

European Football for



Development Network

EFDN



PRACTITIONER'S GUIDE

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WWW.EFDN.ORG

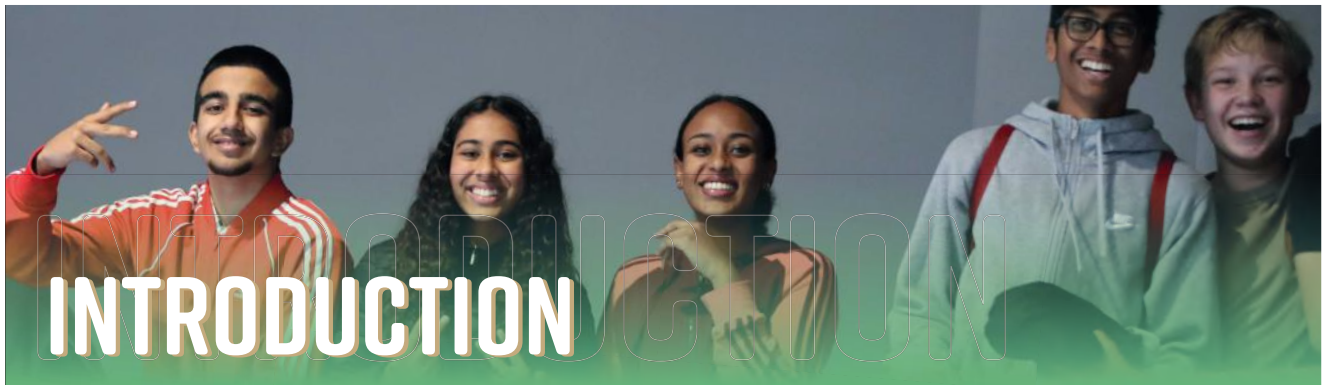
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OUR CLUBS





Overview of the programme

The EFDN Community Champions League Programme is a football competition played not only on the field but in the communities where the participants live. Young people aged between 8 and 16 learn what it means to win and lose as well as how to work together to make their own neighbourhoods safer and more respectful.

The EFDN Community Champions League Programme aims to:

- Promote social integration and cohesion within the communities of the targeted neighbourhoods and municipalities.
- Improve activity levels of young people and prevent obesity and other health related diseases
- Improve the mental health and well-being of young people and other residents
- Improve the behaviour of young people and prevent youth crime
- Improve educational attainment and attendance and reduce the number of young people not in education, training or employment.
- Improve the local environment and contribute to reduction of pollution
- Large involvement of parents in the project and therefore the goals of the project.
- Produce an increase in the sports participation of young people aged from 8-12 and 12-15 years old

Each Community Champions League Programme is a partnership between a Professional Football Club or Association and a cluster of neighbourhoods, the majority identified as being socially or economically disadvantaged. However, the Programme is likely to have a greater impact when other local or regional organisations play an active support role, including housing associations, schools, other voluntary sector organisations, charities and local businesses.

The Community Champions League Programme aims to promote social integration and cohesion between people living in different neighbourhoods. The programme has been designed to teach the participants and their peer groups social values that can last a lifetime. It attempts to ensure participants have an increased pride in their own neighbourhood and access to opportunities that improve their physical health and well-being.

The main participants of each Community Champions League Programme are boys and girls aged 9 to 14 years. Although most will live in socially and economically disadvantaged neighbourhoods, it is important that at least one group of young people from a more affluent area are included in the programme, as this will help further deliver the aim of improved social integration and cohesion and ensure participants can bridge social divides.

Each local Community Champions League Programme begins with 12 teams playing over a 10-week period with 3 workshops and 4 community contributions delivered during this time. Matches are generally 5-a-side (depending on the age and the size of the community 'stadiums'), and all the members of the team come from the same neighbourhood. This squad system ensures each team can field a full side, even when some players are unable to make a match (due to other responsibilities or homework). When matches are played substitutions are encouraged, as additional fair play points are awarded when all players are given equal match time.

To give the whole neighbourhood the chance to participate or support matches, games are played at times which don't clash with other organised football leagues. This ensures that the Community Champions League Programme is not competing with grassroots clubs, but cooperating with other organised leagues in the neighbourhood. Additionally, players who begin their football journey at a Community Champions League Programme can progress into other local opportunities.



EFDN

The European Football for Development Network is a group of community engaged professional football clubs and associations. In almost every country across the continent a growing number of football clubs and associations are showing their social responsibility by working in partnership with public, voluntary, and commercial organisations to improve the lives of local people. These football clubs and associations with national and international profiles facilitate access to huge numbers of disadvantaged people, mainly young people, who are often hard to reach or are not motivated to participate in mainstream society.

Better cooperation between clubs and associations in each country over the last thirty years has led to the creation of the European Football for Development Network which has enabled knowledge sharing on a much wider scale. As well as sharing effective practice, the EFDN has organised European programmes on youth employment, education, and broader social inclusion issues.

Furthermore, many of the clubs and associations have set up exchange programmes for staff, volunteers, and participants to enhance the quality of their own local programmes and initiatives. These clubs and associations have a commitment to sharing knowledge, innovation and the replication of programmes that have been proven to deliver good outcomes for their participants.

They believe that the key to their long-term success is working effectively across their own communities, countries and the continent. The EFDN believes that football has the potential to change lives and that clubs and associations are best supported when they collaborate. The Community Champions League Programme is an example of how this can be achieved. Working with the Football League Trust and a carefully selected group of European partners, the Community Champions League Programme seeks to address the overarching European policies in the field of sport through the development of a consistent and measurable European model for the delivery of sport-inspired social inclusion programmes. The Community Champions League Programme objectives are influenced by the guiding principles of the European Union Work Plan on Sport to:

- Ensure a cooperative and concerted approach among project partners from EU Member States in order to deliver added value in the field of sport at EU level.
- Address the transnational challenges faced by organisations seeking to deliver sport-inspired social inclusion programmes using a coordinated EU approach.
- Use the power of sport (and football in particular) to give impetus and prominence to the Commission's work in this field.
- Provide clear and measurable evidence that can contribute towards future European policies in the field of sport.

CCL METHODOLOGY

The Community Champions methodology uses a unique awarding mechanism that promotes social cohesion and integration of young people who are from different cultural, religious and ethnic backgrounds. The programme promotes fair play and community involvement of the participants.

The competition is not only played on the field, but also in the communities and their whole family, friends and neighbors can score points for their local teams.

Every local competition consist out of at least 12 teams from different parts of the city, and every team consist out of 10 boys and girls from the same community aged from 7-12 and 12-15 years. Throughout the year (normally between September and May) the teams play their matches using community facilities in their own neighborhood and visit the other local teams in away games in their neighborhood.

A key element is the Community Champions Reward system. Two-thirds of all competition points that can be earned in the local Community Champions competitions are not won on the field by winning matches but are non-match points for Fair Play, Fair Support and for positive contributions to the community. These additional points are rewarded for Fair Play and Fair Support before, during and after a game. Not only the players, but also their fans can score points for their team. Additional points are also rewarded for positive behavior during training sessions, workshops and for volunteering contributions in their community.

The Community Champions Reward system is the backbone of the competition, it gives a clear guideline for participants, fans and volunteers what is expected of them within the project and is included in all activities within the Community Champions programme. It is educational in a non-formal way and keeps the competition fun to participate in for all.



COMMUNITY CHAMPIONS LEAGUE REWARD SYSTEM

POINTS SCORING



FOOTBALL

Win a match	3 points
Draw a match	1 point
Lose a match	0 points

PROFESSIONALISM

Clean venue (home team)	1 point
All on time	2 points
All wearing the Street League kit	1 point
Arranged drinks for the opposition at half-time (home team)	1 point
Being absent with no cancellation	Minus 10 points

BEHAVIOUR

Positive attitude during a match	5 points
A yellow card	-1 point
A red card	-2 points

SOCIAL

Social Action Project	5 points maximum per team <i>(points depend on originality, difficulty and impact).</i>
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PRESENCE

Team leaders meeting	5 points per team leader present
Workshops	0 points (agreed during the Seminar)
Attend Kick off meeting	1 point per player
Supporter's involvement	10 supporters = 1 point
	20 supporters = 2 points
	30 supporters = 3 points
	Less than supporters = 0 points

REWARDS

Each club needs to decide internally what they want to do

How to plan & deliver a CCL Competition

Recruitment of participants

The first step to start the competition is to recruit the participating teams. This can be done in two ways:

SCHOOL COMPETITION:	COMMUNITY PROGRAMME:
RECRUITING THE TEAMS AT SCHOOLS.	RECRUITING THE TEAMS IN THE NEIGHBORHOODS PER POSTAL CODE.

Communicating to residents

It is important to promote the Community Champions League Programme and the matches to residents of the neighborhood. This can be done online as well as through match day posters which the team can distribute across the neighborhood and display in community venues for every game. This will help ensure good support on match days but also raise awareness of the Programme and its aims across all resident groups.

Kick-off Sports Event

The Community Champions League Kick Off Sports Event is the first activity that will be organised by club coaches and volunteers. It should be held in a neutral space and held on a Sunday afternoon, when it is less likely to clash with other organised football

leagues. The event should be marketed on each estate with an explanation of the upcoming Community Champions League Programme. Participation in the Kick Off event is compulsory for participants who have already registered to play in the Community Champions League Programme but it will also help raise the profile of the competition and generate interest among other potential players.

The event should be loosely structured as it is the first opportunity to explain the concept and format of the programme and stress the importance of good behavior both on off the pitch as the basis for collecting points. Registration forms with further details of the Programme can be distributed to those who haven't yet registered for the competition.

As well as the sport and team building activities, the materials are handed over to the team, the official team photos and player passport photos are made and all the participants will receive an explanation on the competition, all the side events, and the Fair Play Award system. The player passport photos are used for the players cards. The players' cards are used to verify the participants prior to each game to prevent that other (older) players are participating in the match. The cards are controlled by the referee.



Community captains

The Kickoff event will also be a good opportunity to select a Community Captain for each team that will be participating in the Community Champions League Programme. This will ensure that one participant takes on additional responsibility for helping organise their squad's attendance at training, workshops and during the community contributions initiative. Additionally, the Community Captain will encourage good behaviour and promote the sessions to other players on a regular basis. The Community Captain will also provide the first line of communication between the club coaches and the squad of players.



Selecting a team name

The first responsibility of the Community Champions League squad is to select a team name which represents the neighborhood they are playing for. This could be done through an open discussion following some suggestions by the coaches or volunteers or the players themselves might want to decide to vote on names generated by the squad members. Once chosen, the name will stay with the team for the duration of the competition so some thought should go into the process of picking the right name.



Selecting a community stadium

The squad should then be consulted as to where they should play their home matches. The stadium can be any community space where the playing of sports is encouraged, including grass and artificial pitches, hard play areas or 'cages' which are often designed for small, sided games.

If there is any possibility that the facility chosen might present problems for residents, they should be consulted before a final decision is made. Once the location of the stadium has been agreed it is the responsibility of the Coach and the Community Captain to ensure it is available for the five home matches which will need to be scheduled.



Training sessions

The squads will then begin their training sessions in preparation for the first match, which should be scheduled the following week. The 4 training sessions for each squad will precede each set of matches. Training sessions should be led by the professional club coaches although other appropriate adult support is encouraged.

Ideally the training sessions should be split into two halves, with 45 minutes to one hour for the squad of players selected to represent the neighborhood in the Community Champions League Programme, and an equivalent length of time for other local young people so that they can maintain their interest in the programme. Ideally, two training sessions will be organised together with a different team in the Community Champions League Programme, where this has been achieved additional points will be awarded. The sessions cover the basic principles of the game but also provide the opportunity to further explain the Community Champions League Fair Play rules.

Educational Workshops

The workshops play an important educational role in the Community Champions programme. The workshops are directly linked to the pillars of the project (prevent racism, discrimination and violence, social inclusion and cohesion, respect and sportsmanship, education, health, and citizenship) and have a variety of topics that can be changed according to the needs of the specific city. Respect, Football, Community and

Social Development are the common themes throughout the project and are visible in all activities of the European Community Champions Programme.

Every team should participate in a minimum of four workshops per season, ideally in subjects which have been selected by the participants themselves. The workshops can be held during match days to ensure maximum attendance from participants, or else the participants attending can be rewarded with extra points for their team. The participation of professional football players in these workshops by some of the partners has proven to have a greater impact on young people who see the players as role models.

As these workshops are one of the main foundations of the Community Champions League Programme they should be designed to reflect issues which are relevant to young people, they should also be age appropriate and interactive. These workshops can be delivered by the coaches themselves with the help of the club's playing staff or by an external agency such as the police or a local health professional, which will assess those according to the originality, participation, number of people who benefited, time spent and benefits after the activity.

Examples of workshops which have been delivered previously by Community Champions League Programme staff and volunteers include the following:





Social Values: What are social values for your players? How are social values and interpretations of mutual respect understood both on and off the field? These are often led by an experienced referee or police officer and can focus on how and why rules are designed and interpreted by people in authority. The workshop is all about respect and Fair Play!



Nutrition: This workshop will be relevant to all ages of participants and can be delivered as a practical session if the squad have access to a community venue with cooking facilities. Coaches, volunteers and health professionals can work with the young people to create a healthy and balanced diet as well as to prepare a dish which can be shared with parents.



Emergency Aid: This workshop is best delivered as a practical session and can focus on how individuals can apply emergency aid in a sporting event or in a wider community setting. It is best delivered by a First Aid organisation worker and can lead to accredited qualifications for those who are interested in finding out more. The red cross or another first aid organisation will explain more on the importance of knowing about first aid and their work. The rest of the workshop is very practical where the participants will learn the first basics for common accidents and injuries that can occur on the field.



Alcohol and Drug Education: Depending on the age of the participants this workshop is best delivered by a health professional who can explain the different types of drugs and the impact that they can have on each participant and the influence of peer pressure. This can be delivered in the context of each participant's interest in sport and their individual ambition to fulfil their own potential.

Community Contributions

All Community Champions League squads should be supported to design and deliver a social action project focused on increasing community engagement and improving the local environment. The concept of social action should be explained at each stage of the Community Champions League Programme, beginning at the Kickoff event, during the squad selection event and at the first training session. The Community Captain should be encouraged to consult with other members of the squad and try to reach a consensus before seeking approval from the coach. Each team could be offered a predetermined social action project, such as any of the following:

- Playing board games with older people in a care home for an afternoon
- Litter picking in a public area
- Organising a supermarket shopping trolley return service
- Helping to renovate a community facility
- Producing some public art such as a mural or street theatre
- Raising funds for a youth group or trip.

However, additional points are awarded when the participants themselves come up with an idea, involve other local organisations and explain how it will improve the environment and lives of people living in the neighborhood. The number of points each squad can win will depend on how difficult the problem is that they are trying to solve, the originality of their idea, how well they deliver the project and the impact that it has. Squad members are encouraged to collect evidence of their work using photographs or video diaries and present these at the end of the Community Contribution project.



Fair Play and Fair Support



The EFDN Community Champions League Programme is not just a football competition. Unlike other football competitions, a team's position in the league is not only determined by their performance on the pitch as two-thirds of the available points are earned by Fair Play and Fair Support points. The match day Fair Play and Fair Support rules are in effect as soon as the away team arrives at the 'stadium'. The teams can receive points for shaking hands before the match or lose points for not showing each other enough respect before the game starts.



Points can be earned on match days by the players' punctuality, appearance and respect for their opponents and the venue. Points can be awarded if the home team provides something to drink at half time for the other team, or even the referee. The system is used throughout all activities of the project. The Points System mentioned in this document (on page 8) enables teams to not just win points through their good behavior or attitude, but also to lose points through bad sportsmanship or a lack of respect for opponents. It should be remembered that it is possible to win your match but to go home with fewer points than your opponent. Keeping track of Fair Play and Fair Support points should be overseen by a referee or game Supervisor.



Final Events

The Finals event is the last round of the competition and is played in a neutral venue in a big public area; such as a town square or sports stadium. After the last matches are played, the semi-finals are organised with teams that have the most points (fair play / fair support points combined with the football points) competing against each other. The semi-finals and the final are judged in the same way as the league games. The teams can win football points and fair play points. Parallel activities such as friendly matches, workshops presentations, quizzes, barbecues and cultural times

are organized during the final event to make it a unique experience for participants.

At the end of the event, there are two teams that are declared winners. One team wins the Fair Play Award; this is the team that wins the most Fair Play points throughout the competition and at the final event. The other team is the Community Champions League Champion. This is the team that wins the final event (Game Points and Fair Play points combined).

10:00 - 10:14	<input type="checkbox"/> Club Brugge U13 vs Werder Bremen U13 <input type="checkbox"/>	U13 - Phase 1		Prusha Prusha
10:17 - 10:31	<input type="checkbox"/> Feyenoord U13 vs NAC Breda U13 <input type="checkbox"/>	U13 - Phase 1		Joost Verhaere
10:34 - 10:48	<input type="checkbox"/> Werder Bremen U13 vs Feyenoord U13 <input type="checkbox"/>	U13 - Phase 1		Prusha Prusha
10:51 - 11:05	<input type="checkbox"/> Club Brugge U13 vs NAC Breda U13 U13 <input type="checkbox"/>	U13 - Phase 1		Joost Verhaere
11:08 - 11:22	<input type="checkbox"/> NAC Breda U13 vs Werder Bremen U13 <input type="checkbox"/>	U13 - Phase 1		Prusha Prusha
11:25 - 11:39	<input type="checkbox"/> Feyenoord U13 vs Club Brugge U13 <input type="checkbox"/>	U13 - Phase 1		Joost Verhaere
11:50 - 12:04	<input type="checkbox"/> 3rd U13 vs 4th U13 <input type="checkbox"/>	3th & 4th - Finals		Prusha Prusha
12:09 - 12:23	<input type="checkbox"/> 1st U13 vs 2nd U13 <input type="checkbox"/>	U13 FINAL - Finals		Joost Verhaere



Community Champions League Match Rules

The Community Champions League Competition consists of 10 rounds of matches. Five of the matches take place at the home 'stadium' and the other five at their opponent's stadium.



Referees

Good coaches and referees are essential to the controlling of the Fair Play rules and thus to the good and smooth running of the project. All decisions of the match referee are final and binding. Considering that the Community Champions League has its own rules, all referees must be instructed before the start of the league. Referees can be coaches, interns or can be provided by schools. Another option is recruiting referees from other social programs led by the club's Foundation

Squads

Each team will have at least a squad of 10 players, all of whom must be in the relevant age and gender groups. Teams are generally 5-a-side although this can be up to 7-a-side depending on the size of the playing area. The age and gender groupings can be the following:

- Mixed Teams (5 boys and 5 girls): Aged 8 – 11
- Boys Only Team: Aged 12 – 15
- Girls Only Team: Aged: 12 – 15

If possible, the teams should be provided with matching football kits. This will raise the profile of the programme and ensure the

participants feel they are representing their neighborhood. The participants will lend the kits that they receive. They will need to earn a specific number of Fair Play points to win the uniform at the end of the project.

Footwear

Any footwear is allowed except for football boots, unless the match is being played on natural grass.

Stadium

Teams will choose a stadium within their own neighbourhood that is available and safe. The pitches can be of any surface but should be a minimum size of 19 metres x 10 metres and maximum size of 42 metres x 25 metres. The pitch markings will be decided by the home team coach and explained to the opponents before the match has started. For example, some teams may want to mark the perimeter lines of a pitch with cones rather than use hard boards which might surround the playing surface. Although the size of the goals may vary at each stadium, they should be between 2 meters and 3 meters in length.

Match Length

Games consist of two halves of 25 minutes with a 5-minute half time. No extra time will be added to the regular time. The away team kicks off the first half. The home team kicks off the second half.

Goalkeepers

The goalkeeper may play in any area of the field but can only use his hands in the goal area (ideally 3 meters). The goalkeeper cannot pick up a ball with his hands if it is played back by feet or legs. The goalkeeper may pick up the ball if played back with the head or chest. When the ball is brought back into play by the goalkeeper it cannot be kicked from the hand and the nearest opponent must be at least 3 meters away until it has been played. If the opponent gains possession from the goalkeeper's pass the ball must be touched by another player before the team can score.

Kick in

If the ball is kicked out of play during the game, the game will re-commence with a kick-in with opponents at least 2 meters away. If there is a fence/wall around the playing area the game continues even if it hits the fence/wall.

Corners

To prevent any rough play, there are no corners in Community Champions League. When the ball goes out over the goal line three times for what would have been a corner the attacking team is awarded a penalty.

Restart

A goal is scored when the whole ball has crossed the goal line. After each goal the game ends with a kick-off, taken by the team who has just conceded, from the center circle with both teams in their own half. You can score from all locations of the pitch, but not directly from a kickoff, kick in or free kick. If a goal is scored from a kickoff, kick in or free kick it is disallowed, and the game recommences with a goal kick.

Violations

Game violations, as well as foul language, will be penalized with a free kick and possibly a yellow card.

A yellow card results in a points deduction (-2) and a time penalty of 3 mins for the offending player.

If a player receives a 2nd yellow card during the match, they automatically receive a red card. A player who receives a red card will be permanently barred from the game and the team will not be able to replace the player. The player will also be suspended for at least one match. Red Cards directly result in a penalty for the opposing team.



During the taking of the penalty the player must leave the field and may not be replaced. This also applies to the goalkeeper. In the case of extremely rough play, bad language or violent conduct, the referee can give a direct red card. A red card results in a points deduction (-5) and a one match suspension for the offending player. The player leaves the field directly and is not replaced.



Special Fair Play Card

One player gets a Special Card for extraordinary fair play (exemplary behavior) on the pitch and the team is awarded with 2 points. However, the card should not be used inflationary and be limited to a certain/specific situations. Some examples that should result in a Special Card:

- A player scores a goal which is allowed by the referee. The player, a teammate etc. admits that the ball was out or that there was a handball right before the goal.
- The referee shows a Red Card to a player (player A). An opposing player (player B) reveals/admits that there has been a mistake. The Red Card for player A will be taken back - instead player B gets awarded with a Special Card.
- A player gets fouled and receives a penalty. The player reveals that it should have been a no call.

Here are some examples that will not result in a Special Card:

- The referee decides to give team A a corner kick. Team A admits that the decision was false.
- A player is hurt and lies on the ground. An opposing player helps her/him up. Special Cards are only given in situations, which can have a match deciding influence (such as penalties, Red Cards, goals).

All other fair play calls/actions are to be considered for the fair-play points.



COMMUNICATION & MARKETING CCL

The Community Champions League Programme should be marketed to young people and their parents through both traditional forms of marketing such as in local media, outreach and working through established local organisations as well as through social media.

Social media channels can be a really efficient tool through which to attract participants and partners.

Alternatively, you could reach out via matchday programmes, through handing out flyers in local areas, or by visiting schools and community centres.

The aim is to raise awareness of the Programme, promote the Kickoff Sports Event and sign-up potential players for the Squad Selection Event.

JOIN US!

The Community Champions League is a social street football competition organised locally in ten cities in eight European countries, where participating teams can earn more points through fair play, equitable support and volunteering in community activities by winning their street football matches. The European Football for Development Network (EFDN) is coordinating the project in partnership with ten football clubs from the Netherlands, England, Scotland, Norway, Portugal, Hungary, Belgium and Germany.

Chelsea FC, Club Brugge, SV Werder Bremen, NAC Breda, Ferencváros, Abahonon FC, Superanga Football, Fashonon FC and SL Benfica are already delivering the multi-European programme in collaboration with EFDN.

CHANGING LIVES THROUGH FOOTBALL

The Community Champions League is a social street football competition organised locally in ten cities in eight European countries, where participating teams can earn more points through fair play, equitable support and volunteering in community activities by winning their street football matches. The European Football for Development Network (EFDN) is coordinating the project in partnership with ten football clubs from the Netherlands, England, Scotland, Norway, Portugal, Hungary, Belgium and Germany.

THE OBJECTIVES OF THE COMMUNITY CHAMPIONS LEAGUE PROGRAM ARE:

- Combating racism, discrimination and violence in sport
- Social inclusion in and through sport
- Promoting social cohesion through sport
- Promoting active citizenship
- Promote volunteering in sport
- Promote the positive involvement of parents and neighbours
- Social inclusion and acceptance of refugees and migrants
- Increase participants' social and bridging capital
- Reduction of petty urban crime
- Teach valuable life skills

Join us by scanning the QR code

The Erasmus-Plus funded Community Champions League Programme kicked off in January 2019 and will be delivered over a 28-month period.

SESSION & DELIVERY FORMS

Matches

Match Form

Co-funded by the Erasmus+ Programme of the European Union

Date: _____ Location: _____ Number of Fats: _____
 Contact: _____
 Referee's Name: _____ Assistant's Name: _____

HOME TEAM: _____ AWAY TEAM: _____

QUICK GAME RULES
 Corner Kicks: 3 = 1 Point (0-2) Match Length: 2 x 25 minutes + 5 minute break

MATCH POINT SYSTEM

FOOTBALL
 Goals: _____
 Football match points: _____
 TOTAL FOOTBALL POINTS: _____

PROFESSIONALISM
 Clean Venue: _____
 Presence: _____
 Appearance: _____
 Good Hosts: _____
 Absence: _____
 TOTAL POINTS PROFESSIONALISM: _____

BEHAVIOUR
 Positive attitude: _____
 Yellow card = -1 point
 Red card = -2 points
 TOTAL POINTS BEHAVIOUR: _____

TOTAL POINTS
 1+2+3 = _____

SIGNATURES
 Referee: _____ Home Team Coach: _____ Away Team Coach: _____ Match Assistant: _____

Referee

Referee Form

Co-funded by the Erasmus+ Programme of the European Union

SCORESHEET

Goals: _____
 Color: _____

Goals: _____
 Corner kicks: _____
 Yellow cards: _____
 Red cards: _____

MATCH SCORE: _____

Comments: _____

Co-funded by the Erasmus+ Programme of the European Union

Community Contributions

Community Contribution Form

Co-funded by the Erasmus+ Programme of the European Union

TEAM NAME: _____ DATE: _____ LOCATION: _____

NAME OF TEAM LEADER: _____ COMMUNITY BENEFITED: _____

DESCRIPTION OF THE CONTRIBUTION
 Please explain how the contribution will take place. Include all preparation, necessary activities taking place and outcome of the activity.

ASSESSMENT OF THE CONTRIBUTION

Points assigned	1	2	3	4	Points
Originality of the project	Fully based on specific ideas	Brings new ideas	Brings more than one idea	The entire project is new	
Participation of team	1-3 members make decisions and less than 5 participants in activity	3-4 members make decisions and less than 5 participants in activity	More than 4 members make decisions and more than 5 participants	More than 6 members make decisions and more than 8 participants	
Number of people who benefited	Less than 5 people benefited	Between 5 and 15 people benefited	Between 15 and 30 people benefited	More than 30 people benefited	
Total time spent on the project	Less than 1 hour	Between 1 and 2 hours	Between 2 and 3 hours	More than 3 hours	
Benefits after the activity ends	Benefits last less than 1 day	Benefits last between 1 day and up to 1 week	Benefits last between 1 week and up to 1 month	Benefits last longer than 1 month	
					Total Points (It is summing up 4 technical)

Co-funded by the Erasmus+ Programme of the European Union

Workshop

Workshop Form

Co-funded by the Erasmus+ Programme of the European Union

Instructor's name: _____ Number of participants: _____
 Date: _____ Location: _____

Topics:
 Social values
 Alcohol and Drug education
 Career advice
 Nutrition
 Emergency aid
 Other

Main goal: _____

Description of the activities: _____

Additional comments: _____

Most challenging part of the session: _____
 Favorite part of the session: _____

Co-funded by the Erasmus+ Programme of the European Union

MONITORING & EVALUATION

To gather evidence that your sessions are having a positive impact on the participants engaged during the seasons, we have provided you with some recommendations below.

We suggest gathering information about the participants, staff and educational workshops, social contributions and matches, gathering it into an Excel sheet or a M&E platform. Through the programme, the partners used Upshot. Through this monitoring system, they could regularly provide information about events and participants, ensuring the measurement of the impact.

It takes some time and effort to collect the data from your participants, but it is essential to the sustainability of the programme. When collaborating with potential partners, you will be able to demonstrate how your session is having an impact on participants. The following information could be part of your evaluation:

- Your participants (First name, surname, age, gender, etc.)
- Attendance for every session
- Feedback & Evaluation questionnaires

- Staff members (First name, surname, age, gender, etc.)
- Volunteers (First name, surname, age, gender, etc.)
- Educational workshops (duration, start date, start time...)
- Community Contributions (duration, start date, start time...)
- CCL Matches (duration, start date, start time...)
- Kick off Events hosted (Place, date, time, duration, description of the activities held during the event...)
- Final Events hosted (place, date, time, duration, description of the activities held during the event...)

For Kick-off events it will help the planning and organisation if coaches and volunteers have an estimate of the numbers that might attend. For those who turn up on the day, they should complete the Community Champions League Registration form; which should then be signed by a parent or legal guardian. Other information which should be collected at this stage, and which will form the basis for the data collection strategy for the Programme includes:

FIRST NAME	SURNAME	DATE OF BIRTH	GENDER
ETHNICITY	DISABILITY	EMAIL ADDRESS	TELEPHONE
ADDRESS	POST CODE	IF THEY ARE A MEMBER OF A GRASSROOTS FOOTBALL CLUB	PARENTS ATTENDANCE AT THE KICKOFF EVENT

The entries will be processed in a database in which all participants are listed by district. This will allow you to see in which areas of the city you need more participants, and you can amend your promotional activities or in which neighborhood you can form a second team. Please be aware of the data protection regulations in your country. All participants need a consent form from their parents/legal guardian. All parents/ legal guardians should receive an information pack about the project and the aims of the activities.

We have provided you with a pre and post questionnaire for the participants to measure the impact of the Community Champions League and receive input on how to improve the upcoming seasons. The questionnaires are available on the Annex of this manual.

The questionnaires will be sent out to the participants and will help you to gather data collection and understand the potential social impact of your project. There will be specific goals for information gathering that your questions need to reflect



BEST PRACTICES FROM PARTNERS

Workshops

Healthy lifestyle - food and exercise

Education for healthy living, preparing to maintain and strengthen health. The task of the incoming athlete (apart from introducing him/herself) is to talk at child level about healthy lifestyles, disease prevention and health habits. The games we choose are linked to the need for movement and the development of physical skills. As sports people, it is important to talk about healthy lifestyles, as we need to take care of our health in addition to our training and nutrition. Therefore, we chose healthy living as the theme for our WSH. The topic is "broader" in this case, so nutrition and addictions will also be discussed. We will also look at doping as one of the most dangerous addictions for athletes. The topics will be dealt with in a non-formal way, i.e., through playful exercises. It would be good if the guest athlete present during the session could, in addition to the introduction, talk about doping (its dangers, consequences, etc.)

The aim:

- To protect, train, protect and preserve children's health.
- Protecting, and preserving the health and safety of children and young people.
- Areas of health promotion: healthy nutrition, daily physical education, physical activity, personal hygiene, physical and mental health,
- Prevention of behavioural addictions and the use of substances that lead to addiction
- Prevention of abuse and violence
- Accident prevention and first aid
- Learning about healthy food and drink, healthy eating habits and eating habits.
- Children should be aware of how to take care of and protect their own bodies.
- We try to meet their increased need for play and exercise by introducing them to various healthy sports, and to teach them tolerance, empathy and respect for human rights. We introduce them to healthy lifestyles through fun learning.

Games:

- Everyone puts his left hand palm up, right index finger in the palm of the other hand. The referee counts to three, on the count of three the goal is to (1) lock your other finger in your palm, (2) raise your index finger before your neighbor catches it.)

Fair play exclusion

Fair play is a complex concept that encompasses and embodies a number of core values that are not only an indispensable part of sport, but also play a significant role in everyday life. In addition to introducing themselves, delegated athletes can share "behind the scenes secrets" about fair competition, respect in sport, friendship, team spirit, equality, doping-free sport and respect for written and unwritten rules, integrity, solidarity, tolerance, caring for others and for oneself, excellence and the joy of the game, which are the building blocks of fair play that can be experienced and learned on and off the field.

Watch and discuss - analyse - a video together! Racist Fan Throws A Banana at Roberto Carlos.

The content of fair play is a playful exercise! We will cover the following topics:

- Fighting fair and following the rules
- Taking unfair advantage, winning without cheating
- Respecting your opponent
- Competing hard but safely
- Losing with your head held high, accepting defeat
- To celebrate victory in a dignified manner
- To help an opponent in trouble (in case of accident, injury, sickness, or equipment problems), even at the risk of your own success
- To behave in a sportsmanlike manner towards all participants in the sporting event



Community Contributions

Skjema for sosiale bidrag

LAGNAVN	DATO	STED			
Apallekka Skole	14.12.21	Apallekka, Oslo			
NAVN PÅ LAGLEDER/TRENER		GEVINSTER FOR LOKALSAMFUNN			
Kamal Saaiti		Sustainability, helping local people and people in need			
BESKRIVELSE AV BIDRAG					
<p>Belekket hvordan bidraget av gjennomføres, inkluderer alle nødvendige forberedelser, aktiviteter som foregår, utførelse av aktivitet.</p> <p>The players collected clothes from fellow students, and from locals over three days. They both collected clothes at the school where people could deliver both old and worn out clothes, and picked up clothes in their local community. They boxed the worn out clothes and both sold them with a low prices to help people with lower income to buy necessary clothings, and in gave people opportunity to swap clothings aswell. The money they earned in on selling clothing was given to a charity foundation. This benefited a lot of people and the local society in both sustainable and environmental aspects.</p>					
VURDERING AV BIDRAG					
Poenngskiltet	1	2	3	4	Poeng
Originalitet av prosjektet	Fullt ut basert på en annen skole	Kommer med en ny idé	Kommer med flere enn en ny idé	Høyt prosjektert av nytt	4
Deltagere av laget	2-3 medlemmer tar beslutninger og medvirker i aktiviteten	3-4 medlemmer tar beslutninger og medvirker i aktiviteten	4-5 medlemmer tar beslutninger og medvirker i aktiviteten	Mer enn 4 medlemmer tar beslutninger og medvirker i aktiviteten	4
Antall mennesker som har dratt nytte av det	Fordeler for mindre enn 5 personer	Fordeler for mellom 5 og 15	Fordeler for mellom 15 og 30	Fordeler for mer enn 30 personer	4
Totalt tid brukt på prosjektet	Minst 1 time	Mellom 1 og 2 timer	Mellom 2 og 3 timer	Mer enn 3 timer	4
Ulykthet etter endt aktivitet	Gjennvinningsverdi mindre enn 1 dag	Gjennvinningsverdi mellom 1 og 2 dager	Gjennvinningsverdi mellom 2 og 3 dager	Gjennvinningsverdi mer enn 3 dager	4
Poeng totalt					5

Skjema for sosiale bidrag

LAGNAVN	DATO	STED			
Apallekka Skole	22.10.21	Apallekka, Oslo			
NAVN PÅ LAGLEDER/TRENER		GEVINSTER FOR LOKALSAMFUNN			
Kamal Saaiti		"Saving lives"			
BESKRIVELSE AV BIDRAG					
<p>Belekket hvordan bidraget av gjennomføres, inkluderer alle nødvendige forberedelser, aktiviteter som foregår, utførelse av aktivitet.</p> <p>On the world day of reflectors the players went up early in the morning, handed out coffee, reflectors, and shared information about the TV-campaign from Plain International focusing on aid work with topic: Child, not bride! The players shared information on how people could contribute with either giving money or on how to be a part of the collecting people on the day for the fundraising. They went on buses, tubes and train stations to share this information and also remind people to where reflectors in the dark, and gave them a good start of the day with sharing both reflectors and coffee.</p>					
VURDERING AV BIDRAG					
Poenngskiltet	1	2	3	4	Poeng
Originalitet av prosjektet	Fullt ut basert på en annen skole	Kommer med en ny idé	Kommer med flere enn en ny idé	Høyt prosjektert av nytt	4
Deltagere av laget	1-2 medlemmer tar beslutninger og medvirker i aktiviteten	3-4 medlemmer tar beslutninger og medvirker i aktiviteten	4-5 medlemmer tar beslutninger og medvirker i aktiviteten	Mer enn 5 medlemmer tar beslutninger og medvirker i aktiviteten	4
Antall mennesker som har dratt nytte av det	Fordeler for mindre enn 5 personer	Fordeler for mellom 5 og 15	Fordeler for mellom 15 og 30	Fordeler for mer enn 30 personer	4
Totalt tid brukt på prosjektet	Minst 1 time	Mellom 1 og 2 timer	Mellom 2 og 3 timer	Mer enn 3 timer	4
Ulykthet etter endt aktivitet	Gjennvinningsverdi mindre enn 1 dag	Gjennvinningsverdi mellom 1 og 2 dager	Gjennvinningsverdi mellom 2 og 3 dager	Gjennvinningsverdi mer enn 3 dager	4
Poeng totalt					5

ADVICE FROM PARTNERS

DO's

- Implementation of meetings with local authorities, to present the project, benefits and potential;
- An impactful Kick Off, for team engagement and first contact with CCL Family;
- Creation of a relationship technique of mutual help and empathy between CCL staff and teams (staff and players) – essential to control emotions during games, to streamline the project and mobilize towards goals;
- A good Final Event, which should not only serve as a moment of glory for all participating teams, but also to leave a seed for future editions.
- Invite interested schools for a general information moment (no obligation to participate)
 - Create a clear and honest overview with a presentation – expectation management (Overview of the competition + extra's: trainings – contribution – workshops)
 - Give the teachers a wide time frame for each contribution/training
 - Info moment for example in combination with a tour of the stadium
- Involve volunteers as referee/supervisor
- Maintain a regular contact with the teachers at the schools
- Posts regularly on social media and the website – promoting all schools/teams equally.
- Implement the survey during the kick-off/closing event
- Involve the players of the first team/women's team
 - Signatures on the shirt of the players
 - Video message
 - Connection with football club – visit the stadium
- Start the recruitment of the schools and teams early
- Cooperate with other social organizations and link social youth institutions to the project; to achieve more kids and guarantees the quality of the project;
- Make the connection to other clubs, kids love to be international;
- Deliver quality workshops

DONT'S

- Scheduling of events and games with less than a week notice causes logistical problems
- Having large gaps between the Group Stage and the Leagues;
- Not working with the social and personal skills of all participants – young people and members of the staff;
- Failure to comply with commitments assumed in – activities, attendance, awards;
- Limit enrolments in July or August – enrolments must arrive by September 30th, as many young people and even staff are in the school holidays period;
- Changing game rules through the competition.
- To assume without verification that
 - *Teachers will automatically do contributions/trainings (even for points)*
 - *Pupils fill in the survey (pre and post)*
- Underestimate potential risks
- Accept participations from teams that are not fully committed to the program



PARTICIPANT TESTIMONIALS

“

“About CCL I liked the football matches the most, I love to play. I loved the community and I made some new friends who I keep in touch with outside the program. During the program I learnt that I am capable of everything”

“

“I really liked that everyone had the same chance to win the CCL. The team that won the most matches was not necessarily the most successful in the end of the program”

“

“ I liked the off-field activities the most, because I can't play football that much. It felt really good to be able to bring joy to others through community activities. I took part in activities like Christmas donations, litter picking, gardening and so much more”

“

“CCL was a great experience for me. I could talk to athletes, ask them questions and they told me how they started playing football. The basic part was playing football with other teams, which was also good because we got to know other schools. My favourite thing was that we almost always went to a different venue and it was exciting to see what that venue would be like. You could make friends. The organisers were always very nice to everyone. Whenever we arrived at the venue, the host team always had something waiting for us. Sandwiches, water, fruits. The final event was the most exciting. I was always happy to go to the matches.”

“

“Before the programme, I didn't do much for my community, I didn't help with community activities. In the programme I learned that it's not about winning, it's about community and teamwork. I also enjoyed meeting with the athletes of Ferencváros. They are all great people who are true role models for me”

CASE STUDIES

FEYENOORD

Outcome: more inclusion and awareness of children with behavioural problems or things like ADHD, autism and Asperger Syndrome. The will to participate and the fight not only against other teams but also against yourself is what this case study shows.



This case study is about a team member of FC Verschoor. His name is Jordan and he is 9 years old boy from the Southern part of Rotterdam. Even though his age would not allow him to participate at first, Feyenoord accepted his request to join the Street League with his mom as a team leader. Jordan caught their eye because of his personality and his will to work on himself at such an early age.

Jordan has a lot of personal struggles to overcome. He has ADHD, Autism Asperger Syndrome. He loves football and is a huge Feyenoord fan. Because of this it was his dream to participate in the Feyenoord Street League. This year was the moment that dream came true. The Street League became his sports club and with his mom as their team leader they were free to train as much as they wanted. Weekly training and the number of social contributions brought the team a lot. They did not win any game at first, but after three game days they added a few new players to their team, and they started winning.

For Jordan the challenges were huge. He struggled dealing with losing, got angry quickly and faced many more challenges accepting and dealing with his limitations. The Street League really

became an outlet for him where he was able to learn about his limitations and was able to manage them. He made new friends and will join the league with his friends again next year. With his mom as their team leader, he has a safe environment, and she could help him control/prevent an outrage.

From Feyenoord's experience it is valuable to have kids like Jordan joining the league so they can not only develop themselves, but also create awareness and acceptance for the other kids participating.

Outcome: more inclusion and awareness about being and working with or around girls. Acceptation of this and the will to participate is what is demonstrated in this case study

This case study is about a team member of FC Verschoor. Her name is T'yana and she is 9 years old. T'yana lives in the Southern part of Rotterdam and she is crazy about the Street League, and so is her mom. Her mom is a Street League coach for 4 years already and T'yana was looking forward to participating, but she had to wait because of her age. This season her time had come. Being 8 years old she was still too young, but as an organisation, Feyenoord made an exception.

This season she participated in an all-boys team with her mom as the team's coach. The commitment of both T'yana and her mother was extraordinary. Every week they organized a training, every event they were both present and they even made it to the final event. They earned their first place in the competition winning games of course, but also scoring a lot of points through carrying out social contributions. On the final event, where they showed up in their own designed tracksuit representing their neighbourhood, they ended up a well-earned third place.

In our experience this is a great example of how a team should be managed and it represents Feyenoord values as a club. They make an enormous impact on their neighbourhood and are even recognized by the people in the surrounding areas. Diversity, inclusion, and acceptance are important pillars to build on in our community. This team really set the standard for the rest.



ANNEX IN PRACTITIONERS GUIDE

Pre-Questionnaire participants

<p>1 What is your age? (required)</p> <p>.....</p>	<p>7 Are you in a sports club? If yes, what kind of sports club? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>2 What is your sex? (required)</p> <p><input type="checkbox"/> Boy <input type="checkbox"/> Girl <input type="checkbox"/> I'd rather not say</p>	<p>8 Do you want to make new friends in the Community Champions League? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>3 Which Community Club are you representing? (required)</p> <p>.....</p> <p>.....</p>	<p>9 Have you been involved in any other community programmes before? If yes, what programmes? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>4 What is your nationality? (required)</p> <p>.....</p> <p>.....</p>	<p>10 What does Fair Play mean to you? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>5 How many hours a week are you doing sports activities? (required)</p> <p><input type="checkbox"/> None <input type="checkbox"/> 0-1 hours <input type="checkbox"/> 1-2 hours</p> <p><input type="checkbox"/> 2-3 hours <input type="checkbox"/> 3-4 hours <input type="checkbox"/> 4-5 hours</p> <p><input type="checkbox"/> +5 hours</p>	<p>11 Is there anything specific that you want to learn whilst being a part of the Community Champions League? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>6 What are your expectations for the Community Champions League? (required)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	

Post Questionnaire participants

1 What is your age? (required)

.....

2 What is your sex? (required)

Boy Girl Would rather not say

3 Which Community Club are you representing? (required)

.....
.....

4 What is your nationality? (required)

.....
.....

5 How many hours a week are you doing sports activities? (required)

None 0-1 hours 1-2 hours
 2-3 hours 3-4 hours 4-5 hours
 +5 hours

6 Were your expectations met for the Community Champions League? (required)

.....
.....
.....
.....

6^A If yes, why? (required)

.....
.....
.....
.....

6^B If no, why? (required)

.....
.....
.....

7 What did you like about the Community Champions League? (required)

.....
.....
.....

8 What did you not like about the Community Champions League? (required)

.....
.....
.....

9 Do you have any ideas for improving the Community Champions League? If yes, what? (required)

.....
.....
.....

10 Did you make new friends in the Community Champions League? (required)

.....
.....
.....
.....

11 Did you socialise with your teammates outside of the competition? **(required)**

- Yes (if they click yes, jump to question 11a)
- No (if they click no, jump automatically to 11b)

11^A If yes, what activities have you done together? **(required)**

.....

.....

.....

11^B If no, what is the reason? **(required)**

.....

.....

.....

12 What did you learn from your experience of the Community Champions League? **(required)**

.....

.....

.....

13 Did the Community Champions League increase your interest in sport? **(required)**

Yes No

14 Would you recommend the Community Champions League to your friends? **(required)**

.....

.....

.....

15 Did the programme teach you any valuable life skills? **(required)**

.....

.....

.....

15^A If yes, what life skills have you learned? **(required)**

.....

.....

.....

15^B If not, why? **(required)**

.....

.....

.....

16 Did your opinion about fair play change at all after being part of the CCL? **(required)**

.....

.....

.....

17 How many social action projects have you done? (Underscore your answer) **(required)**

None 1 2 3 4

5 More than 5

17^A If yes, what did you like the most about it/them?

.....

.....

.....



Community Champions League



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