



We are #Morethanfootball - challenge

Objectives of the challenge:

- Show the faces behind the slogan “We are Morethanfootball”. Highlight the staff members, participants, players, coaches, club representatives and partners that are involved in your CSR projects.

Task:

- Create a video and/ or a photo collage including statements from persons answering the question: **Why is your organisation #morethanfootball?**
- Challenge three other clubs, leagues, FAs or partner organisations to do the same
- Use #Morethanfootball campaign material if possible
- Use #Wearemorethanfootball #Morethanfootball for the posts
- Post preferably on the **15th of September**

Script for the video:

- **Watch our explanatory videos on YouTube:**
 - o Option 1 (individual version)
 - o Option 2 (team version)

Option 1: https://www.youtube.com/watch?v=KW_EkpcWRYE&feature=youtu.be

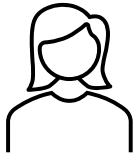
Option 2: <https://www.youtube.com/watch?v=GGEyiaSstF4&feature=youtu.be>

Text:

- 1) State your name and your role in the organisation
- 2) Name reasons why your organisation is “More than football”
 - a. Because you promote education/ diversity/ social inclusion/ physical activity...
 - b. Because you believe in values/friendship/ fair play/...
 - c. Because you support the local community through...
- 3) Say “We are more than football”
- 4) Nominate three other organisations (clubs, leagues, FAs, partners, etc)



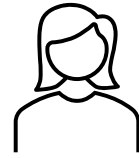
Inspiration for the video:



"I am project manager at [EFDN]."



"We promote education".



"We are more than football".



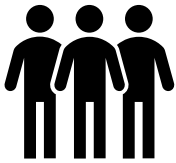
"We are [EFDN]".



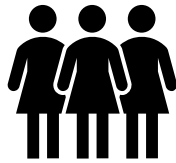
"We promote social change".



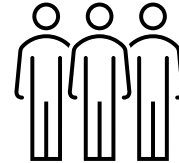
"We are more than football".



"We are [EFDN]".



"We support each other".



"We are more than football".



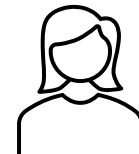
"I work for [EFDN]".

Simultaneously:



"We promote respect".

"We are Morethanfootball".



"We promote diversity".



Examples for photos and photo collage:



Communication:

- Use #Wearemorethanfootball #Morethanfootball in the photos/videos
- Publish your social media posts preferably on the **15th of September**
- Challenge three other clubs, leagues, FAs or partner organisations to do the same by tagging their social media accounts



#Morethanfootball Crossbar Challenge

Objectives of the challenge:

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. The challenge is our contribution to the European Week of Sport (23.-30. September). Together we will promote physical activity and well-being.

Task:

- Create a video with people taking part in the crossbar challenge and showing/saying they are #Morethanfootball
- Challenge three other clubs, league, FAs or partner organisations to do the same
- Use #Morethanfootball campaign material if possible
- Use #Morethanfootball and #BeActive in the post of the video/ photo

Script for the video:

- Select 3 (or more players) to hit crossbars
- Before showing the attempts mention:
 - o Name your organisation
 - o Reasons why you are more than football
 - o Be active
- State your result and nominate three other organisations (clubs, leagues, FAs or partners)

Watch an example video: <https://www.youtube.com/watch?v=YAQ2LV4XftY&feature=youtu.be>

Communication:

- Use #Morethanfootball and #BeActive in the post of the video/ photo
- Post from the **24th of September** onwards
- Challenge three other clubs, league, FAs or partner organisations to do the same by tagging their social media accounts



#Morethanfootball SDGs Challenge

25 September is the Sustainable Development Goals Action Day. It is also a commemorative day to mark five years since 193 countries signed the agreement on the 17 goals; and a day of introspection ahead of the next decade.

The Sustainable Development Goals (SDGs) are a universal plan for all countries to end poverty, protect the planet and ensure prosperity for all. They are a set of 17 goals which include 169 targets and provide a focus for the international community's development efforts until 2030. They are also the yardstick by which progress will be measured. The 2030 Agenda for Sustainable Development acknowledges sport as an important enabler of sustainable development.

Objectives of the challenge:

Showcase ways through which your organisation uses sport to support the SDGs and highlight initiatives, projects and programmes with fans, staff, players, other project participants.

Task:

- Pick an SDG and create content around it. Suggested SDGs are:
 - SDG 3 – Good health and well-being;
 - SDG 4 – Quality education;
 - SDG 5 – Gender equality
 - SDG 10 – Reduced inequalities
 - SDG 11 - Sustainable cities and communities
 - SDG 17 – Partnerships for the goals.

- Post on your website and social media channels photos of relevant activities from your community and social responsibility (CSR) projects that align with any of the above
- Create short, punchy videos promoting the hashtag Morethanfootball; club CSR projects; five years gone past; the decade ahead
- Challenge three other clubs, FAs, leagues and organisations by using #PassItOn
- Use the hashtag #morethanfootball #Football4SDGs in all photos, videos and posts

Script for the video:

- Watch our explanatory video on YouTube: <https://www.youtube.com/watch?v=8Pwcl-BJKCQ&feature=youtu.be>

Text:

- 1) State your name and the role in your organisation
- 2) Explain how you support/contribute to the SDGs
 - a. We support SDG 3, Good Health and Well-Being, through our [Active Fans] programme.
 - b. We contribute to SDG 4, Quality Education, by helping children with their homework after school.
- 3) Say "We are more than football"
- 4) Nominate three other organisations (clubs, leagues, FAs, partners, etc)



Photo examples:



Communication:

- Use #morethanfootball and #Football4SDGs in the photo, video and posts
- Publish your social media and website posts on **September 25**
- Challenge three other clubs, leagues, FAs and/or partner organisations by using #PassItOn and tagging their social media accounts