Join

THE BIGGEST FOOTBALL MOVEMENT IN THE WORLD!

Are you, your club, league or organisation #Morethanfootball? Join the biggest football movement in the world. Create extra visibility for your foundation and programmes, and show your solidarity on the #Morethanfootball platform!

www.morethanfootball.eu

Promote your Community and Social Responsibility programmes during the #Morethanfootball Action Weeks. Share photos and videos, raise awareness for your social projects, show the world you are an inclusive organisation, join our flyer campaign and organise (online) activities for beneficiaries and fans.

Share your initiatives:

- Promote your community programmes
- Highlight your COVID-19 related activities
- Communicate your impact
- Show that you are inclusive
- Work together with more than 100 European football clubs, leagues and FAs
- Participate in the More than Football Award
- Become an ambassador for the social power of football

#Morethanfootball Action Weeks 2022

21.03. - 14.04.2022

Football is not only about the 90 minutes on the pitch, it's much more than the beautiful game. European football organisations prove daily that they are #Morethanfootball. With their tremendous initiatives in their communities they help to create a better society. If we can harness the power of football and share these social development activities, we can have an even greater positive impact!

Since 2017, the #Morethanfootball Action Weeks encourage the further development of Community and Social responsibility in European Football. The European Football Community gets the spotlight during this campaign to showcase the impact of their initiatives. In 2021 more than 120 clubs, leagues and FA's participated, reaching more than 41 million people worldwide and creating more than 1100 media posts during these weeks.

Participate in the #Morethanfootball Action Weeks and use the specific Action Days to highlight your excellent social initiatives. Feel free to engage with us on all days or select the ones that match with your CSR/ESG events and activities. We will support you, share your initiatives, programmes and photos and make sure the whole world sees that we are #Morethanfootball.

To make sure, you don't miss out on the day that's the perfect match for your social initiatives, we have compiled a list of all Action Days and Events below. On morethanfootball.eu we will link the news articles about the specific Action Day containing the most important information.

Campaign Schedule

This year's campaign will consist of the following Action Days:

21.03.2022	Kick-off of the #Morethanfootball campaign
25.03.2022	Action Day - STEM Education
30.03.2022	Action Day - Refugees and Social Inclusion
01.04.2022	SDG Awareness Day
02.04.2022	World Autism Awareness Day
04.04.2022	Action Day - Accessibility
06.04.2022	International Day for Sport for Development and Peace
07.04.2022	World Health Day
09.04.2022	Anti-Discrimination Action Weekend
11.04.2022	Action Day - Gender Equality
13.04.2022	Action Day - Sustainability and Climate Change
14.04.2022	Action Day - Mental Health

#Morethanfootball Resources

Use this #Morethanfootball Flyer to show that you are More than Football! A Multimedia Kit, #Morethanfootball visuals and the campaign toolkit can be downloaded for free on the Morethanfootball.eu website. The Multimedia Kit includes the wordmark, label and website banner graphics in various formats. Use the editor on our website to create branded #Morethanfootball visuals for your matchdays and social media fast and easily. Share them on your channels with #Morethanfootball right away.

#Morethanfootball Activities

You can promote your CSR/ESG work during the #Morethanfootball Action Weeks no matter how small or big the activity. Community programmes and social initiatives can be shared via social media posts and during project activities or home matches. Promote your #Morethanfootball campaign on the platform. Here below you find some more ideas.

Show your fans, sponsors and partners your commitment by:

- Publishing photos and videos from projects and players
- Displaying the #Morethanfootball design on LED walls in the stadium
- Use the #Morethanfootball flyers
- Showing that you are inclusive
- Including your women's team
- Participating in the #Morethanfootball campaign and challenge
- Donating equipment to hospitals or schools
- Reaching out to vulnerable people in your community

EFDN More than football Award 2022

POWERED BY MUSCO LIGHTING

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More than Football Award 2022

Which EFDN member will succeed Big Hearts Supporters' Movement and win the More than Football Award in 2022? The goal of the More than Football Award is to honour the best social initiatives in Europe delivered by a European club, league or FA. When your project is voted for as most impactful Community and Social Responsibility programme in Europe, you also win a complete branded Mini-Pitch System sponsored by Musco Lighting. Register for the award, promote your project, get the chance to present at the 18th EFDN Conference in November 2022, and win the prestigious More than Football Award!

More than Football Award Schedule

21.03.2022	Start of the application period
29.04.2022	Deadline for the More than Football Award application
10.05.2022	Announcement of the More than Football Award longlist during the 17th Conference in Liverpool
14.11.2022 16.11.2022	More than Football Award ceremony during 18th EFDN Conference in Budapest, Hungary

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SCAN ME

An initiative of: EFDN

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To sign up or for more information:

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