



Morethanfootball Action Weeks 2020

15.09.2020 - 11.10.2020

Morethanfootball

Join

THE BIGGEST
FOOTBALL TEAM
IN THE WORLD!

Information Pack and Toolkit

An initiative of



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#More
than
football

Introduction



Football has always been much more than just a game. Football organisations all across the world have supported their communities throughout the beginning of the pandemic and have launched new initiatives to help people stay safe, active and healthy. Unfortunately, people rarely see the stories of the excellent daily work being done through football organisations' community and social development initiatives.

We believe that all European clubs, leagues and FAs go above and beyond organising a game with 22 players on the pitch. Therefore, in order to showcase and further broaden the reach of Community and Social Responsibility in the European Football, the #Morethanfootball Action Weeks were established in 2017.

The #Morethanfootball Action Weeks are a global campaign for the European Football community to showcase the impact of their community and social responsibility activities. During the #Morethanfootball Action Weeks, the participating organisations celebrate the work they do on and off the pitch on local, national and international level. Following the success of the campaign in the first three years, the 2020 #Morethanfootball campaign will bring together the biggest team of football clubs, players, leagues, FAs and fans. Join us! We are one team. We are #Morethanfootball.

Hubert Rovers

CEO EFDN



European Football #Morethanfootball

Join
THE BIGGEST
FOOTBALL TEAM
IN THE WORLD!

What are the #Morethanfootball Action Weeks



The #Morethanfootball Action Weeks are a global campaign for the European football community to showcase the impact of their community and social responsibility activities and programmes. Supported by the UEFA Foundation for Children, the ECA and the European Football for Development Network, the campaign provides the wider European football family with a platform to inform and engage with fans and stakeholders on their Community and Social Responsibility activities and raise awareness of the transformative role European club football can play in changing peoples' lives for the better.

During the #Morethanfootball Action Weeks, the participating organisations celebrate the work they do on and off the pitch on a local, national and international level.

This can be done through many different ways and new and creative initiatives are always encouraged. The previous years have included activities such as special match-day activities, digital campaigns and the use of more traditional media methods such as banners, billboards, posters and brochures.

Organisations are encouraged to participate in online challenges emphasising the power of football and what #Morethanfootball means to them. Social media is an awesome tool to show the transformative power of football. The hashtag #Morethanfootball will be used by the participating organisations to spread and share the message. 2020 is the fourth year of the #Morethanfootball Action Weeks and will build on the previous years success and growth in engagement and reach.

When are the #Morethanfootball Action Weeks

The 2020 #Morethanfootball Action Weeks will be launched on the 15th of September 2020 and will continue through until the 11th of October 2020.

15.09.2020 - 11.10.2020

Who can participate

The #Morethanfootball Action Weeks are for all stakeholders in European football who would like to showcase the social and community work they are doing. This includes:

- European clubs and their respective foundations or community trusts
- Football leagues and associations
- Player associations

It doesn't cost anything to take part in the #Morethanfootball Action Weeks. The campaign resources including the watermark, label and landscape text are available for download for free via <https://www.morethanfootball.eu/resources>.

Any questions or queries regarding any of the resources, how to use them or the campaign in general can be directed to the e-mail actionweek@morethanfootball.eu. Suggestions and innovative ideas are always appreciated and we encourage organisations to get in touch if they have any questions or proposals for the Action Weeks.

Why using #Morethanfootball

Football has the power to transform lives. We are seeing it since the start of the pandemic. We can see it every matchday, we can see it in all our social projects.

Clubs, leagues, associations and their foundations have understood that the exponential growth in popularity and commercialisation of the game brings responsibility along. Community and Social Responsibility (CSR) is relevant for all stakeholders in football. There are already amazing

programmes, initiatives and collaborations using the power of football to spread values like solidarity and Fair Play while tackling challenges like social inclusion, discrimination, sustainability and employment.

But whether fans nor the media are aware of it. It's time to change that. The #Morethanfootball Action Weeks are the perfect opportunity to show fans, media and sponsors the excellent work carried out by your organisation.



Join OUR TEAM!

Here are some reasons why you should participate:

Visibility –



Your organisation can benefit from the momentum. 33 million people were reached online last year.

Support –



CSR is an efficient way to engage with fans and the local community. Social engagement leads to loyalty.

Reputation –



Showing your social commitment, improves your image and leads to accountability. Furthermore, you have the chance to win the More than Football Award and a fully branded mini-pitch from Musco Lighting.

Partnerships –



Team up with fans and organisations in your local community and create long-lasting partnerships.

Role model –



Let people know that you are a forward-thinking organisation and that you are tackling current and future challenges like social inclusion and sustainability.

How to participate



During the #Morethanfootball Action Weeks, organisations can showcase their CSR work in any way they wish and there are numerous ways to do this. Community programmes can be promoted during home games, in matchday programmes or on LED walls. The European football family is encouraged to publish dedicated content on their websites and through their social media channels, stadium billboards and website banners. In addition, video content on existing programmes can be created or re-published and fundraising for community activities can be organised. Everything is possible, the only thing that is asked is that the #Morethanfootball label, wordmark and / or hashtag is included in the content and posts.

Some inspiration from previous year's campaign

- Hosting walking football tournaments
- Organising fundraising at match days
- Creating specially made t-shirts for players to wear when entering the pitch for a game and then offering them signed as a prize in a competition
- Publishing CSR reports
- Giving blind-stadium tours and audio descriptive commentary of the game
- Participating in and organising charity runs
- Hosting gala dinners
- Organising photo competitions or photo shootings
- Welcoming refugees at match days
- Collecting electronic devices to be recycled for a good cause
- Visiting schools or inviting children to training facilities

#Morethanfootball Action Days

Organisations are invited to link their Action Weeks activities to the official #Morethanfootball agenda. For most of the days of the Action Weeks, the #Morethanfootball agenda assigns a relevant topic. The agenda embraces several International Days which occur during the Action Weeks such as the International Day of Peace. The other days are dedicated to important social topics with a focus on working towards the UN Sustainable Development Goals. Clubs, foundations, leagues and FA's are encouraged to dedicate their respective CSR activities to the different themes, this is however not a requirement.

Furthermore, we invite all participants to support European Week of Sport, the Special Olympics European Football Week and the Fare #FootballPeople action weeks.



More than Football Award



The winner of the 2020 More than Football Award powered by Musco Lighting will receive a fully branded mini pitch for their club in addition to the recognition of having implemented the most innovative and impactful Community and Social Responsibility programme in European football.

Shakhtar Social won the first More than Football Award at the 13th EFDN Conference in Barcelona in November for their “Come On, Let’s Play” project. This year, we will hand out again the Award for the best initiative promoted during the #Morethanfootball Action Weeks, which will be assessed not only on the content of the programme but also on the creativity and the level of promotion.

In order to be eligible for the awards, organisations should register details of their events and activities and send the application form (download) to actionweek@morethanfootball.eu.

Criteria for the More than Football Award powered by Musco Lighting

- 1 The project needs to be promoted by the club, league or FA during the More than Football Action Weeks.
- 2 The project needs to be delivered by the club, league or FA and cannot be an external initiative that is supported by the club, league or FA.
- 3 The project must have a proven positive impact in the community.
- 4 The project can be replicated by different sized clubs, leagues and FAs in Europe.



Watch: More than Football Award 2019



Timetable for More than Football Award:

- 15th of September 2020 • Kick-off Action Weeks and Opening of the Award application
- 15th of October 2020 • Deadline for Award applications
- 25th of October 2020 • Announcement of Award shortlist
- 10th of November 2020 • More than Football Award ceremony at 14th EFDN Conference

The shortlisted projects have the opportunity to present at 14th EFDN Conference.

“It is an honour to receive the More than Football Award. This award is not only a recognition but also a great motivation for us to continue with “Come On, Let’s Play” and our other programmes.”

Inna Khmyzova, Director of Shakhtar Social Foundation



Be part of the #WeareMorethanfootball challenge



The goal of the challenge is to show the faces behind the slogan „We are morethanfootball“. Show everyone the staff members, participants, players, coaches, club representatives and partners that are involved in your CSR-projects.

Your task:

- Create a video and/ or a photo collage including statements from persons answering the questions:
Why is your organisation #morethanfootball?
- Put different video sequences together or create a collage/gallery of photos with people holding different key words towards the camera.
- You can also show us your “line-up” by filming players, beneficiaries, staff members, coaches and volunteers standing besides each other as you know it from professional matches before kick-off. Feel free to add the club, champions league or national anthem.
- Challenge three other clubs, league, FAs or partner organisations to do the same.
- Use #Morethanfootball campaign material if possible.
- Use #Wearemorethanfootball #Morethanfootball in the post of the video/ photo.
- Publish your challenge on 15th September or throughout the Action Weeks.

Posting content

Professional clubs, leagues, associations, national teams but also fans and grassroots clubs are invited to join the challenge and showing that football is about:

- **Integration** (refugee team/ refugees in the team, projects like Welcome through football)
- **Volunteering** (the team in action offside the pitch, projects like Community Champions League)
- **Inclusion** (disability or amputee team)
- **Health** (projects like Walking football and Active Fans)
- **Diversity** (LGTB+ team, refugee team, projects like Welcome through football and SRtRC)
- **Community** (Project participants, staff of the foundation or supporter groups)
- **Education** (Schools, hub for children, projects like Scoring for Health)
- **Teamwork** (Community coaches, foundation staff, volunteering activities)

To make sure that we can include you in the Impact Report be aware that you post with #morethanfootball and tag us in the photo or the caption:



[Morethanfootball / @eumorethanagame](#)



[Morethanfootball / @morethanfootballactionweeks](#)



[@morethanfootballactionweeks](#)



Morethanfootball resources

#Morethanfootball Website / www.morethanfootball.eu

The #Morethanfootball website is the primary platform for showcasing the football-based community efforts of all participants in the campaign. The website engages with fans and stakeholders, providing them with stories on how football has changed thousands of lives.

To ensure coverage on the #Morethanfootball website, organisations can send activities and supportive material to actionweek@morethanfootball.eu.

Mediakit

A Media Kit can be downloaded for free from the #Morethanfootball website. The Media Kit includes the wordmark, label and website banner graphics in various formats such as PNG for use with Adobe Photoshop or EPS for use with Adobe Illustrator. Participants are encouraged to incorporate the #Morethanfootball visuals according to their brand guidelines and detailed instructions on how to do this are also available in the resources section of the #Morethanfootball website.



#Morethanfootball Visual Material

During the Action Weeks, organisations are encouraged to include a set of visuals in their content and posts to demonstrate their participation in the Action Weeks and to showcase the wider impact of CSR in European football.

In order to communicate and promote the Action Week activities, the following visuals are available:

- 1 #Morethanfootball Wordmark
- 2 =Morethanfootball Label



#Morethanfootball Wordmark

The wordmark, specifications and implementation information are found in the media kit or the image of the wordmark can also be downloaded directly from the Resources section of the www.morethanfootball.eu website.



- example of using the #Morethanfootball Wordmark:



2

=Morethanfootball Label

The label, specifications and implementation information can also be found in the media kit or the image of the label can be downloaded directly from www.morethanfootball.eu.

Please note: The organisation's logo should be placed in front of the =Morethanfootball label, in order to convey the message that an organisation is more than football as per the examples below.

- *example of using the #Morethanfootball Label:*



These logo's can be used all year round when communicating CSR programmes and activities to support and promote the ongoing #Morethanfootball movement.

#Morethanfootball activities

Match Days

Match days provide a powerful opportunity for clubs to demonstrate how they are much #Morethanfootball. Designated fixtures with special matchday activities for fans are a great way to engage with large audiences. Additionally, #Morethanfootball LED-boards and videos can be shown in the stadium at home games to encourage the audience to participate and share why they believe that football is #Morethanfootball.

Further examples, to name just a few, include fundraising at match days, inviting disadvantaged population groups to the stadium, organising a unique player mascot experience for children or community engagement related activities in match day fan zones and hubs.

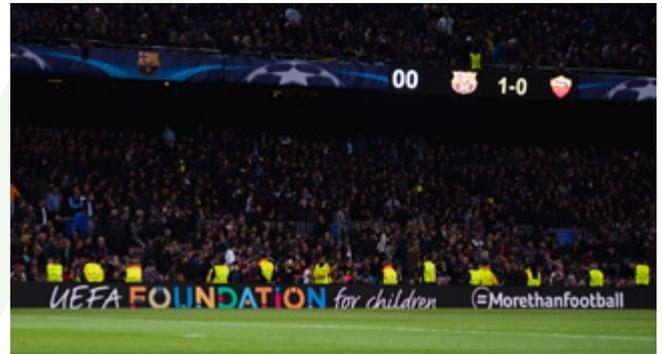


LED-boards

The website banner graphics can be used to create LED displays using the Club Logo = Morethanfootball on pitchside advertising boards and scoreboards during matches as shown below.

UEFA Champions League and UEFA Europa League

Last year, the UEFA Foundation for Children made it possible for the #Morethanfootball campaign to be displayed on LED-boards during the UEFA Champions League and UEFA Europa League Quarterfinals, providing huge worldwide exposure of the message that football is much more than just a game. To give an insight of the reach this had, even without counting the millions of viewers watching live and highlight clips on TV, online, through social media or OTT platforms, the total attendance for these matches in the stadiums was 778,779.



Banner and Promotional Material

Along with the club logo, the = Morethanfootball landscape logo can also be used for flags, banners, shirts and other promotional material as per the examples from the previous years below:



Montrose FC

Montrose, Scotland

Montrose FC distributed more than 2000 free tickets to community programme participants for their home match against Stenhousemuir. During the pre-match and at the half-time, the club showcased their #Morethanfootball flag displays with their flag bearers forming a guard of honour for both sets of players and their 11 mascots, who were made up of participants of their various community programmes with ages ranging from 2 to 92 years old.

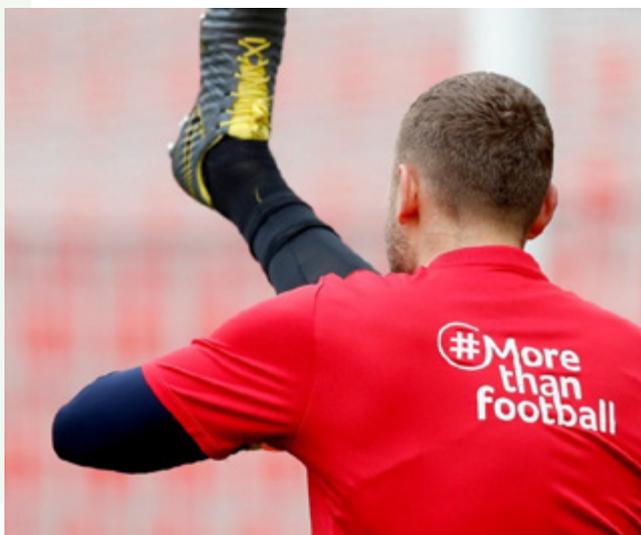




PSV Eindhoven

Eindhoven, the Netherlands

PSV Eindhoven held a special match day devoted to the PSV Foundation and the More than Football campaign. During their warm-up, the players wore shirts with the #Morethanfootball logo. They also kicked off a new fan initiative FAN of the Match at a distance which through the use of a robot enables a fan who cannot attend the match due to illness to have the opportunity to join the line-up, watch the game and join the players during their lap of honour.



GNK Dinamo Zagreb & NK Inter Zaprešić

Zagreb, Croatia

During GNK Dinamo Zagreb's home game against NK Inter Zaprešić, the scoreboards displayed a huge GNK Dinamo Zagreb=Morethanfootball advertisement. Both teams also stood together along with the match officials and mascots before the kick-off to hold up a huge Dinamo Zagreb=Morethanfootball banner.



Legia Warsaw & Jagiellonia Białystok

Warsaw, Poland

Before kick-off the first team players of Legia Warsaw and Jagiellonia Białystok showed the Legia Warsaw=Morethanfootball banner. The Legia players also wore special #Morethanfootball shirts for their warm-up. The club then organised an online competition through their social media channels where fans could win the signed shirts by answering the question: "Why is football more than football?"



Community events

Specific community event can be held over the course of the #Morethanfootball Action Weeks like some of the examples from last year below:



Asteras Tripolis FC

Tripoli, Greece

Campaign activity: 'Unbreakable' wall, stadium tour and other activities

Asteras Tripolis FC arranged a variety of activities throughout the campaign. One of these being the creation of a wall that doesn't 'break' with social messages posted by their fans to highlight the special impact football can have in society. As part of the education focus day, the club hosted local schools and Universities for a special visit to their Theodoros Kolokotronis Stadium. As well as football games, experts from Asteras spoke with the students about the role and the importance of football in our society.



Apollon Limassol FC

Limassol, Cyprus

Campaign activity: School visit discussions

Apollon Limassol FC first team players attended a local school to discuss equality, the fight against racism and school bullying with young pupils and teachers. This campaign aims to bring together hundreds of people from the local communities to work together in tackling and fighting discrimination. They also discussed a new campaign 'Apollon_DriveSafe' which raises awareness of the high rates of fatal accidents in Cyprus and promotes driving consciousness and safety on the road.



FC Shakhtar Donetsk

Donetsk, Ukraine

Campaign activity: Special training session

Shakhtar Social organised two events for children with disabilities on World Down Syndrome Day (March 21) and for World Autism Awareness Day (April 2). 45 children with Down syndrome and autism attended training sessions at FC Shakhtar facilities. The 2019 Morethanfootball Action Weeks was also the kick-off of 'Come On, Let's Play!' on April 9th, with 160 kids from 8 different teams taking part equipped with football kits and t-shirts with the Morethanfootball logo.



SL Benfica

Lisbon, Portugal

Campaign activity: Hat-Trick project

During the 2019 Morethanfootball Action Weeks, SL Benfica organised a number of activities including Walking Football Regional tournaments, sessions and tournaments as part of the "Para ti Se não faltares!" project, and a race integrated into the Lisbon Marathon. The Foundation also took the opportunity to launch a new project called 'Hat-Trick project' which targets young adults. In addition to the professional courses, participants get access to a pack of sports sessions, experiences and prizes in exchange for their school attendance and overall behavior.

Online campaigns

Organisations also created specific #Morethanfootball online campaigns promoting their various CSR initiatives and projects.



Juventus

Turin, Italy

Campaign activity: Club social impact

During the #Morethanfootball Action Weeks, Juventus FC delivered a wide-reaching communication campaign to raise awareness for their different community programmes they are delivering. The club made content on their social media channels to highlight initiatives like their teams with cognitive-relational disabilities. Through this online campaign, Juventus FC reaffirmed that there are no limits or barriers to playing and enjoying football.



Cardiff City FC

Cardiff, Wales

Campaign activity: Programme for veterans

Cardiff City FC Foundation highlighted different projects such as 'Tea and Toast'. The project provides sessions to encourage veterans to take part in physical activity while also building new connections. Through making social media content available, the foundation showcased in what way the programme helps participants to increase self-confidence, improving sociability and keeping them active.



Heart of Midlothian

Edinburgh, Scotland

Campaign activity: Support Big Hearts in your own way

Big Hearts launched 'Support Big Hearts in your own way' online campaign. Shared on social media, the campaign was aimed at demonstrating that any supporter can do their bit to make a difference through their 'Big Hearts Supporters' volunteering programme or other charities in the community. The campaign shared this message with examples such as: sharing a cup of tea will help an older person feel less alone or changing a light bulb will enable a disabled person to stay comfortable in their home. The secondary aim of the campaign was to emphasize all the various areas Big Hearts is involved in to support older people without delivering any football-related activities.



Omonoia FC

Nicosia, Cyprus

Campaign activity: Food and clothing drive

As part of the 'Ending poverty & hunger' focus day, Omonoia FC highlighted one of their food and clothing campaigns. The club collaborated with a Facebook group which enables people to offer to donate food, clothes or anything which could be of value to people in need. Omonoia FC also asked people to bring donations on a match day. The club actively promoted the drive through social media, their website and through Cypriot news websites.

Social Media



Social Media again played a huge role in the success of the 3rd edition of the Morethanfootball Action Weeks with the majority of the communication and content being published across Twitter, Instagram and Facebook. Participants from some of the biggest European organisations all the way through to grassroots and amateur clubs used the #Morethanfootball on their different social media platforms to make people aware of the campaign's universal message.

The message reached **33 million people** on social media, 15 million more than the 2018 campaign. Participating clubs, partners and organisations as well as EFDN contributed to the success by publishing 1,114 posts on social media. Fans from all over the world liked, shared, retweeted and commented on these posts and sent also their own messages including #Morethanfootball. In total, 284,825 social media interactions were counted.

It hasn't only been participating football organisations who have embraced the #Morethanfootball hashtag in previous years with it being used by fan-accounts, amateur clubs, CSR project initiatives, general football fans and many other organisations active in the field of football.

To make sure that we can share your posts on social media and add them to our website please tag us in your posts:



Morethanfootball / @eumorethanagame



Morethanfootball / @morethanfootballactionweeks

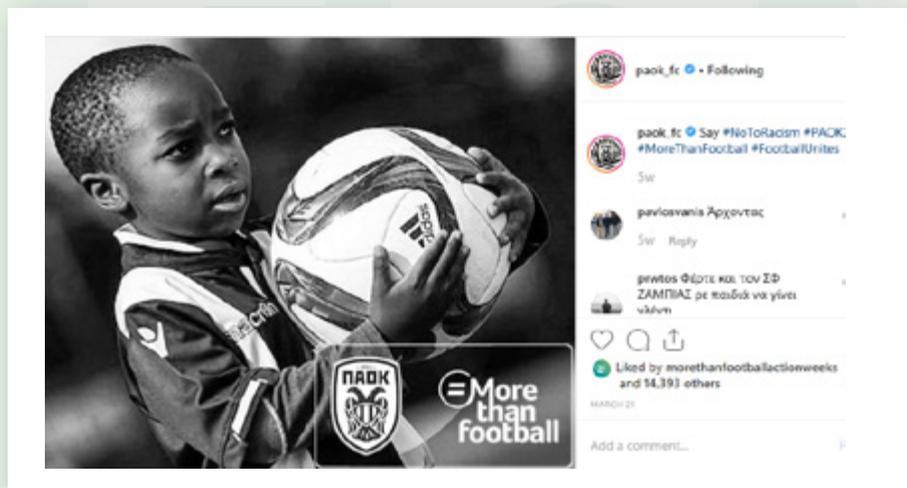
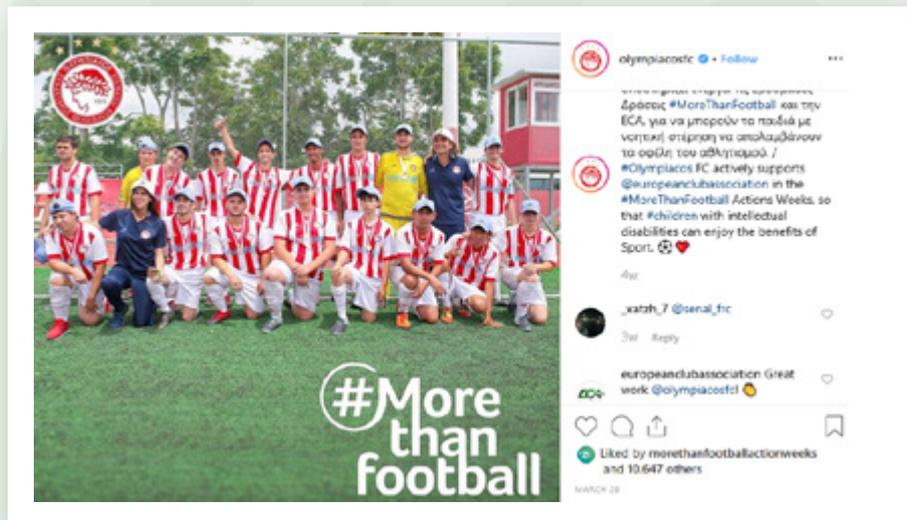


@morethanfootballactionweeks

#Morethanfootball Action Weeks on



Instagram





apollonfc • Following

apollonfc Ο Απόλλωνας Λεμεσού συνεχίζει να στηρίζει την ευρωπαϊκή εκστρατεία #MoreThanFootball #passiton

@europeanclubassociation
@efdfoundation @uefa_foundation
@morethanfootballactionweeks

3w

fournaris_ Στις φωτογραφίες εμάσταν πρώτοι

3w 1 like Reply

Liked by morethanfootballactionweeks and 484 others



intercampus • Following

intercampus #MoreThanFootball Action weeks have started! Let's show the world how sport power can overcome barriers, unite people and promote social change. .
Le settimane #MoreThanFootball sono iniziate! Ciascuno è portavoce del potere dello sport, per superare barriere, unire popoli e promuovere il cambiamento sociale.

#InterCampus #EFDN
#TogetherWeCan #SocialChange
#StayTogether #BeyondSport
#SportPower #insieme #Group #Team
#TeamPower #InterCampusCamerun
#Inter #Amala #FCIM

Liked by 19jm37 and 944 others

MARCH 20

Add a comment... Post



apoelfofficial • Following

apoelfofficial Για κάποιους το ποδόσφαιρο είναι απλά ένα άθλημα. Για εμάς στον ΑΠΟΕΛ είναι τρόπος ζωής. Ως ενεργό μέλος του @europeanclubassociation συμμετέχουμε ενεργά στην καμπάνια του #Morethanfootball ενισχύοντας ακόμα περισσότερο το ελθής μήνυμα. Το ποδόσφαιρο είναι για όλους, δεν αφαιρείται σε κανένα το δικαίωμα να

Liked by morethanfootballactionweeks and 1,398 others



#Morethanfootball Action Weeks on



facebook

PAOK FC / ΠΑΕ ΠΑΟΚ
21 mars · 🌐

#MoreThanFootball #FootballUnites #PAOK

1.7 K
66 commentaires · 49 partages

PFC Ludogorets 1945 is at Ludogorets Arena.
8 April at 13:45 · Razgrad, Bulgaria · 🌐

#morethanfootball #livefriendship #ludogorets #WeARELudogorets

123
1 comment · 8 shares

KAS Eupen est à Stamford Bridge, Chelsea Stadium.
27 mars, 15:04 · Londres, United Kingdom · 🌐

Zwölftes #Morethanfootball-Konferenz beim FC Chelsea - KAS Eupen beim internationalen Kongress in London // 12ème conférence #Morethanfootball au FC Chelsea - La KAS Eupen au Congrès International à Londres 🇧🇪

<https://bit.ly/2FCPS1u>
European Football for Development Network
Voir la traduction

36
1 commentaire · 3 partages

Mifalot: Sport for Education, Development and Peace a partagé une vidéo.
19 mars · 🌐

שמחים לשתף אתכם בקמפיין של רשת EFDN# "MorethanFootball" Action Weeks 9.4-19.3 שמתקיים בין ה-9.4-19.3 וליהוק אתכם במסגרת של הדורגל עומדת קבוצה את הספונסרים של תכנית "מתחברים לקהילה דרך ספורט" ומה שיש להם לחמו! מאחלים את פורים שמח לכולם 😊
צוות מפעלות חינוך וחברה

Voir la traduction

95 vues

Mifalot: Sport for Education, Development and Peace - מפעלות חינוך וחברה · 19 mars, 12:27 · 🌐

"More Than Football" Action Weeks Campaign

5

AEK Larnaka
8 avril, 19:44 · 🌐

More than football 🔄



👍❤️👏 230

4 partages

Fundação Benfica a ajouté 10 photos à l'album 2019
#Morethanfootball Action Weeks
11 avril, 18:03 · 🌐

Fica com alguns dos exemplos em que os nossos projetos fizeram questão de afirmar que tudo o que fazemos é muito mais do que Futebol!

#FundaçãoBenfica
#EFDN
#Morethanfootball
Voir la traduction



👍❤️👏 70

1 commentaire 3 partages

ПФК ЛЕВСКИ / PFC LEVSKI updated their cover photo.
19 March · 🌐

ПФК Левски се включва в глобалната кампания #Morethanfootball Action Weeks

Може да видите официалното видео на кампанията за 2019 година тук:
<https://stories.morethanfootball.eu/>

#Morethanfootball



👍❤️👏 141

4 shares

UEFA 🌐

2 avril, 23:10 · 🌐

J'aime la Page

UEFA is proud to support #MoreThanFootball action weeks.

Celebrating the amazing power of football to create positive social change
#EqualGame

Find out more 🙌 morethanfootball.eu/about/



👍❤️👏 323

5 commentaires 8 partages

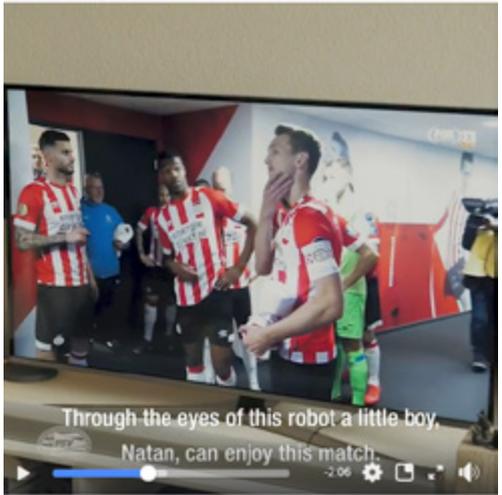
PSV

10 avril, 11:54 · 🌐

A day he will never forget 📺

De ernstig zieke Natan (14) beleefde rondom de wedstrijd #PSVPEC onvergetelijke dag dankzij een robot.

#MoreThanFootball
Voir la traduction



👍❤️👏 1,4 K

114 commentaires 122 partages



#Morethanfootball Action Weeks on



twitter

 **Blackburn Rovers Community Trust**
@BRFCTrust

Following

👏 We're excited to announce that @Rovers v Stoke City will be our first-ever 'Next Generation' fixture, with 2,500 fans - mainly family groups - packing out the Blackburn End Upper Tier as our guests.

👉 Visit rovers.co.uk/news/2019/marc... to find out how + why...

#MoreThanFootball



7:14 pm - 28 Mar 2019

7 Retweets 28 Likes

 **Motherwell FC CT**
@community_mfcct

Follow

At the start of #MoreThanFootball week we're proud to announce that we will be working with @nlcpeople on the important #Club365 programme. If you're entitled to free school meals you can join us @MotherwellFC over Easter for free activity.



1:52 AM - 19 Mar 2019

21 Retweets 42 Likes

 **Cardiff City FC Foundation**
@CCFC_Foundation

Following

The #BluebirdsCharity are proud to support @eumorethanagame's action weeks between 19th March - 9th April 🍀

More info 👉 bit.ly/2U3aVNH

#MoreThanFootball #OurClubChangesLives



3:50 PM - 19 Mar 2019

5 Retweets 9 Likes

 **Everton in the Community**
@EITC

Unfollow

🎥 | Together with @Everton, we are proud to support the #MoreThanFootball Action Weeks campaign.

Details ➔ morethanfootball.eu



4:49 pm - 21 Mar 2019

12 Retweets 40 Likes



Malmö FF @Malmo_FF Follow

Karriärakademin på Malmö FF har hjälpt över 200 unga arbetssökande att få jobb. Idag föreläser verksamhetsansvarige Karin Heri på EFDN-konferensen i London för att inspirera fler klubbar!

#morethanfootball @EFDN_tweets



5:12 AM - 25 Mar 2019

5 Retweets 81 Likes

Newcastle United FDN @NU_Foundation Follow

@NU_Foundation is delighted to support #Morethanfootball - a global campaign for the European football community to showcase the impact of our community activities and programmes.

We'll be posting throughout the campaign so keep an eye out for updates!
#BuildingAUnitedFuture



5:01 AM - 19 Mar 2019

9 Retweets 14 Likes

Fabretto Foundation @Fabretto Follow

On International Day of Sports for Peace and Development, we celebrate the power of #sports to bring people together.

#IDS DP #Sport4SDGs #MoreThanFootball @sportanddev



9:00 am - 5 Apr 2019

1 Retweet 5 Likes

KAA Gent @KAAgent Follow

Vandaag is #wereldautismedag. Omdat de erkenning van autisme absoluut noodzakelijk is om mensen met autisme en hun omgeving een kwaliteitsvol leven te laten ervaren. #WorldAutismAwarenessDay #WAAD #COBW #MoreThanFootball



1:10 pm - 2 Apr 2019

9 Retweets 51 Likes

Morethanfootball labels campaign

For the 2019 Morethanfootball Action Weeks, Juventus and Inter Milan took the opportunity to showcase their support for the campaign to their global fanbase by posting their Inter Milan=Morethanfootball and Juventus FC=Morethanfootball labels on all their different social media language accounts:

Inter Milan



Juventus FC



Traditional Media

Magazines, flyers and Poster

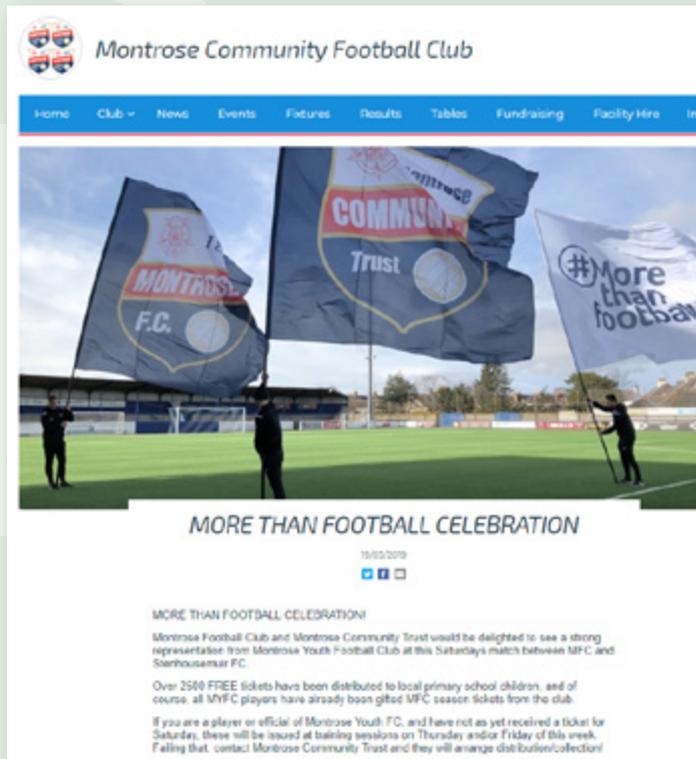
Publishing magazines, flyers and posters and distributing them at home matches of the first team can be an effective way to raise awareness of the club's community activities.



Newspapers / News Website

Use your own website and partnerships with newspapers and other news websites to promote your community activities.





Evaluation & dissemination



At the end of the #Morethanfootball Action Weeks an Impact Report will be released presenting information on the reach of the campaign and thus the participating organisations which will be measured through a range of analysis tools. The report will be published on the #Morethanfootball website as well as through the respective social media channels. All participating organisations can request a printed copy of the report.



Campaign schedule

Action Weeks

2020

#Morethanfootball Agenda 2020

The campaign activities can be organised on any relevant or suitable time for the participants, e.g. Match day events can be organised for any match and clubs can take part from the 15th September 2020 to 11th October 2020. Specific themes have been chosen for certain days throughout the period as below. These are not mandatory but participants are encouraged to contribute to each day wherever they can.

Campaign schedule 2020

15.09.	– Launch of the #Morethanfootball Action Weeks with #WeareMorethanfootball challenge	
18.09	– Education – Action Day	
21.09.	– International Day of Peace	
23.09.	– Kick-off European Week of Sport & Special Olympics European Football Week	
24.09.	– Physical Activity & Healthy Lifestyle – Action Day	
25.09.	– Sport and the SDGs	
26. & 27.09.	– (Intellectual) Disabilities	 
29.09.	– Sustainability – Action Day	      
01.10.	– International Day of Older Persons	  
02.10.	– International Day of Non-Violence	
06.10.	– Gender equality – Action Day	
08.10.	– Kick-off Fare Football people weeks	 
10.10.	– World Mental Health Day	

MORE THAN FOOTBALL AWARD SCHEME

15.09.	– Start of the application period
15.10.	– Deadline for the More than Football Award application
25.10.	– Announcement of the More than Football Award shortlist
10.11.	– More than Football Award ceremony during 14 th EFDN Conference



SUSTAINABLE DEVELOPMENT GOALS



Morethanfootball impact 2019

The 2019 #Morethanfootball Action Weeks built on the foundations set by the inaugural year in 2018 with a significant increase in participants, activities and engagement throughout the football community. The 2020 Action Weeks are expected to continue this trend but to give an idea of the engagement from last year, some of the key data can be seen below.

Participating Countries



- Armenia
- Austria
- Andorra
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- England
- Georgia
- Germany
- Greece
- Hungary
- Israel
- Italy
- Kosovo
- North Macedonia
- Northern Ireland
- Norway
- Poland
- Portugal
- Scotland
- Spain
- Sweden
- Switzerland
- The Netherlands
- Turkey
- Ukraine
- Wales

#Morethanfootball embraces Europe

30 Countries
participating

106
Organisations
involved

1,114
Total social media posts
from organisations

283 k
Social media interactions

33 m
Estimated
social media reach

Participants 2019

#MorethanFootball





KV MEECHELEN



KV OOSTENDE



KVC WESTERLOD



LEGIA WARSAW



LEYTON ORIENT



MACCABI TEL AVIV FC



MALMÖ FF



MOLDE FK



MONTROSE FC



MOTHERWELL FC



NAC BREDA



NATIONAL LOTTERY FUND SCOTLAND



NEC NIJMEGEN



NEWCASTLE UNITED FC



NK INTER ZAPREŠIĆ



NORTHAMPTON TOWN FC



OLYMPIACOS FC



OMONIA FC



OUD-HEVERLEE LEUVEN



PANATHINAIKOS FC



PAOK FC



PFC LEVSKI SOFIA



PFC LUDOGORETS 1945



PRO LEAGUE



PSV EINDHOVEN



RANGERS FC



REAL MADRID FOUNDATION



REAL SOCIEDAD



ROYAL ANTWERP FC



ROYAL BELGIAN FOOTBALL ASSOCIATION



ROYAL EXCEL MOUSCRON



RSC ANDERLECHT



SBV EXCELSIOR



SCOTT FOUNDATION



SCOTTISH FOOTBALL ASSOCIATION



SINT-TRUIDENSE VV



SK SLAVIA PRAGUE



SL BENFICA



SOUTHAMPTON FC



SPFL TRUST



SPORTING LOKEREN



STANDARD DE LIÈGE



SUNDERLAND AFC



SV WERDER BREMEN



SV ZULTE WAREGEM



THE NEW SAINTS FC



UEFA



UEFA FOUNDATION



UNION SAINT GILLOISE



VÅLERENGA FOTBALL



VOETBAL VLAANDEREN



WOLVERHAMPTON WANDERERS FC



Any questions or in need of further information?

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The #Morethanfootball Action Weeks are an initiative of:



www.morethanfootball.eu