



Morethanfootball Action Week

Impact Report 2017

Supported by





EFDN European
Football for
Development
Network

Introduction

The #Morethanfootball Action Week has provided a unique opportunity to devote an entire week to the fantastic community work, which is being delivered by football clubs and organisations across Europe. Being the first edition of the new annual event, we are proud that 84 organisations from 28 different countries took part in the campaign, hosted inspirational and valuable events and used their social media channels to call attention to the power of football and the impact European football has through their extensive community and social responsibility programmes.

This impact report provides an insight into the reach of the #Morethanfootball campaign and highlights all facts, figures and activities that were launched on a national and European level.

The campaign evaluation does not only outline to what extent football can have a positive impact on the society, but also provides a great basis for the following #Morethanfootball Action Weeks and future initiatives devoted to enhancing and highlighting the role football can play in changing people's lives.



Participating Countries

- Austria
- Belgium
- Bulgaria
- Cyprus
- Denmark
- England
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Ireland
- Israel
- Italy
- Macedonia
- Norway
- Poland
- Portugal
- Scotland
- Slovakia
- Spain
- Sweden
- Switzerland
- The Netherlands
- Turkey
- Ukraine
- Wales

We are #Morethanfootball

The #Morethanfootball Action Week is an event for the European football community to showcase the impact of their investment in community and social responsibility activities and programmes.

The campaign provided the participating organisations with the opportunity to host events that demonstrate the social impact of their community projects and thereby raised awareness for the transformative role European club football can play in changing people's lives for the better.

Next year's #Morethanfootball Action Week will take place from 26th of March until 8th of April 2018.



The #Morethanfootball Action Week took place from 30th of March until 9th of April 2017 for the first time and gave the European football family the unique opportunity to highlight the wider impact of their community and social responsibility activities. The campaign, powered by EFDN, the UEFA Foun-

ation and multiple European Football organisations had its inauguration event at the 8th EFDN 'Morethanfootball' conference at the stadium of SL Benfica in Lisbon.

During the week long campaign, the participating football clubs, community trusts, foundations, leagues, football associations and organisations celebrated the work they do off the pitch on a local, national and international level.

Next to hosting events, the participating organisations made content, including videos and images available that covered Community and Social Responsibility initiatives and programmes. Through the use of the hashtag #Morethanfootball, all organisations promoted their CSR programmes and activities while being part of the European campaign.





the 1st #Morethanfootball
Action Week
took place from
30.03 – 09.04.2017



#Morethanfootball all over Europe

28

Countries
participated

+80.500

People reached

84

Organisations
involved

+110

News items
published

#Morethanfootball events



PAOK FC

Greece, Thessaloniki

Campaign activity:
#WithRefugees

Since beginning of 2017, PAOK FC is particularly actively involved in supporting refugees. In the context of the #Morethanfootball Action Week, PAOK invited refugees to their match, thereby giving them the opportunity to be part of the PAOK family.



FK Austria Wien

Austria, Wien

Campaign activity:
Electronic Devices for a Good Cause

The Austrian club, supported by first team player Tarkan Serbest, organised a collection campaign of old electronic devices. The electronic devices will be checked, repaired and updated by Austria Wien's non-profit partner and subsequently made available for families with less financial means.



Royal Belgian Football Association

Belgium, Brussels

Campaign activity:
HandiFoot Festival

The Belgian Football Association hosted a HandiFoot Festival in Brussels. At the festival, children, teenagers and adults with a disability had the opportunity to play football and to take part in diverse activities. Together with its partners, the KBVB aims at advancing the development of HandiFoot in Belgium. The #Morethanfootball Action Week contributed to the promotion of the sport.





Bayer 04 Leverkusen

Germany, Leverkusen

Campaign activity:

Awareness for Visual Impairment

One of the topics for which Bayer 04 Leverkusen raised awareness is blindness and visual impairment. During the Action Week, the German football club organised a "blind-stadium tour", a blind football match and provided information on the BayArena's accessibility for people with a visual impairment.



Vitesse Arnhem N.E.C. Nijmegen

The Netherlands, Arnhem & Nijmegen

Campaign activity:

Walking Football Match

N.E.C. Nijmegen and Vitesse Arnhem kicked-off the #Morethanfootball Action Week by staging a Walking Football match, which additionally promoted the powerful role sport plays in promoting health enhancing physical activities, social inclusion and equal opportunities.





Inter Campus

Milan, Italy

Campaign activity:
Running the Milano Marathon

During the Action Week, Inter Campus teamed up with Inter Forever to run the Milano Marathon, raising awareness for football as a tool for social development. For this purpose, Inter Campus had also set up an information stand along the marathon course.



FC Shakhtar Donetsk

Donetsk, Ukraine

Campaign activity:
Come on, Let's Play! Tournaments

FC Shakhtar Donetsk has hosted 4 Come on, Let's Play tournaments within the framework of the #Morethanfootball Action Week. Thereby, several hundred children had the opportunity to participate in football based physical activities in a friendly and secure environment.





A.C. Milan Foundation

Milan, Italy



Campaign activity:
Publishing CSR Report

The A.C. Milan Foundation published their CSR Report during the #Morethanfootball Action Week, which informs about A.C. Milan's diverse community programmes and their impact.

OM Attitude

Marseille, France



Campaign activity:
Call for Application for the Endowment Fund

As part of the #Morethanfootball campaign, OM Attitude, the foundation of Olympique de Marseille, launched their third OM endowment Fund, encouraging associations and charities to present projects in the field of "Education through sports for children and/or teenagers". The chosen project will receive financial support from the foundation.

Ferencvárosi Torna Club

Budapest, Hungary



Campaign activity:
Charity Run supporting People with Autism

Ferencváros supported and organised the Telekom Vivicittá run, a charity event helping people living with autism. Many athletes of Ferencváros participated in the run, which took place in the framework of the Action Week for families with less financial means.





UEFA Foundation for Children

Across Europe and Beyond



Campaign activity:

Showcasing how Football can Change the Lives of Young People

On each day of the Action Week, the UEFA Foundation for Children showcased supported initiatives and programmes through making content, including videos and images available on diverse platforms. Among others, awareness was raised for the 'Football for All' Programme in Vietnam, the 'Bophelo Ke Kgwele' project in South Africa and the Football for Life Champions Academy, which helps disadvantaged children to complete their education.





We are
#Morethanfootball





#Morethanfootball Action Week on Twitter

Rangers Charity @RFC_Charity

#MoreThanFootball week: the Ibrox Community Hub helping young people make the most of their future! buff.ly/2negZjs @GlasgowESPTeam



RETWEETS 5 FAVORITES 14

12:07 - 5 apr. 2017



BelgianRedDevils @BelRedDevils · Apr 6

We had a blast training with these kids 😊 With @pleegzorgvi & pic.twitter.com/q3e5sBFWi8

Pleegzorg Vlaanderen, Yannick Carrasco, Dries Mertens and 4 others

CardiffCityCommunity @CCFC_Foundation

Great #PLPrimaryStars sessions at @trelaiprimary important for PE to be inclusive #BluebirdsCharity #CityAsOne #Morethanfootball



RETWEETS 10 FAVORITES 12

08:42 - 31 mrt. 2017

MorethanFootball @eumorethanagame

Yesterday, @MortonCommunity 🇬🇧 welcomed 20 football fans to Cappielow for their 'Football Memories' programme: morethanfootball.eu/news/football-...



00:25 - 6 apr. 2017

Greenock Morton en Morton Community



mille d'Accueil, let's find more foster families! #600togo #Morethanfootball

You Retweeted

Morton Community @MortonCommunity · Apr 5
 FOOTBALLMEMORIES] "I've had such a wonderful time today that I feel like crying"

mortoncommunity.net/football-memor...
 #MorethanFootball

You, Greenock Morton, EFDN and 7 others

14 32

Voetbal in de stad
 @voetbalindestad

Training walking footballteam #HTGantaise today near #GhelamcoArena @KAAGent. #EULegends #MoreThanFootball

MorethanFootball @eumorethanagame · Apr 7
 This week, **SV Werder Bremen** (@werderbremen) participates in "Young Coach Programme" in Leverkusen.
 morethanfootball.eu/news/werder-br...

SV Werder Bremen

Links Park CT @LinksParkCT · Mar 31
 Day 2 of the #morethanfootball Action Week, & we were delivering our innovative & award winning 'Links Park Science Trail' @eumorethanagame

0:01 / 0:02

1 1



#Morethanfootball Action Week on Facebook



Morethanfootball

Published by Morethanfootball · 9 April at 08:43 · €

In the spirit of the Ferencvárosi Torna Club's motto (Morality, Strength, Unity), the club launches their Fair Play Committee.

"At FTC we have been emphasizing the spirit of Fair Play for years now" – said Gábor Kubatov, President of FTC. – Fair Play is one of the noblest components of sport. At Fradi our primary duty is to respect the opponents and the rules. Each year we organize lectures and presentations about fair play. With establishing the Fradi Fair Play Committee we want to take another step towards spreading the spirit of fair play. It is a great pleasure to have such partner as the Hungarian Olympic Committee's Fair Play Committee, we are truly grateful for their cooperation.

#Morethanfootball = Ferencvárosi Torna Club



Fradi Fair Play Award - Morethanfootball.eu

For many years now FTC have been taking a leading role in social responsibility activities in Hungary, and now the club establishes the Fradi Fair Play Committee and award. In the spirit of the club's motto (Morality, Strength, Unity) FTC...

MORETHANFOOTBALL.EU



Morethanfootball shared Fundacja Legii's post

Published by Morethanfootball · 6 April · €

A great initiative!!!

In the course of the Action Week, Fundacja Legii visited children at an oncological clinic in Warsaw with 2nd team players Eryk Wędołcha and Adrian Malachowski.

#morethanfootball



Fundacja Legii added 4 new photos.

5 April · €

Like Page

Razem z piłkarzami II drużyny Legii Warszawa - Erykiem Wędołchą i Adrianem Malachowskim oraz Misiem Kaziem odwiedziliśmy klinikę onkologiczną <http://www.go...>

See more

See Translation



Morethanfootball

Published by Morethanfootball · 5 April · €

This week, on 4th of April 2017, the German network "Wir zusammen – we together" organised a meeting, which was attended by more than 200 person in charge of programmes that are helping refugees to integrate into society. Also German Chancellor Angela Merkel was present.

The meeting followed the purpose of raising awareness for the capacity of football as a tool for social inclusion.

SV Werder Bremen, one of the clubs delivering social inclusion programmes for refugees, as t... See more



Angela Merkel visits a network meeting in Germany #MorethanFootball

"Wir zusammen – we together" invited 200 project leaders to Cologne to make aware of the impact football has as a tool for social integration.

MORETHANFOOTBALL.EU





Morethanfootball

Published by Morethanfootball · 7 April · €

In this beautiful video, SL Benfica gives an impression of how the club and its foundation tackle the problem of school abandonment and in which way they encourage children that are struggling in school.

#Morethanfootball

SLBenfica
Fundação Benfica



Para não perdemos a noção do que é mais importante.

Partilha este video e ajuda a Fundação Benfica. Toda a história em: <http://www.slbenfica.pt> Loja SL Benfica: <http://loja.slbenfica.pt> Aplicações: IOS: <http://...>

YOUTUBE.COM



Morethanfootball shared Juventus's post.

Published by Morethanfootball · 7 April · €

Juventus promoting the value of sport and football as a vehicle for equality and respect for human rights.

#Morethanfootball



Juventus added 4 new photos — 🥳 feeling proud.
6 April · €

Like Page

On the International Day of Sport for Development and Peace, Juventus continues to work alongside UNESCO in promoting the value of sport as a vehicle for equality and respect for human rights.

#UNESCOJuventus #MoreThanFootball



Morethanfootball shared Π.Α.Ε. Ατρόμιτος Αθηνών 1923 - Atromitos F.C. (Official)'s post.

Published by Morethanfootball · 7 April · €

Π.Α.Ε. Ατρόμιτος Αθηνών 1923 - Atromitos F.C. (Official) has been carrying out great activities during the first days of the Action Week and also for the upcoming weekend events are planned.

Among others, local schools had the memorable opportunity to visit the club's training centre during a training session of the team.

Football players and coaches played with children teaching them the values of football.

Next to that, at the match on Sunday, the cooperative academies o...

See more



Π.Α.Ε. Ατρόμιτος Αθηνών 1923 - Atromitos F.C. (Official) added 4 new photos — with Morethanfootball.

7 April · Paid · €

Like Page

Ο Ατρόμιτος συμμετέχει ενεργά στην ACTION WEEK More than Football 30.03-09.04.2017. Τα σχολεία του δήμου μας επισκέφθηκαν το Γρασηνιτικό μας Κέντρο κατά τη διάρκεια...

See more

See Translation



#Morethanfootball Action Week on Instagram



bigheartcommunity

morethanfootballac... Follow

efdndfoundation, pohh83, jfc_ua, t_lhurst90, matt61murphy, thesportingmvt, bigheartcommunity, vestitoboras en adventure.rench others like this

morethanfootballactionweeks Today, At @bigheartcommunity, over 20 kinship care families are in attendance for the Easter Celebration Event #BigHearts #Morethanfootball

Add a comment... ...



fcdinamotbilisi



fpafinland

morethanfootballac... Follow

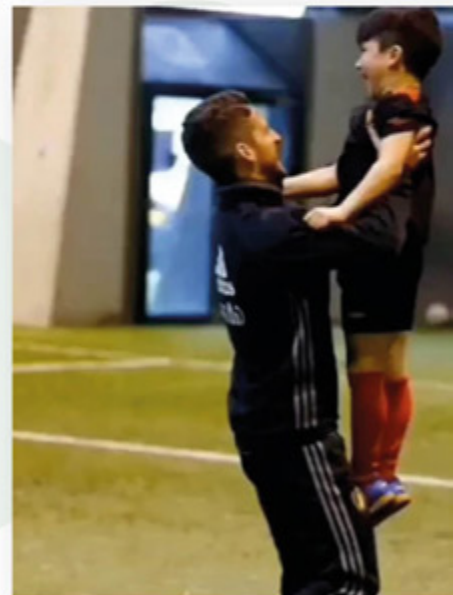
17 likes 5 w.

morethanfootballactionweeks #repost @fpafinland challenges all members of the finish Football family to use the hashtag #morethanfootball and to showcase the great CSR in football work that is taking place in Finland. We are curious 🤔👀

Add a comment... ...



mifalot





morethanfootballac... Follow

batucada_nl, eedwards914, pohh83, mifalot, efdnfdoundation, apollonfc, vitja_shakhtar, fcdinamotbilisi, fpafinland en vestitoboras others like this

morethanfootballactionweeks @fcdinamotbilisi = #morethanfootball 🏆🏆🏆

♥️ Add a comment... ⋮



aekfc_official

morethanfootballac... Follow

21 likes 5 w.

morethanfootballactionweeks @aekfc_official = #Morethanfootball 🏆🏆🏆

♥️ Add a comment... ⋮



morethanfootballac... Follow

eedwards914, tj_hurst90, alfareningga, efdnfdoundation, apollonfc, vitja_shakhtar, vestitoboras en idsdp others like this

morethanfootballactionweeks @mifalot celebrates the 8th of April 🇺🇸. It is: International Day for Sport Development and Peace 🏆. #idsdp2017 #morethanfootball #whitecard #idsdp ❤️

♥️ Add a comment... ⋮



necnijmegen

morethanfootballac... Follow

14 likes 5 w.

morethanfootballactionweeks N.E.C standing up for homosexuality and turning their backs on violence. #morethanfootball #handinhand @necdoelbewust

♥️ Add a comment... ⋮



morethanfootballac... Follow

39 likes 5 w.

morethanfootballactionweeks The @belgiumreddevils had a blast together with these kids 🙌!!!! "Let's find more foster families" #600togo #morethanfootball

♥️ Add a comment... ⋮



intercampus

morethanfootballac... Follow

23 likes 5 w.

morethanfootballactionweeks @intercampus & @uefa_foundation together in Israel and Palestine for dialogue and peace. #morethanfootball

♥️ Add a comment... ⋮



#Morethanfootball Action Week

Media coverage



Copyrights: #Morethanfootball

Launch of the #Morethanfootball Action Week

A new annual event for members of the European football family to showcase the impact of their investment in community and social responsibility activities was launched last week in Lisbon.

On 21-22 March, the #Morethanfootball Action Week had its inauguration event at the 8th EFDN 'More than Football' conference at the stadium of SL Benfica in Lisbon. The Action week was kicked off by Hubert Rovers, CEO of the European Football for Development Network, together with Patrick Gasser, Senior CSR Manager at UEFA.

The dynamics of the inauguration involved the release of the official #Morethanfootball Action Week video and the handing out of unique Action Week footballs, signed by the attending representative of the UEFA Foundation, delegates of the conference host SL Benfica and the EFDN board. The launch of the #Morethanfootball Action Week was also broadcasted on the #Morethanfootball [Facebook site](#) and can also still be watched there.

The #MorethanFootball Action Week is a new European event for professional European football clubs, foundations, community trusts and their delivery organisations to showcase the impact of their investment in community and social responsibility activities and programmes on a local, national and international stage. This initiative, powered by EFDN and multiple football clubs, leagues and football associations across Europe will conduct this inaugural event from the 30.03.2017 until 09.04.2017.

- Visit the [#Morethanfootball website](#) for more information

SVENSK ELITFOTBOLL

Klubborna ▾ Sport ▾ Om SEF ▾ Markna

Allsvenskan och Superettan en del av #Morethanfootball

5 APRIL 2017 kl 14:33

Allsvenskan och Superettan en del av #Morethanfootball action week

Mellan 30 mars – 9 april anordnas #Morethanfootball action week av European Football for Development Network (EFDN) med syfte att runt om i Europa belysa hur fotbollen gör och hur det påverkar hela samhället i stort. För svenska fotbollsspelare är självklarhet att vara en del av detta.

– Våra klubbars CSR-arbete och den samhällsnytta som görs inom fotbollen är mer än bara fotboll. Det vill vi lyfta, säger Madeleine Ödquist, CSR-ansvarig för Svenska Elitfotboll.

Шахтер стал участником #Morethanfootball Action Week

ISport.ua, 30 марта 2017, 12:06



Фото: Getty Images
ФК Шахтер

Европейские футбольные клубы, лиги и ассоциации объединились в рамках #Morethanfootball Action Week.

Инициатором кампании с таким названием выступила European Football for Development Network (EFDN) при поддержке Ассоциации европейских профессиональных футболистов и Международной федерации ассоциаций профессиональных футболистов. Это событие является частью Социального альянса, а также ряда команд и лиг. #Morethanfootball Action Week пройдет с 30 марта по 9 апреля.

ФК Шахтер присоединяется к программе, поддерживает социальную инициативу, развивает собственный проект «Давай, играй!», способствующий развитию массового футбола в Украине и дающий детям возможность заниматься спортом.



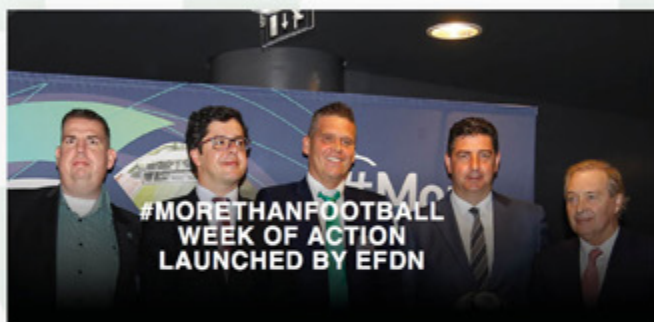
Clubs unite to showcase community work

MARCH 31ST, 2017 / NO COMMENTS

The first #MoreThanFootball action week has kicked off with more than 60 football clubs and foundations from across Europe showcasing their community programmes and social responsibility activities.

The annual campaign, which is supported by the UEFA Foundation, was launched at the 8th European Football Development Network conference held in Lisbon, and will run from March 30 to April 9.

Clubs from the UK involved include Aberdeen, Greenock Morton, Glasgow Rangers, Leyton Orient, Cardiff City, Fulham, Manchester United and Everton.



A new annual event for members of the European Football family to showcase the wider impact of their community and social responsibility activities was launched in Lisbon and clubs are taking part from 30 March to 9 April.

The #MoreThanFootball Action Week led by UEFA Foundation at the 8th EFDN 'More than Football' conference at the stadium of SL Benfica in Lisbon. The Action week was kicked off by Hubert Bruens, CEO of the European Football for Development Network, together with Henrik Jensen, Senior CRM Manager at UEFA.

The dynamics of the inauguration involved the presence of the official #MoreThanFootball Action Week video and the handing over of various Action Week Footballs, signed by the attending representatives of the UEFA Foundation, delegates of the conference from SL Benfica and the EFDN board. The launch of the #MoreThanFootball Action Week was also broadcasted on the #MoreThanFootball Facebook site and can also still be watched there.

The #MoreThanFootball Action Week is a new European event for professional European football clubs, foundations, community trusts and their delivery organisations to showcase the impact of their investment in community and social responsibility activities and programmes on a local, national and international stage.

Numerous clubs across Europe are participating in the inaugural event, including Chelsea, Arsenal, Manchester FC, Legia Warsaw and FC Schalke.

NEXT

FOOTBALL WELCOMES - CLUBS TO CELEBRATE REFUGEES' CONTRIBUTION

#MORETHANFOOTBALL ACTION WEEK FOUNDATION GEZONDHEID

#MoreThanFootball Action Week: Foundation GEZONDHEID

In het kader van de #MoreThanFootball Action Week plaats Club nog tot 9 april zijn Foundationwerking in de spotlights. Vandaag in de kijker: 'Foundation Gezondheid', waarbij het project 'Gezond Scoort' in de kijker gezet wordt.

De #MoreThanFootball Action Week geeft Europese profclubs de kans hun maatschappelijke werking voor te stellen aan het grote publiek en hun sterke impact op de samenleving duidelijk te maken. Club Brugge vervult met de verschillende initiatieven van Club Brugge Foundation deze belangrijke taak.

PIJLER 'FOUNDATION GEZONDHEID'

Als tweede van de vier pijlers staat gezondheid in de kijker. Via diverse projecten probeert Club zijn community te helpen een gezond en sportief leven voor zichzelf en anderen te creëren. Naast bloed geven, de Club Brugge Cup, een rookvrij stadion en het Playing for Success-project, zet de foundation ook zijn schouders onder 'Gezond Scoort', waarbij onze spelers schoolkinderen uitdagen om voor een gezonde levenswijze te kiezen.



Elk seizoen gaan de kinderen de uitdaging aan om op vlak van voeding en sport gezond te leven. Het doel: betere fitheids- en gezondheidstest op het einde van het 20 weken durende programma, bekroond met een diploma. Om dat te bereiken, krijgen de kinderen hulp van echte alle geledingen van Club Brugge...

Aktualności

2017-03-30 15:15:00



ZAPISZ SIĘ DO NEWSLETTERA!

Podaj adres e-mail

ZAPISZ SIĘ

Tak, chcę otrzymać kod rabatowy na zakupy w LEGIA STORE

LEGIA DOŁĄCZA DO AKCJI #MORETHANFOOTBALL ACTION WEEK

Aleksander Kasper Ruczyński

Fundacja Legii – jako jedna z ponad 60 organizacji – włączyła się do europejskiej akcji More than Football, która posługuje promocji działań społecznych organizowanych przez kluby piłkarskie. Akcja rozpoczyna się 30 marca i potrwa do 9 kwietnia.

W dzisiejszych czasach piłka nożna i działalność klubów nie ogranicza się do treningów i meczów pierwszej drużyny. Kluby są wielkimi, komercyjnymi organizacjami, ale w przeciwieństwie do zwykłych firm zrzeszają wokół siebie miliony ludzi, którzy oddają im swoje serca. Rosnąca świadomość roli społecznej klubów, a te zdają sobie sprawę z ogromnej odpowiedzialności, która na nich ciąży. W efekcie znacznie wzrasta liczba akcji społecznych realizowanych przez kluby, z których coraz więcej posiada swoje oficjalne fundacje. Akcja #MorethanFootball ma służyć promocji szerokiej działalności społecznej klubów, dzięki której te jeszcze młodsze i jednoczą wokół siebie społeczność i zwracają uwagę na pozasportowe aspekty działalności klubów.

Do akcji z dumą dołączyła działająca od dwóch lat Fundacja Legii, której charytatywna działalność wspiera potrzebujące rodziny z całej Polski, a także społeczność lokalną. Fundacja Legii angażuje się w liczne projekty mające na celu poprawienie jakości życia rodzin z trudnych środowisk, poprzez edukację, opiekę zdrowotną, kulturę i – oczywiście – sport.

W akcji More than Football weźmie udział ponad 60 organizacji. Są to głównie kluby piłkarskie i działające w ich ramach fundacje, a także międzynarodowe organizacje piłkarskie. Fundacja Legii znajduje się w prestiżowym gronie takich klubów jak: AC Milan, Inter Mediolan, SSC Napoli, Benfica, PSG, PSV, Feyenoord, VfL Wolfsburg, Werder Bremen, Bayer Leverkusen, Rangers FC, Club Brugge, i wiele innych. Organizatorem akcji jest European Football for Development Network (EFDN) - organizacja, która działa jako platforma wymiany doświadczeń i kolaboracji europejskich klubów w zakresie działań społecznych.

Więcej informacji jest dostępnych na stronie: <http://www.morethanfootball.eu>.



#Morethanfootball Action Week Media coverage



Newsroom

News Images & Videos Events UEFA Leadership Football

Football Social Responsibility > UEFA Foundation for Children

29-MAR-2017



We are #MORETHANFOOTBALL



UEFA Foundation for Children is proud to partner with the European Football for Development Network (EFDN) – initiator of the first #Morethanfootball action week from 31st March to 6th April 2017.

This campaign will shine a light on the amazing work done every day by European organisations, clubs, foundations, and leagues active in football.

Throughout the week, content including videos and images will be available to media from UEFA Foundation for Children and will cover initiatives and programmes such as:

- Blind Solidarity /Solidarité Aveugle, a sustainable project to promote and develop blind football activities
- Football for All in Vietnam
- PiuSport's Goal Plus project in Switzerland, supporting disabled children to enjoy the game
- Bophelo Ke Kgwele project in South Africa
- Football for Life (F4L) Champions Academy, which helps severely disadvantaged children to complete their education
- Sport after reading and play project, which uses the power of football to foster the development of deprived children in all respects and improve their life chances
- Inter Campus in Israel and Palestine

Journalists and bloggers can find and download UEFA Foundation for Children content for editorial purposes by visiting <http://uefa.newsmarket.com/football-social-responsibility/uefa-foundation-for-children>



Search the site: Search...

ECA has 220 members from 53 associations

About ECA ECA Members Events Calendar Rankings & Access Lists

Home > News > ECA is #Morethanfootball - join the campaign!

ECA is #Morethanfootball - join the campaign!

Thursday, 30 03 2017



The European Club Association is proud to announce its support for the first #Morethanfootball Action Week!

The #Morethanfootball Action Week is an initiative launched by the European Football for Development Network (EFDN) in collaboration with a wide range of European football stakeholders and aims at promoting the social impact that European professional football has in society.

As we all know, European football clubs are delivering fantastic social programmes and activities, which have a major impact on their communities.

The #Morethanfootball Action Week takes place from the 30 March - 9 April 2017 and will provide the participating stakeholders the opportunity to showcase their CSR activities to a wider European football community.

The screenshot shows the Big Hearts website with a navigation bar including 'PROGRAMMES', 'ABOUT US', 'NEWS', 'GET INVOLVED', and 'SUPPORTERS AREA'. The main header features the Big Hearts logo and the #Morethanfootball hashtag. Below this, a section titled 'MORE THAN FOOTBALL ACTION WEEK' lists various events and activities, such as 'SPFL Trust "Trusted Trophy Tour" visit to Big Hearts and Heart of Midlothian FC - 29th April' and 'Launch of a new Football Memories group "On the road" at Craigieburn Hearts Community Club - 3rd April'. The page concludes with a link to a photo gallery: 'You can access a recap of this exciting week in the photo gallery!'.

Vision and next steps



The first edition of the #Morethanfootball Action Week has proven to be a successful start of the new campaign, dedicated to broadening the reach of Community and Social Responsibility in European Football.

The number of participating Football Clubs, Foundations, Community Trusts, Leagues, Football Associations and organisations shows that European football is keen to get involved in initiatives that highlight the transformative role sport can play.

In the course of the Action Week, we were able to follow many great initiatives that are using the power of football to address key societal issues. Helping young people to learn the skills they need to get jobs, providing access to sport for people with special needs, reaching young adults that are at risk of anti-social behavior and raising awareness for environmental issues.

These initiatives are the best prove that football has the power to change people's lives for the better.

With each year, the awareness of football's impact rises, yet, CSR in sport does not always receive the media attention and credit it needs and deserves.

Therefore, EFDN, along with its stakeholders is firmly committed to working towards integrating the #Morethanfootball Action Week into the European Football's sporting calendar as an annual event and thereby providing an opportunity for football organisations to showcase their fantastic work.

We would like to thank all Football Clubs, Foundations, Community Trusts, Leagues, Football Associations and organisations that participated in the 2017 #Morethanfootball Action Week. We hope that you will join us again next year from 26th of March until 8th of April 2018, embracing the International Day of Sport and Peace on 6th of April.

We are #Morethanfootball.

Participants



ABERDEEN FC



AC MILAN



AC MILAN FOUNDATION



AC OMONIA NICOSIA



AEK ATHENS FC



AIK FOTBOLL



ANORTHOSIS FAMAGUSTA FC



APOEL FC



APOLLON LIMASSOL



AS TRENCIN



ATHLETIC CLUB FOUNDATION



ATROMITOS FC



BAYER 04 LEVERKUSEN



BENFICA FOUNDATION



BIG HEARTS COMMUNITY TRUST



BUNDESLIGA FOUNDATION



CARDIFF CITY FC FOUNDATION



CITY IN THE COMMUNITY



CLUB BRUGGE FOUNDATION



EUROPEAN FOOTBALL FOR DEVELOPMENT NETWORK



ESBJERG



EUROPEAN CLUB ASSOCIATION



EVERTON IN THE COMMUNITY



FARE NETWORK



FC DINAMO TBILISI



FC RED BULL SALZBURG



FC SHAKHTAR DONETSK



FERENCVÁROS TC



FEYENOORD ROTTERDAM



FK AUSTRIA WIEN



FK VARDAR SKOPJE



FOUNDATION TOULOUSE FC



FOOTBALL ASSOCIATION OF IRELAND



FULHAM FC FOUNDATION



FUNDACIÓN CÓRDOBA CF



GALATASARAY SK



GREENOCK MORTON



HAPOEL TEL AVIV



HIFK FOTBOLL



IF ELFSBORG



INTER CAMPUS



JPY - FOOTBALL PLAYER ASSOCIATION FINLAND



JUPILER PRO LEAGUE



JUVENTUS F.C



KAA GENT



KAARINAN POJAT



KRC GENK



LEGIA FOUNDATION



LEYTON ORIENT TRUST



LINKS PARK COMMUNITY TRUST



MALMÖ FF



MANCHESTER UNITED FOUNDATION



MIFALOT EDUCATION AND SOCIETY ENTERPRISES



MOTHERWELL COMMUNITY TRUST



N.E.C NIJMEGEN



OLYMPIQUE LYONNAIS FOUNDATION



OM ATTITUDE



PANATHINAIKOS FC



PAOK



PARIS SAINT-GERMAIN FOUNDATION



PFC LUDOGORETS



PSV EINDHOVEN



QPR IN THE COMMUNITY TRUST



RAITH ROVERS CHARITY FOUNDATION



RANGERS CHARITY FOUNDATION



READING COMMUNITY TRUST



ROYAL BELGIAN FOOTBALL ASSOCIATION



RKC WAALWIJK



SCORT FOUNDATION



SHEFFIELD UNITED COMMUNITY FOUNDATION



SHREWSBURY TOWN IN THE COMMUNITY



ŠK SLOVAN BRATISLAVA



SPFL TRUST



SSC NAPOLI



STADION ENERGA GDAŃSK



STRØMSGODSET IF



SWEDISH FOOTBALL LEAGUE



UEFA FOUNDATION FOR CHILDREN



VÅLERENGA FOTBALL



VEIKKAUSLIIGA



VFL WOLFSBURG



VITESSE ARNHEM



VVV VENLO



WERDER BREMEN

Any questions or in need of further information?

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