



19.03.2019 - 09.04.2019

Pass it On!

Information Pack and Toolkit

Introduction

Football and it's clubs, leagues, associations and governing bodies have always been about much more than just a game, professional football club or organisation of governance.

The first two years of the #Morethanfootball Action Weeks have shown there is an appetite amongst the football familty to use the game as a tool for social development. The #Morethanfootball Action Weeks have allowed us to follow many great initiatives showcasing how football addresses key societal issues on an increasing scale. Yet, CSR often seems to be done in the background with little or no attention given to it by the mainstream football media.

You will find thousands of articles, blogs, social media posts, news, television talk shows about the teams performance, team selection, transfers and the build up to fixtures however very rarely do you see stories of the excellent daily work being done through football organisations community and social development initiatives. All European clubs are much more than just the 11 players on the pitch.

In order to showcase and further broaden the reach of Community and Social Responsibility in European football the#Morethanfootball Action Weeks were established in 2017. Following the success from the campaign in it's first 2 years, the 2019 #Morethanfootball Action Weeks again brings together the European football community to not only celebrate the work done in the CSR field over a 2 week period but to create a #Morethanfootball ongoing movement.









European Football = Morethanfootball

Pass it On!

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 a video challenge emphasising the power of football and what #Morethanfootball means to them. Social media is also a vital communications channel with the hashtag #Morethanfootball to be used by the participating organisations to spread and share the message.

2019 is the third year of the #Morethanfootball Action Weeks and looks to grow the engagement and reach even further.



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, player associations, football leagues and governing bodies. All organisations with a commitment to using the power of football as a tool for social development are invited to participate.

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 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 #Morethanfootball

Football has always held a special place in society, from the inception of the modern game in 19th Century Great Britain all the way through to the present day, where there is a growing recognition of the role football can play in social development, not just in Europe but worldwide. Clubs, leagues, associations, governing bodies and many other stakeholders have, in recent years, understood that the exponential growth in popularity and commercialisation of the game, brings with it an increased responsibility towards society as a whole. Further, there is an increasing body of research becoming available looking into and recognising the positive impact sporting organisations have in tackling critical social issues such as racism, health and wellbeing, youth unemployment, social inclusion and school attainment, while promoting important values such as team spirit, solidarity, tolerance, social responsibility and fair play. This is not solely an ethical or moral issue either, with CSR providing an opportunity for all organisations involved in football to demonstrate their accountability and commitment to society but at the same time engage with their supporters and local communities, enhance their reputation, develop brand loyalty and foster competitive advantage.

That said, as already mentioned, the huge amount of excellent community and social development work being carried out across the world of football on a daily basis, rarely gets the coverage and attention it deserves in the media. It's for this reason that the UEFA Foundation for Children, European Club Association and European Football for Development Network have teamed up to support the #Morethanfootball Action Weeks.

The objective is to not only inform fans, sponsors and the wider football family of the various current CSR projects and initiatives but to also provide inspiration and ideas for other clubs, leagues and associations to become active in their communities. Building on the success of the previous 2 years of #Morethanfootball Action Weeks, the aim now is to use the momentum generated from the Action Weeks in 2019 to create an ongoing movement, providing the platform for professional football organisations to promote the power of football throughout the year.

When are the #Morethanfootball Action Weeks

The 2019 #Morethanfootball Action Weeks will be launched on the 19th of March 2019 and will continue through until the 9th of April 2019.

EFDN #Morethanfootball Awards

This year will see the first #Morethanfootball Awards ceremony at the 13th EFDN Conference in Barcelona in November. There will be specific awards for the best campaigns and initiatives run during the #Morethanfoodball Action Weeks, which will be assessed not only on creativity and ingenuity but also on the quality of the content and the level of promotion and engagement. In order to be eligible for the awards, organisations should register details of their events and activities by email to actionweek@morethanfootball.eu and they will then receive a rewards application form.



European Football = Morethanfootball Pass it On!

Morethanfootball embraces Europe

30 Countries participating

143.000

Interactions

550

Organisations

involved

Total social media posts

638

Total items online

18m

Estimated social media reach

2018 #Morethanfootball impact

The 2018 #Morethanfootball Action Weeks built on the foundations set by the inaugural year in 2017 with a significant increase in participants, activities and engagement throughout the football community. The 2019 Action Weeks are expected to continue this trend but to give an idea, some of the key data can be seen below from last year.

Participating Countries



Austria

Andorra

Belgium

Bosnia

Bulgaria

Croatia Cyprus

Czech Republic

England

Finland

France

Georgia

Germany

Greece Hungary

Ireland

Israel

Italy

Macedonia

Monaco

Norway

Poland

Portugal

Scotland

Spain

Sweden

Switzerland

The Netherlands

Ukraine

Wales

Participants



ABERDEEN FC



ANDORRAN **FOOTBALL FEDERATION**



ANORTHOSIS FAMAGUSTA



APOEL FC



APOLLON LIMASSOL



ARIS THESSALONIKI



AS MONACO FC



AS ROMA



ASTON VILLA **FOUNDATION**



ATHLETIC CLUB BAYER 04 BILBAO **LEVERKUSEN**



BELGIAN RED DEVILS



BENFICA

FOUNDATION



BIG HEARTS COMMUNITY TRUST



BLACKPOOL FC COMMUNITY TRUST



BOHEMIAN FC



BRENTFORD FC COMMUNITY SPORTS TRUST



CARDIFF CITY FC FOUNDATION



CELTIC FC FOUNDATION



CHELSEA FOUNDATION



CLUB BRUGGE



CLYDE FC COMMUNITY FOUNDATION



ECA



EFDN



ENGLISH FOOTBALL LEAGUE



EUROPEAN HEALTHY STADIA



EVERTON IN THE

COMMUNITY



FC BARCELONA

FOUNDATION



FC DINAMO TBILISI



FC RED BULL SALZBURG



FC SCHALKE 04



FC SHAKHTAR DONETSK



FC VIKTORIA PLZEŇ



FC ZÜRICH



FERENCVÁROSI TC



FEYENOORD ROTTERDAM



FK SARAJEVO



FK VARDAR SKOPJE



FOOTBALL ASSOCIATION OF IRELAND



FOOTBALL PLAYERS ASSOCIATION OF FINLAND



GNK DINAMO



HIBERNIAN COMMUNITY **FOUNDATION**



HJÄRTA UNITED



HJK NAISET



HNK RIJEKA



IF ELFSBORG



INTER CAMPUS



JUVENTUS



K.R.C. GENT



KAA GENT FOUNDATION



KRC GENK



LECH POZNAŃ



LEGIA FOUNDATION



LINKS PARK
COMMUNITY TRUST



MACCABITEL AVIV



MALMÖ FF



MANCHESTER UNITED FOUNDATION



MIFALOT EDUCATION AND SOCIETY ENTERPRISES



MONTROSE FC



MORTON IN THE COMMUNITY



MOTHERWELL FC COMMUNITY TRUST



N.E.C. DOELBEWUST



NEWCASTLE UNITED FOUNDATION



NORTHAMPTON TOWN FC COMMUNITY TRUST



PAOK FC



PFC LEVSKI SOFIA



PFC LUDOGORETS



PORTUGUESE FOOTBALL ASSOCIATION



PSV EINDHOVEN



RANGER CHARITY FOUNDATION



FOOTBALL ASSOCIATION



S.B.V EXCELSIOR



S.S.C. NAPOLI



SAINTS FOUNDATION



SAINTS IN THE COMMUNITY



SCORT FOUNDATION



SCOTTISH PROFESSIONAL FOOTBALL LEAGUE



SHREWSBURY TOWN IN THE COMMUNITY



SPARTANS COMMUNITY FOOTBALL ACADEMY



STADION ENERGA GDANSK



STANDARD DE LIÈGE



STROMSGODSET IF



SV WERDER BREMEN



TEAMPLAY@NAC



UEFA



UEFA FOUNDATION FOR CHILDREN



VÅLERENGA FOTBALL



VFL WOLFSBURG



VITESSE



#Morethanfootball resources

The www.morethanfootball.eu 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 supporting material to actionweek@morethanfootball.eu.

#Passiton Video

#Passiton is the theme for this year's video campaign which will be available to all participating organisations to share through their social media channels and at their home matches.

The promotional video calls on everyone who loves football to record a video sharing what '#Morethanfootball' means to them and then '#Passiton' nominating a colleague or friend to do the same.

Organisations are encouraged to cooperate with their players and coaches to share with their followers and increase engagement and awareness.

The challenge videos are being shared during the Action Weeks using the hashtag #Passiton and #Morethanfootball.

The initial promotional video for the launch of the Action Weeks will also be made available for all participants through the website. Any organisation who would like to take part in the initial promotional #Passiton video can send high quality videos of their #Passiton challenges to actionweek@morethanfootball.eu before the 1st March 2019.

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

1. #Morethanfootball Wordmark

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

• examples of using the =Morethanfootball Label:









#Morethanfootball Activities

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

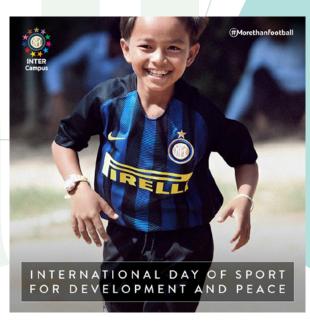
- Hosting walking football tournaments
- Organising fundraising at match days
- Creating specialy made t-shirts for players to wear when entering the pitch for a game and then offering them signed as prize in a competition
- Publishing CSR reports
- Giving blind-stadium tours and audio descriptive commentary of games
- · Participating in and organising charity runs
- Hosting gala dinners
- Staging HandiFoot festivals
- Welcoming refugees at match days
- Collecting electronic devices to be recycled for a good cause

International Days

Organisations are invited to link their Action Weeks activities to the official #Morethanfootball agenda.

For each day of the Action Weeks, the #Morethanfootball agenda assigns a relevant topic where possible.

The agenda embraces several International Days which occur during the Action Weeks such as the International Day of Sport and Peace on 6th of April 2019. The other days are dedicated to important social topics with a focus on working towards the UN Sustainability 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.



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 the '#Passiton' video 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 escort experience for children or including 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.





Champions League and Europa League

Last year, the UEFA Foundation for Children made it possible for the #Morethanfootball campaign to be displayed on LED-boards during European Champions and Europa League Quarterfinals, providing huge worldwide exposure for the message that football is much more than just a game. To give an indication 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 419,442.





Banner and Promotional Material

Along with the club logo, the = Morethanfootball landscape logo can also be used for banners as per the examples from previous years below:









Apollon Limassol v Omonoia Nicosia

Cypres, Limassol

S.B.V. Excelsior & Feyenoord Rotterdam

The Netherlands, Rotterdam

Customised equipment & campaign

Custom equipment and kit can be made up using the #Morethanfootball wordmark or label as Legia Warsaw did last year.



Legia Foundation

Poland, Warsaw



the #Morethanfootball with the most creative answers receiving a signed version of the shirt.



Community Events

Specific community event can be held over the course of the #Morethanfootball Action Weeks like some of the examples from 2018 below.





FC Shakhtar Donetsk

Ukraine, Donetsk

The first team of Shakhtar Donetsk welcomed internally displaced children to one of their training sessions giving them an opportunity of a lifetime.



Croatia, Zagreb

GNK Dinamo organised a special audio descriptive stadium tour for blind and partially sighted fans, the first of its kind in Croatia, and also audio descriptive commentary during match days.



Maccabi Tel Aviv FC Foundation

Israel, Tel Aviv



The Maccabi Tel Aviv FC Foundation organised a football festival for more than 150 children to emphasise that football has the power to teach important life skills and the ability to provide perspectives to children. The young participants met their role models and idols from the Maccabi Tel Aviv FC first team.

Online Campaigns and events

Specific #Morethanfootball online campaigns promoting their various CSR initiatives and projects can also be created. As well as the Legia Warsaw signed shirt campaign mentioned above, some other examples include from previous years include.



Juventus FC

Italy, Turin

Juventus and UNESCO joining forces to promote inclusion and fight against discrimination.

In the framework of the #Morethanfootball campaign, both parties launched a photo contest which encouraged football fans to use the #Morethanfootball hashtag while promoting inclusion, overcome stereotypes and tackle discrimination.



Cardiff City FC Foundation

Wales, Cardiff



Cardiff City FC Foundation highlighted their 'Back 4' Project which aims at engaging with those who are furthest away from the job market. Through making website content available, the foundation showcased how the programme helps participants to get qualifications in self-assessment and decision making, alongside further positive outcomes such as increasing self-confidence, carrying additional job search skills, composing a CV, improving interview techniques and providing health and wellbeing workshops.

Royal Belgian Football Association

Belgium

During the #Morethanfootball Action Weeks the Royal Belgium Football Association (RBFA) showcased their social projects through several online platforms. Using the #Morethanfootball hashtag, the RBFA spread the word about their football based development programmes including Heroes of Football, Nobody Offside, Everybody on the Pitch and Belgian Red Flames & Plan Belgique.





Following

Envie d'en savoir plus sur les projets sociaux de l'URBSFA ? Découvrez vite le rapport annuel CSR et les projets réalisés en 2018 !

ii bit.ly/CSR_FR #REDTOGETHER #MorethanFootball #Footballplus

Translate from French



#Morethanfootball on Social Media

With 550 out of 638 online posts on social media, an estimated reach of 18 million people and 143,000 social media interactions in the 2018 #Morethanfootball Action Weeks, its clear that Twitter, Facebook, Instagram, Youtube and Google+ are cornerstones of the movement. Therefore, participating organisations are encouraged to showcase their events and content on social media, using the hashtags #Morethanfootball and #Passiton to call attention to the magnitude of work the football community delivers across Europe.

It's not only 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.



Morethanfootball Action Week on Instagram







0

30 likes

teamplaynac Vandaag zijn er 13 leerlingen die samen met @delabartos hun handtekening onder een certificaat zetten. In een volle onuer een ceruncaat zetren. In een volle persruimte sluiten zij hun @pfsbreda traject goed aff Goed gedaan en gefeliciteerd! #playingforsuccess #meerdanvoetbal #morethanfootball

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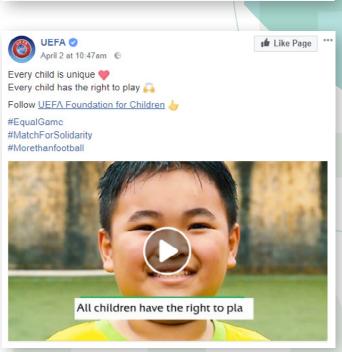






Morethanfootball Action Weeks on Facebook



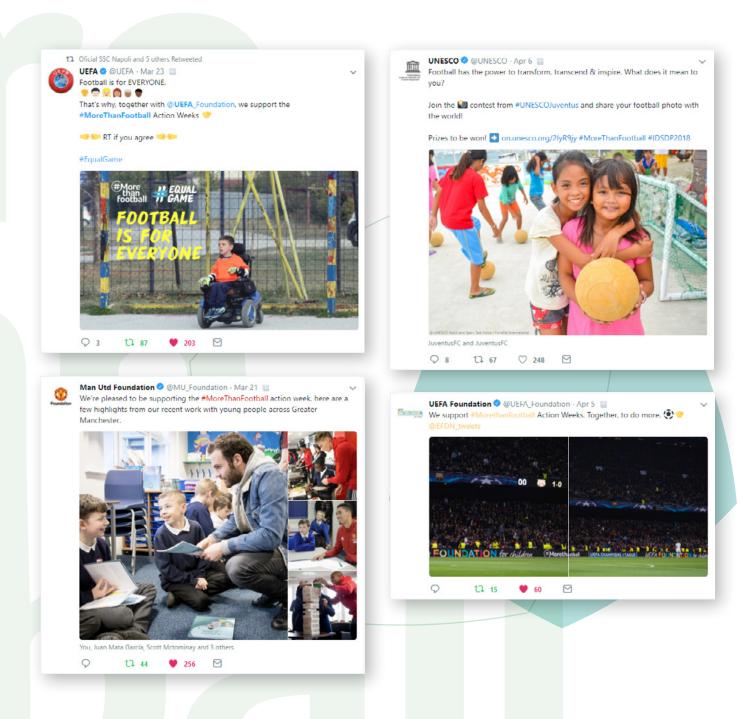








Morethanfootball Action Weeks on Twitter



Traditional Media

Magazines, flyers and Poster

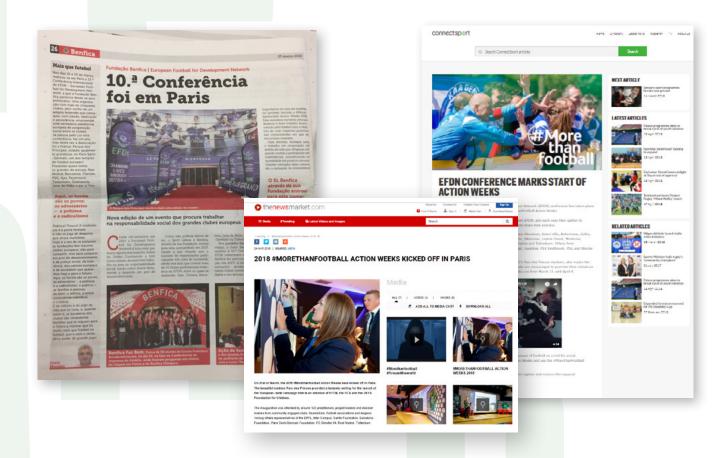
Publishing magazines, flyers and posters and distributing at home matches of the first team can be an effective way to raise awareness the clubs community activities.





Newspapers / News Websites

Newspapers, news websites and blogs have the potential to reach a huge audience. The Acton Weeks give a strong justification to create specific content such as articles and interviews about activities and initiatives being conducted by organisations in the campaign and throughout the year.



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 will also be provided with a copy of the report directly.

CAMPAIGN SCHEDULE

#Morethanfootball Agenda 2019

The campaign activities can be organised on any relevant or suitable time for the participants, e.g. Match day events can be organised on any match day participating clubs have from the 19th March 2019 to 9th April 2019. 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.

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19.03.2019
                  Launch of the #Morethanfootball Action Weeks & #Passiton Video
                  Environmental Sustainability - SDG 7 9 11 12 13 14 15
21.03.2019
22.03.2019
                  World Water Day - SDG 6
                   Education - SDG 4
23.03.2019
                   Supporting Refugees - SDG 10
25.03.2019
                  EFDN #Morethanfootball Conference, London - SDG 17
26.03.2019
                  Promoting gender equality - SDG 5
27.03.2019
29.03.2019

    Anti-Racism and Anti-Discrimination
    SDG
    10

02.04.2019

    Intellectual Disabilities (World Autism Awareness Day)

                   Employability - SDG 8
04.04.2019
06.04.2019
                   International Day of Sport for Development and Peace - SDG 16
07.04.2019
                  World Health Day - SDG 3
                  Fighting homophobia, biphobia and transphobia – SDG 10
08.04.2019
                  Ending poverty and hunger - SDG 1 2
09.04.2019
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Post Action Week

01.06.2019 – 2019 #Morethanfootball Impact Report released





















































NO POVERTY









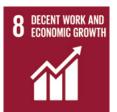


































































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Supported by:

















www.morethanfootball.eu