



# #Morethanfootball Action Weeks 2020

## Impact Report

An initiative of



**EFDN**

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#More  
than  
football

# Introduction



**Football clubs, leagues, and FAs from all across Europe support their communities in staying safe, active, and healthy. The ongoing pandemic is a challenge for society as a whole and is also affecting professional football. The COVID-19 response of the football community has been fast, holistic, and effective. Foundations and CSR-departments in football organisations have used their infrastructure and partnerships to organise e.g. fundraisers, food delivery to people at risk of isolation, public sport sessions, awareness campaigns, and mental health support.**

The #Morethanfootball Action Weeks, initiated by the European Football for Development Network (EFDN), are aimed at providing the European football community with the platform to showcase the impact of their community and social responsibility work and engage with their supporters, sponsors, and the general public. This year, the focus was on initiatives that tackle challenges created by the

ongoing pandemic and collaboration of stakeholders in the sport for development sector. Not only clubs, leagues, and FAs, but also their community partners and organisations like Special Olympics Europe-Eurasia, European Week of Sport, Fare network, UEFA Foundation for Children, and ECA.

The 2020 campaign that took place from the 15<sup>th</sup> September until the 11<sup>th</sup> October, was the fourth edition of the Action Weeks. The campaign saw more than 100 organisations take part and the impact report provides an overview of all the actions as well as an insight into the campaign's reach and highlighting of key facts and figures.

The impact report not only outlines the impact of the various activities and initiatives that took place over the course of the Action Weeks, but also aims to inspire a year-long #Morethanfootball movement.



*We are*  
**#Morethanfootball**

# Participating Countries



Armenia  
Andorra  
Austria  
Belgium  
Bosnia and Herzegovina  
Bulgaria  
Croatia  
Cyprus  
England  
Germany  
Greece  
Gibraltar  
Hungary  
Iceland  
Ireland  
Italy  
Northern Ireland  
Norway  
Poland  
Portugal  
Romania  
Scotland  
Serbia  
Spain  
Sweden  
Switzerland  
The Netherlands  
Turkey  
Ukraine  
Wales

**41**  
million people  
reached online  
with the  
**#Morethanfootball**  
message.

With over 100 clubs, foundations, community trusts, leagues and FAs taking part from 30 countries, the 2020 #Morethanfootball Action Weeks has been the biggest campaign on CSR in European football so far. The message of the value, impact, and the importance of Community and Social Responsibility in European Football was spread throughout the course of the campaign, reaching an estimated number of more than 41 million people online with the #Morethanfootball message.

The 2020 edition of the #Morethanfootball Action Days were structured around the United Nation's 17 Sustainable Development Goals (SDGs) giving participants the opportunity to showcase their activities around topics such as good health and well-being,

gender equality, social inclusion, education, and sustainability. The 2020 #Morethanfootball Action Weeks supported worldwide campaigns such as the International Day of Older Persons, International Day of Non-Violence, World Mental Health Day and the anniversary of the adoption of the SDGs. Projects, events, and many other great initiatives held throughout the action weeks demonstrated the power of football to address key issues and create meaningful social change.

The 2020 #Morethanfootball Action Weeks brought together clubs, leagues, associations, foundations, and partners from the sport for development sector from across Europe to communicate the message that football is #Morethanfootball.

# #Morethanfootball embraces Europe

**30** Countries  
participating

**108**

Organisations  
involved

**4,041**

Total social media posts  
from organisations

**67 m**

Impressions

**41 m**

Estimated  
social media reach



#More than football



#Morethanfootball



2020 #Morethanfootball Action Weeks

# kick-off



15.09.2020

**PAOK FC - SL Benfica**  
Champions League Qualifiers

PAOK FC and SL Benfica officially kicked off the #Morethanfootball Action Weeks at the Toumba stadium in Thessaloniki, Greece ahead of their UEFA Champions League qualifying third round match. The two clubs are both longstanding members of EFDN. Both teams lined up behind a #Morethanfootball banner that was visible to millions of people watching the match worldwide.

The club captains – PAOK’s Dimitris Pelkas and Benfica’s Andre Almeida – signed a pledge supporting the aims of the Action Weeks to highlight the work their clubs and foundations engage in to impact the communities around them. PAOK FC, SL Benfica, and their community organisations PAOK Action and Fundação Benfica use the power of football to promote social change and the clubs were acknowledging they would use the 2020 #Morethanfootball Action Weeks as a platform to raise awareness about the excellent initiatives delivered in communities across Greece and Portugal.



## #Morethanfootball ambassadors



**ANDRÉ ALMEIDA**  
Player from SL Benfica

“The squad cooperates throughout the season with the Foundation to fulfil several social initiatives where we know that our support makes all the difference. Congratulations to this campaign that brings visibility to what European Football develops socially.”

PAOK and SL Benfica have selected several ambassadors to support the campaign.



**ANASTASIOS PAPADOPOULOS**  
Manager PAOK Action

“Football is #morethanfootball because football it’s our life, it’s our oxygen, it’s our family, it’s our smile and through its magnificent power we can – altogether – make our world a little bit better!”

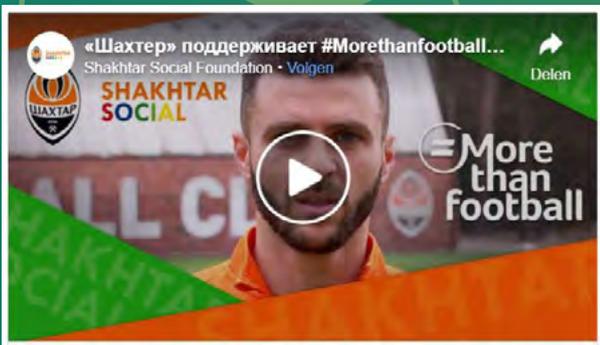
# # WeareMorethanfootball challenge



EFDN challenged organisations that are passionate about the social power of football to present staff, coaches, players, and beneficiaries to share with everyone why they are #Morethanfootball and nominate other clubs, leagues, FAs, or partners to do the same.

The initial promotional video brought together clubs and their foundations from across Europe who provided footage of their players, staff members, and project participants joining the biggest football team in the world. The EFDN team launched the challenge and organisations from all across Europe took part in the weeks that followed.

Watch EFDN's  
#WeareMorethanfootball challenge:



We would like to thank the following clubs and foundations for their support with the creation of the video and sharing their #WeareMorethanfootball challenge: AEK Athens, Apollon Limassol, Benfica, Excelsior Rotterdam, FC Pyunik, Feyenoord, NAC Breda, Panathinaikos, PSV, Shakhtar Donetsk, and Sheffield United Community Foundation.

The challenge also saw several other teams take part and share their stories across their various communications channels including N.E.C Maatschappelijk, Barça Foundation, the association of FC Barcelona players, Everton in the Community, Olympiakos FC, Bayer 04 Leverkusen, Asteras Tripolis FC and Aston Villa Foundation. Together we have managed to reach more than 7 million people through #Morethanfootball posts just on the first day of the campaign.

**Barça Foundation** @FundacioFCB  
Today is the start of the #Morethanfootball action weeks.  
#WeAreMoreThanFootball because we support 1.5 million vulnerable children through sport and education in values.  
@FCBjugadors @eumorethanagame @EFDN\_tweets

**RFC Charity** @RFC\_Charity  
Today is the start of 2020's #MoreThanFootball Action Weeks & we're proud to be part of this celebration of the beautiful game & the role it can play in making a difference to lives off the pitch! ⚽  
See how we're making a difference - [rangerscharity.org.uk](http://rangerscharity.org.uk)  
@EFDN\_tweets

Watch the  
official campaign video:



# EFDN and Special Olympics



EFDN and Special Olympics Europe-Eurasia signed a partnership agreement in 2019. Together both organisations develop football activities and opportunities for athletes with and without disabilities across Europe. David Evangelista, President and Managing Director at Special Olympics Europe-Eurasia accepted EFDN’s nomination for the #WeareMorethanfootball challenge. He highlighted the great spirit of the Special Olympics athletes and the inclusive power of football in his video message on the first day of the #Morethanfootball Action Weeks.



Hubert Rovers, CEO of EFDN invited all members and campaign participants to engage with Special Olympics European Football Week and share the Faces of Football website with all players, coaches, and supporters. Special Olympics Europe Eurasia launched the #FacesofFootball campaign and digital hub in mid-September, supporting footballers with intellectual disabilities to continue training remotely and to stay connected to their teammates, coaches, and fans. More than 2,700 participants from more than 50 countries signed up on a unique platform. Ireland and Everton captain, Seamus Coleman and EFDN Project & Partnership Manager Robert Maaskant are among the participants.

Watch his message here:



Special Olympics organisations from the Netherlands, Ukraine, Hungary, and Poland have shared #Morethanfootball messages and took part in the challenges. Legia Warsaw’s women team met with young special athletes at the training academy of the Polish club. Juventus and KAS Eupen promoted their initiatives for athletes with intellectual disabilities as well as other #Morethanfootball Action Weeks participants during the related Action Days on 26 & 27 September.

**Club Brugge Foundation**  
@ClubBruggeFound

Intellectual Disability Action Day

Bij onze Foundationprojecten Voetbalkraks & G-voetbal krijgen > 100 jongeren alle kansen om samen te genieten van ⚽ en kunnen ze hun vaardigheden ontwikkelen 🙌

#MoreThanFootball #SportersBelevenMeer  
#NoHeartNoGlory ❤️👊

Translate Tweet



**Aston Villa Foundation**  
@AVFCFoundation

Disability Action Day 🧡💜

Our Disability programme ensures that people of all abilities are able to reach their full potential. 🙌

Last season, several Ability Counts players were given the opportunity to play at half-time at Molineux Stadium.

#morethanfootball @EFDN\_tweets




**Barça Foundation**  
@FundacioFCB

Barça Foundation implements the FutbolNet Diversity methodology in Catalonia, New York and Japan which enables children with disabilities to be fully included in sessions alongside children without disabilities.

#MoreThanFootball @EFDN\_tweets




**TOYOTA**   **FOUNDATION**



**ROBERT MAASKANT**  
SUPPORTER

**Special Olympics**  
Netherlands 



# EFDN and the European Week of Sport



EFDN was one of the official partner organisations that collaborated with the European Commission for its European Week of Sport. EFDN members and participating organisations took part in the #BeActive campaign promoting the European Week of Sport, a week-long event running from 23-30 September. The aim of the annual campaign is to encourage Europeans to be more active and take better care of their mental health.

The #Morethanfootball community promoted an active lifestyle through several small events, social media posts, and celebrations. The COVID-19 pandemic affects everyone’s approach to sports, with major sports events cancelled and everyday workout routines also affected. Nonetheless, football organisations help people in their communities to stay active and healthy.

Robert Maaskant, EFDN Project & Partnership Manager was EFDN’s ambassador for this year’s campaign. Robert showed how he keeps himself fit in the office and made a call to all stakeholders in football to #BeActive.





**Aston Villa Foundation** @AVFCFoundation

Physical Activity and Healthy Lifestyle 🐼

Healthy Goals is a small sided weight management league supporting individuals with a BMI of 25+ to achieve their weight management goals.

For more information, please email [ryan.hollings@avfc.co.uk](mailto:ryan.hollings@avfc.co.uk).

#WeAreMoreThanFootball #AVFC ❤️

**Burnley FC Community** @BurnleyFC\_Com

❤️ #MoreThanFootball

Our #PLKicks programme provides FREE sports opportunities to young people aged 8-18 in our local community.

Here they are taking part in today's @eumorethanagame Crossbar Challenge!



**Barça Foundation** @FundacioFCB

Today on the #MoreThanFootball physical activity action day, we pay tribute to Barça Foundation's own methodology, FutbolNet, which uses sport and physical activity as a tool for social integration to improve the lives of children who are in vulnerable contexts.

@EFDN\_tweets

**Sheffield United Community Foundation** @CommunitySUFC

Today marks @EFDN\_tweets Physical Activity & Healthy Lifestyle action day!

To highlight this, our Mental Health Football session participants have given the #WeareMorethanfootball Crossbar Challenge a try! 😎 @brunswickawareness #BeActive #MoreThanFootball



**ALEXIS SANCHEZ**  
from Inter Milan

## # Morethanfootball Ambassadors

Football is much more than a game. The best way to learn more about the impact of the 'beautiful game' and social projects on people's lives is to listen to representatives, staff, players, coaches, and beneficiaries. CSR-experts, programme participants but also professional players like Alexis Sanchez and Rafael Pereira pledged their support. Read the statements from some of our #Morethanfootball ambassadors.



**PATRICK  
OWOMOYELA**

Former Borussia Dortmund  
& German National Player

**“Whenever I have the opportunity, in my position as an active player or now as a BVB ambassador, to get involved socially and, for example, to surprise socially disadvantaged children with gifts, I have noticed that football can do a lot more.”**

CLUB, LEAGUE, FA REPRESENTATIVES



**VINCENT BROUCKE**

Royal Excel Mouscron Homeless Team Coach

“The street football activity allows you to be part of a group, to have a positive goal, to stay in shape, to see the country and to make friends.”



**CÉLINE MAWET**

CSR Manager Royal Excel Mouscron

“ When people ask me what’s my favourite part of working in a football club, I always tell them my job as a CSR manager. Being in contact with a diversity of people, helping them and seeing them forget their problems for a while is the most beautiful job in the world.”



“ I’m proud of all of our trusts and associated clubs who run a wide variety of community activities. In recent months that has been taken to another level of community spirit and togetherness during the pandemic. It proves that here in Scotland, we are more than football. ”

**Nicky Reid, SPFL Trust CEO**



[spfltrust.org.uk](http://spfltrust.org.uk)



PROFESSIONAL PLAYERS



“Football is #Morethanfootball because it unites all of us. Join us!”

**JUNIOR MORAES**  
from FC Shakhtar



“In my family, the word ‘football’ is pronounced with great respect. It is a passion that we share from generation to generation. There are moments of winning trophies, victories and glory surrounded by fans that we can always count on. But it is also a great responsibility. Thanks to our popularity, we have the opportunity to help those in need and to support charitable initiatives. We make our dreams come true, but also others who deserve it.”

**MARKO VESOVIC**  
from Legia Warsaw

“Football is #Morethanfootball because it has the ability to unite us all around a common goal. I see every day how clubs help others. The way every club and every player tries to help other people. Football is everything for me. Football is more than a game, it is my life.”

**RAFAEL PEREIRA**  
from Istanbul Basaksehir FK





**RENATO JOSIPOVIC**

from GNK Dinamo Zagreb

“Football has had a great and positive impact on my life since childhood. Along with the trainings and the physical part of the story, I travelled a lot, I saw various places all over Croatia and the world, I experienced beautiful moments and successes at various ages.

Also, I met a lot of people, developed many friendships and got rich that way as a person. I think that’s exactly why football is ‘more than a game’.”



**MATIAS IGLESIAS**

from Asteras Tripolis FC

“I found out about More Than Football from last year’s actions, in which I participated with my team and I felt that this is the most important role I have played throughout my football career. We are More Than Football.”

**PARTICIPANTS FROM COMMUNITY PROGRAMMES**

“Benfica Foundation had huge importance on my growth and my life also. I’ve learned to wait and be patient. I’ve also learned to respect others and their differences. The Foundation made and still makes me smile a lot. I’m very grateful to all that watched me grow!”

**CABA SANHA**

Benfica Foundation adopted player

“I’ve personally participated on a social project of Benfica Foundation and so I’m well aware of the social role of sports clubs and the huge impact they can make on people’s lives.”

**JANICE SILVA**

SL Benfica Futsal Player



**CORNELIA DIETZ**

Dortmund sport member and athlete

“At Borussia Dortmund, in the city of Dortmund and in the entire Ruhr area, I was able to experience for myself that football is more than football. Lots of people get involved on and off the pitch. We stick together, in good times and bad.”

# #Morethanfootball Events

The 2020 #Morethanfootball Action Weeks saw the organisation of a range of matchday events. Although there are no or less fans allowed in stadiums in most European countries, several campaign participants showed their support during matchdays while being broadcasted live on TV and on the internet.

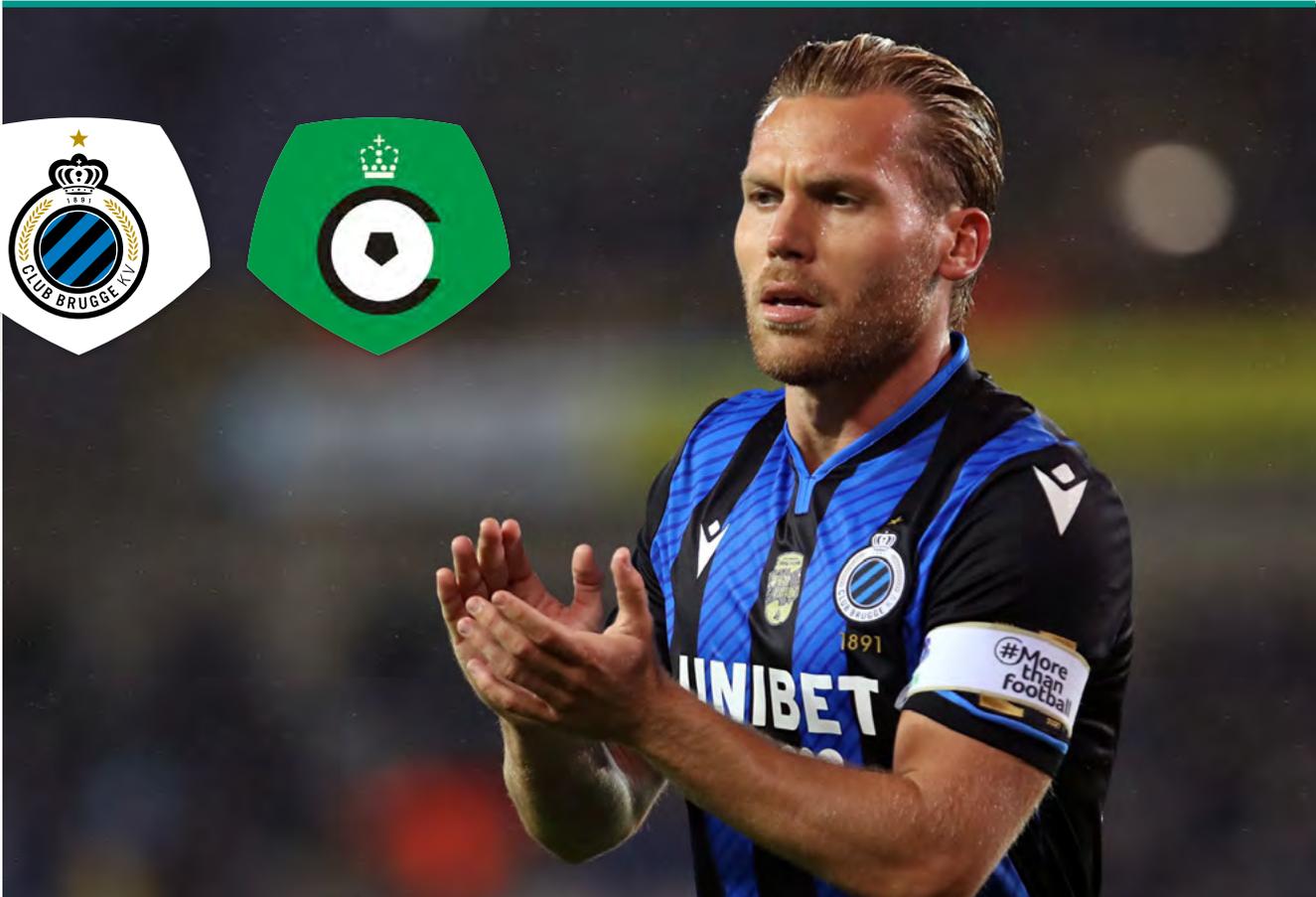
## Match day events



## PAE Panetolikos vs. Asteras Tripolis FC

Panetolikos Stadium, Agrinio, Greece

Before their fourth match in the 2020/2021 Greek Super League Interwetten, which coincided with the #Morethanfootball Action Day for Non-Violence, FC Panetolikos and Asteras Tripolis FC sent a joint message supporting the International Day of Non-Violence. Team captains stood together to display a banner to show that there is no room for violence in football, on or off the field, and that together they are #Morethanfootball.



## Club Brugge vs. Cercle Brugge

Jan Breydel Stadium, Bruges, Belgium

Club Brugge used the Pro League derby against Cercle Brugge as an opportunity to promote the #Morethanfootball Action Weeks. During the warm-up, Club Brugge mascots Belle and Bene were on the pitch bearing #Morethanfootball merchandise to promote the Action Weeks. Flags, banners, t-shirts, and captains' armbands - #Morethanfootball were everywhere in the Jan Breydel Stadium.





## Apollon Limassol vs. Lech Poznan

GSP Stadium, Nicosia, Cyprus

Apollon Limassol hosted Lech Poznan at their European home venue, the GPS Stadium, for their UEFA Europa League third qualifying round match. The Cypriot team held a #Morethanfootball banner before kick-off to reiterate their support for the campaign and the social initiatives they run.





## NK Lokomotiva Zagreb vs. HNK Gorica

Stadion Kranjčevićeva, Zagreb, Croatia

NK Lokomotiva Zagreb pledged its support for the #Morethanfootball campaign before their match against HNK Gorica in the Croatian First Football League. The team posed for a photo before the first whistle with a #Morethanfootball banner to show their commitment to the campaign and its objectives.



## Istanbul Başakşehir FK vs. Göztepe SK

Başakşehir Fatih Terim Stadium, Istanbul, Turkey

Istanbul Başakşehir hosted Göztepe for a Turkish Süper Lig fixture and used the match as a chance to promote their participation in the #Morethanfootball Action Weeks. #Morethanfootball appeared on the LED sponsorship screens running along the touchlines throughout the match.

# Community programmes & online campaigns



## LFC Foundation

Liverpool, United Kingdom

**Campaign activity: Fans fund COVID-19 recovery response**

Liverpool supporters who were due to attend this year's Liverpool FC Foundation official Legends charity match against FC Barcelona at Anfield have generously donated over £250,000 (€275,000) to the charity through the money they received from their ticket refunds. All the donations will help to fund the three key areas of the club's Covid-19 recovery response work including, food poverty, mental health, and unemployment.



## Borussia Dortmund

Dortmund, Germany

**Campaign activity: International working definition of antisemitism**

During the #Morethanfootball Action Weeks, the German club announced that they would implement the international working definition of antisemitism and a project to put BVB fans, employees, partners and sponsors in conversation about antisemitism and hate. These steps are part of the 'United by Borussia' initiative that was shortlisted for the More than Football Award 2020.



## GNK Dinamo Zagreb

Zagreb, Croatia

**Campaign activity: Social workshops for academy players**

GNK Dinamo Zagreb invited its young players to a workshop on the topic of education and life values. The ambassadors of the campaign, school psychologist Sandra Šučurović and coach Marko Cindrić, gathered young players, and they were joined by a young first team goalkeeper, Renato Josipović.

Josipović talked to the youngsters about the importance of school, growing up, and the meaning of true, strong friendships. There was no shortage of laughter and joy at the educational lecture, and after the workshop, the young players headed to the pitch for training.

## ADO Den Haag

The Hague, The Netherlands

**Campaign activity: Sponsorship for the G-Storks**

ADO Den Haag have roped in a new shirt sponsor for the G-Storks, their disability football team. PLYRS will proudly adorn the yellow-green shirt this season. The brand new Hague-based sports brand has the goal of making sports more accessible for all children worldwide and starts this pursuit by supporting the G-team of ADO Den Haag.





## Blackburn Rovers Community Trust

Blackburn, United Kingdom

Campaign activity: PL Primary Stars

Blackburn Rovers Community Trust has partnered up with The Premier League to launch the “Premier League Primary Stars programme”, aimed to engage, connect, and inspire boys and girls aged 4 – 11 years old into regular sport and activity promoting fair play, motivation, and ambition to reach their goals and potential. The team of the Community Trust returned to deliver the school programme during the Action Weeks.

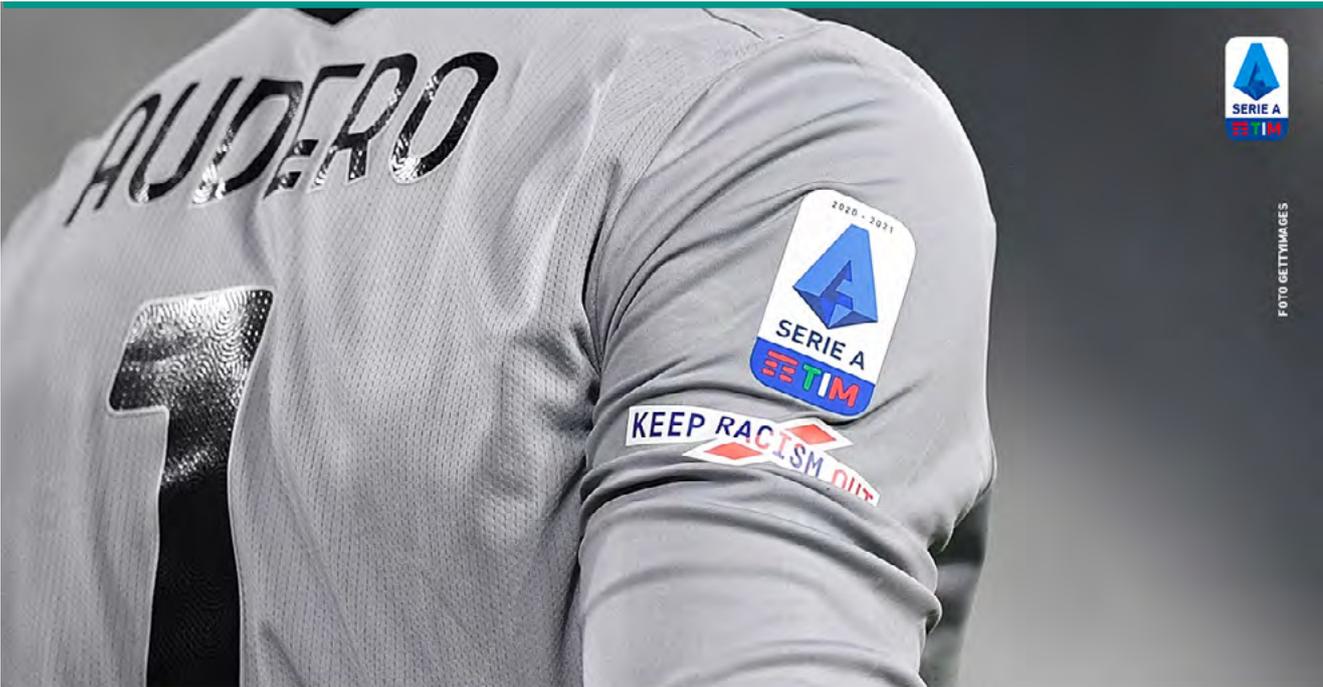


## PFC Ludogorets

Osenets, Bulgaria

Campaign activity: Support for primary school

PFC Ludogorets spent a day with students from the Dr. Petar Beron primary school for children and families in need in the village of Osenets, near Razgrad. Ludogorets goalkeeper Renan dos Santos visited the school with donations of masks, notebooks, pens, balls, scarves, and pictures with his autograph. The children welcomed Renan with homemade bread, honey, grapes, and a lot of selfie requests.



## Lega Serie A

Italy



**Campaign activity: Kick Racism out**

Match day one of the 2020/2021 Serie A season – 19, 20 and 21 September – saw Italian clubs joining forces to tackle the longstanding issue of racism and discrimination in sports. Before the start of every match, all the teams lined up in front of the branded arch dedicated to the initiative, as well as the ball plinth located on the sidelines and the fourth official's substitution/extra time board. All players could be seen wearing a “Keep Racism Out” patch applied on the jersey’s right sleeve, and all the captains wore the armband with the words “Keep Racism Out”.



## Istanbul Basaksehir

Istanbul, Turkey

**Campaign activity: Sporting Memories: We Make it Green**

Istanbul Basaksehir FK launched the We Make it Green campaign this season to address the pressing issue of climate change and global warming. The club’s 3rd kit – which is also the first kit produced by local suppliers ever to be worn in the Champions League – emphasizes the importance of foresting practices in the fight to protect our planet. With every green jersey a fan buys, a tree seed of their choice is planted in Turkey. They receive a QR code to the project webpage where they can monitor their seed’s journey and, with time, their tree’s growth, which they will be able to share on their social media channels.



## Heart of Midlothian

Edinburgh, Scotland

### Campaign activity: Debunking myths

To demonstrate that Big Hearts is #Morethanfootball, the charity of Heart of Midlothian FC has been sharing some unknown fun facts about the organisation and its work in the community. A series of fun facts featured on Instagram channels to debunk the most common myths about the football charity and to show, for example, that Big Hearts support children and football supporters from any club, including city rivals Hibernian. They also shared the story of Alan, Hearts fan with his daughter Eva, 13 years old, who volunteered at the Stadium during lockdown to prepare thousands of packed meals for homeless groups across Scotland.



## Standard de Liège

Liège, Belgium



### Campaign activity:

**At the Stadium and at Home, I Sort my Waste!**

At the Stadium and at Home, I Sort my Waste! is a pilot project run by Standard de Liège in collaboration with Fost Plus to improve waste management in the Stade Maurice Dufrasne. This programme is part of a broader strategic CSR policy adopted by the Belgian club last year to reduce their ecological footprint. New recycling islands were installed in the stadium with more legible signs. Sensitising messages are displayed on the scoreboard, on LED screens around the field and on television screens around the stadium. In addition, traditional cups distributed at the stadium have been replaced by polypropylene cups which are ideal for recycling. These steps have allowed the club to correctly sort 95% of their waste.



## Fundación Getafe CF

Getafe, Spain



**Campaign activity: Walking Football**

Getafe CF Foundation launched its “Getafe Walking Football” Project as an initiative to promote physical activity among women and men over 55 years old. This programme is designed to help people stay in shape and maintain an active lifestyle, regardless of age or physical condition, and to enjoy the practice of football while avoiding the risk of injury. With the support of a specialised team of professionals, several free theoretical and practical workshops will be organised online to promote the knowledge of this project, as well as the learning of the competition rules. Due to the current situation, the face-to-face training sessions will take place in the Getafe CF sports centre once the health situation is more favourable.



## Fundación Real Betis Balompié

Sevilla, Spain



**Campaign activity: Real Betis Against COVID-19**

Fundación Real Betis Balompié played a crucial role in the fight against the COVID-19 pandemic this year. The club put its facilities, means of transportation, and its human capital at the disposal of the community. The Benito Villamarín Stadium became a logistics space for the reception, preparation and distribution of personal protective equipment. Thanks to the contributions and help of volunteer fans, staff, and Real Betis Femenino (women’s team) players, Real Betis distributed 27,540 protective masks, 2,796 gowns, and 1,000 caps in 503 destinations including hospitals, senior citizen centres, security forces, and clinics.

## Shakhtar Social Foundation

Kyiv, Ukraine

**Campaign activity: Special ‘Come On, Let’s Play!’ session**

Shakhtar Social and the Parimatch Foundation held a training session for children with special needs. Come On, Let’s Play! was launched in 2018 by Shakhtar Social Foundation with the objectives of improving access to football and sports, promoting social inclusion, protecting the rights of children with disabilities, and boosting extracurricular education. Shakhtar defender Sergii Kryvtsov attended the training session. He played football with the kids, gave them gifts, had pictures taken with them, and signed autographs for everyone who wanted to get one.



# #Morethanfootball Action Days

18.09.2020

## Education Action Day

The Education Action day was the first Action Day of the 2020 Action Weeks and is inspired by the Sustainable Development Goal 4 which states that education opens doors to the job market, combats inequality, reduces child mortality, promotes environmental engagement, and is essential in breaking the cycle of poverty. In connection to the Action day, participating clubs, leagues, and FAs organised school visits, hosted online webinars, developed inspiring resources, and used their stadiums for after school activities.

**Chelsea Foundation** @CF... · Oct 7

Look at those smiles! 😊

Our Education team have been promoting awareness of @EFDN\_tweets Gender Equality Action Day by delivering lessons on differences and similarities at @roechurch\_sch!

#WeAreMoreThanFootball



12 32

**PAOK FC** @PAOK\_FC · Sep 18

#PAOKAction Ο ΠΑΟΚ στηρίζει την Education Day των Action Weeks - paokfc.gr/nea/20200918-a... #MoreThanFootball #ActionWeeks @iekdelta360



1 3 40

**AFC Community Trust** · Sep 18

This year we are working with 23 partner schools to deliver our innovative education programme!

Working with over 14,000 children, in the past two years, we have helped to close the poverty related attainment gap using the power of football 🏆👦

#Morethanfootball



EFDN and Morethanfootball

1 10 20

**Burnley FC Community** · Sep 18

Our #PLPrimaryStars programme uses the appeal of football to inspire children to learn, be active and develop important life skills.

We want to thank our coaches and the school teachers for all the amazing work they do in inspiring the next generation 🌟

#MoreThanFootball



SSMJClitheroe and 3 others

2 6 11

**SPFL Trust** @SPFLTrust · Sep 18

Today is #MoreThanFootball education action day.

The 4-4-2 Reading Challenge inspires children to read:

- ✓ Borrow four books from your library
- ✓ Collect stamps after reading each one
- ✓ Read x4 visit your local participating club

More [spfltrust.org.uk/projects/4-4-2...](https://spfltrust.org.uk/projects/4-4-2...)



"A number of teachers remarked that it had sparked real interest among many of their pupils and had encouraged them to visit the local library."

# 21.09.2020

## International Day of Peace

Established in 1981, the 21<sup>st</sup> of September is International Day of Peace and serves as a reminder to all nations and people to celebrate the power of global solidarity for building a peaceful and sustainable world. It is also supposed to start a discussion on how to promote and maintain long-term peace in the world and introduce a 24-hour period of global ceasefire and non-violence for groups in active conflict.

Standard de Liège highlighted their project All Together which teaches values like humility, tolerance, and perseverance to their young talents. Barça Foundation highlighted their project for refugees in Greece, Lebanon, Italy, and Catalonia where they try to improve the emotional wellbeing of refugee children and promote their integration with the community. Barça Foundation referred to their work with refugees in Greece, Lebanon, and Saudi Arabia.

**Standard de Liège** @Sta... · Sep 21

21-09: International Day Of Peace

We are **#AllTogether!** 🙌

Le projet All Together incarne des valeurs de persévérance, d'humilité, d'exigence, de loyauté et, surtout, de tolérance. Ces valeurs sont transmises au quotidien à nos jeunes talents !

**#MoreThanFootball**



EFDN and 2 others

1 6 35

**FCB Jugadors** @FCBjugadors · Sep 21

Avui és el Dia Internacional de la Pau i amb les **#MoreThanFootball** Action Weeks recordem les vegades que hem estat amb les persones refugiades a Grècia, Líban i Àrabia Saudita, també col·laborant amb la **@FundacioFCB #refugees**



11 42

**Club Brugge Foundation** @... · Sep 21

Today, we celebrate the International Day of Peace! 🙌

Football is a great tool to bring people together and promote intercultural understanding 🙌

**#PeaceDay2020 #MoreThanFootball #NoHeartNoGlory** 🙌❤️



EFDN and 3 others

1 2 11

**Barça Foundation** @Fun... · Sep 21

Today, on the International Day of Peace, we pay tribute to our project for refugees in Greece, Lebanon, Italy and Catalonia, where we work to improve the emotional wellbeing of refugee children and promote their integration with the community.

**#MoreThanFootball @EFDN\_tweets**



1 11 27

25.09.2020

## Sport and the SDGs

The Sport and the Sustainable Development Goals (SDGs) day was a day to celebrate the contribution of sports to the SDGs since it can be a powerful tool to promote peace, change, and development. Programmes can relate to any SDG, e.g. zero-poverty, zero-hunger, or zero-discrimination. All participants showed how they were contributing to the 2030 Agenda for Sustainable Development.

The Aberdeen City Community trust, for example, is #MoreThanFootball because they supported SDG 2, zero-hunger, with their StillStandingFree campaign which provided more than 15,000 people in the region with daily meals through food parcel deliveries and a community anchor initiative. Club Brugge Foundation connected the SGD Action Day with the Community Champions League by cleaning up the neighbourhood with the children participating in the programme.

**JuventusFC** @juventusfcid

Melalui olahraga, Juventus mendukung diseminasi aktivitas yang mewakili area dengan dampak sosial terbesar bagi perusahaan sepakbola, mainannya, pendidikan, dan inklusi, yang secara nyata berkontribusi terhadap pencapaian #SDGs.

#MoreThanFootball #EFDN

Translated from Indonesian by Google

Through sport, Juventus supports the dissemination of activities that represent the areas with the greatest social impact for the football company, its games, education and inclusion, which significantly contribute to achievement #SDGs.

#MoreThanFootball#EFDN



1:48 PM - Sep 25, 2020 - Twitter for Android

**AFC Community Trust** ... · Sep 25

We are #MoreThanFootball because we supported SDG 2, Zero Hunger, through our #StillStandingFree campaign.

15,000+ people across the region have been provided daily meals through our food parcel deliveries and community anchor initiative.

#Football4SDGs



Morethanfootball and EFDN

8 24

**Barça Foundation** @Fun... · Sep 25

We want to actively contribute to the 2030 Sustainable Development Agenda, focusing on six of the following Sustainable Development Goals (SDGs) of the United Nations @UN.

#MoreThanFootball #Football4SDGs @EFDN\_tweets



1 22 78

**Fundação Benfica** September 25

Na #Morethanfootball Action Weeks assinalamos hoje o nosso contributo para os Objetivos de Desenvolvimento Sustentável, designadamente o nº 4 - Educação de Qualidade.

#Football4SDGs #FundaçãoBenfica #EFDN

See Translation



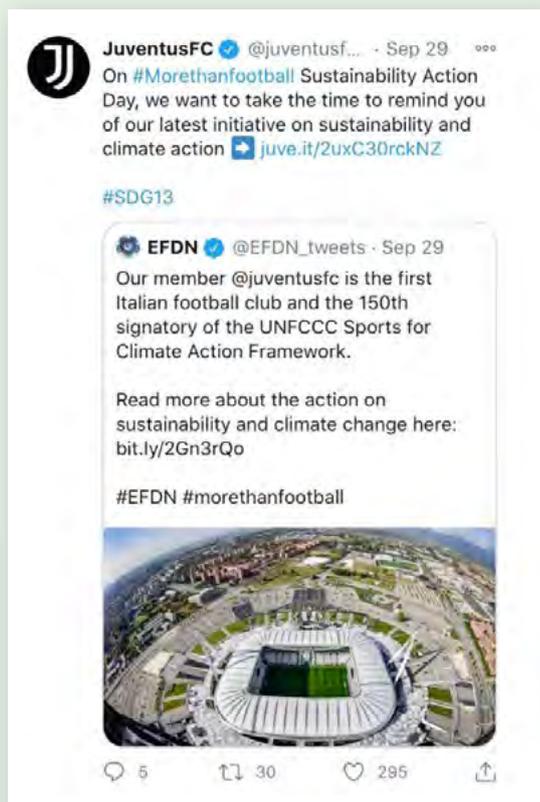
193 8 Shares

29.09.2020

# Sustainability Action Day

The Sustainability Action Day was intended to showcase how sport organisations take action and promote sustainability since climate change requires collective action from everyone, including the football world. As the impacts of climate change are more and more dramatic and visible, resources vanish, which is why the UN General Assembly made the 29th September the International Day of Awareness of Food Loss and Waste.

The Burnley FC Community has highlighted their 'Evergreen' initiative through which more than 2,000 trees were planted - one for every 19/20 season third kit that was sold. Juventus referenced their signature of the UNFCCC Sports for Climate Action Framework. The Belgian League's KV Oostende participated in the International Coastal CleanUp Day.



01.10.2020

# International Day of Older Persons

The International Day of Older Persons is a day to highlight the challenges of elderly people in contemporary society and to promote the development of a society for all ages. This is a relevant concern since, as reported by the WHO, between 2017 and 2030 the number of people over the age of 60 is expected to grow from 962 million to 1.4 billion. On the one hand, many of them have been and are leaders in our society, however, they are still part of one of the most vulnerable groups with many of them falling into poverty or facing discrimination.

The Liverpool FC Foundation has an 'I will' campaign which allows them to tackle social issues in their communities, such as elderly isolation, through the power of youth e.g. with primary school children visiting nursing homes teaching residents how to use technology to keep in touch with their friends and family. Chelsea Foundation's Activate Seniors programme aims to socially connect their senior communities, enabling them to make new friendships and empowering them to keep both the body and mind active. The Blackburn Rovers Community Trust was also committed to the cause by contacting their elderly participants across all projects to make sure they were okay during Corona with less contact being possible. Overall, there was a wide range of projects with many clubs offering walking football or just listening to the memories of older fans.

**LFC Foundation** @LFCFou... - Oct 1  
Today marks @EFDN\_tweets International Day of Older Persons 🙌

Our @iwill\_campaign programme allows us to tackle social issues in our communities such as elderly isolation through the #powerofyouth 😊

#morethanfootball | @eumorethanagame



1 2 12

**Red Neighbours** @Red\_N... · Oct 2  
It felt apt that on @EFDN\_tweets International Day of Older Persons, we held our regular #ChairBasedYoga session.

We want to take a moment to celebrate them; their strength, resilience and compassion. Through #COVID19 and beyond they embody everything our community is about ❤️



2:03 10.3K views 1 13 104

**Chelsea Foundation** @CF... · Oct 1  
Today marks @EFDN\_tweets International Day of Older Persons 🙌

Our Activate Seniors programme aims to socially connect our senior communities, enabling them to make new friendships and empowering them to keep both the body and mind active!

#WeAreMoreThanFootball



1 8 33

**RFC\_Charity** @RFC\_Charity · Oct 1  
"It made such a difference for him to be at the group. He would talk about all the players. He was just a different person!" – Dementia Carer

Football Memories is an amazing project we're celebrating today as part of the 30th #InternationalDayOfOlderPersons 🙌

#MoreThanFootball



6 22

02.10.2020

## International Day of Non-Violence

The International Day of Non-Violence which is also the birthday of Mahatma Gandhi, the leader of the Indian independence movement and pioneer of the philosophy and strategy of non-violence, is an occasion to disseminate the message of non-violence. Its goals are to stimulate a culture of peace, tolerance, understanding, and non-violence. Non-violence, the “politics of ordinary people”, is a form of social struggle that has been adopted by populations all over the world to campaign for social justice.

Barça Foundation continuously works against bullying in sport and have trained more than 1500 coaches in their methodology. Brentford FC Community Trust and the Club Brugge Foundation both work together with their partners to promote inclusive football that is free of discrimination and full of respect, fun, fair play, and diversity.



06.10.2020

## Gender Equality Action Day

On the 6<sup>th</sup> of October, the Action Day for Gender equality highlights the fact that gender discrimination is still one of the most concerning problems of our society. Inequalities do not only refer to access to the labour market and wages for employment, but also to sexual violence and exploitation, and the division of unpaid care, domestic work, and public decision making. It has also been proven that empowering women and promoting gender equality is crucial to accelerating sustainable development, it has a multiplier effect across all other development areas.

Aston Villa Foundation did several workshops within schools for International Women's Day with the aim of children understanding the gender divide in sport. Burnley FC even has programmes providing a platform for all females to take part in football with their Wildcats sessions for 5+, Premier League Kicks, Girls post-16 academy, and their professional women's team. Sheffield United Community Foundation provided a Q&A for the PL Kicks girls with Ellie Wilson to answer questions about her career and more.

**Burnley FC Community** · Oct 6

Our programmes provide a platform for all females to take part in football.

From our Wildcats sessions for 5+, Premier League Kicks, Girls post-16 academy all the way to @BurnleyFCWomen.

Together, we can achieve gender equality in football

#MoreThanFootball



EFDN and Morethanfootball

5 retweets, 10 likes

**Sheffield United Communit...** · Oct 6

// As part of #PLKicks @PLCommunities @elliej\_wilson @sufc\_women took part in a Q&A with our girls #PLKicks participants. Ellie spoke about her career & answered questions from the girls. #morethanfootball



2 retweets, 3 likes

**LFC Foundation** @LFCFo... · Oct 6

Today is @EFDN\_tweets Gender Equality Action Day

We're passionate about creating equal opportunities in sport

Our female coaches & @LiverpoolFCW are amazing role models for any young girls in the community looking to get involved in football

We are #morethanfootball



Morethanfootball and 2 others

4 retweets, 31 likes

**Barça Foundation** @Fun... · 6. Okt.

The high number of female coaches in our programs makes female leadership visible and enables young people to see beyond gender barriers and have higher aspirations.

#MoreThanFootball @EFDN\_tweets



22 retweets, 176 likes

10.10.2020

## World Mental Health Day

The 10<sup>th</sup> of October is World Mental Health Day, a day that raises awareness of mental health issues around the world and gives credit to those that work in this field, to give people a platform to talk about mental health. This topic is of great relevance since research by the WHO shows that one in four people will be affected by a mental disorder at some stage of their lives. This has been highlighted by the current Covid-19 pandemic showing how much the mental health landscape can be improved since anyone can have emotional distress due to anxiety, fear, isolation, social distancing, and restrictions. The Blackburn Rovers Community trust posted five tips for looking after our mental well-being. Notts County FC signed a TimeToChange employers pledge to change the way they think and act about mental health at work and partnered up with bLOKs to be supported with putting the action plan into practice. The Aston Villa Foundation has a Think Football programme which gets participants to a better place mentally and they get tools to help them manage their mental health.

**Notts County FC FITC** @N... · 13. Okt. · ...  
Read more about our recent @TimetoChange pledge 🌟

We've always been a #charity that takes the #MentalHealth of our staff & beneficiaries seriously & we're proud to formally go on record with this pledge

#Notts #MentalHealthAwareness #charitytuesday

Time to Change  
nottscountyfc.co.uk

1 3 6

**Blackburn Rovers Commu...** · 10. Okt. · ...  
#WorldMentalHealthDay

Today our @PWO\_BRCT will be running through his top 5 tips for looking after our mental wellbeing! 📌

#MoreThanFootball

6 15

**Sheffield United Commun...** · 10. Okt. · ...  
It's #WorldMentalHealthDay and our Health & Wellbeing Manager, Levi Ashton, speaks out on the mental health support on offer to people in Sheffield. 🌟 #MoreThanFootball

3 8

**AFC Community Trust** · 10. Okt. · ...  
#WorldMentalHealthDay

During lockdown @AberdeenFC and @AFCCT made over 15,000 wellbeing calls to support our fans and the community

What will you do to raise awareness or support someone?

#DoOneThing #ItsGoodToTalk #Morethanfootball

Morethanfootball und 2 weitere Personen

1 15 64

# #Morethanfootball on Social Media



## #More than football



41m

people reached online

67m

impressions

240k

interactions

Due to the ongoing pandemic, the focus of this year's campaign was even more on online activities. Social Media again played a huge role in the success of the 4<sup>th</sup> 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 41 million people on social media, 8 million more than the 2019 campaign. Participating clubs, partners, and organisations as well as EFDN contributed to the success. Fans from all over the world liked, shared, retweeted, and commented on these posts and also sent their own messages including #Morethanfootball. In total, more than 240,000 social media interactions were counted. Posts including #Morethanfootball could have been seen at least more than 67 million times by users.

The online impact of this 2020 #Morethanfootball Action Weeks is based on the following social media: Twitter, Facebook, Instagram, and YouTube.



Total 4,041 posts on social media

# #Morethanfootball match on YouTube

EFDN teamed up with Creators FC to promote the #Morethanfootball Action Weeks especially among young fans. Creators FC is the official YouTubers national football team of the Netherlands. The team is made up of some of the most popular internet and social media icons of the country, as well as some former international players like Royston Drenthe, Glenn Helder, and Michael Mols.

The intersection between today's YouTube celebrities and yesterday's football stars gives Creators FC a substantial, wide-reaching platform through which important initiatives and campaigns – like the #Morethanfootball Action Weeks – can be promoted to the youth.

During their game in Vianen, #Morethanfootball merchandise was on display around the venue. From the banner in the stands to the captain's armband and the posters held up by young fans, #Morethanfootball was everywhere.



The YouTube account Creators FC has more than 120,000 subscribers. The summary of the game in Vianen was watched more than 210,000 times so far. In the video, the #Morethanfootball banner on the side of the pitch is being shown repeatedly, the flags behind the goals, and the banners that were held by the audience were seen as well. The related vlog has had 58,000 views so far.

The Creators FC Instagram account has posted a few stories on Instagram that were watched on average 50,000 times. In addition to the Creators FC posts, #morethanfootball was also present on a few accounts of the Creators FC players who have posted their own stories which created overall an amount of more than 1 million views.



## Glenn Helder

Former Dutch footballer (Arsenal, SL Benfica, Vitesse)



## Akkamist

Dutch Freestyler with more than 306,000 followers on Instagram



## DJ Sandersville

Dutch DJ & Producer, more than 100,000 followers on Instagram



## 2020 #Morethanfootball Action Weeks on

# twitter



 **Inter Club Escaldes**  
@interescalesdes

Els més grans de la nostra Escola també saben que l'Inter és [#MoreThanFootball!](#) 😊🏆

[#seremmés](#) ❤️❤️ [#EscaldesÉsInter](#)

[@eumorethanagame](#) [@EFDN\\_tweets](#)  
Original (Katalanisch) übersetzt von Google

Die Senioren unserer Schule wissen auch, was Inter ist [#MoreThanFootball!](#) 😊🏆

[#seremmés](#) ❤️❤️ [#EscaldesÉsInter](#)

[@eumorethanagame](#)[@EFDN\\_tweets](#)



1:19 nachm. · 7. Okt. 2020 · Twitter Web App

2 Retweets 8 „Gefällt mir“-Angaben

---

**Inter Club Escaldes**  
[#Morethanfootball challenge tweet](#)

 **Pro League** 🇧🇪🇳🇱🇵🇹 @Pro... · 6. Okt. ⋮

No to homophobia. No to racism. No to discrimination. No to inequality.

Football for All.

[#MorethanFootball](#)



EFDN

1 10 38

 **Club Brugge Foundation** @... · 5. Okt. ⋮

Op deze [#DagVanDeLeerkracht](#) danken wij alle onderwijzers die samen met ons de van 🏆 inzetten om kinderen iets bij te leren tijdens onze Foundationprojecten!

[#CommunityChampionsLeague](#)  
[#ShowRacismTheRedCard](#)  
[#ScorenVoorGezondheid](#)  
[#PlayingForSuccess](#)

[#MoreThanFootball](#)

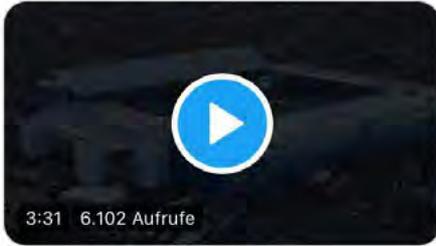


Du und 4 weitere Personen

2 5

 **Borussia Dortmund** @B... · 8. Okt. ···  
👉 Borussia Dortmund übernimmt die "Arbeitsdefinition Antisemitismus" von @TheHRA.  
  
#BorussiaVerbindet #UnitedbyBorussia #morethanfootball #FootballPeople  
  
i bit.ly/2SES0pQ  
  
Borussia Dortmund übernimmt "Arbeitsdefinition Antisemitismus"  
📍 bvb.de  
  
💬 22 🔄 122 ❤️ 726 📤

 **International Observa...** · 22. Sep. ···  
The #WelcomeThroughFootball programme works with refugee youth to improve active citizenship, reduce social exclusion & promote the social autonomy of young migrants & refugees in their new countries. #MoreThanFootball #RememberRefugees @UEFA\_Foundation  
  
buff.ly/33NrRKN  
  
  
💬 🔄 4 ❤️ 7 📤  
  
**International Observatory for Human Rights**  
**Welcome Through Football tweet**

 **Everton in the Commu...** · 15. Sep. ···  
#MoreThanEleven 🏆 #MoreThanFootball  
  
📺 Raising the curtain on @EFDN\_tweets #MoreThanFootball action weeks by bringing you the disability players who were the first to unveil this season's third kit.  
  
3:31 6.102 Aufrufe  
  
💬 4 🔄 28 ❤️ 88 📤

 **Legia Warsaw** @LegiaW... · 13. Okt. ···  
Legia takes part in #MoreThanFootball action since many years 🏆⚽  
  
You can help us by bidding on our former players' T-shirts ➡ [allegro.pl/charytatywni/f](http://allegro.pl/charytatywni/f).  
  
  
💬 1 🔄 ❤️ 10 📤





2020 #Morethanfootball Action Weeks on

# instagram



Serie A #Morethanfootball Inclusion & Fare Network #FootballPeople Weeks post



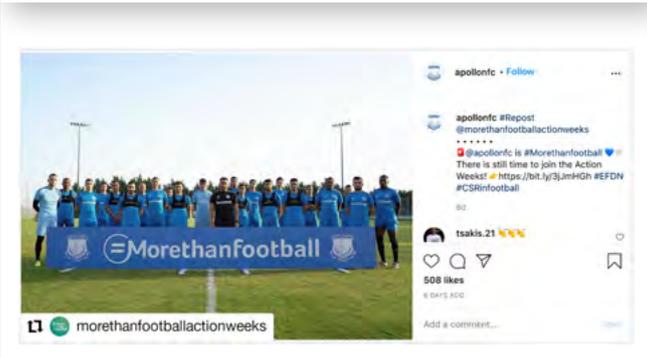
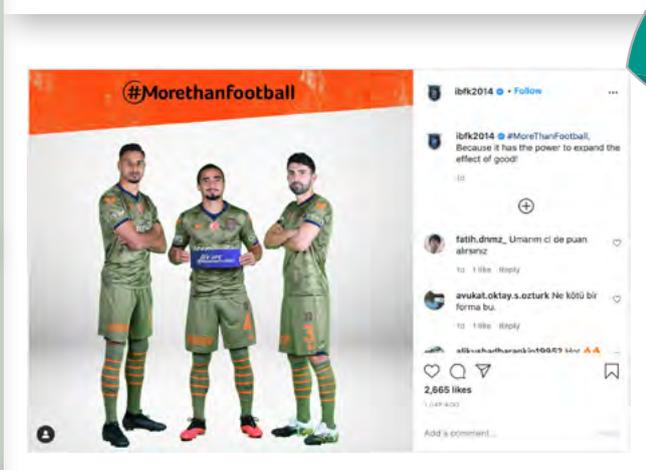
Bijzondere Eredivisie #Morethanfootball Disability post



Inter Campus #Morethanfootball post



# #Morethanfootball Challenge posts





## 2020 #Morethanfootball Action Weeks on

# facebook

**Blackburn Rovers Community Trust**  
September 21 · 🌐

🌟 **Primary Stars back at it!** 🌟

Our dedicated and talented Premier League #PLPrimaryStars team are back in schools using the power of sport as a tool for development!

European Football for Development Network | #MoreThanFootball



👍 10      2 Shares

👍 Like    💬 Comment    ➦ Share

**Cardiff City FC Foundation**  
September 21 · 🌐

Everyone should experience the benefits of football 🏆👏

We're delivering football sessions in schools across South Wales to improve confidence, resilience and wellbeing 🏆

#MoreThanFootball | #OurClubChangesLives



👍 5

👍 Like    💬 Comment    ➦ Share

**KSI - Knattspyrnusamband Íslands**  
October 8 at 5:25 PM · 🌐

This year we are working on an exciting awareness project with local charity organisation Samferða.

In it we are highlighting their good work and also the important role of charity organisations in our society in general.

<https://facebook.com/samferdafoundation>

#Morethanfootball



**KSI** Rútur Snorrason Samferða

There are people out there who are in great distress

👍 🗨️ 📄 21      1 Share

👍 Like    💬 Comment    ➦ Share

**Creatorstc**  
September 17 · 🌐

Deze weken zijn het de 'more than football' action weeks. Creators FC is net als Barcelona en Juventus trots partner 🏆 #morethanfootball

These weeks it's the more than football action weeks. Creators FC is like Barcelona and Juventus proud partner 🏆 #morethanfootball

🔍 Hide Translation · Rate this translation



**We are #Morethanfootball**

**Join THE BIGGEST FOOTBALL TEAM IN THE WORLD!**

**15.09.2020 - 11.10.2020**  
#MorethanFootball Action Weeks 2020

**CREATORS FC**

**More than football**

👍 6      1 Share



## #Morethanfootball labels

For the 2020 #Morethanfootball Action Weeks, many clubs, leagues and FAs took the opportunity to showcase their support for the campaign by posting =Morethanfootball labels. All football organisations can find the Multimedia kit and more resources on the Morethanfootball website.

**NK Lokomotiva Zagreb**  
September 15 · 🌐

Podržali smo **Morethanfootball** akciju koja se zalaže za jednak pristup nogometu za sve, suzbijanje diskriminacije i rasizma, integraciju osoba s invaliditetom u nogomet i promociju 🏡💙 zdravog života.

#morethanfootball

We have supported the **Morethanfootball** action that stands for equal access to football for everyone, fighting discrimination and racism, the integration of people with disabilities into football and promotion 🏡💙 of a healthy life.

#morethanfootball

🔗 Hide Translation · Rate this translation



👍❤️🔥 101      3 Comments 3 Shares

👍 Like    💬 Comment    ➦ Share    ⚙️

**NEC Maatschappelijk**  
September 15 · 🌐

'N.E.C is meer dan 90 minuten voetbal, wij brengen mensen in beweging...'

Vandaag start de #MoreThanFootball Actions Weeks 📄  
[bit.ly/3mxyIAG](https://bit.ly/3mxyIAG).

European Football for Development Network

'N.E.C. is over 90 minutes of football, we get people moving...'

Today the #MoreThanFootball Actions Weeks starts 📄  
[bit.ly/3mxyIAG](https://bit.ly/3mxyIAG)... See More

🔗 Hide Translation · Rate this translation



👍❤️🔥 17      3 Comments 15 Shares

👍 Like    💬 Comment    ➦ Share    ⚙️





## 2020 #Morethanfootball Action Weeks on

# websites

**Football Addict**

Premier League - Championship - Champions League - MLS - Europa League - League One - League Two

### Trust signed up for #MORETHANFOOTBALL action weeks

Yesterday at 12:31 - Brentford FC Community Sports Trust are among the organisations that have signed up for the EFDN #Morethanfootball Action Weeks run until 11 October across Europe. Our Trust have signed up to do their bit. Football has always been much more than just a game.

[Read more on brentfordfc](#)

HOME MATCHES LATEST NEWS TEAMS RTV

HOME SQUAD

fundación rbb  
real betis balompíe

Real Betis joins the european program #Morethanfootball

### INTER CLUB D'ESCALDES

#seremíms

#### MÉS QUE FUTBOL

SEGUIX-NOS!

ÚLTIMES NOTÍCIES

EL NOSTRE TWITTER

Tweets per @interclubes

NEWS MATCH CENTRE FIXTURES TICKETS

YOU'LL NEVER WALK ALONE  
LIVERPOOL FOOTBALL CLUB  
EST-1892

LFC to participate in #MorethanFootball campaign

This autumn, Liverpool FC will be participating in the #MorethanFootball campaign to increase the impact of their most recent within the local community.



## 2020 #Morethanfootball Action Weeks



# media coverage

LISTEN UP LIVE **ARCA93.8**

HOME / FOOTBALL / ASTERAS TRIPOLIS / FIRST TEAM / Empty. Kotsiras and Iglesias talk at More than Football

### Kenes, Kotsiras and Iglesias talk to More than Football

Author: Arradia Sports Published: October 06, 2020

Category: First group

**Asteras remains one of the most active members of the European MORE THAN FOOTBALL campaign.**

connectsport

Search ConnectSport (en) (de)

### #MORETHANFOOTBALL ACTION WEEKS KICK OFF

The 2020 #MorethanFootball Action Weeks kicked off this week.

The Action Weeks, which run until October 11, provide an opportunity for the European football community to showcase the impact of their social responsibility programmes.

The campaign is co-ordinated by the European Football for Development Network.

EPT ΕΙΔΗΣΕΙΣ ΠΡΟΓΡΑΜΜΑ ΕΡΤΕΛΕΚ LIVE

### Ο Αστέρας Τρίπολης συμμετέχει στο #Morethanfootball

10/06/2020 10:22:11

Ο ΑΣΤΕΡΑΣ ΤΡΙΠΟΛΗΣ, με αίσθημα κοινωνικής ευθύνης και ρόλο που επιθυμεί να έχει στην κοινωνία, για ακόμη μία φορά στην ευρωπαϊκή καμπάνια #Morethanfootball.

Με στόχο όλοι μαζί να αποδείξουμε ότι η ένωση του ποδοσφαιρικού συλλόγου με την κοινωνία μας και να βοηθήσουμε τις ομάδες που έχουν ανάγκη, ο ΑΣΤΕΡΑΣ με μια σειρά από δράσεις κοινωνικής γνησίματος θα συμμετάσχει στις #ActionWeeks που θα πραγματοποιηθούν έως και τις 11 Οκτωβρίου 2020 και διοργανώνονται από το European Football for Development Network (EFDN).

COMMUNITY SOCCER REPORT Social

### Il calcio può contribuire a contrastare il problema della disoccupazione giovanile?

19 Settembre 2020 / 0 Commenti / in News / da CSR

La nostra partecipazione alla campagna "Morethanfootball Action Weeks" promossa dall'European Football for Development Network ci porta ad accendere i riflettori sul tema dell'educazione. "Lo strumento più potente a nostra disposizione per contribuire a creare società più sostenibili e resilienti" secondo il Diretto Generale dell'UNESCO, Audrey Azoulay. Un elemento importantissimo, vera e propria occasione di riscatto sociale per tanti, che pare possa contare su un alleato in più.

"2 milioni di giovani nel 2019". Stiamo purtroppo parlando dei NEET, i ragazzi tra i 15 e i 29 anni non studenti, né occupati e né in formazione che in Italia, secondo l'ultimo rapporto dell'ISTAT, hanno raggiunto livelli allarmanti. Un dato peraltro in peggioramento rispetto all'anno precedente, che ci conferma fanalino di coda tra i Paesi dell'Unione, con circa dieci punti di scarto rispetto alla media europea. Un triste primato che immaginiamo sarà ulteriormente peggiorato dagli strascichi dell'emergenza COVID-19, che ha messo in ginocchio il mercato occupazionale italiano senza purtroppo risparmiare quello giovanile.

sportknowhow.nl

PERFORMANCE ATLETICA E SPORTIVE SPORTELIJKES

HOME

Nieuwsberichten

Column 11

5 vragen aan...

De Staffing

Vraag & Antwoord

Open Proefrun

Foto van de Week

Nieuws Alert

Steen bij maatschappelijk

door: Frank Meijma / 24 september

Met een groei van de maatschappelijk betrokkenheid van maatschappelijk, maar ook op de eigen organisatie. Development Network (EFDN) aan samenwerken om de beste te zijn mogelijk te maken.

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KAMPAGNE | 18.09.2020 | 11:00

## #MORETHANFOOTBALL ACTION WEEKS SIND GESTARTET



Mit Medien und soziales Engagement zeigen #MorethanFootball Action Weeks in den sozialen Medien

"Macht mit und zeig' euer soziales Engagement!" lautet das Motto der #MorethanFootball Action Weeks, die vor zwei Tagen gestartet sind und noch bis zum 11. Oktober 2020 stattfinden. Die europaweite Kampagne hat sich zum Ziel gesetzt, mehr Aufmerksamkeit für soziale Projekte und das gesellschaftliche Potenzial des Fußballs zu erzeugen.

Sozial engagierte Vereine, Ligen, Fußballverbände und Gemeindeorganisationen können mit #morethanfootball Posts in den sozialen Medien, durch Aktionen an Spieltagen oder mit ihren sozialen Projekten unter dem

sportanddev.org

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#MorethanFootball Action Weeks kick off

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### #Morethanfootball Action Weeks kick off

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European clubs, leagues and FAs join forces to raise awareness of the social power of football.

DATE: Tue, 09/15/2020 to Sun, 10/11/2020

The European Football for Development Network (EFDN) will host the biggest campaign for Community and Social

Media

E-Newsletter

СТАНДАРТ

### Лудогорец е дарение за деца на социално слаби

От Пандев Ръководство 17 септември 2020



Шампионите от Лудогорец даряваха с подарци ученици от 1 до 7 клас от Основно училище "Др. Петър Берон" в село Осеновци, до Разград, където учат деца на социално слаби родители от региона. Лично пратиха на наставниците Ренан дос Сантос пакет с изолации и разклад предпазни маски, термалки, ханшовеци, топки, блянове и синяка с автограф. Малчуганите посрещнаха Ренан с домашна питка, мед и грозде, а след това си направиха снимка с него. "Щастие съм да вида толкова усмихнати лица", коментира Ренан, който предишната година на Малките фенове от целия отбор на Лудогорец.

Събитието е в подкрепа на Европейската футболна асоциация и нейната инициатива #MorethanFootball, в която донорските тимове участва в борбата година.

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KNOWHOW NIEUWS ACHTERGRONDEN VACATURES

actieve activiteiten in het voetbal



Het Europeaan Football Development Network (EFDN) is een Nederlandse organisatie die sinds 2014 het netwerk biedt ondersteuning aan clubs, verenigingen en bonden in Europa bij hun maatschappelijke activiteiten. Toen we in 2014 begonnen gingen we met overtuiging van organisaties zoals de UEFA en de ECA voor iedereen de maatschappelijke kaart van voetbal tekening te maken bij niemand stond het op de prioriteitenlijst, zegt CEO Hubert Bouwens van EFDN.

Delen van kennis



# Movement



## From annual Action Weeks to #Morethanfootball Movement

The first 3 years of the #More than Football Action Weeks have been a huge success with participation from football clubs, leagues, associations/federations, and other organisations year on year. The 2020 #Morethanfootball Action Weeks continued the success from the previous three years with over 100 European football organisations, from 30 different countries participating and an estimated number of more than 41 million people reached online. However, the excellent work being done in the field of football related community and social responsibility is not just limited to a 3-week period and is being carried out on a daily basis. It's for this reason that we are aiming to create a yearlong #Morethanfootball movement to support all community engaged football clubs and their employees, volunteers, and supporters in getting their message out and receiving the recognition they deserve.

The #Morethanfootball Action Weeks will of course still be the anchor point of the year to celebrate the fantastic work that is delivered by clubs, leagues, federations, foundations, and associations daily all-around Europe and to inspire others to become active in their communities as well. During the first days and weeks after the official end of this year's campaign, we have seen many clubs, leagues, and FAs continue using the hashtag to promote their community projects online.

Inter Club d'Escaldes have posted testimonials and shared photos from a project with the slogan. KAA Gent raised awareness of children suffering from cancer and showed their support by lighting up the stadium in gold and adding the #Morethanfootball wordmark in communications. Legia Warsaw launched an auction of the warm-up shirts that the players wore on a matchday during the Action Weeks. Big Hearts mention #Morethanfootball in their Twitter description and Northampton Town FC Community Trust even set up a #Morethanfootball CSR-strategy for their work in local communities.





# Be #Morethanfootball

The 2020 #Morethanfootball Action Weeks have been a great platform for community engaged clubs, leagues and FAs to raise awareness of their community initiatives. However, the social power of football is used as a tool for social development and cohesion on a daily basis. The excellent support of groups at risk of isolation, programme beneficiaries, and supporters does not stop with the end of the Action Weeks. EFDN invites all organisations in football to continue spreading the word and work together to share knowledge and improve existing projects. Together, we are #Morethanfootball – every day.

## Your checklist for the time until the next Action Weeks:

- Use #Morethanfootball in your communications
- Tag the #Morethanfootball social media accounts
- Create your #Morethanfootball visuals by using the Multimedia toolkit and editor on the Morethanfootball website
- Include the #Morethanfootball Action Weeks in your annual Impact Report
- Take part in the next More than Football Award scheme
- Engage with us during EFDN Conferences and EFDN Networking events
- Prepare ideas for the next Action Weeks in 2021





# More than Football Award 2020



Since 2019, the More than Football Award ceremony concludes the annual #Morethanfootball Action Weeks. EFDN is proud to present the five projects of Club Brugge, Legia Warsaw, Borussia Dortmund, Pro League, and Malmö FF that have been selected for the shortlist of the More than Football Award 2020 powered by Musco Lighting. The award honours the best community and social responsibility (CSR) initiative in European football. The winner of the Award will win a branded mini-pitch which will be developed in partnership among the winning organisation, EFDN, and Musco Lighting.

The applicants selected for the shortlist were invited to make a 15-minute presentation of their project at the 14<sup>th</sup> EFDN “#Morethanfootball” Conference. After all five presentations, the attending EFDN members choose the winning organisation. We have received 23 excellent applications from all across Europe and would like to thank all participating clubs, leagues, and FAs.



## THE BEAR AND HIS SCARF

The Bear and his Scarf is a children’s bedtime story produced by Club Brugge, that hopes to teach what loving your club means. It’s a story about respect, values, and principles targeted at both kids and parents.



## #GOTOWIDOPOMOCY (READY TO HELP)



Legia Warsaw has launched a comprehensive aid programme in Warsaw, providing much-needed support to seniors during the coronavirus pandemic. The support scheme reached 2,415 beneficiaries in over 1,000 locations across the city. In total, 32,000 meals were delivered.



## UNITED BY BORUSSIA



The club has developed and successfully implemented a large number of measures to reduce the influence of right-wing supporters, promote diversity, and support organisations that tackle anti-semitism.



## YOUNITED BELGIUM



Younited Belgium is a social organisation that uses football for the reintegration of adults struggling with issues such as housing, mental health, wellbeing, poverty, or addiction. Each Younited team is set up through the collaboration between a Belgian football club and a social organisation such as street workers, day centres, neighbourhood sports centres, and homeless hostels.



## GRUNDSKOLEFOTBOLL MOT RASISM (SCHOOL FOOTBALL AGAINST RACISM)



The programme activities start in classrooms and end with a big tournament and manifestation against racism at Malmö FF's Eleda Stadium. This year, the club celebrates the 10<sup>th</sup> anniversary of this initiative. 10,000 individuals have participated in the concept since the start 10 years ago.

# Participants 2020



 ABERDEEN FC COMMUNITY TRUST	 ADO DEN HAAG	 AEK FC ATHENS	 AEK LARNAÇA
 ALMERE CITY FC	 ANORTHOSIS FAMAGUSTA FC	 APOLLON FC	 ASTERAS TRIPOLIS FC
 ASTON VILLA FOUNDATION	 BALLYMACASH RANGERS FC	 BARÇA FOUNDATION	 BAYER 04 LEVERKUSEN
 BELENENSES SAD	 BIG HEARTS COMMUNITY TRUST	 BIJZONDERE EREDIVISIE	 BLACKBURN ROVERS COMMUNITY TRUST
 BORUSSIA DORTMUND	 BRENTFORD FC COMMUNITY SPORTS TRUST	 BURNLEY FC IN THE COMMUNITY	 CARDIFF CITY FC COMMUNITY FOUNDATION
 CARRICK RANGERS FC	 CELTIC FC	 CHELSEA FC FOUNDATION	 CLUB BRUGGE
 CREATORS FC	 DUNDEE FC COMMUNITY TRUST	 E.O.S.F.L. EAST OF SCOTLAND FA	 ECA
 eredivisie	 EUROPA FC	 EUROPEAN WEEK OF SPORT	 EVERTON IN THE COMMUNITY
 EXETER CITY FC	 fare	 AGRUPACIÓ JUGADORS FC BARCELONA	 FC EMMEN
 FC GRONINGEN	 FC PYUNIK	 Red Bull FC SALZBURG	 FC SANTA COLOMA

 FC SCHALKE 04	 FC TWENTE
 FK RADNIČKI NIŠ	 FK SLOBODA TUZLA
 GLENTERAN FC	 GNK DINAMO ZAGREB
 IF ELFSBORG	 INTER Campus
 İSTANBUL BAŞAKŞEHİR FK	 JUVENTUS FC
 KAS EUPEN	 KSI
 LEYTON ORIENT WALKING FOOTBALL CLUB	 LFC FOUNDATION
 musco Lighting We Make It Happen	 NEC NIJMEGEN

-  FERENCVÁROSI TC
-  FEYENOORD ROTTERDAM
-  FUNDACIÓN REAL BETIS BALOMPIÉ
-  GETAFE FC
-  HERACLES ALMELO
-  HNK HAJDUK SPLIT
-  INTER CLUB D'ESCALDES
-  IRISH FA FOUNDATION
-  K.V. OOSTENDE
-  KAA GENT FOUNDATION
-  LEGA SERIE A
-  LEGIA WARSAW
-  MONTROSE COMMUNITY TRUST
-  MOTHERWELL FC
-  NAC BREDA
-  NEWCASTLE UNITED FOUNDATION

-  NK LOKOMOTIVA ZAGREB
-  NORTHAMPTON TOWN FC COMMUNITY TRUST
-  NOTTS COUNTY FC FOOTBALL IN THE COMMUNITY
-  OH LEUVEN
-  OLYMPIACOS FC
-  PAE PANETOLIKOS
-  PANATHINAIKOS FC
-  PAOK FC
-  PEC ZWOLLE UNITED
-  PFC LUDOGORETS 1945
-  PRO LEAGUE
-  PROFESSIONAL ROMANIAN FOOTBALL LEAGUE
-  PSV
-  QUEENS PARK RANGERS FC
-  RANGERS CHARITY FOUNDATION
-  ROYAL EXCEL MOUSCRON
-  SAINTS FOUNDATION
-  SBV EXCELSIOR
-  SHAKHTAR SOCIAL
-  SHEFFIELD UNITED COMMUNITY FOUNDATION
-  SL BENFICA
-  SPARTA ROTTERDAM
-  SPECIAL OLYMPICS EUROPE-EURASIA
-  SPFL TRUST
-  ST. PATRICK'S ATHLETIC FC
-  STANDARD DE LIÈGE
-  SUSSEX DISABILITY FOOTBALL LEAGUE
-  SV WALDHOF MANNHEIM 07
-  SV WERDER BREMEN
-  TELSTAR TIEL
-  THE FOOTBALL CLUB SOCIAL ALLIANCE
-  TWINNING PROJECT
-  UEFA FOUNDATION FOR CHILDREN
-  VÅLERENGA FOOTBALL FOUNDATION
-  VVV-VENLO
-  WEST HAM FOUNDATION



Any questions or in need of further information?

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