

#MoreThanFootball Ambassadors

What is an #MoreThanFootball Ambassador?

#MoreThanFootball Ambassadors helps to raise awareness of the social power of football. They believe in values like respect, diversity and fair play and support your social projects.

Why becoming an ambassador?

Many (football) organisations are using football and other sports as a tool for development and create a sustainable impact in the community. Nevertheless is CSR/ESG in football still one of the best-kept secrets. It's time that people hear about the life-changing community initiatives that your organisation delivers.

Who can become an ambassador?

Everyone that uses or promotes the power of football for education, health, anti-discrimination, equality, social inclusion, integration and other positive outcome on the community. An ambassador can be whether directly involved in social initiatives or someone who announces support for a project or organisation. Ideally, organisations name at least three ambassadors, for example:

- One CSR-practitioner (Head of the foundation, project coordinator, coach, teacher...)
- One (former) player or club representative
- One beneficiary (participant of a community programme)

What are the responsibilities of an ambassador?

Ambassadors accept that we use the name, the statement and the photo of them for our communications. Besides that, there are no responsibilities. But we hope that the ambassadors promote the social power of football with actions in the community and make their voices heard e.g. by sharing #MoreThanFootball photos and videos.

Ambassador information

- Enter the name
- Add a quote from the ambassador answering **at least one** of these questions:
 - o Why is football for you #MoreThanFootball?
 - o Where did you see or experience that football is #MoreThanFootball?
 - o What positive impact has football on your/ people's lives?
- Add a photo

Deadline:

- Please send the texts to s.slaats@efdn.org by the **31st of March 2024**.

#MoreThanFootball Ambassadors

Name ambassador:

Role (player, coach, participant Walking Football, etc.):

Statement:



Name ambassador:

Role (player, coach, participant Walking Football, etc.):

Statement:

Name ambassador:

Role (player, coach, participant Walking Football, etc.):

Statement:

Name ambassador:

Role (player, coach, participant Walking Football, etc.):

Statement: