<td>SOEE</td>
<td>Special Olympics Europe Eurasia</td>
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<tr>
<td>Tdh</td>
<td>Terre des hommes</td>
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<td>UAF</td>
<td>Ukrainian Association of Football</td>
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<td>UCL</td>
<td>UEFA Champions League</td>
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<td>UEL</td>
<td>UEFA Europe League</td>
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<tr>
<td>VIDC</td>
<td>Vienna Institute for International Dialogue and Cooperation</td>
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<td>WADA</td>
<td>World Anti-Doping Agency</td>
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<td>WHD</td>
<td>World Heart Day</td>
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<td>WHF</td>
<td>World Heart Federation</td>
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<tr>
<td>WHO</td>
<td>World Health Organization</td>
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<td>WWF</td>
<td>World Wide Fund for Nature</td>
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Introduction
Social responsibility at UEFA focuses on a variety of issues, including diversity and inclusion, the environment, health and well-being, child safeguarding, human rights and supporter relations, as a reflection of UEFA’s desire to enhance the value of its core business while contributing to sustainable development in society.

This season, UEFA hosted the #EqualGame conference to promote diversity and inclusion in football. Opening this fifth conference in the Respect series, I wore my heart on my sleeve when I said I was ashamed that it was still necessary to hold these kinds of discussions on how to tackle racism and discrimination in 2019.

When UEFA signed the UN Sports for Climate Action Framework, we marked the start of an increased focus on climate change throughout European football. Our initiatives on health and well-being have continued to spread interconnected messages of football and healthy living, and I congratulate Dutch football on its smoke-free drive. We have set out on an ambitious path to embed child safeguarding policies, practices and tools throughout European football, and we have been working with supporters’ groups across the continent to prepare European fans for EURO 2020.

Each of these areas of activity encompasses a host of projects, devised and delivered in cooperation with a diverse range of partners, including UEFA member associations, clubs, political bodies, NGOs and academic institutions.

This 2018/19 UEFA Football and Social Responsibility Report presents our priorities, projects and partners in detail. It should serve as a reference tool for others and a lasting record of UEFA’s commitments in these areas. There is always space to grow and improve, and together with the national associations, we remain committed to enhancing the sustainable development of European football. We hope this report helps to spread and advance the messages it contains, leading to much needed behavioural change across Europe.

Happy reading!

Aleksander Čeferin
UEFA president

© Milos Bicanski/Getty Images
As we delve into the activities and initiatives of the 2018/19 season, I am once again encouraged by the hard work, dedication and positive spirit that have gone into each and every one of our social responsibility commitments, from the introduction of blind football in four more countries to football bodies across Europe shutting off the lights for #EarthHour.

As we look back on the activities of the past season, I would like to reiterate a message made in our last report: social responsibility is a marathon, not a sprint. Our commitments are not ‘quick wins’ but long-term endeavours that reflect UEFA’s ethos as an organisation and its thorough understanding of the issues facing contemporary society. UEFA establishes and maintains partnerships, and launches and sustains projects, with the goal of long-term gains and sustained effectiveness. This 2018/19 report covers the depth and breadth of UEFA’s work, demonstrating that social responsibility is woven into the organisation’s in-house operations, its activities throughout Europe, and those of the UEFA member associations.

Diversity and inclusion remains front and centre, with a follow-up D&I survey conducted internally and numerous activities organised with external partners to make football inclusive for all. The 2019 #EqualGame conference held at the iconic Wembley Stadium showcased the diversity that exists in European football, while simultaneously highlighting the need to improve in this area.

As you explore this report, you will hopefully see the strides UEFA and its member associations have continued to make in this and so many other areas. Find out, for example, how:

- UEFA’s medical unit pushed for greater steps to be taken to protect player safety, including an updated concussion protocol, while UEFA’s Executive Committee pushed for wider international recognition of the protocol and for corresponding changes to be made to the Laws of the Game;
- UEFA’s volunteer programme for EURO 2020 will involve and represent the local communities in all 12 host countries to ensure a successful, inclusive tournament that leaves a meaningful pan-European legacy;
- the last season of HatTrick IV benefited associations throughout Europe, and the forthcoming HatTrick V will offer even greater incentives and support by doubling the funding available across the next four-year cycle.

I invite you to read the report, visit the new and improved home of FSR on UEFA.com and join us on this journey into an ever more socially responsible future for football.

Message from Peter Gilliéron

UEFA Executive Committee member and former chairman of the Fair Play and Social Responsibility Committee (1 July 2011 to 30 June 2019)
Timeline

July 2018

The EAWF held its flagship European Amputee Football Junior Training Camp in Italy.

August 2018

UEFA unveiled its inaugural EqualGame Award.

1–4 October 2018

At the IFCPF’s Human Rights Colloquium, Antwone Fisher delivered the keynote address.

5–7 October 2018

In the Italian city of Turin, a football tournament for the deaf was held in the vicinity of the power plant.

November 2018

On the initiative of FC Kairat, UEFA visited Almaty to introduce blind football to Kazakhstan.

December 2018

UEFA’s Medical Unit held the third edition of its workshop on trauma/ on-field medical emergencies during the UEFA Football Doctor Education Programme in Rome.

13–18 November 2018

The Homeless World Cup Foundation hosted its flagship event, the Homeless World Cup, in Mexico City.

1–4 October 2018

The Special Olympics Unified Cup, held in Chicago and featuring six teams from Europe, spearheaded the Special Olympics 50th anniversary celebrations.

20 young CCPA programme leaders gathered in the Ukrainian city of Kharkiv to develop their skills in using football to strengthen communities and foster reconciliation.

The Homeless World Cup Foundation hosted its flagship event, the Homeless World Cup, in Mexico City.

4–6 December 2018

UEFA’s Academy ran a UEFA-FIFA Women’s Football Leadership Programme session at UEFA headquarters in Nyon.

October 2018

100,000 people in 60 countries took part in the Fare network’s World Cup, the largest social change and diversity campaign in global football.

November 2018

UEFA unveiled its inaugural EqualGame Award.

1–4 October 2018

The IFCPF hosted a Female CP Football Camp, which brought together players from around the world.

2018

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

3–7 December 2018

UEFA’s Academy ran a UEFA-FIFA Women’s Football Leadership Programme session at UEFA headquarters in Nyon.

2018 JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

11–25 October 2018

The ECA hosted a Festival of CP Football Camp, which brought together players from around the world.

2018 JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

17–20 July 2018

The Special Olympics Unified Cup, held in Chicago and featuring six teams from Europe, spearheaded the Special Olympics 50th anniversary celebrations.

2018 JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

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December 2018

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UEFA's stadium and security strategy and development programme hosted a one-day expert seminar on football-related violence and disorder.

The New Israel Fund KID Israel partnered with the Israeli Football Association to stage a football and homophobia event between the Israel LGBT+ and traditional football teams in Herzliya.

Virgil van Dijk presented a €100,000 donation to ICRC on behalf of UEFA.

People in over 188 countries and territories took part in WWF’s Earth Hour.

UEFA’s anti-match-fixing unit brought together its network of integrity officers for a workshop in Vienna as part of ongoing efforts to safeguard the integrity of the game.

UEFA's 56 doping control officers (DCOs) attended the anti-doping unit’s annual DCO seminar in Nyon.

UEFA’s facility management unit conducted an internal survey to better understand mobility practices and invite feedback on the accessibility of the UEFA campus.

Representatives of football clubs from three European countries took part in the fifth of 12 exchange visits organised through the supporter liaison and engagement project LIAISE.

World renowned coach Kieron Achara was celebrated in 36 different countries.

UEFA’s stadium and security strategy and development programme hosted a one-day expert seminar on football-related violence and disorder.

UEFA/FSE launched Fan Digest, a fortnightly round-up of supporter focused news, interviews and think pieces from across the continent.

FSE delivered a three-day Study Group Scheme workshop on child safeguarding in European football, in which 40 UEFA member associations participated.

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About the report

Scope

The scope of this 2018/19 report is limited to activities carried out between 1 July 2018 and 30 June 2019. As in past reports, internal social responsibility initiatives led by UEFA business units, such as anti-doping, stadium and security, and facility management, have been included alongside external initiatives carried out through national associations and other organizations, all of which UEFA believes must reflect the ethos and culture established at UEFA headquarters in Nyon.

Through this report aims to give a comprehensive understanding of UEFA’s commitment to social responsibility and the impact of its work, the report limits its description to those units and entities that are most relevant. For further information, direct links to additional materials have been provided, and readers may visit UEFA.com for news and resources beyond the scope of this report.

For further information on the background and scope of the current cycle of FSR reports, readers are invited to revisit the 2017/18 report.

Structure

This report is divided into four key sections: • Inside UEFA • National associations • FSR portfolio partners • Competitions The structure and content mirrors that of last season’s report, with the addition of detailed sections on #EqualGame and the Refugee Grant Scheme.

Although the Refugee Grant Scheme and UEFA’s #EqualGame campaign are both still in the early stages of development, both have already had a great impact. #EqualGame has proven to be a powerful Respect campaign that uses storytelling to engage fans and has reached the wider football community through the #EqualGame conference in April 2019. The Refugee Grant Scheme, meanwhile, has provided refugee projects with the funding they need to conduct their activities.

Good practices continue to be a key asset in explaining and sharing how national associations, FSR partners and UEFA units conduct and improve their various projects and activities. By highlighting good practices throughout the report, UEFA hopes both to showcase examples that can be replicated in football contexts and beyond, and to spark creative new ideas and approaches for integrating social responsibility into business processes.

The National associations and Competitions sections each feature a collection of good practices applied to projects during the season. Additional good practices from FSR portfolio partners and selected UEFA units can be found in the online version of this report.

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The user-friendly digital version of this report contains even more information including links to videos, articles, complementary reports and more. Also, in an attempt to improve readability, lengthy tables that were formerly located in the body text will now be included in an online appendix.

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RESPECT UEFA Football and Social Responsibility Report 2018/19

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#EqualGame

Football is open to everyone

The #EqualGame campaign supports UEFA’s social responsibility objectives in the area of diversity, inclusion and accessibility. It was created under the UEFA Respect umbrella and promotes UEFA values by demonstrating the positive role that football plays in individual lives.

During the 2018/19 season, #EqualGame shared compelling and inspiring stories about football legends, grassroots players and coaches and fans. The campaign message – that football is open to everyone – was highlighted at a number of key events.

UEFA President Aleksander Čeferin is crystal clear in emphasising #EqualGame’s crucial vision: “It is vitally important that UEFA makes football accessible for everyone. Through the power of sport, football becomes a global leader to fight for social equality.”

Engaging real-life stories of inclusion, accessibility and diversity

Every month, as part of the #EqualGame campaign, UEFA focused on a different person from among its 55 member associations and told their story of how football promotes inclusion, accessibility and diversity. Individually and collectively, their stories exemplify how disability, religion, sexuality, ethnicity and social background are no barriers to playing or enjoying football.

The #EqualGame stories were brought to life across UEFA’s communication channels, in video productions, photos and the written word. They all performed particularly well on social media.

Guram Kashia gesture honoured with first #EqualGame award

UEFA unveiled its inaugural #EqualGame award in August 2018, which recognises a player or entity that has acted as a role model in promoting diversity, inclusion and accessibility in European football. Georgian national team player Guram Kashia was the first recipient in recognition of the courageous public stand he took for equality while playing for Dutch top-division outfit SBV Vitesse.

400 clubs and 35+ national associations use #EqualGame to call for an end to racism, discrimination and intolerance

During the Fare network’s #Footballpeopleweeks in October, a total of 94 matches in the UEFA Champions League, UEFA Europa League, UEFA Women’s Champions League and UEFA Nations League provided the ideal platform for #EqualGame messaging and activities in support of the action weeks. Players, clubs and national teams taking part in the four competitions also used their own communication channels to raise awareness of the campaign, and to spread the message that racism, discrimination and intolerance must be eradicated from the game.
UEFA held a dedicated #EqualGame conference in April, which brought together some of the leading voices in football and the fight against discrimination. The fifth in a series of Respect conferences dating back to 2003, the inaugural #EqualGame conference was hosted by UEFA, in cooperation with the English FA and the Fare network, at the iconic Wembley Stadium. The event pushed for greater accessibility, inclusion and diversity throughout football by bringing together 260 representatives of UEFA member associations, leagues, clubs, political and governmental organisations, NGOs, minority groups, subject-matter experts and media representatives to discuss some of the most pressing issues in contemporary football, including racism, gender discrimination, homophobia, the integration of refugees and discrimination against disabled people. The discussions, opportunities and recommendations arising from the conference were put together in a comprehensive report to help an even broader audience understand the issues and tackle the challenges football is facing in its drive to become truly diverse, inclusive and accessible.

#EqualGame zone at UEFA Champions League final in Madrid

Rounding off the 2018/19 season, UEFA’s #EqualGame campaign was a focal point at the Champions Festival in Madrid in May. A series of events engaged fans and brought the campaign and its values into the spotlight once again. At the #EqualGame zone, visitors were able to experience first-hand the importance of social inclusion in football. UEFA’s social responsibility partners spoke with fans about their projects and programmes in the fields of accessibility, colour blindness, child safeguarding, health and tackling discrimination. Meanwhile, on the pitch, three football legends – Brazil’s Cafú and Roberto Carlos, and Portugal’s Luís Figo – showed their support for Football for All Abilities in matches showcasing amputee, blind, cerebral palsy and powerchair football, as well as Special Olympics and Homeless World Cup teams.

"We see all forms of discrimination as equally harmful, wherever they occur – in stadiums, in the minds of decision-makers, or in the lives of people excluded from our sport because of their race, religion, gender, sexual orientation, disability or social background. As a governing body and sports rights holder, we will stand by our values in areas such as refugee integration, working with ethnic minorities, promoting LGBT+ rights, the rights of young men and women, as well as the elderly.”

Aleksander Čeferin, UEFA president
Inside UEFA
UEFA Academy

Objectives

Ensure that everyone working in football has the opportunity to develop their skills and knowledge and, in doing so, support the game in Europe.

Guarantee that participants have access to the latest research and knowledge on managing football organisations by working with leading academic institutions.

Engage and connect individuals throughout the European football environment to ensure that best practices and innovations are shared, replicated and valued across the game.

Support national associations, as well as other confederations, by developing tailor-made programmes based on each association’s unique features and identified needs.

Mission

Through a series of education and knowledge-sharing initiatives, the UEFA Academy leads and inspires the development of individuals and organisations to continuously elevate the game of football.

UEFAacademy.com

Highlight

The new home of education at UEFA – the UEFA Academy – was launched in February 2019. In order to deal with the complexity of modern football, national associations and their stakeholders need talented and well-trained employees and leaders. Recognising the value of continuous development – both for individuals and their organisations – UEFA runs a series of education programmes and knowledge-sharing initiatives for professionals in football.

From the Women in Football Leadership Programme to the Executive Master for International Players, the UEFA Academy has over 15 unique learning initiatives, offering something for everyone working in football.

“...The UEFA Academy’s support in developing executive education and training programmes for Romanian football has provided us with the optimum platform for the professional development of a new generation of managers.”

Răzvan Burleanu, president, Romanian Football Association

1 Together with the Romanian Football Federation and the Romanian Professional League, the UEFA Academy has created a tailor-made series of workshops to educate representatives of Romanian clubs. This is one of the on-demand services offered by the UEFA Academy: https://uefaacademy.com/uefa-on-demand-education/
Main achievements

- The UEFA Academy team worked with UEFA Assist on the creation and implementation of a GS Academy, which supports the development of general secretaries from the national associations of UEFA’s sister confederations. Four sessions were held in Africa and two in Asia in 2018/19.

- A UEFA For Players app was created and launched to provide elite football players with essential information and advice on matters on and off the pitch.

- A new UEFA Diploma in Football Leadership and Management was launched, offering high-performing managers an advanced programme to further develop their leadership and managerial skills.

Concluding remarks

"Since we believe that real progress can only come from life-long learning, we make sure that all football professionals can find a suitable way to develop. This is achieved by continuously improving what we offer and supporting the development of tailor-made initiatives."

UEFA Academy
academy@uefa.ch

- Planned activities

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<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Release of the new UEFA For Players app</td>
<td>JUL</td>
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<tr>
<td>Development of the UEFA Career Transition Programme for sister confederations, to facilitate their players’ transition to second careers in football</td>
<td>AUG</td>
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<tr>
<td>First open edition of the UEFA Certificate in Football Management</td>
<td>SEPT</td>
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<tr>
<td>Development of a new programme for integrity officers</td>
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<tr>
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<tr>
<td>First open edition of the UEFA Certificate in Football Management</td>
<td>JUN</td>
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Good Practice

Women in Football Leadership Programme

Objective
The Women in Football Leadership Programme (WFLP) is designed for women in football who have the potential and motivation to progress into senior leadership positions within their organisations, and for those already in such roles.

The Wow! factor
Participants work on and discuss various aspects of leadership, while focusing heavily on self-awareness and how this can also support their career development. Through the coaching provided during the programme week, participants are continually challenged across both personal and professional plains.

Partners
FIFA (co-organisers)
IMD Business School, Lausanne, Switzerland (programme facilitator)

It’s a great honour to be selected for the programme. It’s always good to share stories and experiences with other women. You realise you’re not the only one fighting for a certain cause. You have others alongside you and behind you.”

Maika Fischer, German men’s national team administrator

Over 130 participants have already been trained. Further editions of the programme will welcome 30 participants (15 from European associations and 15 from other confederations, in cooperation with FIFA).

© UEFA

UEFA-FIFA programme champions
Female leaders

Related content
UEFA Academy

UEFA Academy
Facility management

Objectives

- Reduce CO2 emissions from day-to-day business operations.
- Ensure all materials meet sustainability standards.
- Ensure appropriate suppliers are selected, based on UEFA policy.
- Ensure that UEFA staff receive full support to do their jobs.
- Ensure health and safety standards are met in the workplace.

Mission

The facility management unit provides all of the services required to operate and maintain the shared facilities throughout the UEFA campus in Nyon, Switzerland.

highlight

UEFA’s facility management unit is committed to minimising the organisation’s environmental footprint in Nyon. As a result, it regularly launches initiatives aimed at creating a more environmentally conscious UEFA campus.

One of this season’s key initiatives was a campus-wide energy monitoring project, aimed at providing UEFA with a clear overview of its energy consumption, to help it then take the correct energy-saving measures.

Clearly identified energy-consuming systems, such as water, power and heating, were monitored throughout the season, with variables such as weather, workforce size and event-related constraints factored in.

Based on the objective data collected and the real needs identified, UEFA can plan to reduce consumption by up to 15% over the next few years.

A 15% reduction in consumption corresponds to a saving of 450,000kWh, or 76 tonnes, of CO2 – equivalent to the total carbon emissions of about 56 cars2 or 18 people3 each year.

2 This is based on the calculation that a car that travels 37km per day emits an average of 1.35 tonnes of CO2 in a year (according to the Swiss Federal Environment Office).

3 This is based on the calculation that each person in Switzerland, through all their combined activities, emits around 4.3 tonnes of CO2 per year.

I enjoyed trying out an
electric bike and am seriously considering buying one for my daily commute. I also really appreciate the fact that these bikes are freely available for staff to use during lunch breaks.”

UEFA employee
Main achievements

• Despite having over 750 permanent and temporary employees on the UEFA campus by the end of the 2018/19 season, the number of plastic bottles being used continued to decrease, in part thanks to the installation of water fountains in each building and the distribution of reusable bottles. There has been a 15% reduction in the number of PET bottles used since the 2017/18 season, representing 1,189kg of plastic.

• The distribution of reusable (erasable) digital notepads to all employees and the option of easily ordering them for events involving external participants enabled a 44% reduction in paper use.

• Stage lighting and other technology that no longer met current audiovisual standards was replaced with next-generation alternatives, including high-resolution LEDs.

• In May 2019, UEFA conducted a survey among employees to better understand mobility practices and invite feedback on campus accessibility needs and concerns. With a 62% response rate, the results can be considered representative.

Planned activities

2019

2020

JUL
AUG
SEPT
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN

Creation of an employee working group representing a range of organisational positions, divisions, genders, commuting distances and commuting habits, to deepen UEFA’s understanding of employee mobility, analyse the data collected and make recommendations.

Environmental audit of the UEFA campus in Nyon, to define concrete, sustainable measures, starting in the following priority areas:

• water and electricity consumption;
• waste treatment and recycling chain;
• soft mobility.

Reduction in standard paper notepads over three seasons

Respect UEFA Football and Social Responsibility Report 2018/19

Facility management unit
facilitymanagement@uefa.ch

Concluding remarks

“...It gives us great pleasure to see the first concrete results of the measures implemented over the past few years, including a clear reduction in plastic and paper use. It’s also fantastic to see that most employees are taking up the challenge themselves, being more conscientious about their personal environmental impact and making changes in their daily routine as a result.”
Good Practice

Reduction in PET bottle use on UEFA campus

Objective
To decrease the consumption of single-use plastic bottles on UEFA campus.

The Wow! factor
The installation of water fountains had a massive impact on employees, most of whom now bring their own cups and bottles to the cafeterias. The distribution of reusable glass bottles and the addition of thermal bottles as birthday gifts enhanced the motivation of the staff and the success of the initiative.

Partners
UEFA staff

15%
There has been a 15% reduction in single-use plastic bottles used on UEFA campus since the 2017/18 season, representing 1,189kg less plastic.

It is nice to see that UEFA is implementing measures to be more eco-friendly. The newly installed fountains are a real plus! Hopefully, there soon won’t be any PET bottles left on campus.”
UEFA employee
Human resources

Mission

The human resources unit provides UEFA with talented and dedicated employees embodying the values of the organisation, ensures efficient and supportive working conditions, provides support for staff and contributes to the achievement of UEFA’s strategic objectives.

uefa.com/insideuefa/careers

Objectives

- Recruit talented individuals to achieve UEFA’s strategic objectives.
- Develop staff members’ competencies, offer them training, coaching and support, and resolve any conflicts that arise.
- Design and update policies on staff matters and HR information systems.
- Incumbise staff by offering competitive salaries and benefits in line with UEFA’s culture and organising staff events to celebrate and reward efforts.
- Ensure that UEFA is a diverse and inclusive organisation and drive strategic D&I initiatives.

Highlight

In December 2018, UEFA launched its second diversity and inclusion survey to once more collect information from staff about the perceived culture and environment at UEFA and to evaluate whether anything had changed since the first survey in 2016.

56.77%

The response rate for this second survey was 56.77%, compared with 51.51% in 2016, providing more information on the perceptions of UEFA staff.

The 2018 results showed positive developments, and with additional demographics recorded, UEFA now also has a better understanding of the composition of the staff. With a view to constant progress, UEFA committed to further efforts to increase diversity and inclusion. These include an equal pay audit and the development of new parental leave policies.

As after the first survey, the results and planned actions were presented to the staff, and meetings were held with each director to discuss their divisional results and possible additional follow-up actions.

“This survey is a key basis for the work we do at UEFA and provides us with an outline of where we can and need to improve. It’s an invaluable source of information from the employees and ensures all can contribute to the collective work of ensuring an open and respectful environment at UEFA.”

Human resources unit
Main achievements

- Another 170 new staff were recruited on fixed-term positions for EURO 2020, covering a broad spectrum of areas, from ticketing and hospitality sales to transport, TV production, and accreditation, to name a few.
- The 170 new employees were welcomed, integrated, and encouraged to make the most of new flexible approaches to work and communication, including UEFA’s work from home policy and creative spaces in the office.

- An international secondment programme was designed and launched for EURO 2020, giving staff in different divisions the opportunity to gain event experience and insights into another role, strengthening UEFA’s “double-shirt” culture.4
- A new performance management and bonus system was implemented, enabling a more objective assessment and better differentiation of performance, while encouraging team efforts and underlining UEFA’s overall performance by means of a Football First bonus.5

Launch of the UEFA Academy for Staff

Development of the “I care about my health” initiative with a specific ‘Together fitness’ programme to get staff in shape ahead of EURO 2020

Key statistics

The tables below show UEFA’s key employment statistics for the 2018/19 season, together with the two previous seasons for comparison.

<table>
<thead>
<tr>
<th>CONTRACT TYPE BY GENDER</th>
<th>Season</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed-term contracts</td>
<td>2018/19</td>
<td>120</td>
<td>112</td>
<td>232</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>59</td>
<td>31</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>27</td>
<td>17</td>
<td>44</td>
</tr>
<tr>
<td>Permanent contracts</td>
<td>2018/19</td>
<td>339</td>
<td>185</td>
<td>524</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>227</td>
<td>184</td>
<td>411</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>205</td>
<td>165</td>
<td>370</td>
</tr>
<tr>
<td>Total (% of total)</td>
<td>2018/19</td>
<td>459 (61%)</td>
<td>297 (39%)</td>
<td>756 (100%)</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>416 (63%)</td>
<td>215 (37%)</td>
<td>581 (100%)</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>322 (65%)</td>
<td>182 (35%)</td>
<td>514 (100%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMPLOYMENT TYPE BY GENDER (PERMANENT CONTRACTS ONLY)</th>
<th>Season</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>2018/19</td>
<td>321</td>
<td>136</td>
<td>457</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>312</td>
<td>140</td>
<td>452</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>296</td>
<td>124</td>
<td>420</td>
</tr>
<tr>
<td>Part-time</td>
<td>2018/19</td>
<td>18</td>
<td>49</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>15</td>
<td>44</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>9</td>
<td>41</td>
<td>50</td>
</tr>
<tr>
<td>Total (% of total)</td>
<td>2018/19</td>
<td>339 (65%)</td>
<td>185 (35%)</td>
<td>524 (100%)</td>
</tr>
<tr>
<td></td>
<td>2017/18</td>
<td>327 (64%)</td>
<td>184 (36%)</td>
<td>511 (100%)</td>
</tr>
<tr>
<td></td>
<td>2016/17</td>
<td>305 (65%)</td>
<td>165 (35%)</td>
<td>470 (100%)</td>
</tr>
</tbody>
</table>

4 UEFA’s “double-shirt culture” relates to the organisation’s encouragement of office-based staff taking on additional on-site event roles to develop new skills and benefit from new experiences, while also helping the event delivery process. This was a key concept at UEFA for many years.

5 The Football First bonus is a new annual bonus determined on the basis of financial and other performance criteria defined by the general secretary and the president. It is a collective incentive that exists alongside bonuses for individual and divisional performance.
### Employees Recruited in 2018/19, by Age Group and Gender

<table>
<thead>
<tr>
<th>Season</th>
<th>Under 30</th>
<th>30–50</th>
<th>Over 50</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Women</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>45</td>
<td>54</td>
<td>0</td>
<td>99</td>
</tr>
<tr>
<td>2017/18</td>
<td>20</td>
<td>27</td>
<td>2</td>
<td>49</td>
</tr>
<tr>
<td>2016/17</td>
<td>12</td>
<td>14</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>47</td>
<td>77</td>
<td>6</td>
<td>130</td>
</tr>
<tr>
<td>2017/18</td>
<td>19</td>
<td>39</td>
<td>5</td>
<td>63</td>
</tr>
<tr>
<td>2016/17</td>
<td>9</td>
<td>44</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>92</td>
<td>131</td>
<td>6</td>
<td>229</td>
</tr>
<tr>
<td>2017/18</td>
<td>39</td>
<td>66</td>
<td>7</td>
<td>112</td>
</tr>
<tr>
<td>2016/17</td>
<td>21</td>
<td>58</td>
<td>7</td>
<td>86</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>40%</td>
<td>57%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>2017/18</td>
<td>35%</td>
<td>59%</td>
<td>6%</td>
<td>100%</td>
</tr>
<tr>
<td>2016/17</td>
<td>24%</td>
<td>67%</td>
<td>8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Total Number of Employees by Age Group

<table>
<thead>
<tr>
<th>Season</th>
<th>Under 30</th>
<th>30–50</th>
<th>Over 50</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>144</td>
<td>526</td>
<td>86</td>
<td>756</td>
</tr>
<tr>
<td>2017/18</td>
<td>75</td>
<td>430</td>
<td>76</td>
<td>581</td>
</tr>
<tr>
<td>2016/17</td>
<td>84</td>
<td>364</td>
<td>66</td>
<td>514</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018/19</td>
<td>19%</td>
<td>70%</td>
<td>11%</td>
<td>100%</td>
</tr>
<tr>
<td>2017/18</td>
<td>13%</td>
<td>74%</td>
<td>13%</td>
<td>100%</td>
</tr>
<tr>
<td>2016/17</td>
<td>16%</td>
<td>71%</td>
<td>13%</td>
<td>100%</td>
</tr>
</tbody>
</table>

---

#### The table below outlines UEFA’s investment in the continual development of its employees’ knowledge and skills

<table>
<thead>
<tr>
<th>Category</th>
<th>2017/18</th>
<th>2018/19</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td></td>
<td></td>
<td>-70%</td>
</tr>
<tr>
<td>Professional courses for staff</td>
<td>562</td>
<td>168</td>
<td></td>
</tr>
<tr>
<td>Retirement preparation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultural intelligence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diversity and inclusion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football First</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I care about my health</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Description**: Tools and methods for managing projects, setting priorities and achieving goals.
- **Description**: Preparing employees for the transition into retirement.
- **Description**: Understanding how different cultural values affect the way we work; learning how to modify communication methods and work techniques to be more effective across cultures.
- **Description**: Ensuring that staff diversity enables UEFA to reach its full potential.
- **Description**: Conferences and presentations to explain various sectors of UEFA to staff and how they fit into the broader football environment.
- **Description**: Various health initiatives to raise awareness of the importance of well-being and the benefits of having a sound mind and a healthy body.

---

7 The emphasis in 2018/19 was on training and development relating to the challenges of the season, particularly the upcoming EURO 2020, as well as helping staff appointed to new roles related to the new career ladder put in place.

8 This significant decrease is due to priority being given to Diversity and Inclusion training for all staff in 2017/18.
### Management

Training managers to use specific tools and practice certain skills to enhance their management abilities

| Essentials of management | Energetic management | Assessment (heads of departments, senior managers and managers) | Coaching skills | Active listening | How to give feedback | Team management | 360° Feedback | People management | Change management | Impact plus

- Helping to get more out of staff and resources while operating in a complex environment
- Better leverage of staff and resources, while operating in a matrix system with various interdependences
- Identifying and building on strengths and areas for improvement
- Building valuable leadership skills in order to facilitate the development of people
- Developing the ability to explore, understand and confirm the messages and intentions of others
- Mastering the art of delivering the right message in the right way, even in the most difficult cases
- Developing strategies, techniques and tools to manage a team more effectively, through the medium of an online video game
- Using 360° feedback to give managers and leaders a better understanding of their own strengths and weaknesses
- Building effective relationships in a complex and diverse working environment
- Understanding the impact of change on the team and providing the skills and tools necessary to make change successful
- Advanced techniques to improve public speaking and convince audiences

### Soft Skills

Using tangible and technical skills to interact effectively and harmoniously with others

| Influencing skills | Time management | Negotiate with success | Conflict management | Decision-making | Risk management | Stress and behaviour management | Situational leadership

- Understanding how to effectively influence others using a personal communication style
- Tools, personal advice and good practices to better manage time and priorities
- Improve business relationships through negotiation, by using specific attitudes and skills
- Offering approaches and techniques to resolve conflicts between individuals
- Highly interactive and designed to stimulate personal self-discovery
- Teaching how to monitor and control project risks by creating an anticipative alert system, analyzing data and extracting decision triggers
- Looking at aggressive behaviour in the workplace and over the phone to learn about individual and group reactions to stress in a range of role-play exercises
- Learning how to influence the behaviour of others and directing efforts to achieve satisfying long-term results

---

*Impact plus* is a follow-up course for people who have already attended "Speak with impact" (covered in the 2017/18 FSR report).
As European football’s governing body, UEFA listens carefully to its member associations, and as an employer of choice, we listen carefully to our employees, especially when it comes to their working environment and conditions. The second D&I survey confirmed that we have made positive developments, encouraging further action. With EURO 2020 closing in, recruitment continues at UEFA HQ and in the 12 host cities across Europe. UEFA and the HR unit look forward to seeing a diverse mix of new and experienced staff being part of this exciting event.”

Human resources unit

113 148 +31% Languages English, French, German, Italian, Spanish and Russian

Financial accounting
Internships, apprenticeships
Google Earth
PowerPoint Graphics

129 50 -61% Insights

Predictive index
Skills assessment
Coaching One-to-one sessions aimed at helping employees develop their skills, with particular emphasis on soft skills

11 The significant decrease in percentage is because during this season prior to EURO 2020, the most complex EURO ever, the aim was for people working for this tournament to focus on its preparation.
Anti-match-fixing

Mission
The primary focus of the UEFA anti-match-fixing unit is to ensure UEFA's total commitment to safeguarding sporting integrity in European football by protecting the game from match manipulation.11

Objectives
- Educate players, match officials, coaches and administrators about the risks and dangers associated with match-fixing and how to confidentially report any approaches.
- Monitor worldwide betting markets to identify and investigate irregular betting activity.12
- Conduct investigations into suspicious matches and individuals suspected of match-fixing both for sports disciplinary purposes and to assist police with criminal inquiries.
- Seek sanctions such as the exclusion of clubs from UEFA competitions or bans on individuals from any football-related activity.
- Promote cooperation and information exchange with state public authorities, Europol and other relevant stakeholders.
- Maintain a network of integrity officers in the 55 UEFA member associations and provide expert support at domestic level.

Highlight
The anti-match-fixing unit's ultimate goal being to reduce the number of fixed football matches in Europe, UEFA was pleased to see a minor reduction in the number of reportedly suspicious matches in 2018/19. The reduction could be attributed to the organisation's renewed and invigorated anti-match-fixing approach, which includes an increased focus on prevention campaigns, investigations in cooperation with public authorities and sanctions by either sports disciplinary bodies or public authorities.

Main achievements
- In April 2019, UEFA's network of integrity officers came together for a two-day workshop in Vienna to discuss various current and future issues facing European football in the fight to protect and safeguard the game's integrity. Attended by over 60 participants, primarily integrity officers and other high-level representatives of UEFA member associations, including several general secretaries, the workshop highlighted the importance that UEFA and its member associations place on protecting the game and fighting match-fixing.

Corruption ‘on the pitch’ continues to challenge European football, most often in the lower leagues and in smaller countries. Despite the reduction in ‘detected matches’, UEFA does not assume that match-fixing in football is on the decline; rather the suspicious activity may have shifted to unmonitored lower leagues, that betting is no longer offered on ‘high-risk’ leagues, or that the suspicious activity remains difficult to detect with the current technology.”

Anti-match-fixing unit
11 This commitment is a cornerstone of the UEFA Strategy – Together for the Future of Football (2019–24).
12 Activity is monitored across UEFA competitions and the top two leagues and cup competitions in the countries of UEFA’s 55 member associations. This amounts to approximately 32,000 matches in total.
13 Due to the confidential nature of certain areas of the unit’s work, the exact figures cannot be shared. However, the increase is broadly acknowledged as evidence that the confidential reporting structures are proving effective in combating match-fixing and that positive steps have been taken toward protecting the safety and anonymity of whistleblowers.
Delegates exchanged views and ideas on how to tackle the fight against match-fixing going forward. UEFA has trained over 6,000 players, 350 officials and 250 referees through its annual integrity officer workshops.

- In May 2019, UEFA was invited to address Europe’s sixth annual group analysis and expert meeting on sports corruption. UEFA, as a private-sector partner, highlighted the serious threat currently posed by match-fixing and criminal organisations throughout the different levels of European football.

- In 2019, UEFA hosted several operational coordination meetings between football authorities, police and prosecutors on match-fixing cases, to exchange views, discuss the further facilitation of information sharing and agree on increased bilateral and trilateral coordination, including across national borders where possible. Such meetings continue to highlight UEFA’s potential to bring together important stakeholders, including public authorities, and to facilitate positive working relationships in joint operational matters spanning both criminal and sports disciplinary domains.

- Throughout the 2018/19 season, UEFA maintained its active operational cooperation with upwards of 12 national police forces and public prosecutors’ offices in an effort to tackle match-fixing, with a focus on criminal prosecution under national legislation.

- Just after the close of the 2018/19 season, the Court of Arbitration for Sport (CAS) issued its decision on an appeal lodged by Albanian club KS Skënderbeu in April 2019. The appeal was against the UEFA disciplinary bodies’ decision to sanction the club for match-fixing activities.14

Concluding remarks

Overall, a lot remains to be done throughout Europe to combat match-f辛king, and UEFA relies on solid partnerships and cooperation in this domain, as evidenced by our memorandums of understanding with Europol, other public authorities and key stakeholders in the betting industry. It is only through robust information and intelligence sharing, by police and integrity units such as UEFA and its network of integrity officers, that match-fixing can be tackled, working hand-in-hand with the competent state authorities to put a dent in the threat to football from organised crime.”

Anti-match-fixing unit
integrity@uefa.ch
Good Practice

Multipronged approach to combatting match-fixing

Objective

To ensure that UEFA continues to lead by example in the vanguard of the sports integrity movement.

The Wow! factor

The implementation of a multipronged approach to combat match-fixing across Europe has positioned UEFA as a leader in the international movement to protect the integrity of sport. UEFA’s anti-match-fixing unit has identified and chosen five main pillars, to underpin this multipronged approach: Legal framework; Education and prevention; Monitoring and investigations; Sanctions; and Stakeholder engagement.

The anti-match-fixing unit has found that, by approaching match manipulation from a variety of angles and areas of expertise, it is better able to coordinate prevention and deterrence activities. In addition, each of the pillars aids in the overall identification and investigation of potential match manipulation, guiding the unit to properly target and sanction instances of match-fixing. Using a multipronged approach encourages a broader understanding of each of the pillars, strengthening the overall capabilities of all stakeholders.

UEFA thus remains uniquely placed in the vanguard of the international sports integrity movement, leading efforts to protect the integrity of the game.

Partners

National police forces
Public prosecutors
International law enforcement agencies
Europol

UEFA actively cooperates with 12 national police forces and public prosecutors’ offices in pursuit of criminal enforcement in anti-match-fixing investigations.

Good practice link

Integrity at UEFA

UEFA Football and Social Responsibility Report 2018/19
Medical

Objectives

Protect all players taking part in UEFA competitions by mandating pre-competition medical examinations and regulating medical services at matches.

Support the development of football medicine across Europe by running education and training programmes for medical professionals in all UEFA member associations.

Organise long-running injury studies in men’s and women’s football, including the UEFA Elite Club Injury Study, to understand how and why injuries occur and promote injury-prevention strategies as common practice.

Organise and support research into key football-related medical issues.

Provide football medical professionals with support and guidance.

Mission

The UEFA medical unit supports national associations and clubs with football medicine and sport science to protect and enhance players’ physical and psychological well-being.

Highlight

Concussion protocols were the subject of discussion and debate following severe head injuries in both UEFA and domestic competition matches in March and April 2019.

On the recommendation of the UEFA Medical Committee, the UEFA Executive Committee recognised, in May 2019, that the regulations on concussion needed to be updated to protect both players and doctors, and to ensure that an appropriate diagnosis can be made in the event of injury without putting the team at an unnecessary disadvantage.

For the rest of the season, UEFA ensured:

• concussion posters were displayed in all team dressing rooms, clearly illustrating and explaining the procedure to follow if a player suffers a head injury on the pitch;

• every UEFA delegate was briefed and asked to report any head injuries that occurred in UEFA matches.

The Football Doctor Education Programme is a key project managed by the UEFA medical unit. The programme covers all the main areas of football medicine and helps to increase medical standards in football across Europe. It is now the duty of each participating doctor to cascade the workshop at a national level in order to spread the knowledge among their peers.”

Tim Meyer, chairman of the UEFA Medical Committee
Main achievements

- The third UEFA Football Doctor Education Programme (FDEP) workshop on trauma/ on-field medical emergencies was held in Rome in December 2018.
- A record 19 national associations cascaded the UEFA Football Doctor Education Programme in their countries (compared with five to ten in previous seasons).17
- As part of specific EURO 2020 preparations, UEFA organised a workshop to brief the 12 EURO 2020 chief medical officers on UEFA’s medical requirements for the tournament, based on which each produced a dedicated ‘medical care concept’ for their country.
- UEFA organised its first elite club injury study in women’s football, in which 12 women’s clubs participated. They provided injury data for the whole 2018/19 season to help identify injury patterns, facilitate injury prevention and increase general knowledge of injuries in women’s football. In May 2019, a post-season meeting was held to share the findings from the study.

Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage NAs to run more cascaded workshops</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Workshops cascaded</td>
<td>2</td>
<td>19</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors accredited</td>
<td>7</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement Women’s Elite Club Injury Study</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Clubs participating in the study</td>
<td>7</td>
<td>18</td>
</tr>
</tbody>
</table>

Planned activities

- Second UEFA FDEP workshop on injury diagnosis and treatment to be held in Clairefontaine, France
- Launch of a concussion awareness campaign to educate referees, players, coaches and doctors and ensure UEFA’s concussion protocol is implemented
- Second UEFA FDEP workshop on injury diagnosis and treatment to be held in Clairefontaine, France
- Launch of a concussion awareness campaign to educate referees, players, coaches and doctors and ensure UEFA’s concussion protocol is implemented

Concluding remarks

“Football medicine now has a central role both in protecting players and in optimising performance. UEFA is leading the way in showcasing the importance of football medicine and in supporting its development across Europe.”

Medical unit
medical@uefa.ch
Anti-doping

Mission

The UEFA anti-doping unit delivers comprehensive testing programmes in collaboration with national anti-doping organisations (NADOs) and supports anti-doping education programmes to increase footballers’ knowledge about the dangers and consequences of doping.

Objectives

Train and manage a panel of doping control officers (DCOs) to deliver a high-quality testing programme.

Collaborate with NADOs to ensure comprehensive anti-doping programmes are in operation throughout European football.

Monitor anti-doping efforts at national level and across Europe.

Develop athlete biological passports for all players competing in all UEFA competitions.

Produce anti-doping regulations for all UEFA competitions in compliance with the WADA Anti-Doping Code.

Educate players, team doctors and support personnel on anti-doping matters.

Highlight

This season saw the smooth and successful implementation of paperless doping control forms, which were developed and presented at the 2017/18 DCO seminar. The use of electronic forms and tablets in testing has significantly reduced paper use and postage costs. This new system also results in fewer data entry errors and ensures a more efficient process for the DCOs and teams.

Over 95% of all anti-doping tests during the 2018/19 season were completed using the digital doping control forms.

Main achievements

- The paperless anti-doping control forms were presented to doping control officers at their 2018/19 seminar, then successfully rolled out in July 2019.
- Anti-doping content was included in the new UEFA For Players app to further raise awareness of the risks of doping and help protect players’ health.
- Anti-doping education funding received approval under the UEFA HatTrick V programme.
- All 56 UEFA DCOs attended the annual DCO seminar at UEFA headquarters in Nyon in June 2019, where they were updated on various aspects of their role and introduced to an innovative digital solution to randomly select players for doping controls to be used as of 2019/20.

"Paperless doping controls are very helpful. The new system is more efficient and professional. It is greatly appreciated by the DCOs and players."

UEFA Doping Control Officer

19 The development of paperless doping control forms is covered in the 2017/18 FSR report.
**Key performance indicators**

**Objective**
Run a comprehensive anti-doping programme

**Performance Plan**

<table>
<thead>
<tr>
<th>Year</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samples available for reanalysis</td>
<td>9,000</td>
<td>11,500</td>
<td>14,000</td>
<td>17,500</td>
</tr>
</tbody>
</table>

**Objective**
Athlete biological passports for UCL/UEL players

**Performance Plan**

<table>
<thead>
<tr>
<th>Year</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCL/UEL players with three or more tests in their passport</td>
<td>1,633</td>
<td>1,700</td>
<td>1,800</td>
<td>1,900</td>
</tr>
</tbody>
</table>

**Objective**
Train and manage doping control officers

**Performance Plan**

<table>
<thead>
<tr>
<th>Year</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>New candidates recruited and trained</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>DCOs audited and reaccredited</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

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**Planned activities**

<table>
<thead>
<tr>
<th>Year</th>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Implementation of the new doping control draw and notification procedure</td>
<td>Implementation of the Random Player Selector to select players for doping controls</td>
<td>Launch of out-of-competition summer testing for UEFA Champions League teams</td>
<td>Development of the UEFA app for UEFA Champions League teams’ weekly whereabouts information</td>
<td>Implementation of the EURO 2020 out-of-competition testing programme</td>
<td></td>
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</tr>
</tbody>
</table>

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**Concluding remarks**

The HatTrick anti-doping education funding will help UEFA member associations educate players and player support personnel about clean sport, in collaboration with their national anti-doping organisation. The aim is to raise awareness, inform, reinforce values and improve decision-making skills to prevent intentional and unintentional doping.

Anti-doping unit
antidoping@uefa.ch
Stadium and security strategy and development

Mission
To promote, enhance and safeguard UEFA’s corporate stadium and security policies, strategies and expertise, and to develop the national associations’ capability to implement integrated stadium and security strategies.

Objectives
Offer stadium and security strategy summits to individual national associations.

Hold pan-European expert seminars on contemporary topics to be attended by all 55 national associations and their respective public authorities.

Offer masterclasses on contemporary topics to individual national associations.

Run joint training programmes for club and stadium safety and security officers and police commanders with individual national associations, in cooperation with the EU and the Council of Europe.

Host an annual pan-European stadium and security conference to review incidents and lessons learned, and to kick-start security planning for the next season of UEFA’s main competitions.

Offer strategy, policy and practical support to individual national associations seeking to implement the Council of Europe 2016 convention on integrated safety, security and service.

Develop, maintain and disseminate a suite of knowledge products, training programmes and support services to all 55 national associations and other confederations.

Highlight
In January 2019, UEFA hosted a one-day expert seminar on football-related violence and disorder. All 55 UEFA member associations were involved, with over 200 representatives of national associations and public authorities present at the event.

The seminar, which drew on literature, policy and practice in a new and integral way, was unique in addressing both prevention and response. Two key conclusions were drawn:

1. The effective exclusion of troublemakers is the single most important factor in tackling football-related violence and disorder, as it acts as a strong deterrent and has been proven to change the behaviour of those who are excluded.

2. Only a small minority of countries have a specific national system of government-led stadium safety certification/licensing and inspection, which is one of the most effective ways to prevent and respond to football-related violence and disorder in stadiums.

Overall, it was agreed that there had been no comprehensive or uniform data collection, recording, analysis and information-sharing across the 55 countries represented, and that a consistent approach was needed, from both the public authorities and the national associations. Data provided by the National Football Information Points and UEFA showed that European football had a significant problem.
Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>2017/18</th>
<th>2018/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer stadium and security strategy summits to individual NAs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants (representing NAs, police and government)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hold pan-European expert seminars on contemporary topics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants (representing NAs, police and government)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offer masterclasses on contemporary topics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants (representing NAs, security officers, SLOs, police, fire brigades, medical services, the judiciary and government ministers)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Offer joint training programmes for club and stadium safety and security officers and police commanders with individual national associations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants (representing NAs, security officers, SLOs, police, fire brigades, medical services, the judiciary and government ministers)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual pan-European stadium and security conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants (representing NAs, security officers, police commanders, UEFA Security Officers and the UEFA Stadium and Security Committee)</td>
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<tr>
<td>Develop, maintain and disseminate a suite of knowledge products, training programmes and support services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stewards attending ‘train the trainer’ events</td>
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</tbody>
</table>

853 Over 853 trainers across 27 UEFA member associations have collectively trained almost 77,000 stewards.

UEFA delivered five ‘train the trainer’ stewarding programmes, taking the total number of national associations involved to 27 (75% of UEFA’s membership). To support the delivery of the FIFA World Cup in Russia, ‘train the trainer’ programmes were delivered over three successive years, with more than 600 courses held to train the stewards needed at the 12 stadiums. Russia now has a stewarding system that can be deployed across their top two divisions.

UEFA experts contributed as keynote speakers to events on counter-terrorism in Israel, stadium security in Poland and pyrotechnics in Austria.

Under UEFA’s memorandum of understanding with the Asian Football Confederation, UEFA experts spoke at a seminar in Saudi Arabia and supported the Hong Kong FA with a stadium safe capacity assessment and management workshop.

RESPECT UEFA Football and Social Responsibility Report 2018/19
## Planned activities

<table>
<thead>
<tr>
<th>2019</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>JUL</td>
<td>JOINT UEFA-EU development and delivery of four-day police training programme in five countries – Dates to be confirmed</td>
</tr>
<tr>
<td>AUG</td>
<td>‘Train the trainer’ stewarding courses in five countries – Dates to be confirmed</td>
</tr>
<tr>
<td>SEPT</td>
<td>Monitoring and analysis of incidents in UEFA competitions, including their coverage in traditional and social media</td>
</tr>
<tr>
<td>OCT</td>
<td>Cataloguing all reported safety and security incidents and maintaining a UEFA incident index for each national association</td>
</tr>
<tr>
<td>NOV</td>
<td>Masterclasses, strategy seminars and joint training for individual national associations in cooperation with the Council of Europe and the EU</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2020</th>
<th></th>
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<tbody>
<tr>
<td>JAN</td>
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<td>FEB</td>
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<td>MAY</td>
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<td>JUN</td>
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</tbody>
</table>

The four-year UEFA stadium and security strategy and development programme (2017/18–2020/21) is at its halfway point. Feedback has been excellent on all the events organised so far. The pressing issues we face in society today are reflected in European football and there will be plenty of challenges to face in the future.”

Stadium and security strategy and development programme
National Associations
Lekker Bezig (Healthy living)

Challenge

Bad eating habits are often learned at a young age, and they can result in a lack of physical fitness and serious health issues if they continue.

Goal

To stimulate healthy living and encourage healthier eating habits among young players by providing healthier alternatives at the canteens of all grassroots clubs and by sharing good practices.

Partners

JOGG - Jongeren Op Gezond Gewicht (Young People at a Healthy Weight)
Grassroots clubs
Wholesale food providers
Sligro

The Wow! factor

Through the Lekker Bezig grassroots programme, home teams receive a fun, coloured Team Box filled with fruit at the end of each match to share among the team and with their opponents. It offers the children healthy snacks and the opportunity to socialise with their opponents after the game.

What's next?

As the project advances and teams continue to receive their Team Boxes, ‘healthy canteen’ clinics will also be organised for grassroots clubs. The goal is to increase the number of grassroots clubs participating in the programme and the number of clubs that provide fruit for their young players.

Good practice link

Lekker Bezig website (in Dutch)

Related content

Lekker Bezig Teambox video (in Dutch)
Lekker Bezig: Een jeden gratis fruit doo de club (in Dutch)

20,000

More than 100 clubs representing 20,000 children have benefited from the Lekker Bezig project.

Of course, the Team Box provides a healthier alternative to other snacks, but it is so much more than that. The moment we share the box with the visitors, this is seen as a sign of hospitality and there is immediately a better atmosphere.”

ASC Nieuwland
Under-10 team coach

© KNVB

© KNVB
Ahead of the Game

Challenge
Northern Ireland has the United Kingdom’s highest suicide rate (2,914 suicides between 2008 and 2017). One in five adults are affected by poor mental health and 44% of young people report having experienced a mental health problem.

Goal
To use the most popular sport among young people in Northern Ireland to raise awareness of mental health issues, challenge stigma, promote good mental health and support clubs, volunteers and fans who may be dealing with mental health issues.

Partners
TAMHI (Tackling Awareness of Mental Health Issues)
City Auction Group
Inspire
Train 2B Smart Soccer
MindSight
Change Your Mind
Sports Chaplaincy UK

36
The Irish FA Foundation will be rolling out 36 Ahead of the Game courses, making them available to all football clubs across the country (three courses per regional Football Community Hub).

What’s next?
Ahead of the Game courses will be offered throughout the country, giving more clubs an opportunity to attend, while also providing more people with the skills needed to deliver the programme. Mental health champions will be appointed in each Football Community Hub to continue to promote mental health awareness to clubs after they’ve attended the course.

“This course was so informative and interactive. Even though we were talking about a very serious topic, it was also fun and light-hearted. Mental health is a subject that I didn’t know how to approach or talk about, but I feel that I could now offer my help and support to anyone who needed it.”

Joanne Stewart, Soccer Indoors FC

Good practice link
Ahead of the Game

Related content
Royal couple meet schoolchildren and learn at first-hand about the work of the Irish FA Foundation
TAMHI: Promoting Positive Mental Fitness Through Sport
Former Northern Ireland star Keith Gillespie backs Irish FA Foundation programme Ahead of the Game
Ahead of the Game mental health programme launched
Mental Health Awareness Week marked by launch of new programme
June’s Fan of the Month is on a mission to help men open up about their mental health
Northern Ireland Statistics and Research Agency
Almost half of Northern Ireland young people have mental health problems, study reveals

The Wow! factor
Having participated in the Irish FA’s Ahead of the Game course, football clubs in the city of Belfast have come up with a variety of ways to promote mental health awareness: hosting football festivals to which they have invited mental health charities to promote mental health services; handing out club-branded cups and keyrings advertising mental health helplines; and painting murals in the community to promote good mental health and the message that it’s okay to talk about mental health issues.

26 www.belfasttelegraph.co.uk/news/northern-ireland/almost-half-of-northern-ireland-young-people-have-mental-health-problems-study-reveals-36776120.html
27 Belfast has Northern Ireland’s highest suicide rate.
28 The aim of the 12 Football Community Hubs across Northern Ireland is to provide councils and communities with a more integrated approach to developing football on a local basis. www.irishfa.com/irish-fa-foundation/grassroots-and-youth-football/football-community-hubs
The development of amputee football has a special place among our organisation’s social projects. Our priority is to support everyone who wishes to play football.”

Georgian Football Federation
**Protecting the environment**

**Challenge**
The use of non-renewable energy has a negative impact on the environment, and it is proven to be less cost-effective. By switching to renewable energy sources, organisations such as the Football Federation of North Macedonia can reduce both their carbon footprint and their operational costs. The starting point is to identify how and where they can implement meaningful structural changes.

**Goal**
To ensure the sustainable use of natural resources to reduce electricity costs and protect the environment while promoting and creating awareness in the region and in wider society.

**Partners**
KMG, KOL, KVAZAR

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**The Wow! factor**
The Football Federation of North Macedonia conducted an assessment to identify how to bring its new administrative building and training centre into line with higher sustainability standards. It was decided to install solar panels to capitalise on the high number of sunny days in the country and to reduce the association’s carbon footprint. The solar panels supply clean energy and hot water and are a first step towards using green energy at sports training centres and administrative buildings in the region. The Football Federation of North Macedonia is among the first national associations in Europe to implement such a project.

It is projected that the project will break even, i.e. that the cost of installing the geothermal pump and solar panels will have been written off by the resultant cost savings, within eight years.

**What’s next?**
North Macedonia experienced a scorching summer in 2019, which delayed the installation of the panels. However, in the face of such telltale signs of global warming, the Football Federation of North Macedonia hopes this step towards reducing its impact will have a positive effect on others throughout the region, encouraging them to also start replacing their energy sources and reducing their carbon footprints.

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**As a socially responsible organisation, we not only create football opportunities; we want to add value, raise awareness and motivate others to join us in the creation of a better environment for all.”**

Filip Popovski, general secretary of the Football Federation of North Macedonia

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**Related content**
7 Reasons Why You Should Use Solar Power

---

29 Producers of photovoltaic and thermovoltaic panels

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"The Wow! factor"

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29 Producers of photovoltaic and thermovoltaic panels
Football Zajedno (Football Together)

Challenge
Bringing together national associations from countries that were once divided as a means to fight nationalism and develop youth exchanges.

Goal
To promote equality and non-discrimination, using football as a medium for intercultural dialogue and social inclusion, empowering disadvantaged and minority groups and enhancing the equal participation of girls and women.

Partners
Lead organisation: Fairplay Initiative at VIDC, Austria
BAAP BiH (Balkan Alpe Adria Project)
Youth Initiative for Human Rights (Bosnia and Herzegovina, Serbia)
NVO Atina (Serbia)
Sport Association of the City of Mostar (Bosnia and Herzegovina)
BAAP Montenegro
FK Obilić Herceg Novi (Montenegro)
ADA (Austrian Development Agency)
City of Vienna (Austria)
Other stakeholders such as football clubs, NGOs, minority groups and grassroots initiatives from all partner countries

The Wow! factor
Football Zajedno is a joint project involving three national associations in the Balkans – the associations of Bosnia and Herzegovina, Montenegro and Serbia – coordinated by the Austrian Fairplay Initiative at VIDC. This truly unique collaboration uses innovative and creative initiatives to shine a light on intercultural dialogue and social inclusion, using football to advocate for equal opportunities for disadvantaged groups and minorities and bringing groups that were once divided together on equal playing fields.

What’s next?
Coaches, players, workshop facilitators and experts involved in Football Zajedno will meet for a three-day fair-play camp in spring 2020.

Good practice link
Football Zajedno website

Related content
Football Zajedno Facebook page

Each year, 100 girls from four countries come together for a three-day festival in Vienna to celebrate football through a broad pedagogical programme.

The Orphans’ Cup
Report on the Orphans’ Cup in Bijeljina, Bosnia and Herzegovina, December 2018 (in Bosnian)
Train-the-trainers seminar in Herceg Novi, Montenegro, May 2019 – video
Girls Football Festival in Vienna, Austria, 29-31 July 2017 – video (in German)
The UEFA Refugee Grant Scheme aims to support national associations with funding for refugee-related projects that use the power of football to bring people together, foster mutual understanding and break down prejudices.

After the unprecedented movement of refugees into and within Europe over the past four years, vulnerable people across Europe are now in the process of rebuilding their lives in new locations, learning about new cultures and adjusting to new challenges while at the same time trying to come to terms with the emotional trauma of unfathomable experiences at home or in getting to where they are now.

UEFA is committed to supporting the inclusion and integration of refugees with funding for dedicated national association projects. Football offers a universal language and a refuge that can be enjoyed by all. Through football, refugees and host communities have the opportunity to learn about each other, form bonds and overcome prejudices.

Chosen for their innovative and effective ideas, strategies and approaches, the six projects awarded funding under the Refugee Grant Scheme in 2018/19 were:

- Belgium – Everybody on the Field – Investing in the personal development of refugees via football
- Italy – Rete! 2019
- Malta – All In
- Moldova – Integration of refugees and asylum seekers into Moldovan society through football
- Switzerland – Together – Football Unites
- The Netherlands – KNVB Refugee Team

Integration of refugees into Norwegian host communities

Challenge
Norway has welcomed many refugees, but the activities and opportunities open to them are often limited or hindered by bureaucracy and long processing times.

Goal
To create equal opportunities and access to football activities for refugees dispersed among reception centres in different Norwegian municipalities, as well as those who have been granted residence permits and are in the process of resettling into local Norwegian communities.

Stakeholders and partners
- UEFA
- Football clubs
- Schools
- Social security agencies
- Local governments
- NGOs that work with refugees, including the Norwegian Red Cross and Save the Children Norway

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The Wow! Factor
The NFF’s plan of action for 2016-2019 states that “football shall reflect the population, requiring a particular focus on refugees, asylum seekers and those who have been granted residency”. The plan aims to strengthen the cooperation between local clubs and reception centres, offer low-threshold football programmes for male and female refugees, and ensure shorter processing times and minimal bureaucracy when delivering on refugees’ and asylum seekers’ right to play football.

In August 2018, the NFF appointed a national coordinator to be responsible for helping clubs develop a sustainable, systematic club-driven approach towards refugees who are in the process of resettling into local Norwegian communities.

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Ousama Tahineh, Fotballklubben Voss

[32] As funding is awarded midway through the season, the NFF, which was awarded funding under the UEFA Refugee Grant Scheme, has been selected to illustrate the scheme and demonstrate good practice, since it has had more time to invest the funding.

Related content
UEFA Member Associations and Social Inclusion of Refugees Mapping
Who’s doing what in Norway

Through the UEFA Refugee Grant Scheme and the HatTrick programme, the NFF has developed two toolkits – one on the inclusion of refugees and the other on the inclusion of children from low-income families. Both have been very useful in this project and are frequently used as guidelines by local clubs and regional associations.

What’s next?
The NFF will increase its efforts to help refugees integrate into local society through regular club activities. It will continue to look at the challenges refugees face, systems and strategies for greater inclusion and cooperation between stakeholders.

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Ousama Tahineh, Fotballklubben Voss
FSR Portfolio Partners
Diversity and inclusion
Fare network
farenet.org

Objectives
Tackle discrimination of all kinds at all levels of football in Europe and encourage diversity in the football industry.

Use the power of football to explore and raise awareness of solutions to discrimination and exclusion.

Empower and represent groups that are marginalised and suffer discrimination.

Mission
The Fare network involves NGOs, minority groups, grassroots organisations and the professional football industry working together in a joint effort to celebrate diversity and combat racism, homophobia, sexism and other forms of discrimination at all levels of the game.

Highlight
The #Footballpeopleweeks have become a firm fixture in the football calendar in over 60 countries. In 2018, over 150,000 people took part in approximately 1,500 events across Europe and beyond.

This global movement of community groups, clubs, governing bodies, supporters, NGOs, educational organisations and national associations draws on football’s power to foster social inclusion, empower minorities and combat discrimination.

#Footballpeopleweeks activists hold conferences championing minorities and women in football, organise anti-racist film festivals and photo exhibitions, and open doors to encourage marginalised communities to participate in football.

Supported by UEFA through its men’s and women’s Champions League, Europa League and Nations League, #Footballpeopleweeks also receives backing from UNHCR, the European Commission, the European Club Association (ECA) and FIFPro.

In 2018, 243 professional clubs, 57 national associations and 22 leagues and players unions got involved in #Footballpeopleweeks.

Everyone must have the possibility to play and watch football without fear of being discriminated against. There is no place for racism, homophobia or sexism in the game. To make a positive change, I support the #Footballpeopleweeks and I hope other players and clubs will follow.”

Thomas Hitzlsperger, sporting director of VfB Stuttgart and former player

©Fare / Dana Roesiger

Objectives
Tackle discrimination of all kinds at all levels of football in Europe and encourage diversity in the football industry.

Use the power of football to explore and raise awareness of solutions to discrimination and exclusion.

Empower and represent groups that are marginalised and suffer discrimination.

Mission
The Fare network involves NGOs, minority groups, grassroots organisations and the professional football industry working together in a joint effort to celebrate diversity and combat racism, homophobia, sexism and other forms of discrimination at all levels of the game.

Highlight
The #Footballpeopleweeks have become a firm fixture in the football calendar in over 60 countries. In 2018, over 150,000 people took part in approximately 1,500 events across Europe and beyond.

This global movement of community groups, clubs, governing bodies, supporters, NGOs, educational organisations and national associations draws on football’s power to foster social inclusion, empower minorities and combat discrimination.

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©Fare / Dana Roesiger

In January 2014, Thomas Hitzlsperger became the first high-profile professional player to come out as gay. He decided to come out publicly in an effort to promote the discussion about homosexuality in professional football.

©Fare / Jelena Čelebić

RESPECT UEFA Football and Social Responsibility Report 2018/19
Key performance indicators\(^{34}\)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football as a tool for social inclusion and integration</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>People directly involved in #Footballpeopleweeks</td>
<td>150,000</td>
<td>155,000</td>
</tr>
<tr>
<td>Organisations involved in #Footballpeopleweeks</td>
<td>1,895</td>
<td>2,976</td>
</tr>
<tr>
<td>#Footballpeopleweeks mentions on social media</td>
<td>1,852,771</td>
<td>1,863,967</td>
</tr>
<tr>
<td>People reached on website and social media(^{37})</td>
<td>191,156</td>
<td>171,130</td>
</tr>
<tr>
<td>Good practices shared through communication channels</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Educational organisations participating in the #Footballpeopleweeks campaign</td>
<td>42</td>
<td>42</td>
</tr>
</tbody>
</table>

Observer scheme at club competitions

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build capacity in grassroots and national groups</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Groups consulted</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Matches observed(^{38})</td>
<td>167</td>
<td>134</td>
</tr>
<tr>
<td>Disciplinary action taken following reports</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Total observers trained to date(^{41})</td>
<td>147</td>
<td>170</td>
</tr>
<tr>
<td>Access to observers for each country</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Countries where the system contributed to national debate</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Associations implementing a national observer scheme or training observers</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Associations or governments using fare materials to identify hate crimes</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

\(^{34}\) Key data in the FA Observer Scheme – match monitoring at UEFA club competitions – can be found in the digital version of this report.

\(^{37}\) Facebook, Twitter and Instagram

\(^{38}\) #Footballpeopleweeks

\(^{41}\) Association of European Football Coaches (AFC) and UEFA European Leagues only

\(^{42}\) In October 2018, Fare launched an educational resource available on its website. This caused an increase in search outcomes and future projections.

\(^{44}\) Includes UEFA Champions League and UEFA Europa League fixtures only

\(^{45}\) This indicator has changed since the 2017/18 report

\(^{46}\) Observer scheme at club competitions – match monitoring at UEFA club competitions – can be found in the digital version of this report.
In cooperation with the national associations of Belgium, Romania and Scotland and the La Liga Foundation, the FIRE project promotes inclusion, participation, socialisation and access to sport for asylum seekers, migrants and refugees.

A Diversity House is a free, open and safe space to celebrate diversity and explore the history, people and movements that are making positive change in and through football. There are plans to set up such spaces in Amsterdam, London and St Petersburg. More information about Diversity Houses can be found in the 2017/18 UEFA FSR Report.

Planned activities

Deployment of observers in European Qualifiers and at all EURO 2020 matches

Football v Homophobia month of action

Football Including Refugees (FIRE) Project events, starting with Glasgow conference at Hampden Park on 26 September

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Fare network

Mission
The NAA promotes multicultural understanding and contributes to the development of democratic civil society in central and eastern Europe.

Objectives

Educate young people to reject racial and ethnic prejudice through educational and cultural events with anti-racism and anti-discrimination messages.

Publish and distribute educational materials on issues such as racism, anti-Semitism, xenophobia and discrimination.

Monitor and document instances of hate speech, discrimination and hate crimes inside and outside stadiums.

Take part in public debates to promote the message of respect for diversity.

Highlight

On 25 October 2018, the European Parliament adopted a resolution calling for national sports federations and football clubs to counter the scourge of racism, neo-fascism and xenophobia in stadiums and throughout the world of sport. The NAA worked in cooperation with members of the European Parliament to prepare the content of the resolution.

355

The resolution was adopted by 355 votes to 90, with 39 abstentions. The European Parliament “supports and praises social groups and civil society organisations fighting against fascism, racism, xenophobia and other forms of intolerance and calls for their protection.”

Main achievements

- On 9 November 2018, the NAA was represented at a conference in Zagrow, Poland, Stop Hate Speech, in which law enforcement representatives and the director of the Kulmhof Death Camp Museum in Chelmno also participated.
- Educational and cultural events with anti-racism and anti-discrimination messages were co-organised and promoted, including sports activities, concerts, exhibitions, book launches, film screenings and festivals. An article describing several initiatives that took place in November 2018 can be found on the NAA website.
- Europe’s largest free open-air festival, the Pol’and’Rock Festival, was held from 2–4 August in Kostrzyn on the Polish-German border. The festival attracted over 500,000 people and featured a unique edition of the Let’s Kick Racism Out of Stadiums tournament, organised by the NAA. A match was also played between the NAA team, together with artists involved in the Music Against Racism campaign, and a team led by the Polish civil rights ombudsman.
- The NAA continued to participate in public debates and promote the message of anti-discrimination. The association was consulted and quoted by numerous local, national and international media, and its own social media presence grew.
- A large number of educational materials, including anti-racism leaflets, booklets, stickers and other materials were published and distributed at numerous events throughout the year. Target groups included young football fans, as well as all those attending the festivals and other cultural events.

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RESPECT UEFA Football and Social Responsibility Report 2018/19
Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote anti-discrimination through educational and cultural events</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Pol’and’Rock tournament participants</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Community events, including sports activities, concerts, exhibitions, book launches, film screenings and festival</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publish and distribute educational materials</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Anti-racism leaflets, booklets, stickers and posters distributed</td>
<td>8,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholder consultations</td>
<td>14</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take part in public debates to promote an anti-discrimination message</td>
<td>2017/18</td>
<td>2018/19</td>
</tr>
<tr>
<td>Media articles</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>TV and radio broadcasts</td>
<td>217</td>
<td>218</td>
</tr>
<tr>
<td>Facebook followers</td>
<td>15,000</td>
<td>16,000</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>2,300</td>
<td>2,200</td>
</tr>
</tbody>
</table>

The significant increase in followers came as a result of growing interest in the NAA’s activities and the general growth of Twitter in Poland and central and eastern Europe.

Planned activities

<table>
<thead>
<tr>
<th>2019</th>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pol’and’Rock Festival</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2020</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation and distribution of educational materials at a variety of events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mission
The New Israel Fund’s Kick It Out (KIO) Israel campaign combats racism, sexism, homophobia and all forms of discrimination in football, promoting coexistence, shared society and equal opportunity, regardless of race, religion, gender and sexual orientation.

Objectives

Combat, reduce and eventually eliminate racism, incitement, violence and all forms of discrimination, including sexism and homophobia, at football matches and online.

Conduct an effective campaign to combat racism and promote inclusivity through the involvement of star players (Team for Social Responsibility) who act as positive role models and use their celebrity status to set trends.

Actively monitor racist comments by fans and promote KIO’s values on social media platforms.

Highlight
Volunteer observers compiled information for the KIO Fairness Index, which showed a marked decrease in the number of major racist chants and incidents at Israeli Premier League matches from 69 in 2017/18 to just 19 in 2018/19.

According to the index, Beitar Jerusalem fans were involved in just two racist incidents in 2018/19 compared with 17 during the 2017/18 season and 35 in 2016/17. Each year since the index began in 2003, Beitar fans have been involved in the greatest number of racially charged incidents.

KIO’s relentless campaign against racism, its publication of the index and the resultant media coverage have increased awareness, especially at Beitar; in addition, educational efforts among fans, legislation outlawing racist chanting and fines imposed on clubs by the Israel FA have all helped improve the situation. The dramatic improvement in 2018/19 followed the acquisition of Beitar by high-tech entrepreneur Moshe Hogeg, who has taken a strong stand against racist fans.

Main achievements
• The Team for Social Responsibility’s second season was kicked off by KIO Israel at a special event in Netanya, in partnership with the Israel FA and the Israel Football Players Organisation. In 2018/19, the Team for Social Responsibility attended 13 events to promote KIO’s mission and objectives, as well as taking part in TV and radio interviews and writing opinion pieces for newspapers and websites.
• Since KIO’s complaints, echoed by the media, that women were not used as pundits for match broadcasts during the 2018 World Cup, "This is our biggest achievement at Beitar since I joined. I’m proud of the fans and very happy.”
Moshe Hogeg, on being presented with the results of KIO’s 2018/19 Fairness Index

© Israel Football Association

© UEFA

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women now appear more regularly on expert panels for big matches, with Team for Social Responsibility member Oshrat Eini establishing herself as a sought-after presence in live football broadcasts on Israeli TV.

• KIO partnered with the Israel FA to stage a Football v Homophobia event between the mixed LGBT+ straight Rainbow team and youth teams in Herzliya, as part of UEFA’s Football v Homophobia action month.

• The first ever girls’ Team of Equals season ended in Jerusalem in May 2019, with the 15 Arab and 15 Jewish participants presented with certificates. In parallel, the fourth boys’ Team of Equals season was completed. The programme, which brings together Jewish and Arab children and their families, is funded by KIO Israel through the Jewish club Hapoel Katamon and the Arab Football Academy of Beit Safafa, each of which provide equal funding.

• Before Israel’s FA Cup final between Maccabi Netanya and Bnei Yehuda, a widely viewed clip in which the players condemn racism and promote fair play and tolerance was shown to those in attendance.

“Sport, and football in particular, has the ability to break down barriers between people. On the pitch, we may be trying to win by beating our opponents, but society will be the real winner if footballers use sport to fight racism and promote tolerance.”

Oshrat Eini, ASA Tel Aviv women’s team player and TV football pundit

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### Key performance indicators

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Combat, reduce and eventually eliminate racism, incitement, violence and all forms of discrimination, including sexism and homophobia, at football matches and online</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Major racist chants and incidents at Israeli Premier League matches</td>
<td>23%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Conduct an effective campaign against racism that promotes inclusivity through the involvement of star players (Team for Social Responsibility)</td>
<td>43%</td>
<td>45%</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Footballers taking part in activities</td>
<td>2,000</td>
<td>4,000</td>
<td>5,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Fans and children taking part in activities</td>
<td>4,237</td>
<td>3,000</td>
<td>2,500</td>
<td>4,000</td>
</tr>
<tr>
<td>Actively monitor racist comments by fans and promote KIO’s values on social media platforms</td>
<td>30%</td>
<td>40%</td>
<td>50%</td>
<td>60%</td>
</tr>
<tr>
<td>Followers of KIO Israel’s Facebook page</td>
<td>11,898</td>
<td>15,500</td>
<td>25,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Followers of KIO Israel’s Instagram account</td>
<td>4,237</td>
<td>3,000</td>
<td>2,500</td>
<td>4,000</td>
</tr>
</tbody>
</table>

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### Planned activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
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<tr>
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</tbody>
</table>

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JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN
We believe football should be at the forefront of diversity, inclusion and social change activities, as it has a unique platform and position as a cultural space. We see the coming years being filled with opportunity but also infused with difficulty and challenges. As our network, scope and impact continue to grow, we look forward to continuing to push boundaries in European football.”

Piara Powar, executive director, Fare network
info@farenet.org
Objective
To bring together representatives of the network from 26 countries across Europe to review 20 years of activism and celebrate key milestones in the fight against discrimination in football and broader efforts to advocate for social inclusion, equal rights, social change, better governance and social development.

The Wow! factor
The Fare network celebrated 20 years of fighting for equality and inclusion in European football in March 2019 as campaigners for equality and social change came together at Wembley Stadium in London. Since its formation in 1999, Fare has sought to put equality, diversity and anti-discrimination on the agenda of European football. With over 120 members in 40 countries, the network is involved in a range of activities, from local activism to global campaigns such as the #FootballPeople weeks, with a focus on tackling homophobia, sexism, racism and nationalism, and using sport as a tool for wider social inclusion.

Fare members, partners and activists have driven the success of the network by taking on challenges in their own countries. The focus of Fare’s work entails a larger effort of advocating for inclusion in society, equal rights, social change, better governance and social development.

The event was attended by more than 200 people in football, including the founding members of Fare, activists, NGOs and professional footballers who have been active in the fight against discrimination in football over the past 20 years, as well as leading experts, media representatives, minority groups and special guests.

Partners
UEFA
EU
English Football Association
Professional Footballers’ Association UK
Royal Belgian Football Association
Fare network members and activists

Related content
Fare20 announcement - Twitter
Fare20 - Twitter
QFF receives Fare20 award (in German)

We feel part of a big movement that works everyday against racism and discrimination. This experience allows us to connect with people around the world and discover new good practices. We will never feel alone in this big family!”

Matteo Mastorci, representative of Fare member Balon Mundial, Italy
Good Practice

Team of Equals for girls and boys

Objective
To use football to break down barriers between Jewish and Arab children and bring their families together.

The Wow! factor
In September 2018, after three seasons of working solely with boys, the organisation was able to persuade Jewish and Arab families to enrol their fifth-grade girls in the programme. Bringing together 30 girls aged 10 to 12 (15 Jewish and 15 Arab) is exceptional in such a conservative society that looks suspiciously on girls participating in sport. We achieved this by gaining the trust of the families through the boys’ programme.

There are other football coexistence programmes in Israel, but Team of Equals is unique in stressing equal time in Hebrew and Arabic and an equal number of Jewish and Arab coaches.

Partners
The New Israel Fund KIO Israel and the Israel FA initiated and supervise the project. The budget and week-to-week running is handled equally by the Arab Football Academy of Beit Safafa and Jewish club Hapoel Katamon – two grassroots organisations that are well connected in their communities and are responsible for the success of the programme and the inter-communal trust that has been built.

In addition to weekly football sessions, participating families get together for joint celebrations of Jewish and Muslim holidays.

“At the programme was difficult to get going because of the language barriers. But as people started understanding each other the mixed teams became more coordinated in their play.”

Amir Abucassis, manager at Hapoel Katamon

Good practice link
Team of Equals video (in Arabic and Hebrew)
**Mission**

The International Blind Sports Federation (IBSA) aims to give every child and adult with a visual impairment the chance to play football at the level they choose, regardless of age, wherever they may be and whatever their life circumstances.

**Objectives**

Ensure that people in all European countries who are blind or partially sighted have the opportunity to play blind football.

Offer and introduce blind football to visually impaired people in all those European countries that have not yet had the opportunity to develop the game.

Provide support to countries looking to introduce blind football and to emerging countries wishing to further develop new programmes, in particular those focused on youth or women’s development.

Meet the growing demand for blind football equipment, with a special focus on grassroots programmes, by supplying equipment free of charge to new and emerging countries, and to all countries for their youth and women’s development projects.

Expand the pool of qualified referees in Europe and maximise training opportunities for new coaches.

**Highlight**

IBSA introduced blind football to four new European countries this season: Estonia, Latvia, Lithuania and Kazakhstan.

IBSA was invited by the Estonian Football Association to hold a workshop on the fringes of the UEFA Super Cup in Tallinn, followed by an exhibition at the UEFA fan zone.

Approximately 40 coaches from top Estonian clubs took part in the workshop, alongside representatives of IBSA’s Estonian, Latvian and Lithuanian member organisations. The workshop was led by a well-respected French coach and involved an experienced French international player.

In November 2018, IBSA then visited Almaty, Kazakhstan, on the initiative of FC Kairat, to introduce the game there. Ten players and ten coaches, including five female coaches, participated in a three-day workshop and training sessions at FC Kairat’s state-of-the-art training centre.

"As a team player, I can say that blind football classes gave me the opportunity to lead a rich, eventful life. Being a part of the team is a great honour and joy for me. Improving my physical and psychological condition is also a very important factor for me. New goals and dreams have appeared in my life, such as playing for the national team at the Paralympic Games, the World Cup and European Championships. I want to express my gratitude to IBSA and UEFA for their support for our team and blind football in our country."

Kanat Akymbayev, player, FC Kairat blind football team
Main achievements

- Blind football was introduced to Estonia, Latvia, Lithuania and Kazakhstan in 2018/19.
- A two-day referee education course involving ten referees took place at the IBSA Blind Football European Championships Division 2, was held in Bucharest, Romania, in March 2019.
- A coaching manual for new blind football coaches, to be finalised for publication in autumn 2019.
- IBSA took part in awareness-raising events, including the UEFA Study Group Scheme seminar on Football for All Abilities in August 2018, two CADE conferences in Spain, the Game Changing Project seminars in Cyprus, and the UEFA Champions Festival in Madrid.
- The referees, goalkeepers and most of the blind players in the showcase match at the UEFA Champions Festival in Madrid were under 23 years old.

Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>New countries supported with equipment</td>
<td>2017/18</td>
</tr>
<tr>
<td>New countries taking part in training camps</td>
<td>2017/18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on women’s participation and youth development</td>
<td>2017/18</td>
</tr>
<tr>
<td>Youth and women players supported with equipment (One Player, One Ball scheme)</td>
<td>2017/18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet demand for equipment</td>
<td>2017/18</td>
</tr>
<tr>
<td>Balls donated</td>
<td>202</td>
</tr>
<tr>
<td>Eyeshades donated</td>
<td>202</td>
</tr>
<tr>
<td>Blackout goggles donated</td>
<td>55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train referees and coaches</td>
<td>2017/18</td>
</tr>
<tr>
<td>Referees trained</td>
<td>5</td>
</tr>
<tr>
<td>Coaches trained</td>
<td>40</td>
</tr>
</tbody>
</table>

Planned activities

- Youth camp in Budapest, Hungary – 10-14 July
- Fourth Euro Challenge Cup, with three new countries represented in Lausanne, Switzerland
- Referee education course – probably at fourth Euro Challenge Cup

IBSA donated 260 balls, 406 eyeshades and 55 pairs of blackout goggles to 33 European countries in 2018/19, including 10 new countries.

260

© IBSA

© Brit Maria Tael
This year IBSA has reached many new countries by taking part in several workshops and conferences, making new contacts and attempting to raise awareness. The challenge now is to consolidate and strengthen these relationships and encourage the new countries to initiate sustainable blind football programmes for their visually impaired populations.”

David Stirton, project manager,
IBSA Blind Football Development Project Europe
football.eurdev@ibsasport.org
Objective
To foster and increase participation in blind football among young people and women by providing them with their own personal ball to train with, wherever and with whomever they choose.

The Wow! factor
Targeted messages to IBSA member organisations and national football associations have proven effective in spreading the word about the scheme and encouraging more organisations and individuals to get involved. Targeted social media posts have then helped spread the message to an even wider audience.

Partners
European IBSA member organisations
Blind sports clubs
Schools for the blind
National football associations

It was an honour and a pleasure to be a small part of this big IBSA project, which offers us the possibility to enlarge the field of blind sport activities for our beneficiaries. Sport is one of the best means of social inclusion in society and I believe football is the number one sport in that regard. We hope our organisation will soon have newcomers from the blind school, where boys and girls were excited to get the chance to play football and develop their skills.”

Stefan Oprea, vice-president, Moldova Association of the Blind

In 2018/19, IBSA reached ten youth and women’s programmes in Austria, Armenia, Belgium, Bulgaria, England, Finland, Hungary, Italy, North Macedonia and Moldova with the ‘One player, one ball’ scheme, donating a total of 96 balls, 136 eyeshades and 10 pairs of blackout goggles to them.

Good practice links
IBSA Blind Football Facebook post – 11 February 2019
IBSA Blind Football Facebook post – 6 March 2019
IBSA Blind Football Facebook post – 21 June 2019

© Ligue Handisport Francophone
More than 400 players from 25 teams have been reclassified under the new classification system.

Football for All Abilities

International Federation of CP Football

ifcpf.com

Mission

The International Federation of Cerebral Palsy Football (IFCPF) aims to harness its position and profile as a leading international sports federation; inspiring people to achieve their full potential through the sport of cerebral palsy football.

Objectives

- Grow participation across all levels and formats of the game.
- Establish a competition structure, pathways to the elite level, and greater worldwide representation, while demonstrating clear, robust and accountable processes and policies.
- Support the development of people involved in delivering CP football.
- Share the IFCPF message and harness the potential of the organisation’s global reach.
- Build, nurture and activate key partnerships.

The 2018 IFCPF European Championships were hosted by the Royal Netherlands Football Association (KNVB) in Zeist, the Netherlands. Ten countries participated, and the event was supported by a number of initiatives.

After extensive consultation and research into CP football classification over the last five years, new rules and regulations were introduced in 2018. This competition provided the opportunity for six new classifiers to be trained at the event, giving the trainees hands-on experience to become international classifiers and ensuring they are better placed to support the development of national CP football programmes and create a fairer game for all.

To inspire the next generation and support their personal development, U19 teams from England and the Netherlands were invited to compete in friendly matches and watch the senior European Championships, exposing them to the elite level of the game.

The idea of organising the CP Euros in the Netherlands first came up during the Rio 2016 Paralympics Games. Given that CP football won’t be part of the 2020 Tokyo Paralympics, it was considered very important to give it more publicity. These have been very good weeks in terms of making CP football and other adaptations of association football more visible.”

Marcel Geestman, KNVB disability football manager

400

More than 400 players from 25 teams have been reclassified under the new classification system.

The wording of this objective has changed from last season, but the objective itself still falls under the overall purpose of promoting CP football opportunities.
Main achievements

- The 2018 IFCPF European Championships were hosted by the Netherlands in July–August 2018 and accompanied by the following activities:
a. UEFA Study Group Scheme seminar focusing on Football for All Abilities, at which CP football was showcased as an adapted form of football to meet the needs of players with cerebral palsy;
b. International classifier training to educate new classifiers from across Europe and update all classifiers on the new classification rules;
c. Involvement of young players as mascots and through specific youth CP football activities, including U19 friendly matches between the Netherlands and England.

- The 2018 IFCPF U19 World Cup and 2018 IFCPF Futsal CP Football Camp were hosted together as part of the Cerebral Palsy International Sports and Recreation Association (CPISRA) World Games in Barcelona in August 2018.

- In October 2018, a CP football workshop was held to kick-start CP football in Georgia and surrounding countries, in collaboration with the Georgian Football Federation and the National Sport Federation of Children with Disabilities of Georgia.

- The IFCPF implemented a new strategic plan for CP football as the future roadmap for the development of the sport. The plan is being used by national organisations as the structure for their own development plans, bringing the CP football family together through a common approach.

- The IFCPF have launched a new ambassador programme, kicking off with two youth ambassadors, with the aim of recruiting additional ambassadors for women’s CP football, frame football and other adapted forms of the game. The aim is to showcase all of the different people involved in the sport and some of the many ways that CP football in particular makes a difference.

Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
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<tbody>
<tr>
<td>European countries with CP football programmes</td>
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<td>Women’s CP football events held in Europe</td>
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<td>International tournaments held in Europe</td>
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<tr>
<td>CP football workshops delivered</td>
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<td>New CP football ambassadors</td>
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<td>Unique visitors to ifcpf.com</td>
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</tr>
<tr>
<td>Inclusion of CP football within partner events</td>
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</tr>
</tbody>
</table>
Concluding remarks

This year we enjoyed our regional championships. The IFCPF World Cup U19 and wonderful Female CP Football Development Camp were part of the CPISRA World Games in Spain. We were all proud and excited to see female CP football off to such a strong and promising start with the aim to make CP football possible for all girls with CP. To develop CP football in new countries, we organised five coach education workshops. On to more beautiful CP football moments all over the world!

Jan-Hein Evers, IFCPF president
info@ifcpf.com
Objective
To provide positive opportunities for people with cerebral palsy to develop as individuals and to support an inclusive culture of meaningful involvement for people with CP throughout football and parasport.

The Wow! factor
The IFCPF recognises that members of the CP football family have unique skills and experiences. Therefore, the IFCPF takes steps to ensure that they have opportunities to get involved in all areas of delivering CP football, including roles as referees, classifiers, coaches and board members.

In growing and developing the organisation, the IFCPF looks for people with cerebral palsy who are interested in CP football and have skills and experience in particular fields. In addition, the IFCPF supports former CP football players in taking on new roles, giving them the opportunity to maintain a lifelong connection with the sport.

People with cerebral palsy, regardless of gender or region of origin, are represented on every IFCPF committee to ensure that the diversity of the sport is reflected in the people overseeing it.

Partners
National Paralympic Committees
National football associations and other national sports federations
NGOs
IFCPF member associations and organisations

The organisation’s ethos ensures that athletes and people with CP play a real and meaningful part in IFCPF consultations, decision-making and processes.”

James Murrihy, IFCPF board member and athletes’ representative

Good practice link
Bringing together the IFCPF membership

Every committee or group that makes up the IFCPF includes people of different genders, from different regions and, most importantly, with cerebral palsy.
Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities.56

Objectives

Develop grassroots football by increasing the number of footballers with and without intellectual disabilities.

Organise coaching seminars and workshops in different countries with the support of clubs and national associations, ensuring that inclusion and unified football are on the agenda.

Promote competitive and recreational forms of unified sport for youth and adult players.

Mission

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities.56

Main achievements

The Special Olympics Global Vision for 2018–20 is to “use sport to open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world”. In working to achieve this vision, Special Olympics Europe Eurasia (SOEE) hosted a number of events throughout the 2018/19 season, including four international tournaments featuring 54 teams.

- 19th annual Special Olympics European Football Week, featuring over 40,000 participants in 50 countries.
- Collaboration between nine national Special Olympics programmes and their national football associations on projects funded by the UEFA FSR HatTrick scheme.

In just one year, the number of Special Olympics football coaches in Europe has increased by 600.57

Just go out there and play!

UEFA ambassador Čeliba Šašić, embodying the Special Olympics spirit

600

- 25-team seven-a-side Gothia Special Olympics Trophy in Gothenburg, Sweden
- Special Olympics Small Nations Football Tournament in San Marino
- Eight-a-side women’s football tournament in Tilburg, the Netherlands
- Seven-a-side unified football tournament in Kaunas, Lithuania
- SOEE Football Conference and futsal seminar in Prague, Czech Republic, bringing together 60 representatives from 30 countries
- 2019 World Games in Abu Dhabi, where football was the biggest sport represented and 50% of teams came from Europe (50 European teams, across futsal, 7-a-side and 11-a-side, men, women’s and unified).
For close to 20 years, UEFA has supported the development of football through Special Olympics Europe Eurasia, making it the most popular Special Olympics sport in 58 countries in the region. Through football, communities embrace people with intellectual disabilities and the inclusive message of Special Olympics. Football goes far in fostering tolerance, acceptance and friendship on and off the pitch. Together, let us continue to find common ground and work to ensure that everyone – regardless of ability, age or gender – can share all that this great sport has to offer.

David S. Evangelista, president and managing director, SOEE
mkrogulec@specialolympics.org

58 50 teams from Europe out of a total of 120 at the 2019 World Games in Abu Dhabi.

59 Mirek Krogulec is the SOEE sports director.

Special Olympics European Futsal Tournament in Kaunas, Lithuania – 6–9 April

Olympics Small Nations Football Tournament in Liechtenstein – 17–19 April

20th Annual Special Olympics European Football Week, involving approximately 450 events across 50 countries – 23–31 May
Objective
To reach 5,000 girls with intellectual disabilities in 21 European countries, creating new teams, running regular training sessions and organising competitions and associated activities to raise public awareness, all supported by a #KeepUpWithTheGirls social media campaign.

The Wow! factor

The Special Olympics European Football Week 2019, the latest instalment in an annual initiative to promote football for people with intellectual disabilities, was a platform for 450 events in 50 European countries, all of which were united behind #KeepUpWithTheGirls, a strong campaign promoting women’s football.

The campaign gained visibility through various events organised by SOEE throughout the season: UEFA ambassador Célia Šašić, Special Olympics ambassador Kirsten van de Ven and other special guests had a significant impact in that respect, raising the interest of local and international media and motivating participating teams.

The #KeepUpWithTheGirls social media campaign has helped spread the message around Europe that girls with and without intellectual disabilities have their place in football and should be encouraged to get involved.

Partners
Erasmus+ (European Commission)
S.V.G Tilburg
21 accredited Special Olympics programmes

10 million
#KeepUpWithTheGirls reached over 10 million people on social media, with one million video views and a number of celebrities taking part in and supporting the campaign.

Good practice link
Keep Up With the Girls

Related content
Can you keep up with the girls?
Special Olympics - Keep Up With the Girls
Keep Up With the Girls on Football
Matches across Europe!
Special Olympics warms up for a summer of football
Special Olympics athletes shine at European Football Tournament in Tilburg

"Football is a beautiful sport to play. Why can’t women and girls with intellectual disabilities play? I want to be part of the movement to show that football is for women and girls too. And that they can grow as part of a team. I want to be part of the movement for women’s football.”

Suzanne van den Einden-Brok, Special Olympics Netherlands athlete
Mission

The European Deaf Sports Organisation (EDSO) aims to provide deaf players with the opportunity to play football and compete with and against other deaf players, thereby helping deaf individuals develop greater self-esteem, resilience and physical abilities, and fulfil their potential in society.

Objectives

Encourage deaf youth to play football.

Grow the number of female deaf football players.

Continue to enhance deaf football and futsal championships.

Expand the number of deaf referees involved in futsal and football.

Boost the number of deaf football coaches and improve all coaches’ understanding of what is needed to coach deaf football, such as learning sign language.

Highlight

The 2017/18 FSR report noted that an agreement between the Deaf Champions League (DCL) and the Deaf Soccer Academy had been signed to launch a training course for coaches involved in deaf football. During the 2018/19 season, the Deaf Soccer Academy provided the first of these bite-size training courses for hearing impaired futsal club coaches at the DCL Futsal Tournament in Stuttgart.

The course was attended by 30 hearing impaired coaches who received diplomas from the Deaf Soccer Academy upon successful completion of the course. They agreed that after the course they had a greater overall understanding of how to coach deaf football.

Main achievements

• In August 2018, with the support of the Swedish Deaf Sports Federation, EDSO organised the U21 Euro Deaf Football Championship in Stockholm. Eight teams comprising a total of 159 players participated in the tournament.

• The DCL continues to be popular with deaf football teams within Europe. The DCL, a commission within EDSO Football, held its second DCL U21 Futsal tournament in Gothenburg, Sweden in October 2018. A total of 40 officials were called upon for the 15 men’s teams, which comprised 168 players.

• The European Deaf Futsal Championship took place in Tampere, Finland in December 2018. It was the most successful tournament to date, with 16 teams from each gender participating and 16 referees recruited from 12 countries.

• A new booklet, the Signal Guidance for Futsal Referees, was distributed to both deaf and hearing referees prior to the European Deaf Futsal Championship. The referees provided useful and positive feedback on the booklet, and it will be amended and used in future activities and trainings.

• The number of referees, both male and female, with hearing impairments who have joined the European Deaf Referees Union (EDRU) is growing. Overall, 22 referees joined the EDRU this season.

I am very impressed with the delivery of the coaching course, without language barriers. Both the members of the Deaf Soccer Academy’s staff and the participants are deaf. They can communicate in International Sign without any difficulty. All participants received a certificate of attendance and can use this as a starting block on their coaching journey.”

Andre Brandel, EDSO football commission member

60 The certificate may be the first step for a coach towards obtaining a UEFA C Licence, as many of the coaches of hearing impaired futsal teams are unlicensed.
Concluding remarks

It has been a very busy season, with three European Championships in one season – U21, futsal and football – and with four members of the EDSO Football Commission involved as volunteers. EDSO is working hard to promote grassroots football with the help of our technical partner, the Deaf Soccer Academy. 11-a-side women’s deaf football is on the decline, but deaf futsal is sustainable and continues to grow.

Andrew Scolding, EDSO director of football, football@edso.eu
**Objective**
To teach sign language to football coaches of deaf children and teams, giving them a greater capacity to communicate with one another.

**The Wow! factor**
IDSO is working with the Royal Dutch Deaf Sports Association (KNDSB) to devise a sign language course for football coaches who have UEFA Pro, A or B coaching licence. The course will be modulated specifically for the needs of coaches and will better enable a hearing coach to communicate with deaf players, staff, parents, etc. The courses may vary in length, from year-long comprehensive courses to shorter, month-long modules dedicated to football and futsal-related language. By providing coaches with the opportunity to learn sign language, IDSO aims to make deaf football more inclusive and accessible to anyone who wishes to play.

**Partners**
KNDSB
Royal Dutch Football Association (KNVB)

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Since I began playing futsal, which is my favourite sport, I have seen so many deaf children not get involved in futsal because their parents wrapped them in cotton wool. This was because the parents’ fear of their child being isolated overpowered their hope that the child would be included. The Deaf Soccer Academy has been an eye-opener for many of those children and their parents. The children are able to communicate naturally with me and my staff, all of whom are deaf. We also teach hearing children of deaf adults.

Ado Peljto, Deaf Soccer Academy director

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63  EDSO only focuses on the UEFA B licence and above, which cover the national team level. The minimum requirement in most countries is a UEFA B licence. There is a higher number of deaf coaches with the UEFA C licence.

64  According to a survey, there is no record of hearing coaches at the national deaf team level who can use their country’s sign language. Hearing coaches of deaf teams have been employed on a professional or voluntary basis by the national deaf sports federation, and have relied on acting out training drills or using gestures so that the players will understand them. On occasion, interpreters have been used to communicate with players, but due to the additional cost, this is not possible in all countries.

65  In addition, parents are concerned that coaches do not know sign language and will not be able to communicate with their children.

66  This quote was communicated in and translated from Dutch Sign Language.

67  Ado Peljto was one of the people responsible for creating and running the Deaf Soccer Academy in the Netherlands. He organises courses for young deaf children and is also responsible for providing staff members to run courses in neighbouring communities.
Mission
The European Powerchair Football Association (EPFA) aims to enrich lives through powerchair football, providing more players with opportunities to take part in the beautiful game and achieve their fullest potential.

Objectives
- Grow the game by introducing new countries and players to the sport and helping associations develop.
- Build a workforce by delivering training for coaches, officials and staff.
- Provide competition through elite national and club competitions, and youth and development competitions and camps.
- Support new countries in the development of their governance and overall structure as they build their associations.
- Administer the game and promote the sport.

Highlight
The second EPFA Nations Cup was held in May 2019, at the Pajulahti Sports Institute in Nastola, Finland. Organised by the EPFA and the Football Association of Finland, the event was a great joint success. Seven countries contested the EPFA Nations Cup, with Finland, Austria and Northern Ireland making debut appearances alongside France, England, Denmark and the Republic of Ireland. The event was live-streamed and, for the first time, matches were available with both English and French commentary.

France, the current world champion, met England in the final, both teams serving up a great demonstration of powerchair football at the highest level. The final itself was decided on penalties, with England clinching their first major trophy. The coverage of England's victory across social media and mainstream channels such as Sky Sports and the BBC took awareness of powerchair football to a new level.

As a player, I have participated in a number of tournaments now. The organisation of the event in Finland was really good and allowed for a great tournament. The venue was great, as were the team facilities, and we had a great court to play on.”
Jon Bolding, England captain

Main achievements
- National referees from Denmark, England and Finland were certified and added to the EPFA’s panel of international referees at the International Referee Development pathway event in Cheltenham in August 2018.
Key performance indicators

Objective
Grow the game

Performance
2017/18 2018/19 2019/20 2020/21

New associate/full member countries

35
39
40
69

New country contacts

17
18
19
20

New powerhouse football clubs

Players registered with or competing under full or associate national organisations of powerhouse football

2,550
2,620
2,815
2,960

Objective
Build a workforce

Performance
2017/18 2018/19 2019/20 2020/21

New coaches trained

19
22
22
26

New and existing referees trained

20
23
23
26

New classifiers trained

Objective
Provide competitive opportunities

Performance
2017/18 2018/19 2019/20 2020/21

Competitions and youth development events hosted per season

Objective
Raise the profile of powerhouse football

Performance
2017/18 2018/19 2019/20 2020/21

Competitions or events at which EPFA promotional or marketing materials are shown

Planned activities

2020
JUL
EPFA Nations Cup 2019
Scotland – 29 July – 2 August

AUG
Referee training clinic at UEFA headquarters in Nyon – 30/31 August

SEP

OCT
Referee training clinic in Germany or Turkey

NOV

DEC
Referee training clinic in Spain

2021
JAN
New Generation Experience youth camp in Spain

FEB

MAR
New Generation Experience youth camp in Spain

APR

MAY

JUN

Concluding remarks

“The EPFA Nations Cup 2019 showed, once again, how good partnerships deliver great events. The EPFA and the Football Association of Finland worked together to provide a platform to showcase powerhouse football at its best and give newer nations a valuable learning experience, helping them to develop further and come back stronger next time.”

Donal Byrne, EPFA president
president@europeanpfa.com
Objective
To bring together the national organisations of powerchair football (NOPFs) to identify issues, successes and challenges experienced by founding and new members, and to formulate ideas and plans to strengthen powerchair football in Europe in the future.

The Wow! factor
Each NOPF was asked to present the history of the sport in their country and provide examples of one thing they do well and one thing they find challenging. Three key topics – development, funding and competitions (existing and new) – were discussed in breakout groups on the second day. The workshop also featured guest speakers and a powerchair football general knowledge quiz.

Partners
Football Association of Ireland (FAI)
Paralympics Ireland

70%
70% of European members attended this inaugural workshop, where they discussed new opportunities for player growth, potential new funding streams and the need for a greater variety of competitions to cater to different levels.

"The FAI and the EPFA worked very well together in hosting the inaugural EPFA Nations Cup in Limerick in 2014, so we were delighted to also be involved in hosting the inaugural EPFA workshop at FAI headquarters in Dublin.”

Oisin Jordan, Football for All national coordinator, FAI
Mission
The European Amputee Football Federation (EAFF) aims to include and support people with amputations or limb defects, increase their access to football opportunities, and use football to improve their quality of life.

Objectives
- Increase the number of players, leagues and clubs involved in amputee football in Europe.
- Increase the number of children playing amputee football throughout Europe.
- Generate greater interest in the discipline across Europe as a whole and in individual countries.
- Integrate national amputee football federations.
- Establish and develop relationships between mainstream football (associations, clubs, players) and amputee football.

I would like to emphasise that amputee footballers need and deserve our support. We are delighted to have had the opportunity to host an event as important as the inaugural Amputee Football Champions League. I am also happy to see UEFA backing this project.”

Levan Kobiashvili, president, Georgian Football Federation

Main achievements
- The European Amputee Football Junior Camp is the EAFF’s flagship project for growing children’s amputee football. A third camp was held in Italy in July 2018, hosting a record 70 participants aged 6 to 16. The participants came from ten amputee football clubs in EAFF member countries and opened the door to wider cooperation with renowned football clubs across Europe. With more amputee football clubs, the EAFF hopes to increase opportunities for people with amputations or limb defects to play football closer to where they live.

There are currently 77 amputee football clubs in Europe, with that number set to grow, given the opportunity, now available, to compete on an international stage.

I would like to emphasise that amputee footballers need and deserve our support. We are delighted to have had the opportunity to host an event as important as the inaugural Amputee Football Champions League. I am also happy to see UEFA backing this project.”

Levan Kobiashvili, president, Georgian Football Federation
Amputee football is growing across Europe. International events for national teams, as well as domestic club championships, help to attract new players and promote the sport among football fans. Thanks to a long-term partnership with UEFA, the EAFF is also able to carry out initiatives for children and support the development of junior programmes in member countries.

Mateusz Widłak, EAFF president
m.widlak@amputeefootball.eu

countries around Europe to train with an international coaching team.

- The fourth EAFF Congress, held in Poland in March 2019, was attended by delegates from 14 countries. Many important decisions were made, including the re-election of the EAFF president and general secretary, respectively. The Azerbaijan federation was welcomed as the EAFF’s 16th and newest member, the first official draw was held for the new Amputee Football Champions League, and Krakow, Poland, was selected to host the European Amputee Football Championship in 2020.

- Showcase amputee football matches held at the UEFA Europe League Fan fest in Baku and the UEFA Champions Festival in Madrid promoted the discipline in front of thousands of football fans, with the help of UEFA ambassadors Luís Figo, Cafú and Roberto Carlos.

- The exchange of ideas and experiences during UEFA’s annual FSR partner workshops led to the initiation of amputee football activities in Tanzania and Gaza through partnerships coordinated by the EAFF and the ICRC.

78 Thanks to the further professionalisation of national amputee football federations, the EAFF has been able to gather more accurate data this season than last.

© EAFF

Amputee football is growing across Europe. International events for national teams, as well as domestic club championships, help to attract new players and promote the sport among football fans. Thanks to a long-term partnership with UEFA, the EAFF is also able to carry out initiatives for children and support the development of junior programmes in member countries."

Mateusz Widłak, EAFF president
m.widlak@amputeefootball.eu

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<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
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<tbody>
<tr>
<td>European Amputee Football Champions League followers</td>
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</table>

**Planned activities**

**2019**

- Fourth European Amputee Football Junior Camp, Germany – 17-21 July

**2020**

- Fourth European Amputee Football Congress
- European Amputee Football Champions League

**Concluding remarks**

"Amputee football is growing across Europe. International events for national teams, as well as domestic club championships, help to attract new players and promote the sport among football fans. Thanks to a long-term partnership with UEFA, the EAFF is also able to carry out initiatives for children and support the development of junior programmes in member countries."
Objective
To organise an international competition for European amputee football clubs in order to attract new players in EAFF member countries and promote the discipline among football fans.

The Wow! factor
The Amputee Football Champions League in Tbilisi, Georgia, was a historic event for amputee football clubs in Europe. Six domestic club champions exhibited exceptional football skills, with their matches stirring the emotions of onlooking fans. The opportunity to compete on an international stage sparked interest among several big football clubs, resulting in them setting up their own amputee football teams.

Partners
EAFF member federations
UEFA
Georgian Football Federation
Football clubs
Media

650,000
The Facebook-streamed event coverage was viewed a total of 650,000 times.

“Why did we decide to form an amputee football team? This sport fits perfectly in our club’s DNA. Amputee players don’t give up, they fight to the very last minute, like all Legia players do.”
Dariusz Mioduski, president, Legia Warsaw FC

Good practice link
EAFF Champions League video
Related content
Cork City to compete in first-ever Amputee Champions League this weekend
Mission
The Homeless World Cup Foundation aims to use football to support and inspire people who are homeless to change their own lives; and to change perceptions and attitudes towards people who are experiencing homelessness.

Objectives
Enable partners to engage with homeless people around the world.
Improve cooperation and learning among partners.
Support opportunities for former homeless players to progress.79
Provide opportunities for people experiencing homelessness to take part in street football.
Raise awareness of homelessness and change public perceptions.

1.7 million
The Mexico 2018 Homeless World Cup was among the organisation’s most viewed events to date, with more than 1.7 million people watching the matches live, and 2.5 million people engaging with Homeless World Cup content throughout the week.

Main achievements
• Between 2018 and 2019, the Homeless World Cup Foundation devised and began implementing a new strategic plan, aimed at increasing the organisation’s global impact and positioning it as a global thought leader on topics of homelessness and sport for change.
• The International Partners Sharing Skills (IPASS) three-year European Street Football Festival project, co-funded by the EU’s Erasmus+ programme, culminated this season. The initiative brought together and encouraged collaboration and learning between 22 European street football partners.
• The Homeless World Cup Foundation delivered referee courses in Graz in July 2018 and in Cardiff, Wales in June 2019, in coordination with the Royal Netherlands Football Association and Homeless World Cup street football partners. Women’s participation increased this season, with women accounting for about 60% of all graduates.

Highlight
The second half of 2018 saw an increase in the number of partners delivering football programmes for women. The Mexico 2018 Homeless World Cup engaged 16 women’s teams, of which five were competing either for the first time or after a long period of inactivity. The highly competitive event and the higher profile of the women’s competition resulted in an even greater number of applications from women’s teams for the 2019 event.

The 2018 Homeless World Cup welcomed 450 players from 42 different countries. These teams represent only a fraction of the marginalised people involved year-round in street football programmes. Based on responses from 62 street football partners surveyed in December 2018, a total of 73,545 marginalised people participated in such programmes.

Don’t be afraid. If you have something you want to do, just do it. Being female is not a barrier.”
Eva, 34, Team Indonesia

© Homeless World Cup
© Daniel Lipinski / Homeless World Cup

1.7 million
The Mexico 2018 Homeless World Cup was among the organisation’s most viewed events to date, with more than 1.7 million people watching the matches live, and 2.5 million people engaging with Homeless World Cup content throughout the week.

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Don’t be afraid. If you have something you want to do, just do it. Being female is not a barrier.”
Eva, 34, Team Indonesia

© Homeless World Cup
© Daniel Lipinski / Homeless World Cup
Changing perceptions around homelessness is key to creating more inclusive societies. With UEFA’s support, and through our annual tournament and global network of street football partners, the Homeless World Cup Foundation demonstrates how football can be used to help people change their own lives and to address negative stereotypes.

James McMeekin, chief operating officer, HWC Foundation
james@homelessworldcup.org

### Key performance indicators

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Enable partners to engage with people who are homeless around the world</td>
<td>92</td>
<td>91</td>
<td>80</td>
<td>85</td>
</tr>
<tr>
<td>Players applying for the annual tournament</td>
<td>115,485</td>
<td>72,541</td>
<td>74,000</td>
<td>74,000</td>
</tr>
<tr>
<td>Improve cooperation and learning among partners</td>
<td>38</td>
<td>39</td>
<td>39</td>
<td>39</td>
</tr>
<tr>
<td>Partners attending PASS events</td>
<td>72</td>
<td>45</td>
<td>70</td>
<td>75</td>
</tr>
<tr>
<td>Provide opportunities for player progression and support</td>
<td>49</td>
<td>49</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Partners completing training programme (80% pass rate)</td>
<td>80,194</td>
<td>87,208</td>
<td>92,000</td>
<td>95,000</td>
</tr>
<tr>
<td>Public awareness and educate the public on homelessness and street football as a solution</td>
<td>89</td>
<td>75</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Percentage of surveyed spectators who agree that perceptions have changed</td>
<td>45%</td>
<td>45%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Social media followers</td>
<td>145,000</td>
<td>145,000</td>
<td>155,000</td>
<td>155,000</td>
</tr>
</tbody>
</table>

### Planned activities

- **2019**
  - 2019 Homeless World Cup, Bute Park, Cardiff, Wales – 27 July–3 August

- **2020**
  - Launch of HWC podcast
  - Homeless World Cup, Finland

**Concluding remarks**

Changing perceptions around homelessness is key to creating more inclusive societies. With UEFA’s support, and through our annual tournament and global network of street football partners, the Homeless World Cup Foundation demonstrates how football can be used to help people change their own lives and to address negative stereotypes.

James McMeekin, chief operating officer, HWC Foundation
james@homelessworldcup.org
Good Practice

European Street Football Festival, Graz 2018

**Objective**
To create opportunities for the Homeless World Cup Foundation’s national street football partners to host an international event and use it to establish new long-term partnerships and relationships with local stakeholders.

**The Wow! factor**
The 2018 European Street Football Festival in Graz helped the Homeless World Cup Foundation’s Austrian Street Football Partner to engage new public and private sector stakeholders to boost the impact of their year-round activities. The event had a smaller overall footprint, budget and capacity than the annual Homeless World Cup, but it had much the same local impact and left a similar legacy on the host city.

The Austrian Street Football Partner was able to challenge local perceptions towards homelessness, influence policy makers, advocate the theory of change, develop new strategic partnerships and sponsorship, and create opportunities for people with refugee status, experiencing homelessness, suffering from substance abuse or otherwise facing social exclusion.

**Partners**
14 teams (men’s and/or women’s teams) from 11 national street football partners

- Caritas Austria
- A&O Hotels
- Regional government (Styria)
- Graz City
- Coaches Across Continents
- Sport psychologists
- Filmmakers

**90%**

Of the players surveyed, 90% said the festival improved their teamwork, 90% felt they gained in confidence, 81% improved their relationship-building skills, and 76% improved their communication skills.

**You just can’t tear yourself away from it. Once you see the atmosphere and the positive impact these programmes have on their participants, you have to be a part of it.”**
Beatrice Thirkettle, Graz 2018 ESFF volunteer

**Good practice link**
Graz 2018 – European Street Football Festival

**Related content**
European Street Football Festival 2018 – video
Social street football returns to Graz in July 2018 with the “European Street Football Festival” (in German)
Pressestext video (in German)
European Street Football Festival Graz 2018: Webisode 1 (in German)
European Street Football Festival Graz 2018: Webisode 2 (in German)
European Street Football Festival Graz 2018: Webisode 3 (in German)

**90%**
Of the players surveyed, 90% said the festival improved their teamwork, 90% felt they gained in confidence, 81% improved their relationship-building skills, and 76% improved their communication skills.

**Good practice link**
Graz 2018 – European Street Football Festival

**Related content**
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Social street football returns to Graz in July 2018 with the “European Street Football Festival” (in German)
Pressestext video (in German)
European Street Football Festival Graz 2018: Webisode 1 (in German)
European Street Football Festival Graz 2018: Webisode 2 (in German)
European Street Football Festival Graz 2018: Webisode 3 (in German)
With over 200 delegates from more than 30 countries, this was the largest of CAFE’s international conferences to date.

**Mission**

The Centre for Access to Football in Europe (CAFE) works towards a game that is inclusive and welcoming for all disabled people, whether as fans, players, coaches, officials, administrators, decision-makers or leaders. This is called Total Football #TotalAccess.

**Objectives**

- Improve access and promote more inclusive matchdays for disabled fans at European stadiums.
- Increase the number of disabled fans attending matches.
- Raise access and inclusion awareness across the UEFA region.
- Give disabled people the opportunity to take their rightful place within football as employees and decision-makers.

**Highlight**

The third International CAFE Conference – Total Football #TotalAccess – was held in November 2018 at Estadio San Mamés in Bilbao, Spain. Attendees came together to share best practices, consider future improvements and celebrate improved access and inclusion in the game.

The featured sessions covered a range of topics, including innovative accessible matchday services and facilities, how to facilitate inclusive employment within football, the power of technology and how to empower disabled people through user-led pan-disability groups. UEFA and FIFA both presented at the conference, providing updates on the 2018 FIFA World Cup, UEFA EURO 2020, the disability access officer (DAO) project and UEFA’s #EqualGame campaign.

Based on feedback from the 2015 conference, the 2018 agenda included a networking evening for attendees to meet new people, strengthen relationships and discuss potential collaborations. The first ever CAFE Access and Inclusion Champions awards ceremony was held at the conference, celebrating individuals who have made football a more inclusive sport and industry.

Further information may be found in the 2018 Delegate Feedback Report.

The conference showed that those fighting to improve inclusion in football are not alone and that there are many other like-minded people in the world hoping to change things for the better.”

Olga Dorokhina, programme manager, Georgian Committee of the Helsinki Citizens Assembly
Main achievements

- The CAFE Week of Action 2019 – the seventh campaign of its kind – saw the largest to date, with activities taking place in 36 different countries. Stakeholders from across the game joined CAFE in celebrating improved access and inclusion in football and highlighting the many diverse roles that disabled people can play within the game.
- CAFE established a DAO network, holding its first group meeting in January 2019 at FC Barcelona’s Camp Nou. Working together to support the growth of the disability access offer (DAO) role, the current group consists of over 30 DAOs from clubs and national associations across Europe.
- CAFE continued to advise UEFA on access and inclusion at UEFA tournaments and finals to ensure that disabled fans can enjoy positive experiences. Ahead of each UEFA final this season, CAFE produced disability spectator guides, which included access information on topics such as public transport, accommodation and stadium facilities.
- CAFE continues to facilitate the growth of the disabled supporter movement across UEFA region.
- CAFE has published a number of additional advice and guidance documents to support the growth of the disability access offer (DAO) role.

Key performance indicators

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Improve access and make matchdays more inclusive for disabled fans at European stadiums</td>
<td>74</td>
<td>35</td>
<td>41</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Clubs, stadiums and NAs introduced to the UEFA-CAFE good-practice guide Access for All</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td></td>
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<tr>
<td>Stadium access appraisal completed, identifying a benchmark of existing facilities</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Additional clubs/venues with audio-descriptive commentary (ADC)</td>
<td>50</td>
<td>51</td>
<td>52</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>Increase the number of disabled fans attending matches</td>
<td>53</td>
<td>70</td>
<td>50</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>Additional stadium webpages completed with access information on UEFA website</td>
<td>19</td>
<td>26</td>
<td>29</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Increase in Twitter followers (%)</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>New disabled spectator groups (club)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>New disabled spectator groups (national)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Meetings between a club/national association and its fans, initiated or mediated by CAFE, with a view to setting up a disabled spectator group</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
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</tbody>
</table>

Objective: Raise awareness of access and inclusion throughout UEFA region

- Disability inclusion and etiquette courses delivered to NAs, clubs and fan groups
- People who have received disability inclusion and etiquette training
- CAFE/access ambassadors appointed
- Countries involved in CAFE Week of Action
- NAs involved in CAFE Week of Action
- Clubs involved in CAFE Week of Action
- Fan groups involved in CAFE Week of Action

Objective: Appointment of dedicated DAOs by clubs and national associations across UEFA region

<table>
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<tbody>
<tr>
<td>HatTrick funding applications supported by CAFE</td>
<td>349</td>
<td>500</td>
<td>480</td>
<td>600</td>
<td></td>
</tr>
</tbody>
</table>
Concluding remarks

2018/19 has been a challenging but hugely successful season for CAFE. We held our largest international conference and CAFE Week of Action campaign to date, which raised awareness and interest in the topic of access and inclusion. By improving the quality and availability of accessible services such as audio-descriptive commentary and by promoting the employability of disabled people, we are continuing to work towards a game that truly is welcoming for all. While we are making progress, there is still a long way to go to ensure that disabled people – the largest minority group in the world – are able to take their rightful places in the game.”

Joanna Deagle, CAFE managing director
joanna@cafefootball.eu
Good Practice

Disability Access Officer Network Group

Objective
To encourage and enable disability access officers to share local experiences, provide advice and guidance to colleagues from across Europe, and help develop the role of the DAO.

The Wow! factor
Experienced DAOs from over 30 clubs and national associations came together to establish this user-led expert group. The first meeting was held at FC Barcelona’s Camp Nou, after which the group began working closely together, drawing on the strengths and experiences of its members to advise on access and inclusion at a local level and developing policies and sharing best practices on a European level.

Partners
- FC Barcelona
- UEFA club licensing unit
- Attendees from 7 national associations, 2 leagues and 15 clubs
- International Blind Sports Federation (IBSA)
- Level Playing Field
- KickIn!/BBAG
- SD Europe

Almost 800 people have attended CAFE disability access officer training seminars since August 2017.

Good practice link
First Disability Access Officer Network Group meeting kicks off in Barcelona

Related content
- CAFE DAO portal
- UEFA-CAFE Disability Access Officer Handbook

“A huge thank you to all at CAFE for creating the DAO Network Group and for organising this first meeting. Hopefully, the group will help to achieve Total Football #TotalAccess across all of football.”

Alexis Dobbin, disability access officer at Celtic FC

© CAFE

800
Colour Blind Awareness

colourblindawareness.org

Mission

Colour Blind Awareness aims to highlight the issues affecting colour-blind people, including fans, players and employees, and achieve equal access for every colour-blind person, no matter how they engage with football.

Objectives

Raise awareness of access and inclusion for people with colour blindness throughout the UEFA region.

Minimise the number of matches made inaccessible by kit clashes at all levels of the game.

Increase the number of coaches trained to ensure colour-blind players can distinguish between kits, equipment and tactical training information at all levels of the game.

Increase awareness among stadium operators of the safety, security and service implications of colour blindness on effective stadium operations.

Highlight

On 6 September, as part of Colour Blind Awareness Day 2018, Colour Blind Awareness published two videos – Colour Blindness in Football and The Colourful Game – to introduce the European football community to the issues facing colour-blind people. Both videos were created in partnership with the English FA and UEFA. One is a short animation that introduces all of the aspects of football where colour blindness can cause problems. The other is a mini-documentary featuring colour-blind players from different levels of the game explaining the impact colour blindness can have on both their performance and their overall enjoyment of football.

Both videos have proven to be invaluable resources in underlining important messages about colour blindness in football. They can be used in numerous ways, including using short clips, quotes or soundbites in training sessions, presentations and social media posts.

450,000+

On the English FA’s Twitter account alone, the animated video generated 450,000+ impressions and 45,000+ follow-up posts.

English FA communications team

The wording of the objectives has changed slightly from last year’s report to more accurately reflect Colour Blind Awareness’ work as it develops.

©FA/UEFA/Colour Blind Awareness

450,000+

On the English FA’s Twitter account alone, the animated video generated 450,000+ impressions and 45,000+ follow-up posts.

©FA/UEFA/Colour Blind Awareness

The Colour Blind Awareness animation was one of our top three posts of the month on Twitter.”

English FA communications team

The wording of the objectives has changed slightly from last year’s report to more accurately reflect Colour Blind Awareness’ work as it develops.
Main achievements

- The English FA’s webinar for grassroots coaches, delivered in April 2019, attracted over 70 participants from across England and gained fantastic feedback on social media.

- The English FA nominated Colour Blind Awareness for a 2019 UEFA Foundation for Children Award, which it won. As a result, Colour Blind Awareness received €45,500 to provide grassroots children’s coaches and physical education teachers with bespoke training to increase their awareness of colour blindness.

- A series of two-sided fact sheets were created for professional clubs, each focusing on a specific topic such as colour-blind-friendly ticketing and colour-blind-friendly stadiums, or providing a general introduction to colour blindness for clubs. The fact sheets were given to all 92 Premier League and English Football League clubs.

- In collaboration with the English Sports Ground Safety Authority, Colour Blind Awareness created the first formal advice for stadium operators on the impact of colour blindness in stadiums, contained in an eight-page annex to the sixth edition of the Guide to Safety at Sports Grounds. The information is also being incorporated into the annexes of the Council of Europe Convention on Spectator Violence and Misbehaviour at Sports Events.

- In December 2018, Colour Blind Awareness gave a presentation to the Council of Europe on the issues of colour blindness in football. As a result, Colour Blind Awareness now has official observer status to the Council of Europe’s Standing Committee of the European Convention on Spectator Violence.

Concluding remarks

“The continued support of UEFA enables us to extend the reach of our awareness programme within national associations and to influential organisations including the Council of Europe. It provides us with fantastic opportunities to bring our inclusivity message to the wider European population.”

Kathryn Albany-Ward, founder and CEO, Colour Blind Awareness
kathryn@colourblindawareness.org

Planned activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Jul</th>
<th>Aug</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>2020</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td></td>
<td></td>
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</table>

Key performance indicators

Objective: Raise awareness throughout the entire UEFA region

Presentations given at football-related conferences

<table>
<thead>
<tr>
<th>Performance</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>Plan</th>
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Objective: Minimise the number of inaccessible matches

Clubs and NAs informed of accessibility initiatives

Social media impressions

<table>
<thead>
<tr>
<th>Performance</th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
<th>Plan</th>
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</table>

Objective: Increase the number of coaches trained to support colour-blind players

Clubs participating in coach/coach educator training sessions

NAs participating in coach/coach educator training sessions

<table>
<thead>
<tr>
<th>Performance</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>Plan</th>
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</table>

Objective: Increase awareness among stadium operators

Stadium audits provided for stadium operators/clubs

Elite clubs directly advised

<table>
<thead>
<tr>
<th>Performance</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>Plan</th>
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<tbody>
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</tbody>
</table>

Planned activities

- On Colour Blind Awareness Day, all national associations are invited to create dedicated social media posts in their local languages – 6 September

- Stadium audits of host venues for club competition finals

105 The KPIs have been adapted according to the revised objectives for 2018/19 and the level of preparedness of different stakeholders.

106 As of the 2018/19 season, this is an estimate of the total number of impressions on Twitter of posts that copy or notify @colourblindorg.

107 Higher than expected or forecast for subsequent seasons since there were two live TV interviews this season, which generated a lot of tweets.
**Objective**
To reach a large number of people via social media in a way that is engaging and very easy to share.

**The Wow! factor**
In the animation, the iconic Wembley Stadium is presented in the form of an ‘eye’ to attract attention and to demonstrate the basic facts in a way that an audience with no prior knowledge of colour blindness would find it easy to relate to. The creative visuals used demonstrate how colour vision problems arising in the eye can directly affect people’s enjoyment of football.

**Partners**
The English FA
The Media Group
UEFA

The animation was specifically designed to enable subtitles in other languages. This was used to great effect when the animation was shown with Spanish subtitles at the #EqualGame zone during the UEFA Champions Festival in Madrid.

"As someone who is colour blind it’s refreshing to see it discussed. It is one of the hardest things to explain and can quite often be embarrassing. This isn’t something just for the @FA to raise [:] it should be raised to the wider world. @EAsportSFIFA [definitely] should look at this!"

Twitter user
WWF's mission is to stop the degradation of our planet's natural environment and build a future in which people live in harmony with nature.

Objectives

Secure more ambitious climate commitments from governments at national and global levels with a view to achieving the Paris Agreement objectives.

Reinforce the role of non-state actors (cities, companies, financial institutions, etc.) in leading climate action towards achieving the Paris Agreement objectives.

Maximise the impact of the Paris Agreement by aligning climate targets with other global agreements, including the Sustainable Development Goals (SDGs).

Mission

WWF’s mission is to stop the degradation of our planet’s natural environment and build a future in which people live in harmony with nature.

"Climate change is the greatest challenge facing our world, threatening the delicate web of life that sustains ecosystems and the lives and livelihoods of millions of people. Our leaders have the power to change this, to be part of history as we shift to a low-carbon world. This starts with increasing climate action reflected in individual country climate plans."

Manuel Pulgar-Vidal, leader, WWF Climate and Energy Practice

Highlight

The world is moving from a state of climate urgency to one of climate emergency. To keep our planet habitable and ensure that the rise in global temperature does not exceed 1.5°C, countries need to make stronger climate commitments and update their action plans to reduce emissions, taking into account the country’s domestic circumstances and capabilities. These action plans are known as Nationally Determined Contributions (NDCs) to the Paris Agreement. A key part of WWF’s climate work is advocating for more ambitious NDCs. The #pandahub pavilion hosted a series of dialogues and events, tackling climate change and bringing together initiatives to help underpin a global deal for nature and people. The #pandahub pavilion enabled strategic meetings with high-level decision-makers— their involvement supports the WWF’s work with national governments, with the overall goal being more climate commitments and stronger global policies.

COP24 offered encouraging signs of heightened ambitions, but all countries still need to step up their efforts to address the climate crisis. To enhance this collective action, WWF has established a global network that brings together national coalitions to campaign for stronger rules for the implementation of the Paris Agreement, as well as heightened ambition for climate action.

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Main achievements

- The Katowice Rulebook, a precise, detailed set of procedures and mechanisms to ensure the implementation of the Paris Agreement, was signed by nearly 200 countries at the COP24 UN climate talks. WWF carried out advocacy work among policymakers at national and international levels to ensure that key recommendations were successfully included in the Rulebook.

- With partners, WWF developed a methodology and platform to help companies align their climate targets to the 1.5°C benchmark. The Science-Based Targets initiative aims to drive ambitious corporate climate action and boost companies’ competitive advantage in the transition to a low-carbon economy.

- WWF brought together domestic non-state actors, such as cities, private sector parties, investors, universities and civil society in Japan, Mexico and Argentina to create national alliances for climate action that are committed to supporting the achievement and enhancement of their countries’ climate goals and driving greater climate action.

- People in over 188 countries and territories joined Earth Hour in March 2019, switching off the lights in a symbolic show of solidarity for our planet. Individuals, businesses, organisations and cities joined the movement to raise awareness and pledge support for nature preservation and climate action.

Among football’s stakeholders, the efforts of Swansea City FC who have supported Earth Hour in Wales for over six years by switching off lights at Liberty Stadium and posting on social media are very welcome. To celebrate Earth Hour 2019, the club also pledged to wash kits at 30°C.

Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
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<tbody>
<tr>
<td>Countries making more ambitious commitments under the Paris Agreement</td>
<td>COP outcomes that include WWF recommendations</td>
<td>Intergovernmental overruling outcomes that integrate WWF input</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
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</thead>
<tbody>
<tr>
<td>Stakeholders pledging support in line with a 1.5°C climate change threshold</td>
<td>Coalitions publishing 1.5°C sectoral climate roadmaps</td>
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<tr>
<td>Cities committed to implementing climate actions in line with WWF recommendations</td>
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<tr>
<th>Objective</th>
<th>Performance</th>
<th>Plan</th>
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<tbody>
<tr>
<td>Governments adopting an integrated approach to climate targets in line with WWF recommendations</td>
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</table>

Planned activities

- Ongoing policy and advocacy work to get countries to commit to greater climate action at the 2019 UN Climate Summit and COP25

- Develop a massive open online course (MOOC) to support cities worldwide in aligning their climate plans with the 1.5°C target – first half of 2020

Concluding remarks

“Climate, nature and sustainable development are intrinsically linked. [...] We need the world to come together for an ambitious, science-based New Deal for Nature and People by 2020 to pull our planet back from the brink of decline and reverse the catastrophic loss of nature.”

Marco Lambertini, director general, WWF International
gland.office@wwfint.org

See full list at https://climatelandchallenge.org/#involved.
Good Practice

WWF as a global ambassador speaking out for greater climate ambition

**Objective**

To advance the international climate agenda at the Global Climate Action Summit (GCAS) in September 2018, setting the stage for cities, businesses, local communities and other stakeholders to ‘step up’ and shape solutions ahead of COP24.

**The Wow! factor**

WWF’s climate and energy leader, Manuel Pulgar-Vidal, held a seat in the GCAS Advisory Committee. In this role, he helped shape the GCAS programme and brought together more than 150 stakeholders around the 30x30 Forests, Food and Land Challenge coalition, whose joint actions aim to reduce greenhouse gas emissions from land use.

**Partners**

Through Manuel Pulgar-Vidal’s leadership, WWF was able to mobilise a coalition of 150+ stakeholders around climate action, including some major European actors such as Danone, the European Climate Foundation and Chatham House.

**Related content**

Global Climate Action Summit

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**These unprecedented times call for unprecedented collaborations. The massive nature of the climate challenge means that everyone needs to take part [...]. Fortunately, allies from every sector of society and every corner of the globe are beginning to surge.**

Manuel Pulgar-Vidal, leader WWF climate and energy practice
In 2018/19, UEFA offset 34,475.5 tonnes of greenhouse gas emissions.

**Mission**

South Pole accelerates the transition to a sustainable and climate-smart economy and society.

**Objectives**

- Raise environmental awareness by tracking the CO2 footprint of all flights booked and taken by UEFA and providing monthly CO2 calculation reports.
- Accelerate emissions reductions by helping UEFA invest in high-quality carbon credits to compensate for the emissions it generates through air travel.
- Contribute to the organisation of carbon-neutral competitions and tournaments.

**Highlight**

34,475.5

In 2018/19, UEFA offset 34,475.5 tonnes of greenhouse gas emissions.

This brings the total emissions offset by UEFA over its decade-long partnership with South Pole to a remarkable 214,343 tonnes.

This season, UEFA purchased carbon credits from the Dora II geothermal project, located in the district of Köşk in southwest Turkey’s Aydın province. Not only does the Dora II project improve energy security, but it also helps develop Turkey’s geothermal industry while simultaneously enhancing grid infrastructure and stability with new transmission lines.

The project also contributes to regional vocational diversity by creating new job opportunities in an otherwise agrarian society. This emissions reduction project is a Gold Standard project, which certifies its meaningful climate action and sustainable development impacts.

**What is carbon compensation?**

Carbon compensation is an internationally recognised way to take responsibility for unavoidable carbon emissions. It means compensating for an individual or organisation’s greenhouse gas emissions (in other words, their carbon footprint) by preventing the same level of emissions from entering the atmosphere elsewhere on earth. As climate change is a global problem, it doesn’t matter where exactly on earth an emission reduction occurs.

Aude Perrine, head of carbon offering, South Pole

**What are carbon credits?**

A carbon credit is a certificate that corresponds to the reduction or avoidance of one tonne of CO2 equivalent. By purchasing carbon credits, an organisation can support the development of initiatives such as renewable energy, energy efficiency and forestry projects that also support local communities. Find out more in this video.
Main achievements

- The Dora II project saves over 40,058 tonnes of CO₂ on average each year, reducing local air pollution, improving Turkey’s energy security, and fostering regional development. The project supplies an average of 70,000MWh of clean renewable electricity to Turkey’s national grid annually, enough to power around 7,000 Turkish homes a year.
- The project owner has used project funding to construct a school building and provide associated educational materials.
- In November 2018, UEFA sponsored a futsal tournament for the Köşk community as part of its support for the Dora II project. Held at a newly-upgraded sports hall in the district centre, the inaugural Köşk Municipality Friendship Tournament promoted football, camaraderie and sportsmanship among young members of the community.
- In June 2019, South Pole completed an internal email campaign within UEFA, focused on generating greater awareness of the environmental impact of flights.

Planned activities

2019

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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</table>

- Select a Gold Standard project for UEFA to support in 2019/20
- Devise a strategy to enable UEFA to compensate for the emissions caused by fan travel during EURO 2020 and engage fans around climate action
- Calculate CO₂ footprint of UEFA’s flights on a monthly basis

“Concluding remarks

By investing in the Dora II project, UEFA is taking both social and environmental responsibility. This Gold Standard project prevents over 40,000 tonnes of additional carbon emissions annually and, thanks to the inaugural friendship tournament that UEFA helped organise, it supports sportsmanship among younger members of the rural community in which the plant is based.”

Natalia Gorina, commercial director, Carbon & Renewables, South Pole
n.gorina@southpolecarbon.com
Objective
To develop new ways to fight against and adapt to climate change through the conservation, restoration and management of natural habitats.

The Wow! factor
The role that restoring and protecting living ecosystems can play in reducing the amount of carbon emissions in the atmosphere is hugely underappreciated. The conservation, restoration and management of forests, grasslands and wetlands could provide around 37% of the reduction in greenhouse gas emissions required between now and 2030. Nature-based solutions most often include activities that support the Sustainable Development Goals, such as:

• agricultural extension services to ensure more efficient farming practices and alternative sources of income;
• jobs for rangers, who can protect forests from illegal logging and poaching;
• helping rural communities build and maintain schools and clinics;
• ensuring rural communities are provided with basic necessities, such as safe drinking water.

Partners
Around 100 countries have submitted domestic climate action targets under the Paris Agreement that include the use of nature-based solutions. Big brands and farmers are taking climate action to reduce emissions and build more resilient, higher-value supply chains for agricultural and other commodities.

Among nature-based projects, most verified emissions reductions are issued by forest conservation and restoration projects. We have also seen greater interest in blue carbon, such as through mangrove conservation and restoration, and in soil carbon in agricultural settings.”

David Antonioli, CEO of Verra, a not-for-profit organisation developing standards for climate action.

South Pole has generated more than 37 million tonnes of verified emission reductions from forestry projects and is working with major consumer brands and governments on other nature-based projects.

37 million

Good practice link
Nature-based solutions

Related content
Harnessing the power of nature in the fight against climate change
Gold Rush to Green Rush: Healing Colombia’s rainforests (video)
Health and well-being
European Healthy Stadia Network

Mission

The European Healthy Stadia Network (Healthy Stadia) works with clubs, stadium operators and governing bodies to develop venues as ‘health promoting settings’, using practices that support healthier matchday environments and promote healthier lifestyles through football.

Objectives

- Promote tobacco-free stadium environments at UEFA competitions and more broadly throughout the European football community.
- Provide healthy stadium assessments and recommendations for all UEFA club and national team competition finals.
- Celebrate World Heart Day with the European football community, especially UEFA member associations.
- Promote physically active modes of transport to and from football venues and physically active lifestyles for fans through the EuroFIT programme.
- Promote healthier stadium catering options by means of a healthy catering benchmarking tool and new guidance for venue and tournament catering units.

Highlight

Healthy Stadia has worked with UEFA and the European football family since 2012, using the unique power of football to promote World Heart Day (WHD), the World Heart Foundation’s global heart health awareness campaign. Celebrated on 29 September each year, WHD aims to alert people to the fact that, by taking heed of certain risk factors, at least 80% of premature deaths from heart disease and stroke could be avoided.

Healthy Stadia developed an online portal containing guidance and media assets to help promote WHD 2018 through digital and social media, and to assist national associations in planning matchday promotions, organising community and fan-based activities, and promoting resuscitation techniques.

Activities included:
- over 125 unique website and social media outputs in support of WHD 2018;
- 369,658 social media impressions;
- resuscitation training for coaches in Croatia, Belgium and England;
- an associated campaign to promote walking football to older target groups in Germany.

The FIGC was once again delighted to work with the Italian Heart Foundation, Serie A and Healthy Stadia to promote good heart health on the occasion of World Heart Day, or Giornata Mondiale per il Cuore as we call it. We are glad to support efforts to raise awareness of the importance of heart health and healthier lifestyles, and we look forward to continuing to contribute to the promotion of these important issues in the future.”

Gabriele Gravina, president, Italian Football Association (FIGC)
Main achievements

- Six reports, training modules and recommendations for healthier UEFA club competition finals were produced through Healthy Stadia assessments, and recommendations were made for 11 of the 12 EURO venues.
- Healthy lifestyle activities for fans and families were developed and delivered over four days at the UEFA Champions Festival in Madrid as part of the #EqualGame zone, with the support of UEFA ambassadors Edgar Davids and Christian Karembeu.
- Healthy Stadia coordinated the launch of European Fans in Training (EuroFIT) on 31 October 2018 in Brussels. The programme is the culmination of a five-year action-research initiative involving 21 clubs in Europe. The results of the trial were exceptionally positive, with EuroFIT now available for clubs and national associations to roll out across Europe.
- The first part of a Tobacco-Free Football Declaration was developed to enable clubs and national associations to pledge their commitment to developing non-smoking stadiums in the absence of suitable legislation. The WHO and the Tobacco-Free Union both contributed to the development of materials to support the initiative, which launches in January 2020.
- Healthy Stadia partnered with the Irish Football Association to host the Healthy Stadia Conference at the Windsor Park National Stadium as a satellite event linked to the WHO International Healthy Cities Conference held in Belfast in October 2018. The conference discussed the role that sport and sports stadiums can play in improving public health and how this fits into the wider Healthy Cities movement, with a specific focus on mental health.

Concluding remarks

After a season that saw over half of UEFA’s member associations support World Heart Day and the launch of the ground-breaking EuroFIT physical activity programme for football fans across Europe, we look forward to enhancing our portfolio of support for clubs and national associations wanting to develop non-smoking venues through the launch of a new Tobacco-Free Football Declaration. We also look forward to helping UEFA deliver the Respect Health programme as part of EURO 2020, which will both protect and promote the health of fans and staff across the tournament.

Matthew Philpott, executive director, European Healthy Stadia Network
matthew.philpott@healthystadia.eu
A full year after the programme, members of the experimental group had, on average, increased their physical activity by 796 steps a day, lost 3.5kg in weight, reduced their weekly alcohol consumption by 1.4 units and achieved a 6% increase in quality of life, according to the Cantril ladder, a widely used measure of life satisfaction.

Good practice link
EuroFIT

Related content
EuroFIT: The Programme
The European Fans in Training (EuroFIT): randomised controlled trial

‘I had tried a number of ways of losing weight and getting fitter before, but when I joined the EuroFIT programme, this was a real game changer. Being part of a programme at my own club, training and joking with other fans just like me, was really motivating. The club coaches and others involved were great at supporting me to reach my personal goals and stick to them.’

EuroFIT participant and PSV fan
Peace and reconciliation
The Cross Cultures Project Association (CCPA) uses its Open Fun Football Schools (OFFS) as an entry point into local communities in conflict-sensitive areas to promote a culture of peace and non-violence, social and ethnic integration, and the incorporation of sustainable development.

**Objectives**

- Build relationships between people by bridging ethnic, social, political and/or religious divides, fostering tolerance and creating common ground where differences are not barriers to promoting peace, security, cohesion and cooperation.
- Support girls’ and women’s active participation in grassroots football in order to promote gender equality, combat gender stereotypes and foster women’s well-being.
- Engage local football clubs, civil society organisations, schools, community police, parents and local authorities in cross-sectoral networks with the capacity to design and implement education and awareness campaigns, with a focus on child protection.

**Mission**

CCPA further strengthened the OFFS programme in 2018/19 as a platform to empower local stakeholders, including football clubs, parents, schools and local authorities. With the help of partners such as the EU, UEFA and the Ukrainian Association of Football, CCPA was able to mobilise these local stakeholders to collaborate on achieving three shared aims:

1. reconciliation and social integration of children from conflict zones, officially classified as internally displaced persons (IDPs);
2. provision of safe spaces for the children to play;
3. promotion of grassroots football as an all-inclusive activity.

On the basis of collaborative agreements, 67 five-day OFFS sessions and 305 ‘fun festivals’ and ‘after-school activity clusters’ were organised for a total of 43,430 children, of which 39% were girls and 55% were vulnerable children (including children classified as IDPs).
Main achievements

- OFFS activities were delivered across ethnic and social divides in nine countries123 in the UEFA region in 2018/19. The activities were organised by a cohort of volunteer leaders, coaches and coaching assistants. The coaches themselves were given three to five-day training seminars to familiarise them with the specific OFFS methodology.

- The OFFS programme has contributed to growing girls’ football in all the countries involved. The Football Association of Moldova stood out as an example in 2018/19, with 75% female participants and 50% female coaches in its OFFS programme.

- With a total of 23,416 children (38% of all participants) coming from vulnerable backgrounds (including those classified as OoPs, disabled children and orphans), the OFFS programme has contributed to bringing organised football to children who would previously have never had access to it.

- Child protection education was organised in 170 state schools, informing a total of 20,400 pupils and 18,600 parents about the forms of violence, exploitation, abuse and neglect that children can be exposed to.

123 Armenia, Azerbaijan, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, North Macedonia, Serbia and Ukraine.

124 The football associations of Armenia, Azerbaijan, Georgia, Moldova and Ukraine.

Key performance indicators

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<tr>
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<tbody>
<tr>
<td>Promote a culture of peace and non-violence, and an appreciation of cultural and social diversity</td>
<td>1,719</td>
<td>1,719</td>
<td>1,593</td>
<td>1,593</td>
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<tr>
<td>OFFS leaders and coaches educated in regional seminars</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children attending OFFS sessions</td>
<td>20,882</td>
<td>23,533</td>
<td>20,800</td>
<td>20,800</td>
</tr>
<tr>
<td>Fun festivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children attending fun festivals</td>
<td>20,000</td>
<td>26,307</td>
<td>20,800</td>
<td>20,800</td>
</tr>
</tbody>
</table>

Planned activities

- Training of 1,500 young voluntary leaders and coaches in the specific OFFS methodology through three to five-day seminars

Concluding remarks

“It is our experience that the power of the programme is strongest when the OFFS is fully integrated within the national association. CCPA thus works constantly on enhancing cooperation with the national associations. In 2018/19, the Georgian Football Federation (GFF) and CCPA decided to close our operational office in Georgia and instead provide the programme through the GFF’s grassroots department. Today the programme is fully integrated across five national associations.”124

Anders Levinsen, founder and managing director, CCPA
anders@ccpa.eu
Good Practice

Open Fun Football Schools join School, Sport and Police (OFFS + SSP)

Objective
To integrate internally displaced children in Ukraine with children from host communities and develop a cross-sectoral network where grassroots football clubs, local authorities, schools, parents and community police work together to facilitate social integration and child protection.

The Wow! factor
The OFFS + SSP network is running hands-on activities to enhance the resilience, social integration and life opportunities of children and young people who have been displaced by armed conflict, neglect and violence in Ukraine.

New partnerships between children, parents, local government and schools create a platform for the implementation of cross-sectoral, local internally displaced person (IDP) integration and child protection activities, thereby contributing to ongoing decentralised reform in Ukraine.

Partners
EU, Ukrainian Association of Football (UAF), local authorities and UEFA (programme sponsors)
National and regional branch offices of UAF and the All Ukrainian Foundation for Children’s Rights (local partners)
Ukrainian ministries of education, the interior, sport and youth (strategic partners)
Municipalities, local football clubs, primary schools, local sport associations, local NGOs and community police units (operational partners)

A total of 60 municipalities, 57 local football clubs, 330 primary schools, 48 local sport associations, 12 local NGOs and 27 community police units were involved in the OFFS + SSP initiative in 2018/19.

Related content
CCPA website
CCPA Facebook page
OFFS Ukraine Facebook page (in Ukrainian)

“OFFS are part of the EU’s support for Ukrainian communities suffering from conflict. Many [children] were forced to move, to change their usual ways of life, school and friends. I hope that despite these complex changes, now [they] can play and study, having things that every child deserves: a sense of safety and protection.”

Hugues Mingarelli, head of the delegation of the European Union to Ukraine
In 2018/19, the ICRC and/or the relevant National Red Cross or Red Crescent Society reunited around 700 unaccompanied minors or separated children with their families.

For many years, UEFA has supported the ICRC’s mission to protect and assist victims of armed conflict and other situations of violence. Until recently, the partnership between UEFA and the ICRC focused on providing people with physical disabilities with holistic assistance, including the promotion of their social inclusion through sport. In 2018/19, UEFA provided financial support for and helped raise awareness of the ICRC’s work in reuniting or restoring contact between family members separated by violence, migration and other circumstances.

Facilitate contact, mainly through the exchange of family news, between family members separated as a result of armed conflict, other violence, migration, detention and other circumstances.

Facilitate the reunification, transfer and repatriation of people separated from their families.

Establish the fate or whereabouts of missing people for whom tracing requests have been filed by their families.

Register unaccompanied or separated minors, including demobilised children, and help reunite them with their families where appropriate.

Deliver various types of official documents across borders and frontlines to people who need them.

In one example of family reunification, in Kinshasa, Democratic Republic of the Congo, the ICRC reunited two young boys, Kasai and Fiston, who had been separated from their parents by violence in the region, with their older brother, Kevin. An ICRC delegate in Kinshasa explains: “To find a lasting solution for the boys, we searched for their relatives. We eventually tracked down their older brother in Kinshasa. He was happy to take the boys in and to care for them while they waited to hear from their parents.” Playing football in their yard helps them cope with their situation. The youngest brother – who seems to be the most affected by their ordeal – is usually taciturn and solitary; the only time he comes out of his shell is when he is playing football with his brothers.
Main achievements

• Family members separated by armed conflict and other emergencies restored or maintained contact through services offered by the ICRC, in many cases in cooperation with the relevant National Red Cross and Red Crescent Societies.

• The ICRC collected 178,618 Red Cross messages and distributed 144,217, enabling family members to exchange news with one another. It also facilitated 1,186,130 phone and/or video calls between family members, including migrants on the move and people with relatives detained abroad.

• 24,326 detainees received visits from relatives through ICRC-arranged family visits in numerous prisons across the world.

• The ICRC helped establish the fate or whereabouts of 7,413 people for whom tracing requests had been filed by their families. A total of 915 people, including 707 minors, were reunited with their families.

• Acting as a neutral intermediary, the ICRC facilitated the transfer or repatriation of 993 people, including 185 detainees after their release, and the remains of 2,444 people. It delivered official documents (e.g. passports, power-of-attorney documents, death certificates, birth certificates and marriage certificates) across borders and frontlines to 963 people. ICRC-issued travel documents enabled 1,012 people to return to their home countries or to settle in a host country.

Concluding remarks

“Family is the most important thing in the world. At the end of the day, you want to be together; you want to be with your family. The kids want to be with their fathers and likewise with their mothers. It’s special that the ICRC is doing this, and we should definitely encourage people to help.”

Virgil van Dijk, Liverpool centre-back and UEFA.com Fans’ Team of the Year 2018 winner
Good Practice

familylinks.icrc.org, a digital platform helping families reconnect

Objective
To facilitate the exchange of family news and other means of contact between family members separated as a result of armed conflict, other violence, migration, detention and other circumstances and establish the fate or whereabouts of people for whom tracing requests have been filed by their families.

The Wow! factor
The ICRC uses digital tools to help reconnect families separated by armed conflict and other circumstances. Its family-links website provides information in Arabic, English, French and Spanish on services available in around 170 countries to help people restore contact with family members or clarify the fate of missing relatives. As part of the Trace the Face campaign, for example, run by European National Societies in coordination with National Societies in Africa, Asia and the Middle East, people had photos of themselves or their relatives posted on the family-links website.

Partners
National Red Cross and Red Crescent Societies (National Societies) – As members of the worldwide family-links network of the International Red Cross and Red Crescent Movement, each National Society has a responsibility to organise family-links services within their own country/context as needed. The ICRC manages the family-links website in cooperation with the National Societies.

People seeking family members – They can use the website to get information on the family-links services available in the country they are in. Online tracing services, which people can use to look for family members and provide information on where they are and where they think their family members may be, are also available in certain situations and contexts.

I used Trace the Face to share information and photos, in order to find my son. Many others have lost their relatives. We are all looking for our children. Through me, it is all those parents you see”.

Arame Niang, a mother who used Trace the Face to find her son
sportanddev is the leading hub for the sport and development community to share knowledge, build good practice, coordinate with others and create partnerships.

Mission

sportanddev is the leading hub for the sport and development community to share knowledge, build good practice, coordinate with others and create partnerships.

Objectives

Increase the visibility of sport’s development potential.

Contribute to improving sport and development practices.

Encourage dialogue and partnerships and facilitate strategic alliances.

Highlight the role of UEFA and its partners in promoting social responsibility.

Highlight

Football is the most commonly used sport to reach goals beyond the playing field, contributing to social, environmental and economic progress. This is because it is adaptable, accessible and engaging – it truly is a global game. UEFA is involved in numerous strategic partnerships, including with sportanddev, to promote football as a tool for equality, respect and inclusion. Inspired by the May 2019 publication of the UEFA Women’s Football Strategy, sportanddev launched a web portal and campaign to coincide with the 2019 FIFA Women’s World Cup in France, looking at women’s football and sport’s role in promoting gender equality. This included a call for articles, asking members of sportanddev’s online community to write about the topic. Topics ranged from mega-events’ impact on local sports initiatives and progress in women’s football to female representation in coaching and the US women’s team ongoing lawsuit for equal pay.

Objectives

Increase the visibility of sport’s development potential.

Contribute to improving sport and development practices.

Encourage dialogue and partnerships and facilitate strategic alliances.

Highlight the role of UEFA and its partners in promoting social responsibility.

Women must benefit from equal opportunities, in sport and society.”

Sandrine Dusang, former French national team player and sportanddev ambassador

The campaign attracted 23 article submissions from 17 authors in 13 countries and reached more than 65,000 people through sportanddev’s social media channels.

206  RESPECT UEFA Football and Social Responsibility Report 2018/19

23

Until 2018, the International Platform on Sport and Development was generally referred to as ‘sportanddev.org’. During the 2018/19 project year, a decision was made to change to ‘sportanddev’ to reflect the fact that some of the organisation’s activities take place offline.
Concluding remarks

sportanddev continues to strengthen the visibility, quality and effectiveness of its open access platform. It provides the sports world with the knowledge and resources needed to address the world's biggest challenges.

Paul Hunt, project manager, sportanddev
hunt@SAD.ch

Main achievements

- sportanddev featured 43 articles about UEFA and its FSR partners, including CAFE, the Fare network and Healthy Stadia. The news articles were published on the sportanddev football ‘featured sport’ page.
- sportanddev diversified its reach in 2018/19, with just over 50% of website visitors coming from Africa, Asia, Oceania and Latin America. This allows content from UEFA and its partners to reach a more global audience and promotes greater inclusivity and equity in the sport.
- To highlight sport’s ability to cross national, cultural and linguistic borders, sportanddev launched a campaign inviting users to submit videos of themselves saying “sport is a universal language” in their mother tongue. sportanddev received 47 videos, representing 33 countries, six continents and 63 languages.
- For the International Day of Sport for Development and Peace on 6 April 2019, sportanddev organised a working group of global organisations to coordinate activities. It also published 23 articles and 55 submissions from different organisations sharing their plans for the day.
- sportanddev aims to make sport and development policy relatable to sports associations and grassroots organisations, and many of these (75% of users according to survey data) use information from the website in their projects. sportanddev’s section on sport and the Sustainable Development Goals was viewed more than 12,000 times during the 2018/19 season, and a section on policy will be published in 2019/20.

Key performance indicators

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<tbody>
<tr>
<td>Increase the visibility of sport’s development potential</td>
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</tr>
<tr>
<td>Facebook followers</td>
<td>18,800</td>
<td>19,400</td>
<td>19,300</td>
<td>17,000</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>1,000</td>
<td>946</td>
<td>984</td>
<td>1,000</td>
</tr>
<tr>
<td>Registered team individuals</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Registered organisations</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Contribute to improving sport and development practice (%)</td>
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<td></td>
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<tr>
<td>Users who strongly/agree that sportanddev is the leading source of information on sport and development</td>
<td>75%</td>
<td>75%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Users who strongly/agree that they feel more informed about developments in the sector because of sportanddev</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Users who have used information found on sportanddev in their own projects or programmes</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Promote partnership building and strategic alliances</td>
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<tr>
<td>Survey participants who say they have formed a partnership because of sportanddev (%)/ Swiss working group members and new partners</td>
<td>75%</td>
<td>75%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Article contributions for the International Day of Sport for Development and Peace</td>
<td></td>
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<tr>
<td>Promote the role of UEFA and its partners in promoting social responsibility work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UEFA and FSR partner articles published on sportanddev</td>
<td>48</td>
<td>44</td>
<td>43</td>
<td>47</td>
</tr>
<tr>
<td>UEFA FSR partners featured in articles on sportanddev</td>
<td>109</td>
<td>109</td>
<td>109</td>
<td>111</td>
</tr>
</tbody>
</table>

Planned activities

2019
- Attend the Sport and Peace Conference in Cape Town, South Africa

2020
- Publication of two new sections on sportanddev-related policy – ‘Learn more’ and ‘Toolkit’
- Launch of first ever massive open online course (MOOC) in sport and development
- Strengthen networks and partnerships, especially in Africa, Asia, Oceania and Latin America
- Draft a guidebook with tools and resources for those managing sport for development projects

131 sportanddev is based in Switzerland.
Objective
To understand the needs of the sportanddev audience better, identify good practices, challenges and areas for improvement, and understand the value the platform brings to users and the broader sport and development sector.

The Wow! factor
The survey approach is not unique to sportanddev but, as a network of 10,000 members, sportanddev’s community is particularly influential in shaping the initiative’s work. sportanddev refined the survey for 2018/19 so that users could provide more meaningful feedback that can lead to direct action, improve the platform and influence overall strategy. This is in line with sportanddev’s values of impartiality, community and collaboration, ensuring the platform best serves its audience.

Partners
The survey was distributed via the sportanddev newsletter, which reaches around 10,000 individuals. Key partners and steering board members, such as UEFA, were encouraged to distribute the survey via their networks to ensure optimal reach.

75%
Over 75% of users believe sportanddev is the leading source of information on sport and development.

Related content
sportanddev.org
2019 survey results

“Thank you for all the work you do! I teach two university courses on SFD [sport for development] and continually draw from information on your website and encourage students to do likewise.”
Anonymous survey participant
Child safeguarding
Mission

Terre des hommes (TdH) is committed to steadily improving the conditions of the most vulnerable children worldwide and, in partnership with UEFA, to safeguarding and protecting children and young people involved in football across Europe.

Objectives

Ensure that football is a safe, positive and enjoyable experience for all children involved in the game, regardless of their age, gender, sexual orientation, ethnicity, social background, faith, ability or disability.

Raise awareness among national associations, coaches, staff, parents and children themselves to prevent and minimise the chance of harm occurring.

Strengthen the child safeguarding capacity of national associations, coaches and individuals involved in children’s football activities, through online and offline training.

Ensure effective policies, practices and procedures are in place to prevent harm occurring.

Help create channels to identify and address any child safeguarding concerns that may arise.

Highlight

In March 2019, in partnership with the German Football Association (DFB) and UEFA, Tdh organised a three-day Study Group Scheme workshop on child safeguarding in European football. The aim was to raise awareness of child safeguarding issues and equip national associations with good practices. The event was also organised to ensure football professionals were involved in the design of the safeguarding tools.

With a highly participatory methodology, including group discussions and an appreciative inquiry approach, participants had the opportunity to contribute to the forthcoming UEFA Child Safeguarding Policy and learn from each other by exchanging views and experiences. The floor was given to some national associations to share their work and expertise in child safeguarding.

“We were delighted to host the UEFA Study Group Scheme workshop on child safeguarding at the DFB headquarters in Frankfurt. It was great to experience 40 national associations working together for a safe environment for all children and young people in European football. Finding common standards based on the expertise of Tdh and the exchange of experiences among the national associations is an important step to ensure safeguarding across Europe. The energy and the commitment of the experts and the participants was inspiring.”

Stefanie Schulte, head of the department for social responsibility and fan relations, DFB

We were delighted to host the UEFA Study Group Scheme workshop on child safeguarding at the DFB headquarters in Frankfurt. It was great to experience 40 national associations working together for a safe environment for all children and young people in European football. Finding common standards based on the expertise of Tdh and the exchange of experiences among the national associations is an important step to ensure safeguarding across Europe. The energy and the commitment of the experts and the participants was inspiring.”

Stefanie Schulte, head of the department for social responsibility and fan relations, DFB
Main achievements
- Ten national associations were consulted during a workshop at UEFA headquarters in November 2018 to identify good practices, gaps and challenges in safeguarding.
- A child safeguarding policy for European football was developed in spring 2019, in consultation with various UEFA units and national associations.
- In April 2019, a memorandum of understanding was signed between Tdh and the Football Association of Moldova, focusing on ensuring the protection of children in sport.
- Tdh ran activities at the #EqualGame zone during the UEFA Champions Festival in Madrid to raise awareness among visiting fans about child safeguarding in football.
- At the 2019 Grassroots Conference, participants were introduced to and consulted on the development of a digital child safeguarding platform, which will host the child safeguarding toolkit designed for football professionals, including coaches, instructors and any individuals involved in children’s football activities, which will include online and offline tools and materials.

Key performance indicators

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance 2018/19</th>
<th>Performance 2019/20</th>
<th>Plan 2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness about child safeguarding in football</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>NAs participating in awareness-raising activities and events (online or offline)</td>
<td>700</td>
<td>500</td>
<td>800</td>
</tr>
<tr>
<td>Football professionals participating in awareness-raising activities (online or offline)</td>
<td>150</td>
<td>100</td>
<td>150</td>
</tr>
<tr>
<td>Children involved in safeguarding awareness-raising activities</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Planned activities

<table>
<thead>
<tr>
<th>Planned activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of an online awareness-raising module on child safeguarding in football</td>
</tr>
<tr>
<td>Development of safeguarding e-learning modules for coaches and football professionals.</td>
</tr>
<tr>
<td>Launch of child safeguarding toolkit.</td>
</tr>
<tr>
<td>Development of safeguarding module for children.</td>
</tr>
<tr>
<td>Development of child safeguarding framework.</td>
</tr>
</tbody>
</table>

Concluding remarks

“...We need to take care of children and give them a safe place where they can ask for help or talk about the problems they have. It is our duty to take care of children because we have a stronger voice than they do.”

Roman Bürki, Borussia Dortmund goalkeeper and Tdh ambassador

Fanny Bellier, project manager for child safeguarding in sport at Tdh, fanny.bellier@tdh.ch

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132 A child safeguarding focal point acts as a point of contact on safeguarding matters, and advises, supports and assists the organisation in its implementation of a safeguarding policy and associated procedures, including in response to specific cases and concerns.
133 In May 2019, the Swiss football player and Tdh ambassador visited football projects in Romania to raise awareness of safeguarding.
134 Fanny Bellier is the project manager for child safeguarding in sport at Tdh, fanny.bellier@tdh.ch.
**Objective**

To use innovative techniques and digital technology to help vulnerable young people around the world while ensuring they are better protected.

**The Wow! factor**

Fabrication Laboratories, otherwise known as FabLabs, are open spaces that provide access to numerical production tools and advanced digital manufacturing technologies to create personal and participative projects. The concept is an innovative non-formal education tool, created by the Massachusetts Institute of Technology (MIT), that provides young people with practical digital skills while helping to improve their resilience.

Tdh used the FabLab concept to develop humanitarian FabLabs that target hard to reach young people, including refugees, to support their social protection and empowerment.

**Stakeholders and partners**

- Massachusetts Institute of Technology (MIT)
- Global Humanitarian Lab (GHL)
- Tdh Greece
- Tdh Ukraine
- Tdh Burkina Faso

**Good practice links**

- FabLab: An innovation space for refugees in Greece
- FabLab: An innovation space to reach vulnerable youth

- 20,000

20,000 visitors accessed the FabLabs in a year, with 60% of visitors registering as young people and 50% identifying as female.

**“ For the neglected or marginalised children and young people we work for, FabLabs can offer much more than an introduction to technology. They can teach these children how to address local needs by using global collective intelligence. Regardless of gender, education or social origin, the FabLabs prove to be attractive spaces where our beneficiaries can develop problem-solving and design skills.”**

Anonymous user
Human rights
Centre for Sport and Human Rights
sporthumanrights.org

Mission
The Centre for Sport and Human Rights’ mission is to work towards a sporting world that fully respects human rights through collective action and by promoting the Sporting Chance Principles.

Objectives
Help prevent human rights violations from occurring through sport.
Support access to effective remedies where violations have occurred.
Promote a positive human rights legacy through sport and sporting events.

Highlight
After three years of consensus building, the Centre for Sport and Human Rights was officially launched in Geneva on 26 June 2018, becoming the first of its kind to foster respect for human rights in the world of sport. The centre’s founding Advisory Council consists of nearly 40 members including intergovernmental organisations, governments, athletes, hosts, sponsors, broadcasters, civil society representatives, trade unions, employers’ associations, and national human rights institutions.

All the members of the Advisory Council, including UEFA, came together in Geneva to celebrate the launch and reiterate their commitment to the Sporting Chance Principles, each outlining how they will specifically work to reduce the impact of sport on human rights and contribute to the work of the centre.

Attendees were welcomed with speeches by the UN High Commissioner for Human Rights, Zeid Ra’ad Al Hussein, the Director-General of the International Labour Organization, Guy Ryder, and the centre’s founding chair, Mary Robinson, former president of Ireland and former UN High Commissioner for Human Rights.

Main achievements
• The centre has initiated a number of quick response activities, used its network of football’s most powerful actors, including top sponsors, leading governments, powerful NGOs and advocates, to leverage every relationship available to address significant human rights issues in sport and support significant causes, such as the safe release of football player Hakeem al-Araibi in early 2019.

• The centre hosted the third annual Sporting Chance Forum with the Institute for Human Rights and Business and UNESCO, bringing together over 300 high-level delegates from different institutions and stakeholder groups to discuss a diverse range of issues including sexual abuse in sport, athletes’ rights and children’s rights.

• The centre convened a high-level dialogue at the Peace Palace in The Hague to discuss gaps in remedy mechanisms in sport and rights and held a workshop in Rabat, Morocco, in March 2019.

• The centre is establishing a bridge between national sports bodies and national human rights institutions in their respective countries, to provide sports bodies with the local knowledge and expertise needed to navigate human rights challenges.

The centre also responded to the women’s stadium ban in Iran and the sexual abuse cases involving the Afghanistan women’s national team.

Objectives
Help prevent human rights violations from occurring through sport.
Support access to effective remedies where violations have occurred.
Promote a positive human rights legacy through sport and sporting events.
**Supporting the development of a human rights strategy for the Commonwealth Games Federation at its general assembly in Kigali, Rwanda in September 2019**

**Agreement establishing a memorandum of understanding with the Commonwealth Games Federation, the National Olympic Committee of Rwanda and the Rwandan National Human Rights Institution to build capacity with national sport bodies to protect human rights for children and women**

**Hosting a dialogue with advisors to sport bodies on rights-compatible approaches to remedy**

**Launching two new tools to: assist national multi-sport governing bodies in preventing and mitigating human rights risks, and to help event organisers mitigate human rights risks close to games time**

**Working with stakeholders to develop a concept for meaningful child participation and protection for confirmed and prospective hosts of mega sporting events**

**Helping sports organisations incorporate human rights due diligence into their day-to-day operations and into bidding requirements for their events**

**Expanding work on providing access to meaningful remedies, examining gaps in existing mechanisms for sport-related human rights violations and how to address them**

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**Concluding remarks**

“The centre’s outlook is bright. We are well-positioned to support and inspire sports organisations to harness the full positive power of sport, not only to limit human rights violations through their activities, but also to embed and create processes which prevent them from happening in the first place.”

Mary Harvey, chief executive, Centre for Sport and Human Rights
Good Practice

Collective action on sport and human rights

Objective
To prevent human rights harms from occurring through sport, support access to effective remedy mechanisms where harms have occurred, and promote a positive human rights legacy from sport and sporting events.

The Wow! factor
The Centre for Sport and Human Rights engages the full spectrum of actors across the world of sport in order to diminish the power differential between those impacted and those causing impact, to empower a new wave of athlete advocates, community leaders and worker representatives, and to connect siloed constituencies in the pursuit of collective action and positive impact.

Partners
With affected groups and the normative standards of key UN agencies in mind, the centre has built an unprecedented coalition of governments, UN agencies, sports bodies, NGOs, trade unions, sponsors and broadcasters to create and support an independent human rights organisation for the world of sport.

Our collaborative approach to tackling issues head on means we’ve not only created efficiencies but are also able to involve more voices in identifying and supporting actionable solutions to human rights harms in sport.”

Mary Harvey, chief executive, Centre for Sport and Human Rights

Good practice link
sporthumanrights.org

© Centre for Sport an Human Rights
Supporter relations
The 2017/18 survey elicited 523 responses, which formed the basis of a 47-page report. The 2018/19 survey elicited 2,877 responses, a 548% increase. FSE expects this upward trend to continue in 2019/20.

The away fans survey has so far proved to be an invaluable tool for fans of clubs that play in UEFA competitions. It gives them an opportunity to provide quantitative and qualitative feedback, which serves as a useful guide to what and where the problems are. Over time, the survey will also show which clubs are working towards good practices and which aren’t.”

Herjan Pullen, Supportersvereniging Ajax (AFC Ajax supporters’ association)

Main achievements
• The OUT! project brought together supporters, fan organisations, national associations, football leagues and other stakeholders to work on the fight against homophobia and the empowerment of the LGBT+ community in football.
  • In late February 2019, FSE visited Baku, Azerbaijan to assess the city’s preparations for the UEFA Europa League final. The organisation identified several concerns, including the e-visa application process that entailed mandatory disclosure of an individual’s HIV status. FSE communicated these reservations to UEFA both publicly and privately. UEFA considered the concern to be serious and discussed the issue with the Azerbaijani authorities. On 9 April, a decree removing the HIV declaration from the e-visa application process came into force.
  • Europe Wants to Stand was launched by FSE and 15 national supporter’s organisations in March 2019 with an open letter calling on UEFA to reconsider its all-seater policy. At its meeting in Baku on 29 May, the UEFA Executive Committee decided not to change its Safety and Security Regulations.
  • Fan.tastic Females – Football Her.Story is an audio-visual exhibition that explores female fan culture. It has been on tour since 2018, visiting Germany, Austria, Switzerland and Portugal, and has been seen by over 15,000 people so far.
  • FSE Fan Digest is a fortnightly round-up of supporter focused news, interviews and think pieces from across the continent. Launched in March 2019, the Fan Digest is aimed at active fans, national supporters’ organisations and other key stakeholders. It has a readership of over 1,000 people.

Mission
Football Supporters Europe (FSE) is a sustainable and democratic representative organisation that gives European football fans a voice, empowers supporters’ organisations and promotes dialogue, inclusion and respect for human and civil rights among all football stakeholders.

Objectives
Represent supporters and build capacity.

Lead campaigns and activities.

Educate and advise.

Lobby and influence policymaking.

Ensure the development and financial sustainability of FSE.

FSE commissioned its first away fans survey in 2017/18 after identifying several issues that affect travelling supporters at UEFA competitions, from high ticket prices and questionable policing to poor stadium infrastructure and complicated visa requirements. In 2018/19, the survey again collected qualitative and quantitative data on conditions at UEFA Champions League, UEFA Europa League and UEFA Nations League fixtures. The aims of the survey and the resulting report are to assess and monitor the situation in different countries, highlight good and bad practices, and shape policy recommendations for UEFA, clubs and other major stakeholders.

The 2017/18 survey elicited 523 responses, which formed the basis of a 47-page report. The 2018/19 survey elicited 2,877 responses, a 548% increase. FSE expects this upward trend to continue in 2019/20.

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Herjan Pullen, Supportersvereniging Ajax (AFC Ajax supporters’ association)
Concluding remarks

In 2018/19, FSE maintained its focus on hosting conditions at UEFA competitions. At the heart of this strategy is the away fans survey. Together with observation visits, the survey has produced hard, reliable data on the nature, scope and distribution of the problems facing away fans across the continent. We hope that the insights gleaned will encourage clubs and governing bodies to recognise the importance of away fans and work together with FSE and other stakeholders to develop and implement minimum standards for away sectors at UEFA competitions.

Ronan Evain, CEO, FSE
ronan.evain@fanseurope.org
Good Practice

Structured dialogue with the Spanish police

Objective
To improve security at European matches held in Spain by establishing a dialogue between the Spanish police and the supporters of affected clubs.

The Wow factor
FSE accompanied the Spanish police as observers, liaising with supporters and supporters’ groups to ensure that all stakeholders had access to the necessary information. Given their reputation among football supporters, this represents a somewhat novel approach for the Spanish authorities and, by extension, a positive development in police-supporter relations.

Partners
UEFA
FASFE (Spanish national supporters’ organisation)
Council of Europe
Borussia Dortmund, Liverpool FC, Tottenham Hotspur, Eintracht Frankfurt
Supporters’ groups from Manchester United FC, FC Bayern München, Borussia Dortmund, Liverpool FC and Tottenham Hotspur

FSE made four observation visits to three Champions League matches (Real Madrid v Borussia Dortmund, FC Sevilla v Manchester United, and Tottenham Hotspur v Liverpool FC in the final in Madrid), plus Athletic Bilbao v FC Barcelona in La Liga. There were no major incidents on any occasion.

4

The structured dialogue scheme with the Spanish police in Madrid ahead of the UEFA Champions League final was productive. It would be great to see this extended across all forces in Spain and more widely across the continent.”

Joe Blott, chair, Spirit of Shankly Liverpool supporters’ union

Good practice links
UEFA Champions League Spanish police
Twitter accounts for Tottenham fans and for Liverpool fans

© UEFA
SD Europe's mission is to increase supporter involvement in the running of football clubs and football institutions and to promote solidarity towards the grassroots levels of football.

Mission
SD Europe’s mission is to increase supporter involvement in the running of football clubs and football institutions and to promote solidarity towards the grassroots levels of football.

Objectives
Further strengthen the influence of supporters in football.

Continue to expand the SD Europe network of member-run clubs and supporters’ groups.

Support member-run clubs and supporter involvement in football clubs.

Strengthen the understanding and cooperation between fans, their clubs and those that run the game.

Provide advice and training on sustainable financing, membership programmes and good governance principles to the SD Europe network, fans and clubs.

Advocate for and support the implementation of the supporter liaison officer role throughout European football.

Highlight
True to its name, the LIAISE project has proven that the exchange of knowledge and expertise between stakeholders offers a unique collaborative opportunity to find new ways of liaising with fans, clubs and other stakeholders. In 2018/19, five LIAISE exchange visits among national associations, leagues and supporters’ organisations provided visiting delegations with the opportunity to observe match organisation procedures, while gaining a greater understanding of the cooperation between individual stakeholders and the role played by supporter liaison officers (SLOs) in this system. Various meetings were also held to allow questions to be asked, experiences to be exchanged and lessons to be learned – a truly integrated approach.

Main achievements
• SD Europe and UEFA agreed to partner on an SLO education programme. The programme is now part of the UEFA Academy and will be delivered by SD Europe from 2019 to 2023. The aim is to ensure the effectiveness of the SLO role by providing a comprehensive foundation, tools and practical knowledge to new and experienced SLOs.

• SD Europe members, national associations and leagues teamed up to deliver training projects on the topics of membership and volunteer management, communication with other stakeholders, fan culture, fan dialogue and integrated approaches to safety and security. The training benefited member-run clubs, national and local fan organisations, national associations, leagues, the police and other stakeholders. Workshops and seminars took place in Scotland, Sweden, Israel, at SD Europe’s AGM in Huelva, Spain, and as part of SD Europe’s Erasmus Plus project LIAISE across the continent.

• With a contribution of €120,000 in 2018/19, the total funds distributed by SD Europe to national and local fans organisations, member-run clubs, national associations and leagues has now exceeded €400,000. These funds have been used to set up and professionalise national and local supporters’ organisations, to establish and further develop the relationship between fans, national associations and leagues, and to improve the running of member-run clubs, whether professional or amateur.

“Fans and national associations must work together more closely. SD Europe’s focus on developing action-driven relationships between the two is much needed and appreciated.”

Karl-Erik Nilsson, UEFA first vice-president, chairman of the HatTrick Committee, deputy chairman of the Fair Play and Social Responsibility Committee and member of the Professional Football Strategy Council

139 SD Europe’s objectives have changed slightly since 2017/18 to align more closely with its current strategy.

140 As of 1 July 2019.
and fan groups in Italy, the Netherlands, England and Scotland have now either signed memorandums of understanding outlining their relationship or established closer working relationships.

• The Council of Europe’s EURO 2020 Working Group invited SD Europe to its consultative visits to the host cities of UEFA competition finals; in Budapest, Baku and Bilbao to provide expertise and feedback on safety and security matters, as well as the cultural fan context in the different countries. SD Europe assessed the status of the host cities in terms of supporter liaison activities and promoted the SLO role at national team level.

141 EU-funded projects are essential to SD Europe’s work, as EU funding helps the organisation grow and run specific projects.
142 The SD Europe Fund provides financial support for the work of SD Europe members on democracy, cooperation, solidarity and sustainability, at national and local level. Though discussed for many years, the fund was only set up in 2018/19.
143 Evergreen is a customer relationship management tool used by SD Europe.
144 This indicator has absorbed the separate ‘New national association training programmes’ indicator in last season’s report.
145 SD Europe will work with its members to approach national associations, instead of going top-down, as it is believed this will enable the development of more targeted and realistic projects.

Concluding remarks

“Our work shows how much can be achieved if football clubs and supporters work together. This cooperation of like-minded and skilled people who care about football and their communities is exciting and has to continue.”
Antonia Hagemann, CEO of SD Europe

info@sdeurope.eu

Plan

2019/20

2020/21

2018/19

2017/18

Key performance indicators

Objective

Capacity-building for SD Europe members and broader network

Performance

National supporters’ organisations set up

Training programmes/workshops developed and delivered to members

Total number of countries in the network

2017/18

2018/19

2019/20

2020/21

2019

2018

2017

2016

Objective

Increase resources for SD Europe and members’ activities

Performance

EUL-funded projects141

National supporters’ organisations receiving funding

National supporters’ organisations supported by the SD Europe Fund142

Practical Evergreen tools for members’ day-to-day operations143

2017/18

2018/19

2019/20

2020/21

2019

2018

2017

2016

Objective

SLO development

Performance

Bilateral SLO meetings between stakeholders around UEFA competitions

New PAF SLOs

SLO network meetings

SLO training sessions held for police forces

2017/18

2018/19

2019/20

2020/21

2019

2018

2017

2016

Objective

HatTrick

Performance

Members assisted in project development and implementation145

NAs assisted in project development and implementation

2017/18

2018/19

2019/20

2020/21

2019

2018

2017

2016

Objective

SLO development

Performance

SD Europe Fund: making funds available to members to promote football’s democracy, solidarity, cooperation and sustainability

Planning workshops for members

EUL-funded Fans Matter project, uniting national associations and supporter organisations from six countries and three continents to provide training to member-run clubs – January 2020 – December 2021

2019

2018

2017

2016

Planned activities

2019

JUL

AUG

SEPT

OCT

NOV

DEC

2020

JAN

FEB

MAR

APR

MAY

JUN

Six UAFE exchange visits, one workshop, six national action plan presentations and one project closing meeting – first half of 2019/20

Six national association SLO training workshops, to be organised through the UEFA Academy – first half of 2019/20

Development of practical Evergreen tools to help members in their operations, such as membership and volunteer management database, business plan templates, budgeting tool and project management guidelines

Co-hosting of event at the European Parliament

Training workshops for members

EU-funded Fans Matter project, uniting national associations and supporter organisations from six countries and three continents to provide training to member-run clubs – January 2020 – December 2021

Six LIAISE exchange visits, one workshop, six national association SLO training workshops, to be organised through the UEFA Academy – first half of 2019/20

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Development of practical Evergreen tools to help members in their operations, such as membership and volunteer management database, business plan templates, budgeting tool and project management guidelines

Co-hosting of event at the European Parliament
Good Practice

Structural relationships between supporters’ organisations and football authorities

Objective
To establish meaningful and long-term formal working relationships between national supporters’ organisations, national associations, leagues and governments that focus on agreed aims and outcomes.

The Wow! factor
In the past, fans and authorities had been reluctant to work together, divided by a mutual lack of trust and respect.

Over the past decade, SD Europe and its members (national supporters’ organisations from across Europe) have promoted the need for these relationships to improve and for supporters to participate in certain decisions and contribute to the development of football.

Since the beginning, SD Europe’s aim has been to make the fans’ voices heard and to establish mutually beneficial agreements on local, national and European levels which take the relationship to a new level, outlining operational goals which tie the two sides together through agreed actions.

Now the years of joint action by SD Europe and its members are bearing fruit. In 2018/19 alone, a mutual understanding of shared interests and cooperation was reached between national fan groups and the authorities in many countries, and finally, the relationships between national supporters’ organisations and football governing bodies is improving.

Structural relations are the key to progress!

Partners
SD Europe members
National associations
Leagues
Governments

In 2018/19, three of SD Europe’s member national supporters’ organisations became the newest organisations to begin working jointly with their national leagues, associations and governments towards building and strengthening their structural relationships:

• The Svenska Fotbollssupporterunionen (SFSU) and the Swedish League (SEF) agreed on a five-year educational programme with the aim of making the Swedish league the most “fan cooperative” league in Europe.

• The Irish Supporters Network (ISN) was granted representation at the Council of the Irish FA (FAI), involving them in shaping the development of the governance of Irish football.

• The Federación de Accionistas y Socios del Fútbol Español (FASFE) and the Spanish FA (RFEF) started drafting a memorandum of understanding (to be signed by the end of 2019), establishing FASFE’s participation in decision-making by involving them formally in the national association’s structure.

This development raises the total number of SD Europe members maintaining or developing a structural relationship with their national league, associations and governments to seven.146

146 The other four are Supporters in Campo with the Italian FA; Supporters Direct Scotland with the Scottish FA, the Scottish League and the Scottish government; the Football Supporters Association with the English FA and the English Premier League; and Supporterscollectief Nederland with the Dutch FA.

Following the LIAISE project, our colleagues and the fans understand the importance of the SLO role and the benefits it brings.”

Martin Kurka, SLO at Bohemians 1905

Good practice link
The Key to Progress: Structural Relationships

Related content
SD Europe
SD Europe - LIAISE
SD Europe - SLO
Supporters organisations and member-run clubs attend
SD Europe’s annual general meeting
Joint statement by FAI and Sport Ireland
Council of Europe preparations for EURO 2020
Swedish football will take Allsvenskan and Superettan to new levels
by building the best supporter cooperation in Europe

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Competitions
Respect Health

Challenge
In March 2019, a Healthy Stadia assessment was carried out at the Ferencváros Stadium, in Budapest, Hungary, the venue for the UEFA Women’s Champions League final. One of the key recommendations that came out of the assessment was to strengthen the venue’s policy and practices around smoking by making the entire stadium bowl tobacco-free. The primary reason for adopting a tobacco-free policy is to protect the health and safety of fans and staff within the stadium, protecting them from the acute dangers of exposure to second-hand smoke, as well as guarding against potential fire hazards, lowering cleaning costs and undermining any remaining association between sport and tobacco.

Goal
To eliminate second-hand smoke and the hazards associated with it within the stadium bowl and to educate people about the risks of smoking.

The Wow! factor
Healthy Stadia developed a set of referee-style yellow and red cards with information on UEFA’s no smoking policy for the Women’s Champions League final at the Ferencváros Stadium, including the health benefits underpinning the policy. In preparation for the final, stewards and volunteers undertook a brief online training course on the policy and how to use the cards, while volunteers were trained on-site by Healthy Stadia staff.

15 volunteers were briefed on the tobacco-free policy and how to use yellow and red cards to enforce it.

What’s next?
Ferencváros Stadium will extend this full tobacco-free policy to domestic matches, meaning that stadium visitors will be better protected against second-hand smoke within the stadium bowl. The signage used for the final was unbranded and will therefore be kept by the stadium operators to assist in communicating the policy at future matches.

Partners
UEFA FSR and event units
Healthy Stadia
Ferencváros Stadium
Hungarian Football Federation
Event volunteers

Good practice link
Tobacco-free Stadia Guidance
Related content
Tobacco-free Stadia Guidance: Main Guide
Tobacco-free Stadia Guidance: Short Guide
Tobacco-free stadia training module
UEFA EURO 2016 Respect Your Health: No Tobacco Case Study

Dániel Petőcz, facility operations manager, Ferencváros Stadium

"[The Ferencváros Stadium] was proud to host the UEFA Women’s Champions League final in 2019. The arena already operates a smoke-free policy in all seated areas for domestic matches, but this policy was extended to all areas within the stadium for the UEFA final. It was helpful to work with Healthy Stadia, which developed a signage placement guide for the final, and trained volunteers ahead of the match to use yellow and red warning cards for smokers within the stadium bowl.”
Hospitality production

Challenge
To maintain a high quality in the delivery of operations at the UEFA Champions League final, while simplifying processes and meeting business objectives.

Goal
To prioritise local suppliers and workforces for event hospitality and waste management at the 2019 final in Madrid, while making a concerted effort to use existing equipment and ensuring that new materials could be reused.

Partners
UEFA suppliers (including catering companies, waste management companies, production companies, advertising companies) and commercial partners

Estadio Metropolitano

The Wow! factor
UEFA organised several initiatives to overcome the challenge and meet the goal. For example, as regards event hospitality, all pastries and cakes were freshly produced by a local provider; 80% of the flowers came from within 150km of the stadium and were reused after the event when possible; aromatic plants came directly from eco-cultivation facilities; all lounges prioritised the use of crockery and glassware over plastics; newly purchased furniture was left at the stadium for future events; and organic material, plastic and paper waste was separated for recycling. In addition, while hospitality facilities were built exclusively for the event, some of the kitchen equipment came from the ATP Tennis Masters held in Madrid two weeks before the match.

As regards waste management, UEFA worked with a local company and the city of Madrid to ensure waste was separated and processed accordingly in the city’s treatment plants. In terms of recruitment, approximately 63% of all event staff and 60% of external suppliers came from the Madrid area.

What’s next?
The goal is to further develop the sustainability of future competition finals and continue to reduce the amount of residual waste.

Champion’s Village waste generation

<table>
<thead>
<tr>
<th>Phase</th>
<th>Waste generation by phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup</td>
<td>20%</td>
</tr>
<tr>
<td>Matchday</td>
<td>25%</td>
</tr>
<tr>
<td>Dismantling</td>
<td>55%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Waste type</th>
<th>Waste generation ratio by type of waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass</td>
<td>15.5%</td>
</tr>
<tr>
<td>Paper</td>
<td>8%</td>
</tr>
<tr>
<td>Organic matter</td>
<td>5%</td>
</tr>
<tr>
<td>Plastics</td>
<td>8%</td>
</tr>
<tr>
<td>Metal</td>
<td>1.5%</td>
</tr>
<tr>
<td>Wood</td>
<td>6%</td>
</tr>
<tr>
<td>Carpet</td>
<td>22%</td>
</tr>
<tr>
<td>Residual</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The Champion’s Village, a temporary facility built exclusively for the UEFA Champions League final, hosted 7,012 guests in Madrid in 2019.

What’s next?
The goal is to further develop the sustainability of future competition finals and continue to reduce the amount of residual waste.

Related content

Estadio Metropolitano – A spectacular stadium
Combi-ticket

Challenge
The arrival of supporters en masse for a high-profile match such as the UEFA Champions League final can put a heavy strain on a city’s local transport infrastructure and aggravate traffic congestion and air pollution, especially on matchday.

Goal
To reduce the number of additional vehicles in circulation on matchday and ensure that existing forms of public transport are being used to their maximum capacity.

Partners
Madrid city authorities
Liverpool FC
Tottenham Hotspur FC

The Wow! factor
UEFA ensured that club supporters purchasing match tickets through either of the two clubs that made it to the final also received a public transport voucher valid for a total of 24 hours on all metros and buses in Madrid. The provision of such ‘combi-tickets’ (match ticket + public transport ticket) was included in the requirements placed on cities bidding to host the match, though, as a sign of solidarity, the cost is deducted from the ‘finalists’ fee’ paid by UEFA to the two clubs in the final.

34,000
Of the 62,000 spectators who attended the UEFA Champions League final at the Estadio Metropolitano in Madrid, 34,000 (55%) received a combi-ticket.

What’s next?
A combi-ticket system will be implemented in all 12 host cities for EURO 2020.

Related content
UEFA EURO 2008 Sustainability Report

I think it is a great initiative supported by UEFA, the local hosts and the finalist clubs to make sure supporters have an easier and better experience while traveling to watch their club playing in the final.”

Tiziano Gaier, senior event manager, UEFA
**Waste separation**

**Challenge**
Stadiums generate a large and varied amount of waste, especially on and after matchdays. It is therefore important to develop a detailed and coherent cleaning and waste management strategy to ensure efficient storage and disposal. An environmentally responsible waste management strategy will make provision for the sorting and segregation of the different waste types.150

**Goal**
To work with host venues to set up designated waste separation systems that are easy to understand and use by visitors and easily implemented, operated and managed by stadiums.

**Partners**
FC Porto

**The Wow! factor**
The inaugural UEFA Nations League final was held at the Estádio do Dragão in Porto, Portugal. The stadium’s sustainability strategy includes a waste separation system, offering designated waste bins for paper, cardboard, plastic, metal, glass, organic and general waste.

**Waste collected at the Estádio do Dragão during the 2019 UEFA Nations League final**

<table>
<thead>
<tr>
<th>Waste Type</th>
<th>Quantity (tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper/cardboard</td>
<td>1,120</td>
</tr>
<tr>
<td>Plastic and metal</td>
<td>990</td>
</tr>
<tr>
<td>Glass</td>
<td>1,020</td>
</tr>
<tr>
<td>Organic</td>
<td>8,760</td>
</tr>
<tr>
<td>General waste (bins)</td>
<td>18,340</td>
</tr>
<tr>
<td>General waste (skip)</td>
<td>7,460</td>
</tr>
<tr>
<td>Recycled waste</td>
<td>11,840</td>
</tr>
<tr>
<td>Total</td>
<td>25,800</td>
</tr>
</tbody>
</table>

**What’s next?**
UEFA is looking to monitor and capture data from EURO 2020 to better understand how waste management systems are being operated at different stadiums across Europe. As the stadiums in London and Munich have shown a high level of understanding and have well-executed waste management systems, UEFA will use them as a benchmark against which others can measure themselves, learn and grow. UEFA also believes it is important for stadium operators to understand the financial benefits that can occur as a result of waste separation, recycling and composting.

**Related content**
- FC Porto’s sustainability strategy and its main challenges
- UEFA Guide to Quality Stadiums

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**Waste management has been constantly improving for many years, to achieve the implementation of the 3R strategy: reduce, reuse and recycle. The biggest improvement seen as a result of this strategy has been to engage with staff and spectators at each stadium and educate them on the approach. Over the last few years and after constant reviews of the entire waste disposal process, UEFA has seen many venues starting to change their public bin systems and aligning them with the recycling possibilities of waste disposal companies. By doing this, the different waste streams in public areas are being reduced, making it easier for spectators to follow and thereby increasing recycling rates as a result.**

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150 Taken from UEFA’s Guide to Quality Stadiums.
151 A waste-to-energy plant is a waste management facility that combusts solid waste to produce electricity and/or heat – an ecological, cost-effective way of energy recovery. The energy plant burns waste at high temperatures, using the heat to create steam which then drives a turbine that creates electricity.
UEFA volunteer programme

Challenge
With EURO 2020 being held in 12 countries across Europe, this will be UEFA’s largest undertaking in organising and managing volunteers.

Goal
To gather and integrate people all over Europe into this ‘EURO for Europe’, implementing a high-quality and memorable volunteer programme across all venues and creating a strong legacy for the host countries.

Partners
Host country national associations
Local organising structures
Venues

The Wow! factor
Like so many aspects of EURO 2020, the volunteer programme required special consideration: With volunteers needed in 12 different host countries, many aspects of the programme are unique:
• EURO 2020 requires 12,000 volunteers, the highest number ever involved in a EURO tournament;
• simultaneous application openings across 12 venues between 31 May and 12 June 2019;
• 12 simultaneous promotional and recruitment campaigns supported by UEFA and the 12 host associations are set to take place;
• applications for London closed after one month, as there were more than enough applicants in that period;
• 14 local volunteer ambassadors have been recruited, including former players, actors, musicians and influencers.

Volunteers will support the delivery of the event’s wide-ranging projects, including accreditation, ceremonies, transport, media, ticketing, match operations and spectator services.

28,000+
A record 28,000+ volunteer applications were received in four months across the 12 venues, three months before applications closed for most venues in December 2019.

What’s next?
The next steps will include interviewing, appointing and training the volunteers who will support operations across the 12 venues for the duration of the tournament, after which UEFA will assess how the programme was implemented and what lessons can be learned for future large-scale volunteer activities. UEFA also hopes that the event will leave a positive legacy in the host countries in terms of their own cultures of volunteering.

Good practice link
Volunteer at UEFA EURO 2020!

Related content
Journey of a Volunteer video
Amsterdam with Volunteer Ambassador Anouk Hoogendijk (in Dutch)
Bucharest with Volunteer Ambassador Andrei Lacatus (in Romanian)
Glasgow with Volunteer Ambassador Martin Compston
Munich with Philipp Lahm (in German)
Rome with Volunteer Ambassador Gianluca Vialli (in Italian)

The staging of EURO 2020 is a unique moment in the history of European football, and it will provide a once-in-a-lifetime opportunity for volunteers to be part of the team. Together with the 12 national associations hosting the final tournament, we count on the support of volunteers as our ambassadors in helping to make fans and guests feel welcome. We are organising our biggest EURO ever, and volunteering is a key component. The value of volunteering to individuals and local communities is widely recognised.”

Aleksander Čeferin, UEFA president
Concluding remarks and outlook
Continued growth

The 2018/19 season saw fledgling programmes and projects begin to take root within UEFA and to an even greater extent among national associations, alongside a continued solid commitment to our FSR portfolio partners’ more established projects.

The new sections in this season’s report on the Refugee Grant Scheme, the Centre for Sport and Human Rights and #EqualGame offer a deeper insight into the progress made since 2017/18.
A diverse EURO 2020

As UEFA moves into the final stages of preparation for its largest and farthest-reaching EURO to date, it does so with a renewed commitment to representing the great and unique diversity of Europe and to ensuring the organisation’s policies and activities are inclusive of everyone.

Child safeguarding

The child safeguarding project launched in 2018 began taking shape in 2018/19 and will soon start to be deployed across the continent, helping to make European football a safer environment for children.
Strategic FSR for national associations

A series of three regional HatTrick FSR workshops will take place in the first quarter of 2020 to prepare national associations for the forthcoming HatTrick V regulations, which enter into force in 2020/21. While the new regulations offer an increase in funding, they also require the associations to take a more strategic approach to ensure that the funds are invested in the most impactful and sustainable way.

Representatives of each UEFA member association will be invited to attend one of the workshops, where they will be guided through the process of putting together a robust FSR strategy that will stand the test of time, producing a roadmap for implementation and delivering meaningful social responsibility initiatives that benefit the associations themselves and the communities they serve.

Climate action

Finally, UEFA is aware of the challenges ahead to meet the pledges made when signing the UNFCCC Sports for Climate Action Framework, and the organisation is committed to this journey towards becoming a champion of climate action. On the UEFA campus in Nyon, various steps have been taken to integrate more sustainable practices into day-to-day life and look more closely at the organisation’s broader practices and procedures. Based on this and with the help of expert partners, the next priority is reinforcing UEFA’s framework for sustainable event management ahead of EURO 2024 and the many other competitions and events on the horizon.

Elkhan Mammadov
### Sustainability reporting index

<table>
<thead>
<tr>
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<th>Completely reported</th>
<th>Partially reported</th>
<th>Not reported – data not available</th>
<th>(P) Page</th>
<th>(C) Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCLOSURE SECTION SUBSECTION/REPORT (P) (C) COVERAGE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GRI 102: General disclosures 2016**

#### Organisational profile

102-1 Name of the organisation

102-2 Location of headquarters

102-3 Location of operations

102-4 Ownership and legal form

102-5 Markets served

102-6 Scale of the organisation

102-7 Information on employees and other workers

#### Ethics and integrity

102-16 Values, principles, standards, and norms of behavior

102-17 Governance structure

102-18 Governance

102-19 Stakeholder engagement

102-20 Key topics and concerns raised

102-21 Reporting practice

102-22 Reporting cycle

102-23 Contact point for questions regarding the report
### DISCLOSURE

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<tr>
<th>SECTION</th>
<th>SUBSECTION/REPORT (P) (C)</th>
<th>COVERAGE</th>
<th>SDG TARGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISCLOSURE SECTION SUBSECTION/REPORT (P) (C) COVERAGE SDG TARGETS</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Material topics</strong>&lt;sup&gt;152&lt;/sup&gt;</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>GRI 201: Economic performance 2016</td>
<td>Direct economic value generated and distributed</td>
<td>8.1</td>
<td>8.5, 11.6, 11.9, 12.5, 13.3, 17.3, 17.9</td>
</tr>
<tr>
<td>201-2 Communication and training about anti-corruption policies and procedures</td>
<td>Anti-corruption unit</td>
<td>8.5&lt;sup&gt;154&lt;/sup&gt;</td>
<td>8.5, 11.6, 12.5</td>
</tr>
<tr>
<td>201-2 Confirmed incidents of corruption and actions taken</td>
<td>Anti-corruption unit</td>
<td>8.5&lt;sup&gt;154&lt;/sup&gt;</td>
<td>8.5</td>
</tr>
<tr>
<td>GRI 305: Emissions 2016</td>
<td>Other indirect (Scope 3) GHG emissions</td>
<td>13.1</td>
<td>13.1, 14.3</td>
</tr>
<tr>
<td>GRI 306: Effluents and waste 2016</td>
<td>Waste by type and disposal method</td>
<td>12.5</td>
<td>12.5, 14.5</td>
</tr>
<tr>
<td>GRI 401: Employment 2016</td>
<td>New employee hires and employee turnover</td>
<td>5.1</td>
<td>5.1, 8.9, 10.2</td>
</tr>
<tr>
<td>GRI 404: Training and education 2016</td>
<td>Programmes for upgrading employee skills and transition assistance programmes</td>
<td>8.2</td>
<td>8.2, 10.2</td>
</tr>
<tr>
<td>404-3 Percentage of employees receiving regular performance and career development reviews</td>
<td>Human resources&lt;sup&gt;153&lt;/sup&gt;</td>
<td>8.5</td>
<td>8.5, 10.2</td>
</tr>
</tbody>
</table>

<sup>152</sup>Information pertaining to GRI 103: Management Approach can be found in the Introduction section of Perspectives and the UEFA FSR Strategy Review 2017.

<sup>153</sup>This information can only be found on the online version of this report.

<sup>154</sup>As per GRI Disclosure 102-55, “Material topics that are not covered by the GRI Standards but are included in the report are also required to be in the content index.

### RESPECT UEFA Football and Social Responsibility Report 2018/19

#### Concluding remarks and outlook

265
The following table provides an overview of the 71 HatTrick IV-funded FSR projects that were implemented by all 55 NAs during the 2018/19 season.

<table>
<thead>
<tr>
<th>ASSOCIATION</th>
<th>PROJECT TITLE</th>
<th>FSR ISSUE</th>
<th>TARGET GROUPS</th>
<th>SHORT PROJECT DESCRIPTION</th>
<th>RELATED LINKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>Support and integration of marginalised and vulnerable people</td>
<td>Diversity</td>
<td>Orphans</td>
<td>Construct proper football facilities and provide proper football equipment for people with disabilities, prisoners and orphans.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Andorra</td>
<td>Zero tolerance towards insults</td>
<td>Fan dialogue</td>
<td>Fans</td>
<td>Address the cultural tendency towards verbal violence in the stands in order to achieve respect for all participants in a match; educate referees, team managers and coaches.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Andorra</td>
<td>Football for Special Olympics</td>
<td>Diversity</td>
<td>Disabled people</td>
<td>Provide regular playing opportunities for people with disabilities in order to foster their inclusion and give them a sense of well-being. Additional focus on people with autism.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Armenia</td>
<td>Fan dialogue</td>
<td>Fan dialogue</td>
<td>Refugees</td>
<td>Improve communication with fans through a democratic dialogue in order to establish a meaningful bond with this group of stakeholders; organise mini-tournaments for girls and women; involve Syrian-Armenian refugees in local amateur futsal tournaments.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Austria</td>
<td>Integration and inclusion</td>
<td>Diversity</td>
<td>Ethnic minorities</td>
<td>Create a more positive image of refugees, through football and education in order to facilitate their inclusion into Austrian society; special programmes for female refugees and for girls and women with and without migrant backgrounds.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Austria</td>
<td>Preventative fan dialogue</td>
<td>Fan dialogue</td>
<td>Fans</td>
<td>Preventive work with fans in order to improve their image/impact and reduce the number of incidents in and around stadiums; organise specific workshops for young people at the national stadium; run a preventative programme for girls called &quot;Kick it!&quot;.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>Morning exercises with national team players</td>
<td>Health</td>
<td>Youth</td>
<td>Promote a healthy lifestyle within society by encouraging people to exercise regularly and adopt a healthy diet. Activities are organised on the popular Baku Boulevard every weekend with the support of trained instructors and the presence of national team players.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>Child safeguarding development</td>
<td>Child safeguarding</td>
<td>Youth</td>
<td>Develop a child safeguarding strategy that includes research, development of tools and reporting procedures, and recruitment and training of child safeguarding officers.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Belarus</td>
<td>Football is your friend forever</td>
<td>Diversity</td>
<td>Orphans</td>
<td>National tournament for orphans with teams from all regions. An opportunity for orphans, physical education teachers, coaches, experts and foster parents to exchange experiences.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Belarus</td>
<td>Dad, Mom, Me - Football family!</td>
<td>Diversity</td>
<td>Economically disadvantaged groups</td>
<td>Regional tournaments for families, held in 19 different cities. The concept is based on the active participation of all family members, parents and children alike. The aim is to promote a healthy lifestyle in a society where 63% of adults and 55% of children don't practice any physical activity at all. Participation is free, enabling poorer families to be included as well.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Belgium</td>
<td>Nobody offside!</td>
<td>Diversity</td>
<td>Disabled people</td>
<td>A nationwide project aimed at increasing access to football for players with physical and learning disabilities and further developing all forms of football for people with special needs. Additional focus on the promotion of walking football for older people.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Bosnia and Herzegovina</td>
<td>Football zajedno – Promoting equality and non-discrimination through football</td>
<td>Diversity</td>
<td>Youth</td>
<td>Use the popularity of football to promote equality, human rights and non-discrimination, to empower disadvantaged and minority groups, and to foster equal participation by women through the organisation of a fair-play camp, good practice round tables, discussion forums, workshops and football tournaments. #FairplayWeeks participation.</td>
<td><img src="image_url" alt="" /></td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Fan dialogue: 2020 and beyond</td>
<td></td>
<td></td>
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<td>----------</td>
<td>-------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish a sustainable dialogue with fans in order to work on stakeholder development, the consolidation of SLU work and support for national teams; organise workshops for DAOs in the future, focusing on assistance for disabled spectators.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bulgaria</th>
<th>Mobilebox - mobile football health academy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Promote playing opportunities for young people with learning disabilities in order to facilitate their social integration and improve their health; offer training for trainers and staff who work with young people with learning disabilities in football.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Croatia</th>
<th>Special Power League (SPL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Organise four tournaments together with clubs who have a programme for children with disabilities to improve the integration of these children in society.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cyprus</th>
<th>All different, all equal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Improve physical activity opportunities for young people and people with disabilities; focus on equality and the fight against racism by involving famous players, enhance knowledge and awareness of diversity, inclusion and racism by working closely with schools.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Czech Republic</th>
<th>Join in!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion</td>
<td>Increase playing opportunities for marginalised groups regardless of age, health and ability or disability, with the help of experts and NGOs. Year-round football training and two annual tournaments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Denmark</th>
<th>Campaign against homophobia in Danish football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Foster tolerance and respect for the LGBT+ community with a view to bringing about a change of behaviour in Danish football in collaboration with several expert NGOs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Denmark</th>
<th>Diversity projects in Danish football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Map diversity in Danish football, focusing on age, gender, education, income, ethnicity and sexuality. Secondly, address diversity regarding girls and women’s football in a national context targeting all interest.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>England</th>
<th>Colour blindness in football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion</td>
<td>Improve the experiences of colour-blind people in football through awareness-raising activities and the education of all stakeholders.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estonia</th>
<th>A chance for everybody</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion</td>
<td>Disabled people</td>
</tr>
<tr>
<td>Improve existing structures to facilitate access to football for people with disabilities. Educate association staff, coaches and physical education teachers to improve their understanding of players with special needs. Furthermore they organize several activities for people with intellectual disabilities, like regional and national football festivals. They also organize activities for blind people.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Estonia</th>
<th>We speak Football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion</td>
<td>Marginalised groups</td>
</tr>
<tr>
<td>Ethnic minorities</td>
<td>Sensors</td>
</tr>
<tr>
<td>Facilitate the inclusion of East-Viru county’s Russian-speaking population into Estonian society through football and cultural activities. They not only focus on offering playing opportunities but also on education of coaches from East-Viru counties.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Faroe Islands</th>
<th>Football for health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>Youth</td>
</tr>
<tr>
<td>Seniors (women and men with pre-diabetes)</td>
<td>Women and girls</td>
</tr>
<tr>
<td>Improve public health through football and education, with the aid of scientific studies, with a special focus on the 40-plus age group and an important focus on women, working together with local football clubs.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Finland</th>
<th>Diversity plan for Finnish football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Ethnic minorities</td>
</tr>
<tr>
<td>Inclusion</td>
<td>Gender</td>
</tr>
<tr>
<td>Implement a diversity plan in Finnish football to foster diversity, promote participation by minority groups and tackle discrimination. Focus on education of club administrators, trainers and referees.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Finland</th>
<th>Club development project for social inclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Ethnic minorities</td>
</tr>
<tr>
<td>Inclusion</td>
<td>Health</td>
</tr>
<tr>
<td>As a follow-up to the diversity plan, start “cultural interpreter” activities in football clubs working in the multicultural areas, to build practices between public authorities, clubs and migrants and establish a databank of sources of additional support for migrants actively involved within sports; collect and share best practices from clubs in this area. Focusing on an effective education process, FA staff will make at least two or three visits to each club each year. The goal is to have 15 to 20 clubs in the pilot phase from 2018 to 2020.</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>France</th>
<th>Prevention of deviant behaviour in society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Ethnic minorities</td>
</tr>
<tr>
<td>Inclusion</td>
<td>Religious, economic, refugees</td>
</tr>
<tr>
<td>Tackle deviant behaviour in French society through football, education and awareness-raising activities, specifically tackle violence at amateur football matches.</td>
<td></td>
</tr>
</tbody>
</table>
Georgia National Amputee League and Cup 2017 Diversity Inclusion Amputees Organise national amputee league and cup competitions with seven clubs in each, using football to foster the inclusion of amputees—many of them war veterans—into society.

Georgia Football in orphanages Inclusion Orphans Migrants/refugees Make football accessible to orphans through regular training sessions at 17 orphanages across the country, with licensed coaches and training equipment provided; also increase the focus on girls to increase their involvement in the different activities.

Germany Football against homophobia Diversity Inclusion LGBT+ Raise awareness of the diversity of sexual identities in football at association and club level and support LGBT+ footballers.

Germany Fan communication and dialogue Fan dialogue Fans Staff - administration Strengthen collaboration with fans by implementing a fan dialogue programme, first to ensure that fans' interests are taken into account when decisions are taken by the DFB and second to improve the communication of decisions with a view to greater acceptance among the fans. The DFB also теперь to train its employees to better understand the interests of fans and to improve general communication with fans.

Gibraltar Building an accessible stadium for all Inclusion Disabled people Ensure that the future national stadium is fully accessible to people across the entire disability spectrum. Construction due to start in late 2019; association in close contact with CAFÉ.

Greece Football for health Health Women and men over 40 Implement a research-based training programme for older people with help from exercise professionals and produce a training manual.

Hungary Fan dialogue Fan dialogue Fans Disabled people Establish a sustainable dialogue with fans to order to work on stakeholder development between clubs and their supporters.

Iceland Welcome to the football family Diversity Inclusion Disabled people People with mental health problems Use football to improve social cohesion by welcoming very diverse groups of people into the football family and encouraging their active participation in different roles (as players, coaches, referees, officials or fans).

Iceland Raising awareness of Parkinson's disease Health People with Parkinson's disease Raise awareness of Parkinson's disease by means of a joint campaign with the Icelandic Parkinson Association, supported by the men's and women's national teams.

Israel It's much more than a game Diversity Inclusion Power and reconciliation Youth Disabled people Fans Use football to bridge Israeli's complex mosaic of religions and people in order to create shared values, with the support of experts and partners. Focus on reducing violence and racism in football.

Italy RETE! 2019 Diversity Inclusion Health Migrants/refugees Promote the inclusion and health of refugees by using football as a tool for education, learning important values, and improving fitness. The project includes regular training sessions for young refugees who live in refugee centres. Also, change the opinions of Italian citizens about refugees by establishing mixed teams.

Kazakhstan Development of football for women with cerebral palsy Inclusion Diversity Disabled people Develop CP football in order to attract children with cerebral palsy to the world of sport, help them re-establish contact with the outside world and improve their well-being.

Kosovo Strengthen female leadership in football Diversity Inclusion Women and girls Fans Establish a campaign that challenges the stereotype that football is not a sport for girls and supports women in leadership roles.

Latvia Creation of an FSR manager position Diversity Inclusion Create an FSR project manager position within the Latvian FA to improve its existing approach to FSR and define a clear, strategic action plan for the future.

Liechtenstein Respect for diversity and inclusion Diversity Inclusion Disabled people Migrants/refugees Use the Liechtenstein Football Federation’s newly developed FSR strategy to improve respect for diversity, fight discrimination, and facilitate the inclusion of disabled people and refugees.

Liechtenstein Respect for the environment Energy Water Waste Fans Promote the careful use of environmental resources, reduce water consumption, source energy from renewable sources whenever possible, provide combo-tickets including public transport with match tickets, and recycle all waste at football matches to make the Liechtenstein Football Federation a role model in this area.

Ireland Creating female managers Diversity Inclusion Women and men Establish a campaign that challenges the stereotype that football is not a sport for girls and supports women in leadership roles.

Ireland Raising awareness of Parkinson’s disease Health People with Parkinson’s disease Raise awareness of Parkinson’s disease by means of a joint campaign with the Icelandic Parkinson Association, supported by the men’s and women’s national teams.
<table>
<thead>
<tr>
<th>Country</th>
<th>Project Description</th>
<th>Key Topics</th>
<th>Target Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lithuania</td>
<td>Inclusive football: People with addictions and Orphans support - Youth football activities</td>
<td>Inclusion, Health</td>
<td>People with addictions, Orphans, Youth</td>
</tr>
<tr>
<td>North Macedonia</td>
<td>Diversity Inclusion: Disabled people - fans</td>
<td>Diversity, Inclusion</td>
<td>Disabled people, fans</td>
</tr>
<tr>
<td>North Macedonia</td>
<td>Waste management system: Water - fans - Staff - technical</td>
<td>Water, Diversity, Inclusion, Waste, Gender</td>
<td>Fans, Staff - administration, Staff - technical</td>
</tr>
<tr>
<td>Malta</td>
<td>Football for Life: Diversity Fan dialogue Inclusion Health Gender: People with addictions - Marginalised groups - Orphans</td>
<td>Diversity, Inclusion, Health, Gender</td>
<td>Marginalised groups, Orphans, Marginalised groups, Orphans</td>
</tr>
<tr>
<td>Moldova</td>
<td>Tiny healthy football players: Diversity Inclusion Health</td>
<td>Diversity, Inclusion</td>
<td>Health</td>
</tr>
<tr>
<td>Montenegro</td>
<td>Football Zajedno – Promoting equality and non-discrimination through football</td>
<td>Diversity, Peace and reconciliation Gender</td>
<td>Equality and non-discrimination</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Lekker Bezit: Healthy living: People with eating disorders and obesity</td>
<td>Health, Youth</td>
<td>Women and girls</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>Ahead of the Game: People with mental health problems - SEN</td>
<td>Health, Inclusion</td>
<td>People with mental health problems, SEN</td>
</tr>
<tr>
<td>Norway</td>
<td>Inclusion of refugees in football clubs - Diversity Inclusion Gender - Refugees</td>
<td>Diversity, Gender</td>
<td>Refugees</td>
</tr>
<tr>
<td>Norway</td>
<td>Prevention of economic exclusion and social marginalisation in football</td>
<td>Diversity, Inclusion</td>
<td>Economically disadvantaged people, Marginalised groups</td>
</tr>
<tr>
<td>Poland</td>
<td>Mobile Young Eagles: Academy: Respect diversity and your health - Youth - Minorities (ethnic, economic)</td>
<td>Diversity, Youth</td>
<td>Minorities (ethnic, economic)</td>
</tr>
<tr>
<td>Portugal</td>
<td>Football and social responsibility grant scheme - All social topics - All</td>
<td>All social topics</td>
<td>Make a number of grants available for projects of relevance to Portuguese society and its issues, using football as the delivery tool.</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>Walking football - Inclusion Health - Gender - Seniors</td>
<td>Inclusion, Gender</td>
<td>Develop walking football to foster physical, emotional and mental health, for adults over 60 years of age.</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>Get into football - Your game, your community! - Diversity Inclusion - Refugee - Women and girls</td>
<td>Diversity, Inclusion, Gender</td>
<td>Achieve greater participation in football among non-Irish nationals, Irish residents from ethnic, cultural or national minorities and refugees, thereby supporting integration and challenging racism and discrimination.</td>
</tr>
<tr>
<td>Romania</td>
<td>Football as a tool in the fight against discrimination - Disabled people - Orphans</td>
<td>Diversity, Gender</td>
<td>Disabled people, Orphans</td>
</tr>
</tbody>
</table>

*Note: The key topics include diversity, inclusion, health, and mental health. The target groups include people with addictions, fans, disabled people, people with learning disabilities, and marginalized groups.*
<table>
<thead>
<tr>
<th>Country</th>
<th>Program</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russia</td>
<td>Developing sustainable relations with supporters</td>
<td>Build lasting interpersonal and organisational relations and trust between the Football Union of Russia, national teams, leagues, clubs, supporters and other stakeholders by facilitating the development of a new fan culture and supporting positive fan initiatives.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Within the project, attention is also given to accessibility for disabled supporters.</td>
</tr>
<tr>
<td>San Marino</td>
<td>San Marino Stadium for all</td>
<td>Improve stadium accessibility for disabled people, improve their stadium experience and create awareness about disabled people among non-disabled people.</td>
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<tr>
<td></td>
<td></td>
<td>Youths foster football activities for people with learning disabilities and encourage the use of football to promote equality in San Marino society.</td>
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<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Scotland</td>
<td>Children’s rights and well-being</td>
<td>Introduce a children’s rights and well-being programme to cement safeguarding and child protection, ultimately improving football experiences for children and young people.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This includes the provision of education for coaches, referees and young people.</td>
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<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Serbia</td>
<td>Football Zajedno – Promoting equality and non-discrimination through football</td>
<td>Use the popularity of football to promote equality, human rights and non-discrimination, to empower disadvantaged and minority groups, and to foster equal participation by women and girls.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Slovakia</td>
<td>2020 and beyond</td>
<td>Establish a dialogue with football supporters in order to make them a respected partner and give them a seat at the table; evaluate the accessibility of stadiums in Slovakia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Summer football schools for kids with social and health problems</td>
<td>Encourage children with social and health problems to do the recommended amount of physical activity every day and generally adopt a healthier lifestyle.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Football tournaments for people with disabilities</td>
<td>Develop a football for All programme in order to create playing opportunities for grassroots players with intellectual disabilities and make football a part of their everyday lives.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Spain</td>
<td>Creation of an FSR position and committee</td>
<td>Create an FSR strategy for the national association that includes the development of an FSR position and committee, the recruitment of an FSR manager and the creation of a strategic plan.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Switzerland</td>
<td>CSR development tools for grassroots clubs</td>
<td>Share best practices in order to educate clubs about environmental issues (renewable energy, reduction of water use, etc.), child protection, homophobia and volunteering.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Sweden</td>
<td>Everyone’s different, different is good!</td>
<td>Foster football activities for people with learning disabilities and encourage the use of football to promote equality in San Marino society.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Turkey</td>
<td>Integration of disabled players into football</td>
<td>Raise public awareness of football for people with disabilities and develop the necessary support systems in order to facilitate their participation in society.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Ukraine</td>
<td>Around Football children’s programme</td>
<td>Support internally displaced children, children of combat veterans, children with disabilities and orphaned children, using football to help them integrate into society, promote tolerance towards children with disabilities, regardless of their social status, religion, gender or race.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
<tr>
<td>Wales</td>
<td>We wear the same shirt</td>
<td>Improve the physical and mental well-being of people with mental health problems by supporting them to engage in sport in collaboration with local football clubs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The project includes the implementation of a youth ambassadors programme.</td>
</tr>
</tbody>
</table>
IMPLEMENTING PARTY | ACTIVITY
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ESCA CancerSupport | Paddle for CancerSupport
UEFA chose to be an official event sponsor of ESCA CancerSupport’s Paddle for CancerSupport Dragon Boat Festival. ESCA, a small non-profit based in Geneva, provides confidential professional emotional support and practical help, free of charge and in English, to people affected by cancer. The ESCA’s work with children who have cancer is very much in line with the aims of the UEFA Foundation for Children. All proceeds raised from the festival go directly to fund ESCA CancerSupport’s work. UEFA’s sponsorship fee was used to support the infrastructure of the festival.

Sport and Citizenship | Football including Refugees in Europe
Sport and Citizenship launched the Football Including Refugees in Europe (FIRE) project with UEFA’s support. FIRE aims to promote inclusion, participation, socialisation and access to sport for asylum seekers, migrants and refugees, with a specific focus on fostering intercultural openness in football clubs by empowering and supporting them to work with these marginalised groups. FIRE is supported by the EU’s Erasmus+ programme, in partnership with UEFA. The project involves the national associations of Belgium, Romania and Scotland, as well as the Fare network.

UEFA and UEFA Youth League clubs | UEFA Youth League solidarity project
Launched at the beginning of the 2018/19 season, the aim was to stimulate interaction, awareness and solidarity among Youth League players. The clubs are each invited to adopt a social or solidarity project in their region and prepare an activity in support of the project or participate in the project directly. The players/clubs donate €500 to their projects, which they recuperate through the UEFA Youth League. By way of example, in 2018/19:
- SSC Napoli organised a visit to a youth prison, where they held a football match and donated sports equipment;
- Dinamo Zagreb volunteered at and made a donation to a residential care home for elderly people;
- Montpellier pursued environmental action with Ocean Rescue to clean seas and rivers;
- FC Porto supported dog therapy for children with serious disabilities;
- AEK Athens organised a Special Olympics football match;
- BSC Young Boys sold goodies to collect funds to enable holidays for families with children who have cancer.

Graines de Foot | Mundialito
UEFA once again chose to support football in Vaud, the canton it calls home. Graines de Foot is an initiative of the Association Cantonale Vaudoise de Football that promotes youth football in the canton and offers children aged between 5 and 12 years old the opportunity to take part in a mini World Cup (often called the ‘Mundialito’). As the event approaches its 20th anniversary in 2020, it continues to draw almost 8,000 children to participate, with parents, grandparents, siblings and friends all turning out for a weekend of fun and football.

Sport and Citizenship | DC Zurich
Swiss women’s football anniversary exhibition
UEFA continues to reinforce its women’s football programme and was pleased to support a historic commemoration of Swiss women’s football. 1968 marked a turning point in the history of Swiss football. In February 1968, Switzerland’s first women’s football club was founded under the name of Damenfußball Club Zürich. The FCZ museum has started a new collection on the history of Swiss women’s football. UEFA supported the development of a large exhibition on the topic, scheduled to open in 2020.

Executive Master in Sport Governance (MESGO) | CSR scholarship
A CSR scholarship was awarded to Stuart Dykes of SD Europe to complete the Executive Master in Sport Governance (MESGO). MESGO is a unique programme designed for sports sector professionals wishing to master the complex dimensions and diversity of practices related to professional sport on an international level.

UEFA | Audio-descriptive commentary equipment for UEFA Women’s Champions League final 2019
UEFA donated audio-descriptive commentary equipment to Ferencváros Stadium for the Women’s Champions League final in Budapest. UEFA is committed to ensuring that football is for everyone, and in purchasing this equipment, it hopes to make matches more accessible and enjoyable for blind and partially sighted fans.

UEFA | Natural disaster grants 2018/19
The following amounts were paid out to UEFA national associations:
- Malta: €193,000 for the restoration of football infrastructure at 27 football clubs and facilities that were damaged by gale-force winds
- Switzerland: €261,000 for the restoration of the facilities of FC Aarau, destroyed by floods (Navisence river)
- Wales: €46,900 for the restoration of the facilities of Conwy Juniors FC, destroyed by floods (River Dee)
UEFA Football and Social Responsibility Report

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For more information about UEFA’s football and social responsibility commitments, visit: www.uefa.com/aboutuefa/sustainability/index.html

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