



**2019** CORPORATE SOCIAL  
RESPONSIBILITY

# SUSTAINABILITY REPORT





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# 1/ FOREWORD

Sustainability is high on the RBFA's agenda. We are proud to present the third consecutive RBFA sustainability report.

As the country's largest sports organisation, we want to use our organisation's strength to have a positive impact on sustainability issues such as inclusion, human rights, health and the environment. We also want to raise awareness among supporters about these topics through our strong communication channels. Moreover, we organise a number of sustainable football projects aimed at people with disabilities, refugees & asylum seekers, homeless people, LGBTQ+ people as well as projects aimed at organising home matches in a sustainable manner.

In 2019, we also launched our first major stakeholder consultation in cooperation with Route 2030 and the Foreign Affairs Department of the Flemish Government. In this survey, we asked our stakeholders which of the UN Sustainable Development Goals are a priority for the RBFA. We also determined whether our stakeholders believe we are already having an impact on these Goals. The outcomes of this survey can be found in this sustainability report. Lastly, we will also look back at the various activities we have organised together with our partners, without whom this would never have been possible and whom we thank for their enthusiasm in co-operating with the RBFA.

We invite you to read this annual report and discover for yourself how the RBFA is committed to sustainability.



**PETER BOSSAERT**  
CEO RBFA

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**MEHDI BAYAT**  
CHAIRMAN RBFA

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# 2/ FOOTBALL AND SUSTAINABLE DEVELOPMENT GOALS

## 2.1 // INTRODUCTION

The RBFA wants to assume its social responsibility by structurally embedding Corporate Social Responsibility (CSR) projects into its operations. Football can be a means to help achieve a number of social goals. To develop a sustainable and impactful CSR policy, we are working together with relevant partners. Every year, we evaluate our CSR activities and use these evaluations to change the policy and implement innovations.

The RBFA's mission is to 'promote the values of respect, fair play, inclusion, health and sustainability in our society through football'.

Assuming our social responsibility is also part of the RBFA management's strategic plan. We co-operate closely with the regional federations: Voetbal Vlaanderen and l'Association des Clubs Francophones de Football. RBFA also cooperates with the Pro League's CSR team on various projects.

In 2019, the RBFA started a new three-year project together with Route 2030, a sustainability and innovation consultancy firm, entitled 'Sport as a development tool: innovative methodology for encouraging policy actions with a view to organizational and system changes'. This project, financed through the Department of Foreign Affairs of the Flemish Government, aims to link our Corporate Social Responsibility policy to the Sustainable Development Goals of the United Nations (UN). These are 17 Goals promoted by the UN and its member states for a better world by 2030. The UN therefore calls on governments, organisations, companies and individuals to join forces so as to achieve these ambitions together. As part of this project, we are also co-operating with the Malawi Football Association to share good practices.

During the first phase of this project, we set up an internal working group with colleagues from various departments. They are the ambassadors for the RBFA's new approach to sustainability. We then launched a stakeholder survey in May 2019 to examine which Sustainable Development Goals are considered a priority by our internal and external stakeholders. The results of this survey can be found in chapter 2.2.

Based on these results, we will develop a new sustainability strategy for 2020 - 2024 with the aim of implementing it from September 2020. A first evaluation of this strategy will take place in 2021 through a second stakeholder consultation.





## 2.2 // RESULTS OF THE STAKEHOLDER SURVEY

### 2.2.1. GOALS

The RBFA surveyed stakeholders to determine which social topics they believe we should focus on. First of all, we presented them with a number of propositions linked to the Sustainable Development Goals (SDGs). They responded to which extent the RBFA should invest in them. In the second part of the survey, we converted the UN SDGs into specific football-related topics (e.g. SDG 14 Life Below Water became 'reducing the consumption of plastic during matches of national teams and focusing on recycling'). Respondents again answered the question to what extent these topics should be a priority for the RBFA. Finally, we looked at the extent to which the RBFA already has a positive/negative impact on these SDGs and topics.

### 2.2.2. STAKEHOLDERS

We wanted to put these questions to a group of stakeholders which was as representative as possible. On the one hand, we consulted the internal stakeholders (employees, senior board and Executive Board). On the other hand, we sent the survey to external stakeholders and presented our project to the fanboard of the 1895 Belgium Fan Club in June. A total of 502 people completed the survey.

#### OVERVIEW STAKEHOLDERS

##### INTERNAL STAKEHOLDERS

- >> RBFA employees
- >> Executive Board/Senior Board members
- >> Employees of Voetbal Vlaanderen, ACFF or Pro league

##### EXTERNAL STAKEHOLDERS

- >> Employees of UEFA, FIFA or another federation
- >> Members or players
- >> Sponsors
- >> Clubs
- >> Fan or fanclubs
- >> Referees
- >> Stewards/volunteers
- >> Governments
- >> Media
- >> Social partners
- >> Others



### 2.2.3. SURVEY RESULTS

Based on the survey, Route 2030 compiled a materiality matrix, showing which SDGs and topics our stakeholders believe are important for the RBFA. The horizontal axis shows the topics and SDGs that are a priority for internal stakeholders. The vertical axis shows what is most important to our external stakeholders.





## Priorities for the RBFA

Based on the matrix, it appeared that the following SDGs and topics are important for our stakeholders:

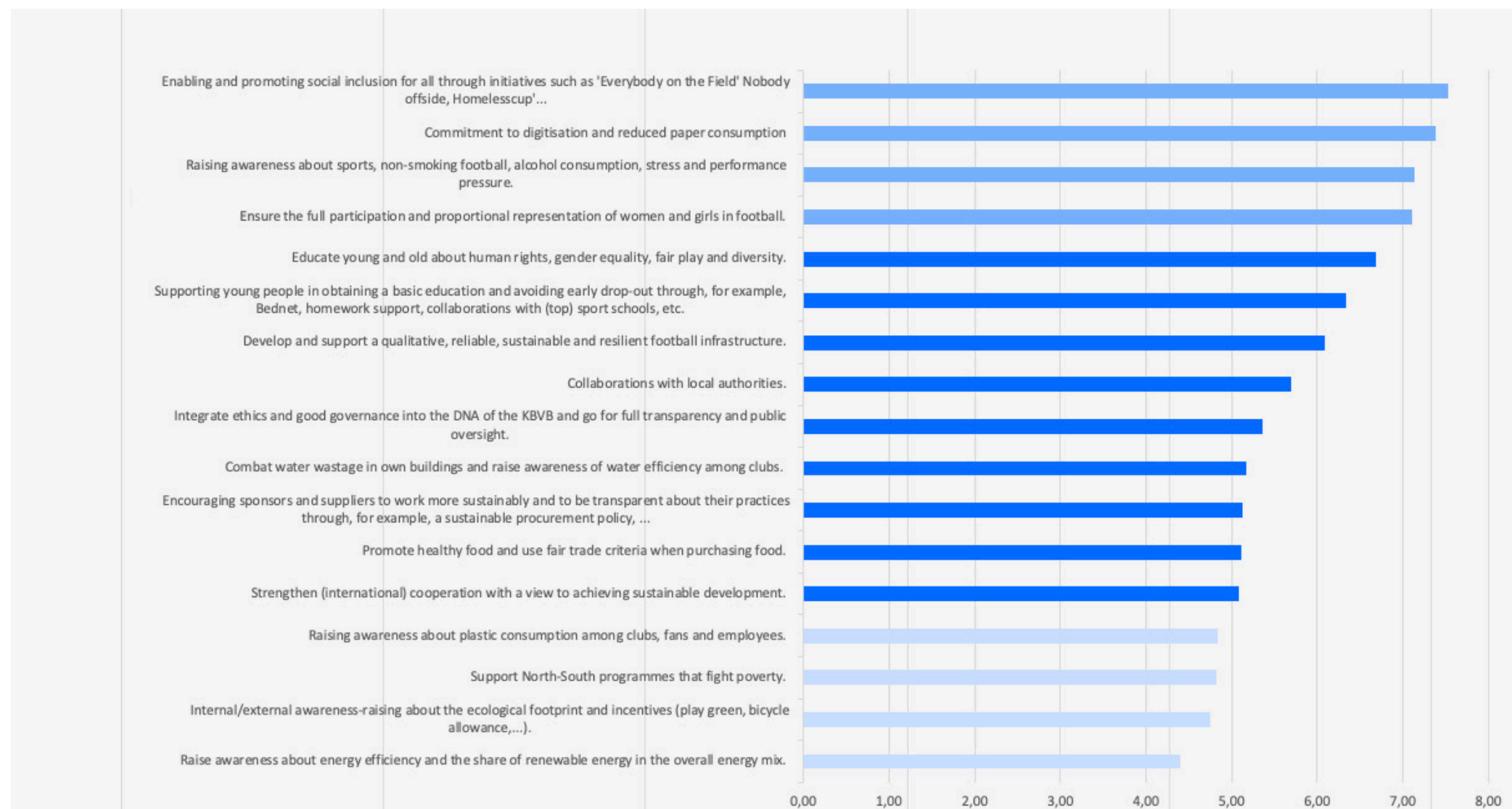
SUSTAINABLE DEVELOPMENT GOAL (SDG)	RBFA topic
	Raising awareness about sports, non-smoking football, alcohol consumption, stress and the pressure to achieve.
	Educating the young and old about human rights, gender equality, fair play and diversity.
	Ensuring full participation and equal representation of women and girls in football.
	Supporting young people in getting a basic education and avoiding early drop-out through e.g. Bednet & Take Off, homework support, cooperation with top sports schools, etc.
	Enabling and promoting social inclusion for all through initiatives such as Iedereen op het veld (Everybody on the Pitch), Niemand Buitenspel (Nobody's Offside), Younited Belgium, etc.
	Internal and external awareness-raising about the ecological footprint and incentives (Play Green, bicycle compensation scheme, etc.)
	Raising awareness about plastic consumption among clubs, fans and employees.
	Integrating ethics and good governance into the DNA of the RBFA and aspiring after full transparency and public oversight.

## RBFA Impact





During the third part of the survey, the stakeholders indicated to what extent they believe the RBFA has a positive/negative impact on certain topics. The table below provides an overview of the results, where 0 stands for a negative impact and 8 for a positive impact.







According to our stakeholders, we as RBFA currently have a negative impact on the following SDGs and topics:

SUSTAINABLE DEVELOPMENT GOAL (SDG)	RBFA topic
	Supporting North-South programmes that fight poverty.
	Raising awareness about energy efficiency and the share of renewable energy in the overall energy mix.
	Internal and external awareness-raising about the ecological footprint and incentives (Play Green, bicycle compensation scheme, etc.)
	Raising awareness about plastic consumption among clubs, fans and employees.

## 2.2.4. CONCLUSIONS

The RBFA will use the above results to develop its sustainability strategy for the next four years (June 2020 - June 2024), in co-operation with Route 2030 and the internal working group. On the one hand, the focus will be on the topics our stakeholders believe should be tackled as a matter of priority. On the other hand, we also want our new strategy to focus on those topics where we have a low score, such as poverty and the climate impact of our match organisations. You can consult the full report by Route 2030 about the stakeholder survey at our [website](#).





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RESPECT





# 3/ 2019 SUSTAINABILITY PROJECTS

In 2019, the RBFA carried out several sustainable football projects and awareness-raising actions focusing on four social topics: inclusion, human rights, health and the environment. To further develop and implement these projects, we co-operated closely with expert organisations that share their know-how and help reach the right target groups. This chapter provides an overview of the actions taken and the results for each topic. We will also highlight the partners of each project. Finally, for each project we will also indicate which Sustainable Development Goals can be impacted positively by the respective projects and actions.

## 3.1 // INCLUSION

The RBFA promotes football for everyone. We are committed to the equal treatment and meaningful inclusion of each individual, while fully appreciating differences in age, gender, religion, sexual orientation, culture, ancestry, income and opportunity. In addition to our inclusion projects, we also want to ban all forms of discrimination in football by working on four fronts: regulations, awareness-raising, training and sanctioning.

### 3.1.1. NOBODY OFFSIDE

**WHAT** Organising accessible **football events** & **training courses** for players with a disability. Development of tools and information for football clubs. Guaranteeing accessibility to home matches of national teams.

**TARGET GROUP** People with a mental, sensory and/or physical disability

**PROJECT DURATION** July 2016 - Dec 2020

**PARTNERS** UEFA, Voetbal Vlaanderen, ACFF, Pro League, Belgian Paralympic Committee, Belgian Deaf Sport Committee, Amp Football Belgium, Ligue Handisport Francophone, Parantee-Psylos, Féma, Special Olympics Belgium, Inter vzw, Proximus, Belgian National Lottery, ING, GLS, Martin's Red Hotel

#### SDG'S

This project aims to have a positive impact on

SDG 4 'Quality Education'

SDG 5 'Gender Equality'

SDG 10 'Reduced Inequalities'.



### 3.1.1.1. ACHIEVEMENTS IN 2019

#### FLANDERS

In 2019, 12 new clubs started offering football to **disabled persons** (all abilities football) in Flanders. This brings the total number of football clubs with one or more all abilities football teams to 120. Eleven of the 120 clubs specifically focus on CP+ football, football for people with cerebral palsy. Voetbal Vlaanderen has a league specifically aimed at people with intellectual disabilities in each province, organized by the provincial all abilities working groups of Voetbal Vlaanderen.

To promote football for disabled persons, **VOETBAL VLAANDEREN** organized two all abilities football festivals, respectively in Ghent and Mazenzele, reaching 160 participants. In addition, they organized one CP+ football festival for 50 participants and five all abilities football tournaments reaching 500 participants. Ter promotie van het G-voetbal organiseerde Voetbal Vlaanderen twee G-footfestivals, respectievelijk in Gent en Mazenzele, met een bereik van 160 deelnemers. Daarnaast organiseerden ze één CP+ footfestival voor 50 deelnemers en vijf G-voetbaltornooien met een bereik van 500 deelnemers.

**VOETBAL VLAANDEREN** also put a lot of effort into education. In 2019, a training course for all abilities football trainers was organised for the first time and this was an instant success with 20 participants. The course consists of 60 hours of training, both theoretical and practical, and prepares participants for training to the different target groups of disabled athletes. To support the training course, Voetbal Vlaanderen also developed a tool for all abilities football trainers: a handy bag with icons they can use to explain their training methods to players with a mental disability or autism spectrum disorder.

After a pilot phase, Voetbal Vlaanderen also invested in improving all abilities football regulations. Since the new season, 2019-2020, all teams of people with intellectual disabilities play in 8 vs 8 matches, instead of 7 vs 7. In this way, all abilities football is more like regular football games and better aligns with the training vision of Voetbal Vlaanderen. More information can be found on the [Voetbal Vlaanderen website](#).

#### WALLONIA & BRUSSELS

In 2019, ACFF, the Walloon wing of the RBFA, organised four all abilities football festivals in Evere, Onhaye, La Calamine and Rixensart. These accessible all abilities football events reached 431 children with disabilities. They also co-organised the Football Kick-Off in Beauraing.

Lastly, ACFF promoted all abilities football during the six information sessions of the 'Parent Fair-Play' project. These sessions reached 56 football clubs. Since 2019, clubs that offer football to people with disabilities can get extra points for ACFF's quality label. More information can be found on the [ACFF website](#).





## NATIONAL

The RBFA supported Voetbal Vlaanderen and ACFF in organising local all abilities football activities and developing tools. In addition, the RBFA organised a number of activities at national level to promote all abilities football and accessibility in football.

### 2019 FOOTBALL KICK-OFF

On Sunday 9 September 2019, the tenth edition of the Football Kick-Off took place, the national all abilities football event for players with disabilities. It was the first time we organised Football Kick-Off in collaboration with a Walloon football club, RFC Beauraing. 400 players with intellectual disabilities participated. This was a unique opportunity to introduce all abilities football in Wallonia. Both of our ambassadors, Piet Den Boer & Mbo Mpenza, and our U19 Belgian Red Devils were present to spur on the players. The elite referees worked alongside the all abilities football referees and ensured a friendly atmosphere on the pitch. The residents of the local Fedasil refugee shelter acted as volunteers and managed everything together with the volunteers of RFC Beauraing

### ACCESSIBILITY

Every year, the RBFA provides a stand for wheelchair users and the blind during home matches of the Belgian Red Devils and a wheelchair stand during home matches of the Belgian Red Flames. In 2019, 200 wheelchair users and 100 blind or partially sighted supporters visited the matches of our Red Devils & Red Flames.

In February 2019, the RBFA also organised three workshops on accessibility for stewards of professional football clubs. We worked together with [Inter vzw](#) for this purpose. Two to three stewards per club participated in this workshop to specialize in welcoming supporters with disabilities.

As part of the CAFE Week of Action, a European week with activities focusing on accessibility for supporters with disabilities, we organised a match for this group of supporters in March. The winner, a twelve-year-old visually impaired supporter, enjoyed an exclusive tour of the King Baudouin Stadium and had a meet & greet with the Red Devils. The aim of this activity was to offer a unique experience to a disabled supporter. At the same time, we wanted to promote audio description for visually impaired supporters through our social media channels.

Finally, the RBFA was also represented during the annual meeting with Inside, the association for supporters with disabilities. This year, the KAA Gent Foundation was the host. During this meeting, supporters had the opportunity to discuss obstacles related to accessibility with the federations and the professional clubs.

### FOOTBALL FOR ALL LEADERSHIP

The RBFA gave one student a scholarship to participate in the Football for All Leadership course. This international training gives disabled people the opportunity to receive in-depth training on football management and to attend an internship within the world of football. The RBFA paid the student's participation fees and flights. In 2020, this student will work as an intern at the RBFA, to study accessibility to sports for people with disabilities.

## NATIONAL ALL ABILITIES TEAMS

The RBFA launched a new project in co-operation with Special Olympics Belgium: Special Devils & Special Flames. Through this project, the RBFA extended its support for national all abilities teams for people with disabilities, and more specifically the national team for people with intellectual disabilities. Our aim is to show that football is open to everyone and to promote all abilities football for people with intellectual disabilities in Belgium.

After an extensive selection process, where trainers had the opportunity to apply, we assembled a staff of 10 people in September 2019. On Saturday 26 October and 9 November, we organised recruitment days to put together the group of players. All football clubs and institutes were given the opportunity to nominate a number of male and female players for recruitment. In the end, staff selected 46 players and players who will represent Belgium at international Special Olympics tournaments over the next four years. We are very glad to not only have three teams divided into categories (depending on the level of intellectual disability) but to also have a team with female players.

The RBFA also supported the other national all abilities teams in 2019: the Belgian Blind Devils, the Belgian Deaf Devils and the Red Flamingos. They used the Belgian Football Centre as a training centre and also received financial support in the amount of € 2,000 to finance training costs. Thanks to our partner [Martin's Red Hotel](#), they also enjoyed free accommodation during their annual training.

The Belgian Blind Devils took part in the EC for the Blind in Italy in September and finished eighth. The Belgium Deaf Devils took part in the European Championships in Crete in June. Unfortunately, they were eliminated after the group phase.

The Special Devils won a silver medal with the Unified team (team of people with and without an intellectual disability) during the World Games in Abu Dhabi.







### 3.1.2. EVERYBODY ON THE PITCH

**WHAT** Promoting inclusion through football. Providing tools for removing practical and financial barriers, providing financial support and information for football clubs. Organising events & football training for the target group.

**TARGET GROUP** Refugees & Asylum Seekers

**PROJECT DURATION** Jan 2017 - Dec 2020

**PARTNERS** UEFA, Voetbal Vlaanderen, ACFF, Pro League, Fedasil, Red Cross Flanders, Croix Rouge, vzw De Rand, UNHCR, Erasmus+, Sport & Citizenship Think Tank, Belgian National Lottery, Romanian Football Federation, Fundacja Dla Wolności, FARE Network, Scottish Football Association, FUNDACIÓN LaLiga, ESSCA School of Management

**SDG'S**

This project aims to have a positive impact on

**SDG 4** 'Quality Education'

**SDG 5** 'Gender Equality'

**SDG 10** 'Reduced Inequalities'.

#### **FOOTBALL CLUBS REACHED**

In 2019, 22 new football clubs joined the Everybody on the Pitch project. This means there are now 66 football clubs in total that invest in the inclusion of refugees and asylum seekers through football. These clubs received financial support of € 500 through the project. We also advised new clubs on how to start their local project.

One of the clubs that invests a lot in this target group is Royal Europa Kraainem FC. RBFA chairman Mehdi Bayat, together with the Minister of Asylum and Migration, Maggie De Block, was present at the inauguration of the 2,000th player who came to play football at Kraainem

#### **FOOTBALL LANGUAGE GAME**

football memory game: a language game in French and Dutch to learn and practice 'football language' in a playful way. Football clubs, schools and social organisations can get a free copy of this game via our website and you can also download it in full. In 2019 we handed out 107 game boxes to schools and football clubs. More information can be found on our [website](#).

#### **NATIONAL EVERYBODY ON THE PITCH TOURNAMENT**

On World Refugee Day, 20 June 2019, we organised a national football tournament for refugees and asylum seekers in cooperation with our refugee reception partners, for the third consecutive year. 702 participants from 41 different refugee reception initiatives took part in this tournament. Pierre Kompany also stopped by that day to meet the participants and support the event, which is close to his heart.







### **UNHCR STEP WITH REFUGEES CAMPAIGN**

Youri Tielemans, Cassandra Missipo and Rocky Bushiri became the figureheads of UNHCR's Step with Refugees campaign in Belgium in 2019. [Via a powerful video](#), they expressed their support for all people who have to flee their country. They also called on supporters to log their steps via the website Step with Refugees. This symbolic campaign draws attention to the plight of these people and asks for more understanding for their precarious living situation.

UNHCR also promoted their work with refugees during some matches of the Belgian Red Flames and Belgian Red Devils via an activation aimed at supporters. More information can be found on the [UNHCR website](#).

### **EUROPEAN CONFERENCES**

The RBFA presented the Everybody on the Pitch project at several European conferences, such as the UEFA #EqualGame conference, with the aim of creating awareness about this project and establishing new connections with potentially interesting partners.

### **FOCUS ON VOLUNTEERING**

Asylum seekers staying in the Fedasil centres around Brussels helped the RBFA twice during home matches of the Belgian Red Devils to prepare flags for supporters. About one hundred people in total helped in this activation. In exchange, they received a free ticket to attend the game.

### **FOOTBALL INCLUDING REFUGEES ERASMUS+ PROJECT**

In January, the Erasmus+ project Football Including Refugees in Europe (FIRE) was launched. This European project uses football as a tool to promote social inclusion, participation and access to sport for asylum seekers, refugees and migrants. The main objectives are to support grassroots football organisations and to create an inspiring network. In 2019, we released a [manual](#) for football clubs outlining the current state of affairs in Europe.

In addition, we granted a subsidy supporting an activity for refugees of FC Inter Hasselt in Belgium. This took place during the European #Footballpeople weeks in October 2019. More info can be found on the [FIRE website](#).







### 3.1.3. ACTION PLAN 'TACKLING DISCRIMINATION IN FOOTBALL'

**WHAT** Since 2017, the RBFA has a working group on tackling discrimination in football. This working group, consisting of various departments of the RBFA, Voetbal Vlaanderen, ACFF, Pro League, Unia and the Voetbalcel, developed a number of actions to tackle discrimination in football.

**TARGET GROUP** Football clubs, supporters

**PROJECT DURATION** Jan 2017 - Dec 2024

**PARTNERS** UEFA, Voetbal Vlaanderen, ACFF, Pro League, Unia, KU Leuven, Home Affairs (Voetbalcel/Football Unit), Route 2030, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 4** 'Quality Education'

**SDG 5** 'Gender Equality'

**SDG 10** 'Reduced Inequalities'.

#### **WORKING GROUP 'DIVERSITY IN FOOTBALL'**

The entire working group met once in 2019, and throughout the year it met in smaller groups to work specifically on certain action items. The 2018-2019 annual report with figures on discrimination in football is available via the [website](#). In this chapter, we highlight the most important achievements in 2019.

#### **TRAINING & WORKSHOPS**

##### **Referees**

In 2018-2019, the RBFA, together with Pro League and the regional sections, put a lot of effort into raising awareness among referees. The focus was on their important task of reporting discriminatory language and behaviour during matches via the referee's report. The RBFA and Pro League organised an information session for the elite referees at the end of 2018. ACFF, the French-speaking regional federation, organised workshops in all provinces to train their referees in 2019. They reached 125 referees. Voetbal Vlaanderen included the subject in their beginner's course for referees from January 2019.

##### **Security officers**

Aspiring Security Officers always attend a one-week course organised by the Security Department of the RBFA. This course has a regular section on 'The social dimension in football' aimed at tackling discrimination in football and the role of security officers. In 2019, this course was held at the Belgian Football Centre at the end of September.



### KU Leuven Sports Management Students

On 13 November, KU Leuven organised a guest lecture for last-year students in Sports Management on how to tackle discrimination in football. The RBFA was present as a guest speaker and explained the various initiatives. In addition, the students themselves developed an activity in small groups to tackle discrimination in football.

### FOOTBALL FOR ALL - CAMPAIGN

In 2019, we launched the 'Football for all' campaign together with ACFF, Pro League and Voetbal Vlaanderen. All the professional clubs and 150 amateur clubs used rainbow flags, captain's armbands and shoelaces to highlight diversity in football. A lot of clubs changed their page into the colours of the campaign and shared their pictures with their followers.

### HACKATHON FOR DIVERSITY

On Saturday 19 October, the RBFA organised a hackathon for diversity aimed at young people aged between 16 and 25. This was part of the European #footballpeople weeks organised by [FARE](#). With this event, we wanted to give young people the opportunity to brainstorm about how they would tackle discrimination in football. Some 40 young people gathered at the Belgian Football Centre and brainstormed in teams of five under the expert guidance of Route 2030. At the end of the hackathon, they presented their ideas to a jury chaired by the RBFA's Director of Marketing & Communication, Manu Leroy.

To highlight the #Footballpeople activity weeks, all players' escorts wore a T-shirt showing #footballpeople and the message 'Equal Game' during the match Belgium - San Marino..

### YOUTH COUNCIL

All participants in the hackathon for diversity had the opportunity to apply as members of the first RBFA youth council. Based on a motivation letter, the RBFA selected eight young people who will advise the RBFA from 2020 on how to tackle discrimination in football. They will also organize an event during the #FootballPeople weeks in October 2020.



**HACKATHON**  
VOOR  
**DIVERSITEIT**

DOE MEE EN SCHRIJF JE NU IN OP [BELGIANFOOTBALL.BE](#)  
MAAK KANS OP EEN EXCLUSIEF GESIGNEERD SHIRT  
OF TICKETS VOOR MATCHEN VAN DE FLAMES EN DE DUIVELS



ZATERDAG 19 OKTOBER / 10:00 TOT 17:00  
BELGIAN FOOTBALL CENTRE - TUBEKE



#FootballPeople  
R  
Vlaanderen  
verbeelding werkt  
RESPECT





### 3.1.4. YOUNITED BELGIUM PARTNERSHIP

**WHAT** Belgium Homeless Cup celebrated its eleventh anniversary in 2019 and this did not go unnoticed. Last year, they decided to continue under the new name Younited Belgium. Younited Belgium and its 24 Younited teams strongly believe in the power of football and use that power to strengthen their players in their daily fight for survival. Since 2016, the RBFA has an official partnership with Younited Belgium by, among other things, supporting events, providing referees & supporting the national Younited teams. The RBFA is also a member of their Executive Board.

**TARGET GROUP** The homeless

**PROJECT DURATION** Oct 2016 - Dec 2020

**PARTNERS** Younited Belgium, Pro League, ACFF, Voetbal Vlaanderen, Belgian National Lottery

**SDG'S**  
 This project aims to have a positive impact on  
**SDG 1** 'No Poverty'  
**SDG 5** 'Gender Equality'  
**SDG 10** 'Reduced Inequalities'.

#### **BELGIAN FOOTBALL CENTRE KICK-OFF TOURNAMENT**

On 11 March 2019, Younited Belgium kicked off the Younited tournaments at the Belgian Football Centre. 26 Younited teams gathered in Tubeke and experienced a wonderful day of football. The RBFA provided the referee's attire and accommodation and lunch for the participants.

#### **FUNDRAISING TOURNAMENT**

On 24 May 2019, Younited Belgium organised a fundraising tournament in the Belgian Football Centre together with the RBFA and Pro League. Several of the RBFA's commercial partners were present with a business team, to support the activities of Younited Belgium. The RBFA also signed up with a team and funded part of the costs for organising the event. Roberto Martinez took some time to take part in the group picture with everyone and to encourage the teams. In total, the tournament raised € 40,000 for Younited Belgium

#### **YOUNITED DEVILS & FLAMES**

Just like the national all abilities teams, the Younited Devils & Flames made use of the accommodation in the Belgian Football Centre to organise their training and sessions. In addition, the RBFA provided their training and match outfits. From 26 July to 5 August, the Younited Devils & Flames participated in the Homeless World Cup in Cardiff. Six women and seven men proudly represented Belgium.





### 3.1.5. ERASMUS + PROJECT OUT!

**WHAT** European Erasmus+ project with a focus on building a network to strengthen the fight against homophobia and support the LGBTQ+ stakeholders in football. The outputs are, on the one hand, three international network meetings and, on the other hand, a roadmap of good practices and recommendations based on the results of a survey on the current state of affairs.

**TARGET GROUP** Football clubs, football associations, fans' organisations, supporters and football leaguess

**PROJECT DURATION** July 2019 - Dec 2020

**PARTNERS** Belgian fan club 1895, Football Supporters Europe, Pride in Football, Fußballfans gegen Homophobie, UEFA, Erasmus+

**SDG'S**

This project aims to have a positive impact on

**SDG 4** 'Quality Education'

**SDG 5** 'Gender Equality'

**SDG 10** 'Reduced Inequalities'.

#### **TRANSNATIONAL NETWORK MEETING LONDON**

From 7 to 8 September, our partners in the OUT! Project had a first international network meeting. This focused on supporters' organisations and how they can work together with clubs on LGBTQ+ inclusion. The RBFA was also represented at the meeting. In 2020, the RBFA will organise the third transnational network meeting for football associations and professional leagues. More information can be found on [the OUT! website](#)



### 3.1.6. SOCIAL ONE-STOP-SHOP

**WHAT** Handing out free tickets to organizations working with disadvantaged groups. Organising meet & greets for children of Make A Wish & FC Robinstijn.

**TARGET GROUP** Disadvantaged groups, children & adolescents who are terminally ill

**PROJECT DURATION** Continuous since March 2016

**PARTNERS** Make A Wish Flanders, Make A Wish South

**SDG'S**

This project aims to have a positive impact on

SDG 3 'Good Health & Well-being'

SDG 10 'Reduced Inequalities'.

#### **SOCIAL TICKETS**

In 2019, the RBFA distributed 1,377 social tickets to organisations working with disadvantaged groups. These are facilities for people with disabilities and organisations working with underprivileged people & refugees. Organisations can apply for a maximum of 20 tickets, to attend a Red Devils or Red Flames match free of charge.

#### **MEET & GREET**

In cooperation with Make A Wish, the RBFA organised two meet & greets for children fighting a life-threatening disease. Six families had an unforgettable encounter with the Red Devils.







## 3.2 // HUMAN RIGHTS

As an organisation, we are responsible for how thousands of children and adults in Belgium practice sports. They must be able to exercise and live in an environment that respects their rights. We promote this in Belgium as well as in the South.

### 3.2.1. PARTNERSHIP WITH BEDNET & TAKE OFF

**WHAT** Social partnership of the Belgian Red Devils, with the focus on raising awareness for both organizations and organising cool actions for target groups such as meet & greets and free visits to matches.

**TARGET GROUP** Supporters, children & adolescents with a chronic condition (physical and/or psychological)

**PROJECT DURATION** Sept 2018 - Sept 2020

**PARTNERS** Bednet, Take Off, Proximus, ING, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 3** 'Good Health & Well-being'

**SDG 4** 'Quality Education'.

*'We look forward to working with the whole group to help all the children who are unable to go to school because of their illness. It is great that organizations like Bednet and Take Off make sure that they can stay in touch with their classmates and teachers!'*

Quote from Eden Hazard, Captain of the Red Devils



### **2019 PYJAMA DAY**

For the 2019 Pyjama Day, Bednet & Take Off, together with the Red Devils, organised a photo competition for participating schools. The Red Devils asked schools to send in pictures of their pupils in pyjamas and then chose 20 original entries. Winning schools were able to attend an open training on June 4. The schools with the best photo received 30 tickets for the match on June 8th.

### **MEET & GREET & PYJAMA PARTY WITH BELGIAN RED DEVILS**

In 2019, we organised four meet & greets with the Red Devils for children & youngsters of Bednet & Take Off during an open training session. About fifty children and their companions were given the opportunity to meet their heroes and forget their daily worries for a moment. In November, we even organized a real pyjama party to help promote the 2020 pyjama day.

### **SKYPE SESSION WITH DRIES, THORGAN AND HANS**

Three Red Devils took a moment to skype with two children who receive home schooling through the online system of Bednet and Take Off. Both our Devils and the children had a fun conversation.

### **COMPETITION ACTIVATIONS**

On June 8, 2019, during the Belgium - Kazakhstan match, we organised an activity for Bednet & Take Off where all supporters were able to see four children who followed the match at home, live on the big screen in the stadium. This helped them get familiar with the daily activities of Bednet & Take Off in schools.

In addition, 359 pupils were present in the stadium who had won the pyjama day competition with their class. The Bednet & Take Off mascots, the Bednet Cat and the Take Off Rabbit, were also present during the match to entertain supporters, together with our mascot, Red.

Eleven children from Bednet & Take Off and eleven adopted children from Kazakhstan walked onto the pitch together with the national teams.

### **TICKETS**

Bednet & Take Off were able to get 50 match tickets for every Belgian Red Devils home match. They divided them among the families that call upon their services.







<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 
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### 3.2.2. PARTNERSHIP WITH PLAN INTERNATIONAL BELGIUM

**WHAT** Social partnership of the Belgian Red Flames with Plan International Belgium. The focus is on supporting Plan International Belgium's girls' football project in Benin and making the organisation known to supporters.

**TARGET GROUP** Supporters, girls and women

**PROJECT DURATION** Aug 2016 - Dec 2020

**PARTNERS** Plan International Belgium, DPG Media, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 4** 'Quality Education'.

**SDG 5** 'Gender Equality'

**SDG 10** 'Reduced Inequalities'.

#### **FINANCIAL SUPPORT**

Every year, the Belgian Red Flames support Plan International girls' football project in Benin with € 2,000. Plan International uses these funds to purchase football equipment, among other things. In addition, the RBFA sponsored a table worth € 5,000 at the fundraising gala organised by Plan International on 13 March 2019.

#### **ACTIVATIONS**

Plan International always gets the chance to promote its activities through an activation during the matches of the Belgian Red Flames. Among other things, they organized a game to promote girls' rights and also did a tattoo campaign during the home games in 2019. Julie Biesmans and Lenie Onzia were also present during an activity organised by Plan International, on the Car Free Sunday held in Mechelen on September 22nd to highlight their work, together with some volunteers.

#### **PRESS TRIP TO BENIN**

The highlight in 2019 was the press trip of Belgian Red Flames Julie Biesmans & Janice Cayman to the girls' football project of Plan International Belgium in Benin. They left on Sunday 22 December 2019 for an unforgettable adventure together with the crew of Plan International. They got to know the local girls' football teams and even played in a local derby with the whole village present. Our media partner, DPG Media, was present at this press trip to join us in making the girls' football project better known to the Belgian population. Julie and Janice also had two large suitcases full of soccer clothes to hand out to the Benin soccer girls. More information can be found on [our website](#).



### 3.2.3. TACKLING TRANSGRESSIVE BEHAVIOUR

**WHAT** Focusing on the prevention of transgressive behaviour (sexual abuse, bullying, etc.) and developing a policy on how to address this behaviour.

**TARGET GROUP** National youth teams, staff, staff members of national teams, committee members, etc.

**PROJECT DURATION** Continuous since Jan 2018

**PARTNERS** Voetbal Vlaanderen, ACFF, Pro League, ICES vzw, UEFA, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 3** 'Good Health & Well-being'.

**SDG 16** 'Peace, Justice and Strong Institutions'

#### **TRAINING**

In March 2019, two RBFA & Voetbal Vlaanderen employees followed a training course organised by UEFA on 'Safeguarding in Football'. The aim of the three-day workshop was to share good practices with other football associations and also to provide feedback to UEFA on their Safeguarding Policy, which they will launch in 2020. Voetbal Vlaanderen, the Flemish section of the RBFA, explained its action plan which it developed for the Flemish football clubs.

#### **RBFA CODE OF ETHICS**

In 2019, the RBFA launched its code of ethics for employees, members of federal bodies, volunteers and suppliers. It also set up an Integrity Committee to monitor compliance with the Code of Ethics and to make policy recommendations. The Code of Ethics is a cornerstone of the policy for preventing transgressive behaviour. We also developed an online training course on the code of ethics, which will be rolled out for staff in 2020. The code of ethics is part of all contracts concluded by the RBFA with volunteers, staff, members of associations, suppliers and partners.

#### **MODEL 2 CERTIFICATE OF GOOD CONDUCT**

All trainers and staff members of the Special Devils & Flames had to be able to present a Certificate of Good Conduct involving minors as a condition to start as a staff member. We also developed a code of conduct for all players, staff members and parents.







### 3.3 // HEALTH & WELL-BEING

The RBFA promotes an active and healthy lifestyle by offering people active and healthy options through the organisation of football.

#### 3.3.1. SMOKE-FREE FOOTBALL

**WHAT** Commitment to non-smoking during matches of the national A-teams and the Belgian Football Centre.

**TARGET GROUP** Supporters, visitors of the Belgian Football Centre.

**PROJECT DURATION** Continuous since Jan 2017

**PARTNERS** Belgian Fanclub 1895, Foundation against Cancer, City of Brussels, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 3** 'Good Health & Well-being'.

**SDG 4** 'Quality Education'

#### **TRAINING OF NON-SMOKING AMBASSADORS**

Together with the Foundation Against Cancer, the RBFA developed a training course for non-smoking ambassadors. These are volunteers walking around the stadium and raising awareness about the smoking ban among supporters who smoke. Before they can start working as ambassadors, they have to follow a two-hour training by Tobacco Training Specialists of the Foundation Against Cancer. In 2019, we organised this workshop twice and trained 20 non-smoking ambassadors.

#### **NON-SMOKING AMBASSADORS IN ACTION**

From the first home game in March 2019, the non-smoking ambassadors came into action. The main focus was Stand 4, which has the 1895 Belgium Fan Club supporters. In 2019, our ambassadors made 403 interventions during five home games. 81.8% of the supporters who smoke reacted positively and 18.2% displayed a negative response. The main objective of this project is to raise awareness among supporters, in a friendly way about the smoking ban by talking to smokers inside the stadium and asking them to put out their (e-)cigarette. They are rewarded with a box of tokens for complying with the smoking ban.



### 3.3.2. PARTNERSHIP WITH FOUNDATION AGAINST CANCER

**WHAT** Social Partnership of 1895 Belgian Fanclub to raise awareness about the activities of the Foundation against Cancer among its supporters. Focus on health awareness among supporterse.

**TARGET GROUP** Supporters

**PROJECT DURATION** Jan 2017 - Dec 2020

**PARTNERS** Foundation against Cancer, Belgian National Lottery

**SDG'S**

This project aims to have a positive impact on

**SDG 3** 'Good Health & Well-being'.

#### **TOURNÉE MINERALE**

1895 Belgium Fan Club, the official supporters' club of the Belgian national teams, promotes participation in Tournée Minerale (alcohol-free month) every year. We promoted the activity via a number of videos on our social media and newsletters to our supporters. In addition, the RBFA organised an alcohol-free cocktail bar for staff members.

#### **SUPPORTERS FOR "WARMSTE WEEK"**

The 1895 Belgium Fan Club supporters collected € 3,100 throughout the year. The RBFA added € 4,000 to this amount. National coach of the Belgian Red Flames Ives Serneels and Red Flame Justine Vanhaevermaet presented the cheque to the Foundation against Cancer during the Warmste Week charity event organised by Studio Brussel in Kortrijk.







## 3.4 // THE ENVIRONMENT

The RBFA reduces the federation's climate impact by focusing on actions relating to sustainable energy and water consumption, sustainable transport, sustainable purchasing policies and CO<sup>2</sup> reduction.

### 3.4.1. RECYCLING & MOBILITY DURING MATCHES OF THE NATIONAL TEAMS

**WHAT** Raising awareness among supporters by, on the one hand, focusing on sorting & recycling waste during matches of the national teams and, on the other hand, offering mobility alternatives.

**TARGET GROUP** Supporters

**PROJECT DURATION** Continuous since June 2019

**PARTNERS** City of Brussels, Bevers & Bevers, Coca Cola, AB Inbev, Fostplus, Erasmus+ Tackle, ACR+

**SDG'S**

This project aims to have a positive impact on  
**SDG 12** 'Responsible Consumption and Production'.  
**SDG 13** 'Climate Action'  
**SDG 14** 'Life below Water'.

#### **ERASMUS+ PROJECT TACKLE**

Since 2019, the RBFA has been in contact with the organisations involved in the [EU LIFE TACKLE](#) project. They guide our actions to reduce our ecological impact. The Tackle project is a European cooperation between football associations, universities and experts' organisations and aims to measure the climate impact of football organisations and to investigate how we can reduce it. Tackle is represented in the RBFA working group on recycling during national team matches.



### **BASELINE - OCTOBER 2019**

During the match Belgium - San Marino, the RBFA measured the baseline for the amount of waste produced during a match of the Red Devils. Our partner, Fostplus, collected a representative fraction of the waste after the match, in order to measure the total amount of waste, in kilograms.

TYPE OF WASTE	Quantity (kg)
Recyclable Plastics, Metals, Drink cartons	144
Cardboard	216
Residual waste	792
Public dustbins around the stadium	780
Fly-tipping	470
<b>TOTAL</b>	<b>2402</b>

Analysis of waste generated Belgium - San Marino 2019

On the basis of this baseline, together with the working group, we determined where the RBFA has to provide dustbins during the match and in which zones we should raise extra awareness (e.g. around the stadium).

Together with ACR+, we also launched a survey on waste management and mobility during the matches at the King Baudouin Stadium, on 28 October. The survey revealed that the supporters consider the following issues to be a priority in the area of waste management:

1. *Sorting of waste*
2. *Reusable cups*
3. *Eco-friendly plates and cutlery*
4. *Signs to raise awareness among supporters*

In the area of mobility, they highlighted the following areas for improvement for the RBFA:

1. *Busy traffic and traffic jams at car park C*
2. *No trains or buses available after the match*
3. *No secured bicycle parking*
4. *Public transport is expensive*

The RBFA will use these results in 2020 to improve the sustainable match experience for our supporters.







### RECYCLING ACTION NOVEMBER 2019

During the Belgium - Cyprus match, the RBFA focused for the first time on the recycling of waste by supporters. On the one hand, we provided bins for residual waste, on the other hand there were bins for PET bottles & drinking cups. Our partners also organised various activations to raise awareness among supporters about sorting their waste.

Coca Cola provided two sorting bikes and Fostplus provided a musical duo who played a song every time a supporter sorted their waste correctly.

AB Inbev installed a very large tin can collector at the entrances of the stadium to visualize the amount of waste that was left behind around the stadium.

Lastly, our catering partner Bevers & Bevers used its eco-team to collect as much waste as possible and deposit it in the right waste bins. They also provided an "eco-point" in each area where people could exchange ten cups in exchange for one drink. During the match against Cyprus, 6740 cups were returned. .

TYPE OF WASTE	Quantity (kg)
Recyclable Plastics, Metals, Drink cartons + plastic cups	120
Cardboard	260
Residual waste	1120
Public dustbins around the stadium	820
Fly-tipping	790
<b>TOTAL</b>	<b>3110</b>

Analysis of waste generated Belgium - Cyprus 2019



# 4/ WEBSITES OF PARTNERS



Cooperation with our partners was crucial to the success of the RBFA's various sustainability projects. We would like to thank them very much for their commitment and help. In the table below, you will find an overview of all partners involved in our projects.

Our partnerships have a positive impact on SDG 17, Partnerships for the Goals.

PARTNER	WEBSITE
AB Inbev	<a href="http://www.ab-inbev.be">www.ab-inbev.be</a>
ACFF	<a href="http://www.acff.be">www.acff.be</a>
ACR+	<a href="http://www.acrplus.org">www.acrplus.org</a>
Amputee Football Belgium	<a href="http://www.ampfootballbelgium.com">www.ampfootballbelgium.com</a>
Belgian Deafsport committee	<a href="http://www.deafsport.be">www.deafsport.be</a>
Belgian Paralympic Committee	<a href="http://www.paralympic.be">www.paralympic.be</a>
Bever & Bevers	<a href="http://www.beverbevers.be">www.beverbevers.be</a>
Buitenlandse Zaken	<a href="http://www.vlaanderen.be">www.vlaanderen.be</a>
Coca Cola	<a href="http://www.cocacola.be">www.cocacola.be</a>
Croix Rouge	<a href="http://www.croix-rouge.be">www.croix-rouge.be</a>
DPG Media	<a href="http://www.dpgmedia.be">www.dpgmedia.be</a>
Erasmus+ project FIRE	<a href="http://www.footballwithrefugees.eu">www.footballwithrefugees.eu</a>
Erasmus+ project OUT!	<a href="http://www.outinfootball.org">www.outinfootball.org</a>
ESSCA School of Management	<a href="http://www.ipa.essca.fr">www.ipa.essca.fr</a>
FARE Network	<a href="http://www.farenet.org">www.farenet.org</a>
Fedasil	<a href="http://www.fedasil.be">www.fedasil.be</a>
Féma	<a href="http://www.sportadapte.be">www.sportadapte.be</a>
Football Supporters Europe	<a href="http://www.fanseurope.org">www.fanseurope.org</a>
FostPlus	<a href="http://www.fostplus.be">www.fostplus.be</a>
FUNDACIÓN LaLiga	<a href="http://www.laliga.com/fundacion">www.laliga.com/fundacion</a>

Fundacja Dla Wolności	<a href="http://www.fundacjadlawolnosci.org">www.fundacjadlawolnosci.org</a>
Fusballfans gegen Homophobie	<a href="http://www.outinfootball.org">www.outinfootball.org</a>
GLS	<a href="http://www.gls-group.eu/BE">www.gls-group.eu/BE</a>
ING	<a href="http://www.ing.be">www.ing.be</a>
Inter vzw	<a href="http://www.inter.vlaanderen">www.inter.vlaanderen</a>
Life Programme Tackle	<a href="http://www.lifetackle.eu">www.lifetackle.eu</a>
Ligue Handisport Francophone	<a href="http://www.handisport.be">www.handisport.be</a>
Make A Wish South	<a href="http://www.makeawishsud.be">www.makeawishsud.be</a>
Make A Wish Vlaanderen	<a href="http://www.makeawish.be">www.makeawish.be</a>
Martin's Red	<a href="http://www.martinshotels.com/en/hotel/martins-red/the-hotel">www.martinshotels.com/en/hotel/martins-red/the-hotel</a>
Nationale Loterij	<a href="http://www.nationale-loterij.be">www.nationale-loterij.be</a>
Parantee-Psylos	<a href="http://www.parantee-psylos.be">www.parantee-psylos.be</a>
Plan International België	<a href="http://www.planinternational.be">www.planinternational.be</a>
Pro League	<a href="http://www.proleague.be">www.proleague.be</a>
Proximus	<a href="http://www.proximus.be">www.proximus.be</a>
Rode Kruis Vlaanderen	<a href="http://www.rodekruis.be">www.rodekruis.be</a>
Romanian Football Federation	<a href="http://www.frf.ro">www.frf.ro</a>
Route 2030	<a href="http://www.route2030.be">www.route2030.be</a>
Scottish Football Association	<a href="http://www.scottishfa.co.uk">www.scottishfa.co.uk</a>
Special Olympics Belgium	<a href="http://www.special-olympics.be">www.special-olympics.be</a>
Sport & Citizenship Think Tank	<a href="http://www.sportetcitoyennete.com">www.sportetcitoyennete.com</a>
Stad Brussel	<a href="http://www.brussel.be">www.brussel.be</a>
Stichting tegen Kanker	<a href="http://www.kanker.be">www.kanker.be</a>
Take Off asbl	<a href="http://www.takeoff-asbl.be">www.takeoff-asbl.be</a>
UEFA	<a href="http://www.uefa.com">www.uefa.com</a>
UNHCR	<a href="http://www.unhcr.org">www.unhcr.org</a>
Unia	<a href="http://www.unia.be">www.unia.be</a>
Voetbal Vlaanderen	<a href="http://www.voetbalvlaanderen.be">www.voetbalvlaanderen.be</a>
Voetbalcel	<a href="http://www.besafe.be">www.besafe.be</a>
Vzw De Rand	<a href="http://www.derand.be">www.derand.be</a>
Younited Belgium	<a href="http://www.younited.be">www.younited.be</a>





## 5/ CONCLUSIONS

In 2019, the RBFA made a number of significant advances in the area of sustainability. On the one hand, we listened to our stakeholders as much as possible, on the other hand we took a number of projects to a higher level. It is encouraging that our stakeholders feel that we already have a positive impact in the areas of Inclusion, Health & Well-being and Education. It is also an interesting learning process for us that, according to the same stakeholders, we are not yet sufficiently committed to reducing our negative climate impact.

Our recycling efforts mean we are already taking steps to reduce that impact, but this is only a start. With the future, new RBFA building in Tubeke, we are going one step further to make our activities as climate-neutral and even climate-positive as possible. In addition, we continue to invest heavily in inclusive football as this is part of our organisation's DNA.

We hope to continue working on our sustainability efforts, together with our partners in a positive and meaningful way. We would like to thank all our employees & partners for their support and expertise during the past year. Only by working together can we ensure sustainability takes centre stage in the organisation of football.



# 6/ COLOPHON

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DEPARTEMENT  
BUITENLANDSE ZAKEN

 **Vlaanderen**  
verbeelding werkt

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