

European Football for



Development Network

EFDN



#More than
football
**EFDN
CONFERENCE**



hosted by Real Betis Balompíe



Estadio Benito Villamarín

20-22
March 2023
SEVILLE

TOGETHER WE ARE #Morethanfootball

WWW.EFDN.ORG



Join

THE BIGGEST FOOTBALL CAMPAIGN IN THE WORLD!

#Morethanfootball Action Weeks 2023

17.03. - 13.04.2023

Are you ready to show the world that you are #Morethanfootball? During the #Morethanfootball Action Weeks we ask you to create extra visibility for your ESG/CSR strategy and programmes and to show your solidarity on our #Morethanfootball platform! Work together with other organisations by tagging them and raise awareness and funds for your social projects.

For this year's edition we created a specially designed #Morethanfootball scarf which you can use in combination with your own club, league or FA's branded scarf to show the world that you are #Morethanfootball. Ask your players, staff, community programme participants and volunteers to make a photo or video with your club and the #Morethanfootball scarves and post them on your media channels with the #Morethanfootball. A fun idea would be perhaps to knot your scarves with befriended clubs to showcase you are together #Morethanfootball!

Check also the #Morethanfootball digital fundraiser option with MatchWornShirt!

Campaign Schedule

17.03.2023	Launch of the #Morethanfootball Action Weeks
24.03.2023	Action Day - Football & Education
30.03.2023	Action Day - Refugees and Social Inclusion
04.04.2023	Action Day - Accessibility
06.04.2023	International Day for Sport for Development and Peace
07.04.2023	World Health Day
11.04.2023	Action Day - Gender Equality
13.04.2023	Action Day - Sustainability and Climate Change



To sign up or for more information:

www.morethanfootball.eu

- T +31 76 369 05 61
- E actionweek@morethanfootball.eu
- T [eumorethanagame](https://www.facebook.com/eumorethanagame)
- F [morethanfootballactionweeks](https://www.facebook.com/morethanfootballactionweeks)
- I [morethanfootballactionweeks](https://www.instagram.com/morethanfootballactionweeks)

TOGETHER WE ARE #Morethanfootball



TON STROOBAND

Chair EFDN Foundation

Dear EFDN Conference Participants,

A warm welcome on behalf of the EFDN Board to the 19th EFDN Conference hosted at Estadio Benito Villamarín, the home ground of EFDN member Real Betis Balompíe. We are excited to organise our 19th conference in the charming city of Seville at a club who plays in one of the best leagues in the world. Besides that, Real Betis is one of the leading clubs when it comes to sustainable initiatives!

This time we made a slightly different approach to the programme due to the outcome of our member survey. We have the regular schedule with presentations and panels but there is more room for interactive study visits and workshops. The other new element was that we literally kicked-off the Conference with an exhibition match of the refugee team of Special Olympics.

During this conference we will also inform you about the #Morethanfootball Campaign which runs from March 17th till April 13th and in which we give a worldwide platform to football organisations to promote their great ESG/CSR activities they enrol in their community. Feel free to take pictures with the special designed 'We are #Morethanfootball' scarves and share them on your (organisation's) social media accounts. I'm looking forward to see all your activities come by during the #Morethanfootball Action weeks!

EFDN keeps growing, reaching 170 members with clubs, leagues and FA's from 31 different European countries. We also start seven new EFDN projects in 2023. Apart from these projects we also initialised together with FC Shakhtar and Legia Warsaw the European Football Powers Up Ukraine campaign in which we asked European football organisations

to donate (money for) generators so that Ukrainians wouldn't be left alone in the cold in these harsh times.

One of the new developments in the ESG/CSR branch is the obligation for clubs to have a sustainability manager and strategy as part of their licence. This connects well with one of the topics of our event, presented by Dr. Niko Roorda, an expert in sustainable development. A panel with experts in the domain of sustainability will also discuss this important theme.

The programme also includes subjects like fundraising, disability football or social inclusion presented by representatives of UEFA, United Nations Football for the Goals, Twinning Project, Wolves Foundation, Erasmus University and the More than Football Award Winners 2022, Northampton Town FC Community Trust, to name but a few.

We hope that you will get inspired but also that you will share your own valuable expertise with the Network. Together we can make a difference and show everyone that we are #Morethanfootball.

Last but not least I want to thank Real Betis Balompíe for making their venue available and all their support given prior to the conference. It is an honour to welcome all our participants to your stadium.

I wish you some great days where we can continue to enrich the world with the good work in our communities!

Ton Strooband





¡BIENVENIDOS!

Real Betis Balompié, as part of its Corporate Social Responsibility, has positioned itself as one of the clubs most committed to the environment in the Spanish LaLiga and in the world, wanting to be green not only in the colours of its crest, but in all the values of the entity.

The club decided to take a decisive step with the creation of Forever Green, a sustainability platform that harnesses the power of sport to protect the planet and to be a loudspeaker for those companies and organisations that want to show the world what they are doing for the environment.



It was one of the best actions of last season when Betis showed its commitment against the climate crisis with a special Forever Green match, the first match dedicated to sustainability in LaLiga. The Real Betis-Athletic Club match became the first match with the objective of protecting the environment, through different actions on and around the matchday. Real Betis and their fans avoided the emission of more than 900 tons of CO2 impact to the atmosphere in this match.

The green and white entity celebrated its tenth anniversary consolidating itself as a key player in its environment to overcome the effects of the pandemic and the most crucial challenges of society, turning Real Betis into one of the most supportive football clubs in LaLiga. The Foundation, in charge of channelling and executing the Corporate Social Responsibility of Real Betis, helped 21,503 people last season thanks to the implementation of 48 of its own projects, the involvement in 42 projects of other entities, the support to 186 organisations and an executed budget of 915,519 euros. These numbers have been achieved through the work in the five main areas of action of the Green and Whites' club: Social Area, Cultural and Historical Heritage Area, Former Players' Area, Sports Area and Forever Green.

If there is one thing that has characterised the Real Betis Foundation in recent years and which it has reinforced over the past season,



it has been its capacity to adapt to the emerging needs of its environment. Another of last season's premieres, which has become a hallmark of the Club and the Foundation, was the Fichaje Estrella, the project framed within the Health Programme and which was created to give hope to children who are going through a process of serious illness with Alba Fernández as the first protagonist.

During its tenth year, the Foundation continued to grow and put Seville on the map, taking part in projects financed by the European Union such as SIDFOOT, Walking Football, Sustainability Scoring and of course in matches of the heroes of Real Betis Genuine.

We are proud and happy to welcome so many representatives of European football organisations here in Seville and hope you all will get inspired to help in the battle against climate change.



VENUE



WORKSHOP ROOMS
(Floor 4)

BREAKOUT SESSIONS ROOMS
(Floor 4)

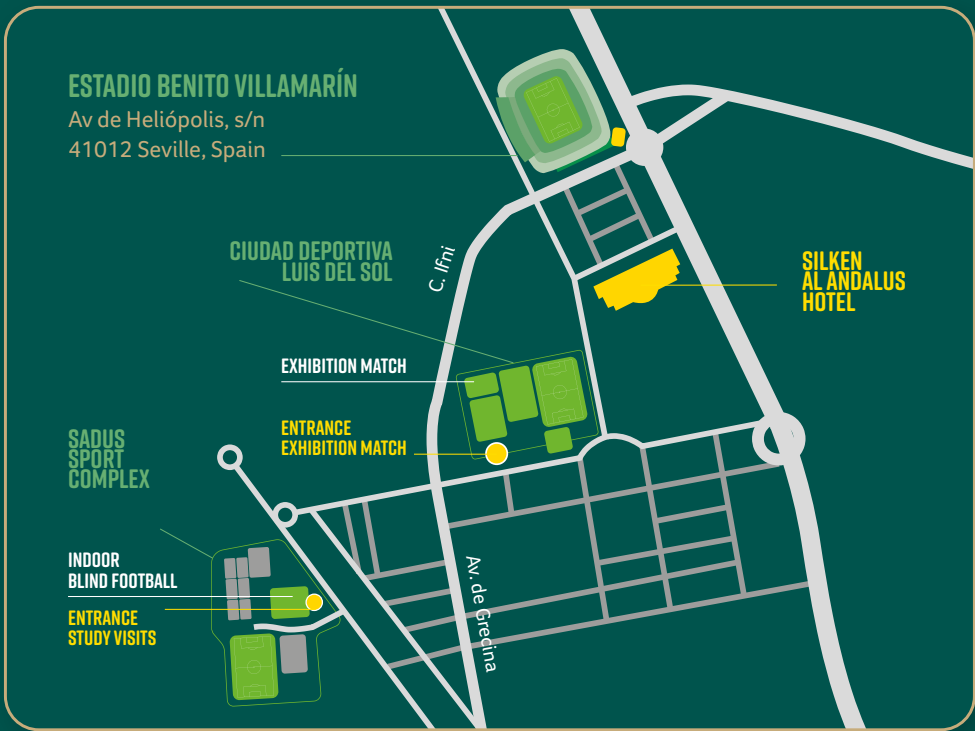
TENT - MAIN ROOM

ENTRANCE

INFO DESK

WELCOME DESK

LUNCH & COFFEE (Floor 1)



ESTADIO BENITO VILLAMARÍN

Av de Heliópolis, s/n
41012 Seville, Spain

CIUDAD DEPORTIVA
LUIS DEL SOL

C. Ifni

SILKEN
AL ANDALUS
HOTEL

EXHIBITION MATCH

ENTRANCE
EXHIBITION MATCH

SADUS
SPORT
COMPLEX

INDOOR
BLIND FOOTBALL

ENTRANCE
STUDY VISITS

Av. de Gredina



GERALD MBALLE

Special Olympics Advisor of the Unified with Refugees Programme

Gerald Mballe is Special Olympics' first-ever Advisor for the Unified with Refugees programme, supporting its expansion and impact. His commitment to inclusive sports and social inclusion worldwide has led Gerald to take part in global convenings to promote the message of inclusion, he also participated with Special Olympics international in a documentary on sport like a tool that changes life by including all, done by ESPN, the world-class broadcast. He has been awarded the title of Role Model for the integration of refugees through sports in schools, Sports clubs, and workplace in the ISCA awards citizen choice in 2021.



SPECIAL OLYMPICS AND EFDN EMPOWERING MARGINALIZED POPULATIONS THROUGH INCLUSIVE FOOTBALL

Through the continued collaboration between Special Olympics Europe Eurasia and the EFDN, athletes with and without intellectual disabilities alike have had the opportunity to engage in grass-roots community-based football programming that has positioned both demographics to gain additional benefits in the way of social protection, health access, self-advocacy training and much more. The collaboration continues to make key contributions to the full implementation of the United Nations Convention on the Rights of Persons with Disabilities (UN-CRPD) and strikes to contribute to the full achievement of the United Nations Sustainable Development Goals (UN-SDGs).

During this Conference, Special Olympics and EFDN propose a special event, the Unified with Refugees inclusive football match, in which two inclusive teams composed of 10 Special Olympics athletes and 10 residents of the Seville Refugee Reception Centre play each other.

The vision of the event is to have the Unified Football match implemented on the sidelines of the conference, to both draw attention to the plight facing marginalized groups like refugee youth and individuals with intellectual disabilities, and moreover to underscore the effective role that football plays in eradicating stigma and creating communities of engagement and welcome.

PROGRAMME



ESTADIO BENITO VILLAMARÍN

09.00 am	Doors open and network sessions
09.30 am	General Assembly EFDN members
10.00 am	Welcome conference attendees
10.30 am	Opening EFDN Conference
10.45 am	Real Betis
11.15 am	A sustainable football world by Dr. Niko Roorda
11.55 am	MatchWornShirt
12.15 pm	Interactive workshops
1.00 pm	Lunch
1.45 pm	UEFA: Circular Economy

2.15 pm	Break out session 1
	1. KAA Gent Foundation
	2. Montrose FC
	3. Wolverhampton Wanderers FC
	4. FC Sankt Pauli

3.00 pm	Coffee Break
3.15 pm	Twinning project
3.30 pm	Football for the Goals (UN)
4.00 pm	Supporting refugees through Sport (UNHCR)

4.15 pm	Study visits
	1. Amputee Football (EAFF)
&	2. ID football (Real Betis Genuine team)
	3. Blind Football
&	4. Walking Football

6.00 pm	Closing Day 1
8.00 pm	EFDN More than Football Dinner

RESTAURANT MUELLE 21

Avda. Santiago Montoto s/n
Edificio Acuario de Sevilla
41012 Sevilla



DR. NIKO ROORDA

Owner – Roorda Sustainability

Dr. Niko Roorda was awarded several times for his continuous work on sustainable development and ESG since 32 years. In 2001, he received the *Dutch National Award for Innovation and Sustainable Development*. In 2018, he was awarded the title of *Dutch' Sustainable Lecturer of the Year* in the Higher Education category, for his entire oeuvre.

In 1991 Roorda developed the world's first sustainability course (BSc), after which he pioneered on the integration of sustainability into existing higher education.

He developed a range of assessment methods. AISHE, with which hundreds of sustainability certificates have been awarded to faculties and courses, has been applied in ca. 25 countries. Its derivative FFEA, Future-Focused Entrepreneurship Assessment, is used in companies, government agencies and NGOs for the development of their sustainable identity, strategy & actions.



A SUSTAINABLE FOOTBALL WORLD

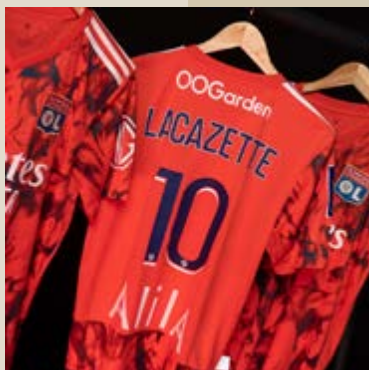
In the world of football, ESG & sustainability can be practiced at several levels, ranging from direct actions, via the organisation culture, up to an impact on the very identity of clubs, associations, UEFA and FIFA: "Who are you, why do you exist?" On each of those levels, current thoughts will be challenged. As an example, the 'Football Gini' will be introduced, following the general 'Gini index', which will express the level of inequality within football.

In his presentation, Dr. Niko Roorda will discuss the following topics:

- The impact of current ESG actions by football clubs & associations.
- The consequences of the UEFA policy towards sustainability.
- The mighty options the European (and global) football culture has as a Power for a Better World.



MATCH WORN SHIRT



MATCHWORN - FREE FUN

Our #Morethanfootball Action Weeks will provide you with a great platform to serve as an extra fan engagement tool, create visibility for your social initiatives, and raise funds for your projects. In order to do this in the best possible way, we have partnered up with MatchWornShirt, our official digital fundraising partner. **All participating clubs do not have to pay any setup fee** and benefit from the full service including a free dedicated auction page, shirt collection, payment handling, promotional material, and advertising on social media. You only need to select one or more dedicated matches, collect the shirts of the full matchday squad (worn & issued) and have them signed. MatchWornShirt will take care of the rest.

To sign up for this fundraising opportunity or for more information please send an email directly to Rosalie at rosalie@matchwornshirt.com.



SHIRT AUCTION NDRAISER

HOW TO PARTICIPATE

- Provide our partner MatchWornShirt with the signed shirts of the matchday squad (one shirt per player in the matchday squad - both match worn & match-issued) for 1 or more predetermined games during the #Morethanfootball Action Weeks.
- As extra engagement provide MatchWornShirt with two squad signed shirts
- Announce your #Morethanfootball fundraiser
- Promote your #Morethanfootball fundraiser on matchwornshirt.com/morethanfootball

WHAT WE OFFER

- Custom content pack in line with club brand guidelines, including the following:
 - Website, mobile app and email banners
 - Social media assets for all channels (including Chinese)
 - General press release
 - Global PR
 - Shirt photography & video
- Signing kit (including pens, instructions and bags)
- 24/7 dedicated MWS contact per club
- Arranged worldwide shirt collection at a location of your choice
- Payment handling and collection
- 24/7 customer service
- No setup fee
- 79% of auction revenues
- Enriching fanbase; cross-selling ratio 70%
- Luxury packaging and international shipping
- Detailed marketing reports after each auction
- Professional UV-C cleaning of shirts

As all work is taken care of by MatchWornShirt, Foundations can focus on what really matters: their work in communities.





INTERACTIVE WORKSHOP

During the interactive workshop on the first day of the Conference, Dr. Niko Roorda will provide you with some statements related to his presentation 'A sustainable football world'. You will get the opportunity to discuss with your peers from other clubs, leagues and FA's the future of football.

The threats to the future of our global society are so immense, that the world needs *everyone* and *everything* in order to survive in the 21st Century. This includes the World of Football. This community has a responsibility towards a sustainable world, as a role model, because of its high visibility and popularity, and its direct contact with the roots of society. Delegates will be encouraged to share their vision on the future.



DR. NIKO
ROORDA

Owner – Roorda Sustainability



VINCENT REULET

UEFA

Vincent Reulet is an accomplished sustainability, ESG and climate change specialist with over 15+ years of experience in integrating sustainability practices through international projects across multi-disciplinary industry sectors, with vertical and transversal approaches as team lead or autonomous project manager. He is passionate about sports, both as leisure and competition levels, he distinguishes himself for his stamina, enthusiasm and team spirit.

His best CSR moment: "When I saw a kid telling his dad off for throwing his plastic glass on the floor. He made him pick him up and walked him to the 'plastic bin'. Priceless!"



UEFA CIRCULAR ECONOMY GUIDELINES

UEFA Circular Economy Guidelines

The UEFA Circular Economy Guidelines is the fruit of collaboration between UEFA, PepsiCo and subject matter experts in the fields and a milestone deliverable in UEFA sustainability strategy. An eight-step strategic approach to implementing the 4R framework is at the heart of the guidelines providing studies, case studies and examples of projects that would have a significant impact in the day to day or football activities.

This presentation will provide guidance to football stakeholder on how to handle complex topic like circular economy. This working document adapted to any situation (small to large organisation, beginner or advanced), and live document is designed to evolve through technological and societal changes.





WIM BEELAERT

Wim Beelaert is general coordinator of KAA Gent Foundation since November 2011. The organisation is a unique collaboration between KAA Gent, the City of Ghent and the supporters of KAA Gent. With sports-for-development programs, open stadium initiatives, supporters' commitment and grassroots football networks the KAA Gent Foundation has yearly 27.000 participants in its entire operation. Today, the KAA Gent Foundation is the leading football in the community organisation within Belgian professional football, winning the national Pro league Football & Community Award five times since 2014.

HOW TO BUILD A LOCAL GRASSROOTS 'MORE THAN FOOTBALL' NETWORK FOR ALL?

WIM BEELAERT / KAA GENT FOUNDATION

Since 2014 KAA Gent and the city of Ghent started a football network to strengthen the local football clubs in their more-than-football approach. Today the KAA Gent Foundation coordinates three football networks in the city of Ghent with 14 local football clubs, 7 street football initiatives and 5 walking football teams. The KAA Gent Foundation brings these football actors together, organises education programs for trainers and volunteers, promotes good governance and organizes football happenings around the football values respect and fair play. In 2023 more than 4000 Ghentians (citizens of Ghent) are active in this unique local 'More than football' network.





MONTROSE CONNECTIONS

(DEMENTIA MEETING CENTRE)



GEMMA CRUICKSHANK

Gemma is the Office Manager at Montrose Community Trust and also take on the role of Project Manager of Montrose Connections Dementia Meeting Centre. She has been working for Montrose Community Trust for 10 years, initially, solely admin based however over the years have expanded her areas of work into institution's health programmes. Gemma's passion lies with supporting older adults in community in particular those living in isolation and living with dementia.

GEMMA CRUICKSHANK / MONTROSE COMMUNITY TRUST

Montrose Community Trust working together with Montrose FC provides a powerful 'pull' to many living in their community - this pull has given them the opportunity to work with a wide variety of people, many of whom they may never have engaged with if it hadn't been for a shared interest in the football club. Working alongside the National Health Service has provided them with current inequalities that they are facing - this in turn allows them to provide meaningful initiatives to a wide range of people. "It's great seeing the increase in confidence of our meeting centre members - knowing that by them attending our programme they are staying socially, mentally and physically active and are building relationships with new people of all ages when they are with us, the peace of mind that this gives to our members family carers is invaluable."

Montrose Connections (Dementia Meeting Centre)

Montrose Community Trust deliver an extensive range of projects, supporting in excess of 1000 people, weekly. MCT use the power of football to reach, engage and influence, tackling a range of inequalities, assisting people across all ages and during key life stages. Montrose Connections is a social club for people living with early stage dementia. Attendees participate in meaningful and stimulating person-centred activities, and they are supported in staying socially and physically active members of their community.





FROM PARTNERS TO PATRONS

TOM WARREN & KIERON ANSELL /
WOLVES FOUNDATION

Developing a strategy that places the Wolves Foundation at the heart of consideration for brands when developing marketing strategy and evaluating Wolves as a prospect. Putting impact and narrative at the forefront of decision making and helping Wolves as a rights holder transform the power of positivity into commercial favour whilst enriching and supporting the lives of the communities that have supported the Club, regardless of on pitch success.



TOM WARREN

Tom Warren's role is to strategize, develop and oversee all funded projects delivered by Wolves Foundation. He works closely with strategic and operational partners to understand local need, using insight gathered to develop new projects of work to tackle priorities. Tom also led on Monitoring & Evaluation, ensuring all project performance is reported alongside the objectives of Wolves Foundation.

Tom's highlight in his years at Wolves: "The launch and subsequent success of Wolves' landmark 'Feed our Pack' project and campaign. It demonstrated the power of Wolves & Wolves Foundation to highlight the ongoing issue of Food Poverty and then to work together to tackle it. Since then, the project has evolved into providing all-round support to individuals experiencing the cost of living crisis and is something we are really proud of the impact of."



KIERON ANSELL

Kieron Ansell is committed to making positive impact through the reach & power of football. He is commercially minded, driven individual with proven record track record in revenue generation across global partnership space. Looking to drive the importance and narrative of CSR within football as a tool for attracting more aspirational, socially conscious partners.

Playing an integral part of finding kit sponsors for Wolves disability, and seeing Wolves disability play at Molineux at half time during a PL fixture in front of an impassioned sold out crowd. The pure joy and scale of the opportunity that it gave to the players is an incalculable privilege.





NOT PERFECT BUT BETTER

NICOLE WINKELHAKE / FC ST. PAULI

For years, FC St. Pauli has coordinated and supported charitable projects in areas such as memory work, homeless aid, resocialization and help for refugees. However, in addition they have recognized that: There is still much more need to act. Whether it is the climate crisis, the pollution of land, air and water, the extinction of species - in view of the global challenges, they want and need to take greater steps to act as sustainably as possible. To realise these goals, they have developed a comprehensive strategy with clear objectives to which all areas of the association will contribute. In order to achieve their sustainability goals, FC St. Pauli depend on the active participation of people in and around the club.



NICOLE WINKELHAKE

Before joining FC St. Pauli in late 2021 Nicole worked as a project manager for the Football Supporters Europe and gained years of experience in the field of acquisition, conception and implementation of funding applications in the NGO sector. UEFA Academy CFM Graduate (in Football Management in 2020). At FC St. Pauli Nicole initiated, designed and accompanied projects and actions in the field of environmental sustainability. In addition, in 2021 she graduated her tasks was networking in sustainability interest groups, institutions around the stadium and in the district and coordinate projects such as "Football for Climate Justice".

"My highlight in 2022 was an afternoon for homeless and people in need at Millerntor Stadium organised by CSR department. In addition to assistance in the form of food and equipment, the focus here is on participation. FC St. Pauli staff met the guests at eye level, talked to them and spent pleasant hours together with them. In addition to a wide range of food and drink, guests could participate in various artistic and sporting activities, music and social games. In a sheltered area, institutions working in the community helped the homeless and offered talks and information.



HILTON FREUND

Chief Executive – Twinning Project

Hilton Freund joined the Twinning Project prior to its official launch in October 2018 and has been fundamental to the growth and success of the initiative and its international expansion. He ensures a sustainable dialogue and relationship is created between the prisons and local football clubs. Freund also serves on the Funding Committee of the Charitable Foundation overseeing grant applications and educational benchmarking. Together with David Dein, former Vice-Chairman at Arsenal FC and the English Football Association, Hilton encourages prisons to use the social power of football. He has over 20 years corporate experience, having served in senior marketing and marketing communications roles.

“Biggest joy? Seeing a Twinning Project graduate who after spending 10 years in prison, completed his graduation with QPR. He has now secured a job with the foundation coaching.”



FOOTBALL BASED INTERVENTIONS IN CRIMINAL JUSTICE

How Football can engage the disengaged and encourage those traditionally resistant to education, to upskill themselves in preparation for release. Football has the power to change lives and learning through football is a unique contributor to recidivism. The successes of Twinning Project both in the UK and internationally.

The following key elements will be discussed:

- Football as a tool to reduce reoffending.
- Football as an educational provision engaging the disengaged.
- The power of football brands to change people’s lives.





DANIEL JOHNSON

United Nations – Football for the Goals
OIC, UNTV & Radio Geneva

Background in newspaper journalism in London, Daniel works at UN TV & Radio since 2014, covering UN news - humanitarian, human rights, emergency response, peace talks, among other things - from the Palace of Nations in Geneva. Sports-mad although never made it out of goal in my youth!



FOOTBALL FOR THE GOALS:

A UNITED NATIONS INITIATIVE TO GALVANIZE THE FOOTBALL INDUSTRY AROUND THE SDGS

Football for the Goals is a United Nations initiative that provides a platform for the global football community to engage with and advocate for the Sustainable Development Goals (SDGs). It is an opportunity to build on football's powerful and influential reach and to work together to become agents of change by aligning messaging, strategies and operations with the aspirations of the SDGs. Membership includes confederations, national associations, leagues and clubs, players' associations, as well as media and commercial partners – to build on existing sustainability approaches and to implement SDG strategies that lead to behavioural change.

Members work to further develop sustainable practices, and act as champions of the SDGs using their visibility and outreach power via tournaments, players, corporate brand exposure, media and fan communities to raise the profile of the SDGs through amplification and advocacy.





ABERDEEN FC



AC OMONIA NICOSIA



AC SPARTA PRAHA



ADO DEN HAAG



AEK ATHENS FC



AJAX



ALMERE CITY FC



BLACKBURN ROVERS FC



BOHEMIAN FC



BRAY WANDERERS FC



BRENTFORD FC



BSC YOUNG BOYS



BURNLEY FC



CABINTEELY FC



CAGLIARI CALCIO



DERBY COUNTY



DERRY CITY FC



DJURGÅRDEN IF



DLR WAVES FC



DROGHEDA UNITED FC



DUNDALK FC



DUNFERMLINE ATHLETIC FC



EINTRACHT FRANKFURT



FC NORDJYLLAND



FC PYUNIK



FC RIED BULL SALZBURG



FC SCHALKE 04



FC SHAKHTAR DONETSK



FC ST. PAULI



FC TWENTE



FC UTRECHT



GALWAY WOMEN FC



GENÇLERBİRLİĞİ S.K.



GETAFE CF



GNK DINAMO ZAGREB



GO AHEAD EAGLES



GREENOCK MORTON FC



HAPOEL JERUSALEM FC



KAA GENT



KAS EUPEN



KMSK DEINZE



KRC GENK



LASK LINZ



LEGIA WARSZAWA



LIVERPOOL FC



LONGFORD TOWN FC



OFI CRETE FC



OH LEUVEN



OLYMPIQUE DIONAIS



OLYMPIQUE MARSEILLE



PANATHINAIKOS FC



PAOK FC



PARIS SAINT-GERMAIN FOUNDATION



PEAMOUNT UNITED FC



REAL SPORTING DE GIJÓN



RKC WAALWIJK



RODA JC KERKRADE



ROSENBERG BALLKLUB



ROSS COUNTY FC



ROYAL ANTWERP FC



ROYALE UNION SAINT-GILLOISE



SALFORD CITY FC



SK BRANN



SL BENFICA



SLIGO ROVERS FC



SOUTHAMPTON FC



SPARTA ROTTERDAM



ST. JOHNSTONE FC



ST. MIRREN FC FOUNDATION



ST. PATRICK'S ATHLETIC FC



UCD FC



ÚJPEST DÓZSA DC



VÅLERENGA FOTBALL



VFL WOLFSBURG



VITESSE



VVV VENLO



WATERFORD FC



AVORTHOSSES
PAMAGUSTIA FC



ARIS
LIMASSOL FC



ASTON VILLA FC



ATHLETIC BILBAO



ATHLONE TOWN



AZ



BAYER LEVERKUSEN



CELTIC FC



CERCLE BRUGGE



CHARLTON ATHLETIC



CHELSEA FC



CLUB BRUGGE



COBH RAMBLERS FC



CORK CITY FC



EVERTON FC



FC BARCELONA



FC BASEL



FC EMMEN



FC GRONINGEN



FC MACCABI NETANYA



FC MIDTJYLLAND



FERENCVAROS FC



FEYENOORD
ROTTERDAM



FINN HARPS FC



FK SARAJEVO



FORTUNA SITTARD



FUNDACIÓN
LEVANTE UD



GALATASARAY SK



HEART OF
MIDLOTHIAN FC



HERACLES
ALMELO



HIBERNIAN FC



IF ELPSSBORG



INTER CAMPUS



ISTANBUL
BASAKSEHIR FK



JUVENTUS



MALMÖ FF



MIDDELSBROUGH FC



MONTROSE FC



MOTHERWELL FC



NAC BREDA



NEC NIJMEGEN



NEWCASTLE UNITED
FOUNDATION



NEWCASTLE UNITED



NORTHAMPTON
TOWN FC



PFC LUDOGORETS



PSV EINDHOVEN



QUEEN'S PARK FC



RAITH ROVERS FC



RANGERS FC



REAL BETIS BALOMPÍE



REAL SOCIEDAD



SBV EXCELSIOR



SC CAMBUUR



SOU TDRREENSE



SD HUESCA



SHAMROCK ROVERS FC



SHEFFIELD UNITED



SHELBOURNE FC



SHREWSBURY TOWN FC



STABÆK FOTBALL



STANDARD DE LIÈGE



STENHOUSEMUIR FC



STRØMSGODSET



SUNDERLAND FC



THE SPARTANS FC



TOULOUSE FC



TREATY UNITED



WERDER BREMEN



WEXFORD FC



WIDZEW ŁÓDŹ



WIGAN ATHLETIC



WOLVERHAMPTON
WANDERERS FC



WOLVERHAMPTON
WANDERERS FC

EFDN MEMBERS | LEAGUES & FA'S



EKSTRAKLASA



EREDIVISIE



FAI



FPF



FRF



FUNDACIÓN LALIGA



HELLENIC FOOTBALL FEDERATION



IRISH FA



KSI



LIGUE DE FOOTBALL PROFESSIONNEL



PREMIER LEAGUE



PRO LEAGUE



SEF



SPFL TRUST

FACTS & FIGURES EFDN SINCE 2014

170

Members in 32 countries.

15 million

Euro raised for social programmes.

40⁺

European programmes on health, education, employability, social inclusion, social cohesion, and environmental sustainability.

12,500⁺

Unique participants in EFDN European programmes.

78

EFDN Members have directly received funding through EFDN funded programmes.

45 million⁺

People reached online during the 2022 #MorethanFootball Action Weeks.

2,000⁺

Attendees at EFDN Conferences.



NICK SORE

UNHCR, the UN Refugee Agency - Senior Refugee Sport coordinator

Nick Sore heads the Sport Section at the UN Refugee Agency's headquarters in Geneva. His Team works with sport and non-sport actors to leverage the potential of the sport eco-system for people who have been forced to flee. Nick has more than 20 years' experience of developing partnerships for and working with children and youth in Global North, Global South, development and humanitarian contexts. Nick's previous roles have included working as UNHCR's Global Adolescent and Youth Advisor and as a Child Protection Officer in the field. Nick has a degree in International Development and Food Policy and a Masters in International Human Rights Law and Public Policy.



THE OPPORTUNITY FOR MILLIONS OF REFUGEES TO ACCESS FOOTBALL

100 million people globally have been forced to flee their homes in search of safety as a result of conflict, war and persecution. As the humanitarian community, governments and other actors try to grapple with this huge number - 1 in every 78 people on the planet - what is the role of sport and football in response to the ongoing crisis?

The Presentation will outline a major event in Geneva in December 2023 which will provide an entry point for football clubs to commit and deliver upon life-changing access to organised sport for refugee girls, boys, men and women.

This event, the Global Refugee Forum is organized by the UN Refugee Agency, the Government of Switzerland and supported by the governments of Colombia, France, Japan, Jordan, Niger and Uganda. It will see Refugee hosting countries, donors, major development banks, sport organisations, private sector, civil society and refugees themselves exchange ideas and identify solutions that improve the lives of people that have been forced to flee.

Football will have the opportunity to contribute to the solution by outlining how clubs, leagues, governing bodies and the broader system can support access to football, activities, facilities and competition of refugees.





WALKING FOOTBALL LEAGUE

The target group of the Walking Football League project is over 55 year old men and women. This project has shown to help seniors have a healthier physical and mental wellbeing and delegates will have the chance to see it and experience the challenges of walking football themselves. Fundación Real Betis is one of the project partners, in which they offer the possibility for players to also join and play international tournaments organised by EFDN twice a year.



2

ID FOOTBALL WITH GENUINE TEAM

EFDN Conference attendees will have the opportunity to observe and join the players from the LaLiga Genuine project in which Fundación Real Betis takes part for players with an intellectual disability. EFDN runs a similar project with Special Olympics, called Special Champions League, in which players with an intellectual disability enjoy the benefits for playing football and even playing international tournaments organised by EFDN twice a year.



3

AMPUTEE FOOTBALL

In partnership with the European Amputee Football Federation, delegates will have an opportunity to meet participants from the CD Flamenco Amputados Sur, with players from the south of Andalusia. Starting March 2023, EFDN and EAFF together with Fundación Real Betis and three more partners will start the Nobody Offside, a new project to grow amputee football across Europe. One of the goals is to bring attendees together at our tournament.



4

BLIND FOOTBALL

One of the most challenging sports for football players: blind football. Delegates will meet players and learn from them, experiencing football the same way that blind football players do. To succeed, they will have to adjust to the challenges of blind football and enjoy the lessons from blind players. Blind football is in the EFDN agenda for future Pan European projects.



Get Your EFDN EVENT APP!



Download the EFDN event app which will give you all the information and tools you need to enjoy your time in Seville.

Sign up with the email address you used to register for the 19th EFDN Conference in Seville and start to:

- Browse your personalised Agenda
- Network and contact with fellow Delegates
- Participate in Q&A
- View Speaker lists

Go to www.efdnconference2023.com or search EFDN events in your favourite app store, download the event app and start networking!



PROGRAMME



ESTADIO BENITO VILLAMARÍN

9.30 am	Doors open
10.00 am	Sustainability panel: Real Betis – Istanbul Başakşehir FK – EFDN
10.30 am	Interactive workshops
12.00 pm	Coffee Break
12.30 pm	EFDN Making Football Matter
12.45 pm	Power Up Ukraine
1.00 pm	Lunch
2.00 pm	Breakout Sessions 2 1. Northampton Town FC Community Trust 2. Erasmus University / Fair Play project 3. SDG Striker
2.45 pm	Closing remarks EFDN
3.30 pm	Stadium Tour

EFDN CONFERENCE HOST



CAJ SOHAL

Head of Sport at Channel 5

A familiar face to regular attendees of EFDN Conferences, Caj Sohal has been hosting several EFDN events in these recent years. Head of Sport at Channel 5 TV and MD of Tenmonkeys, makers of sport docs like: Two Tribes for BT Sport, Stuck On You and Get Shirty for ITV1, Whites v Blacks for BBC2. When he's not on the road for his television work he might be seen in the stands of the City Ground as he is a keen supporter of Nottingham Forest.

SUSTAINABILITY PANEL

'A SUSTAINABLE FOOTBALL WORLD: PARTNERSHIPS AND COOPERATION'

The urge of climate change awareness is rising in the world of football. With the obligation of a sustainability manager as part of club licences, football organisations have to pick up this important topic. Real Betis Balompié and İstanbul Başakşehir FK are two clubs that have a strong focus on sustainability while EFDN started with project partners new programmes like 'Football for Climate Justice; a campaign of Sustainability Scoring, SportEYE while also being involved in Greenfoot and SDG Striker. The panellist will discuss the following title: 'A sustainable football world: Partnerships and cooperation'



ASLI E. KOÇ

Istanbul Başakşehir FK
Head of Marketing,
International Partnerships and Sustainability

"I feel a massive pleasure when I learn something new every day and if possible to put it in use to be more productive, especially when these ideas are for the things to be done for the greater good. It is even a better best moment when I see it come alive, in action."

Asli has a commercial and marketing related background and acted as Event Manager and Project manager in agencies, international companies and international sports events as WTA Championship, Euroleague F4, Indoor Athletics Championship besides other entertainment as festivals, concerts. Her role in football started at beIN Media Türkiye when she worked with LaLiga in corporate comms. She's now in her fourth year as Head of the Marketing department of İstanbul Başakşehir FK and also a member of the Commercial Working Group in European Club Association and the Education Advisory Panel.



HUBERT ROVERS

European Football for Development Network
CEO

“Right now, there is nothing more important than working together to meet climate targets. Without a sustainable & healthy world, there will be no football.

The football world must do its own bit. We can only contribute to achieving the goals if we work together.”



RAFAEL MUELA PASTOR

Real Betis Balompié Foundation
General Manager

Rafael has been General Manager at Real Betis Balompié Foundation since 2018, with experience in policy design, institutional coordination and field interventions in Asia, Central America, Europe, and United Nations global events. Specialising in environmental issues, sports, youth employment, social inclusion of vulnerable groups of people, within the framework of Corporate Social Responsibility. He also developed Forever Green initiative of Real Betis.

He brings the experience of the Forever Green strategy as central programme of Real Betis Balompié in the fight against climate change. Forever Green is developed through five thematic areas: sustainable mobility, recycling, climate change, nature and sustainable club.

Since its start, a total of 70 actions have been carried out and 80 companies and organisations have joined the sustainability platform promoted by Real Betis Balompié.



NETWORKING WORKSHOPS



The idea of the interactive workshops is to allow everyone to share fitting experiences, methodologies and current challenges, working together to identify areas of improvement, within a particular field, overall learning from the CSR-experts and like-minded individuals from European football organisations.



For this #Morethanfootball Conference we selected the following topics:

1. **Development ESG/FSR Projects**
2. **Development Strategy development**
3. **Collaboration in response to crisis situations**
4. **Disability Football**
5. **Monitoring and Evaluation**
6. **STEAM Development**
7. **Communication**
8. **Sustainability**
9. **Health**
10. **Fundraising**
11. **Anti Racism-Discrimination**
12. **Online Safeguarding**





More than football Award 2023

POWERED BY ●●● MUSCO LIGHTING

More than Football Award 2023

Which EFDN member will succeed Northampton Town Community Trust and win the More than Football Award in 2023?

The More than Football Award honours the best social initiatives in Europe delivered by a European club, league or FA. When your project is voted for as most impactful ESG/CSR programme in Europe, you also win a complete branded Mini-Pitch System sponsored by Musco Lighting. Register for the award, promote your project and win the prestigious More than Football Award!

More than Football Award Schedule

17.03.2023	Start of the application period (EFDN members only)
30.04.2023	Deadline for the More than Football Award application
19.06.2023	Announcement Long list More than Football Award
11.09.2023	Announcement 4 shortlisted organisations
14.11.2023	More than Football Award Ceremony during 20 th EFDN Conference



HUBERT ROVERS

EFDN

Hubert is one of the founders of EFDN and is an international ESG/CSR and football for development consultant. In his position at EFDN and as an expert in this domain, he supports clubs and other football organisations with the setup and development of their ESG/CSR policy, M&E protocols, community projects and fundraising activities. Hubert has been active in the football for development sector since 2007 and has gained his experience as CEO of the Community Foundation of NAC Breda and as project manager of the Dutch “More than Football” Foundation. Since 2014, he has grown EFDN to over 170 professional clubs, leagues and FA's from 32 European countries. Additionally, Hubert is the Chair of Show Racism the Red Card the Netherlands, a Dutch organisation focussed on educating children and adults on anti-racism.



EFDN UPDATE:

MAKING FOOTBALL MATTER

EFDN CEO Hubert Rovers will provide you with the latest updates regarding EFDN initiatives, new projects for 2023 like More than Football Networks, Football Works, Diversity Wins, Nobody Offside, SportEYE and Sport Transparency Index and explain the results and outcomes of other projects that are interesting for the whole Network.

Hubert will also encourage delegates to participate in the #Morethanfootball Action Weeks in which we ask you to create extra visibility for your ESG/FSR strategy and programmes and to show your solidarity on our #Morethanfootball platform!

One of the other initiatives of EFDN, together with FC Shakhtar and Legia Warsaw have been the European Football Powers up Ukraine. In which we asked the European football world to donate generators to help Ukrainians during these cold and harsh winter months.





YURIY SVIRIDOV

FC Shakhtar

Marketing & Communications Department

“We talk about all kind of SDG’s but the most important should be: No War!”

Yuriy Sviridov, graduated in Enterprise Economics at the Donetsk State University, he has managed a variety of projects since 1995. He was appointed Head of FC Shakhtar Marketing and Communications Department in 2010.

Football Club Shakhtar itself is a Ukrainian professional football club originally from the city of Donetsk. In 2009, FC Shakhtar became the first club in Ukraine to win the UEFA Cup. FC Shakhtar Donetsk is one of two Ukrainian clubs, who have won a major UEFA trophy. The club formerly played its home matches at the Donbass Arena, however, due to the conflict in Ukraine starting in 2014, Shakhtar moved to Lviv and Kharkiv before playing now also ‘home’ matches in Warsaw.



EUROPEAN FOOTBALL POWERS UP UKRAINE

FC Shakhtar and the European Football for Development Network (EFDN) launched at the end of November 2022 the European Football Powers Up Ukraine campaign to collect power generators for Ukrainians, at the end of November 2022. The initiative is supported by the Legia Warsaw Foundation (Fundacja Legii), being ready to receive generators in Warsaw and transport them further to Ukraine.

European football organisations within and outside the Network were requested to donate from 1 to 5 power generators of any capacity in order to participate in the initiative. Lots of football clubs showed their best side and donated generators or money to purchase them. Some were directly shipped to Warsaw, others were delivered at EFDN’s headquarters in Breda and transported from there to Poland and into Ukraine.

The donated power generators have been used so far to support the Shelter Centre work at the Arena Lviv in Lviv (about 200 people live there; 70 of them are children), as well as to organise support points for Ukrainians throughout Ukraine.

The whole project was a success and we couldn’t be happier to support the Ukrainians throughout Ukraine in these cold days. We thank the football family, our EFDN member’s and participating non-member clubs, leagues and FA’s for their support to the European Football Powers Up Ukraine initiative!



TACKLING LONELINESS

PHILLIP SMITH & JAMES HILL / NORTHAMPTON TOWN FC COMMUNITY TRUST

As voted by all the attending member clubs at the 18th EFDN Conference, the best social initiative delivered by a European Club, League or FA, was Tackling Loneliness.

Within just two days of the first lockdown Northampton Town FC Community Trust developed a project set out to support older fans who may be at risk of loneliness or isolation brought about by COVID and government lockdowns. The project has supported 1210 people aged 50+ to reduce feeling of loneliness and improve their mental health and wellbeing.

The impact it has been made was wide reaching, and it's delighted to see them in our conference again. A lot of insights will be given about post and pre-experience of being the 2022 #MorethanFootball Award winner.

Phill will be outlining the Northampton Town FC Community Trust Tackling Loneliness Project: how the project was delivered, who it supported and the impact it has, and continues to make, to reduce feelings of loneliness across the community.

PHILLIP SMITH (left)

Phill joined Northampton Town FC Community Trust as CEO in 2017, leading the organisation through a period of extensive growth. He has over a decade of experience across the community, sport, education and health sectors with particular expertise in strategy, health and fundraising. He is passionate about using the power of sport and football to make a positive difference in the communities he's worked in.

JAMES HILL (right)

James' role is to raise the profile of the Community Trust and showcase its impact within the local community. He's passionate about making a positive difference within local communities allowing everyone to have access to quality sport provision. He recently graduated from Loughborough University with a first-class BSc Sport Management degree and a Diploma in Professional Studies due to his placement work at Northamptonshire Sport.

"Best CSR in football moment would have to be winning the EFDN More than Football Award in Budapest last November. To be a part of a project which had European recognition & impacted so many lives locally made me extremely proud of the work we carry out on a daily basis."



FAIR-PLAY:

HOW THE POWER OF FOOTBALL AND ACADEMIC INSIGHTS CAN BE COMBINED TO PROMOTE RESILIENCE IN YOUTH

This presentation reports the main results of the FAIR-play project, which stands for Football for Adolescents to increase resiliency: A program for life skills and youth. and included Feyenoord, Werder Bremen, Internazionale Milano, Hibernian and Charlton Athletic. Over a period of three years, a curriculum was developed and implemented to improve life skills and resiliency in young football players with the help of youth workers. The results indicate multiple benefits of this program, both at a global and club-level. The curriculum with exercises can be found in a Handbook that will be shared at the conference.



Erasmus
University
Rotterdam

KATINKA DIJKSTRA / ERASMUS UNIVERSITY ROTTERDAM

Katinka Dijkstra is a professor in the Department of Psychology, Education and Child Studies. Her research focuses, among others, on cognitive enhancement through body-related manipulations and online training interventions. She has also been involved in the FAIR-play project, Football for Adolescents to Increase Resiliency: A Program for Life-skills And Youth, together with Feyenoord, Werder Bremen, Internazionale Milano, Hibernian, and Charlton Athletic.



RUBEN KOENES / FEYENOORD ROTTERDAM

Ruben Koenes is the Research & Development coordinator at the Social Affairs department of Feyenoord Rotterdam. In this role he is responsible for designing and managing impact research. He fulfills these tasks partly in collaboration with the Erasmus University Rotterdam.

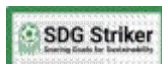


HENRIK OESAU / SV WERDER BREMEN

Henrik Oesau joined Werder Bremen to coordinate sports offers for refugees. He is now responsible for fundraising, impact management and international CSR projects.



SDG STRIKER: SCORING GOALS FOR SUSTAINABILITY



MARC VALLVERDÚ GORDI / ECOSERVEIS
JORIS MEEUWSEN / EFDN

The break-out session is aimed at presenting the SDG Striker project and its results. The presentation will show the best practices for implementation of Sustainable Development Goals (SDG) in clubs, football federations, and other sports organizations, using the examples of the Portugal Football Federation, the Scottish Football Federation, and the Norwegian Football Federation. The session will allow the attendants to discuss and reflect on the barriers and opportunities in their own sports organisation regarding the installation of photovoltaic panels, the substitution of plastic-based turf infill, and the implementation of measures for energy efficiency.



MARC VALLVERDÚ GORDI

Communication project manager and graphic designer, graduated in Environmental Sciences from the University of Barcelona, Marc has a Master's in Information and Communication Technologies and Sustainable Tourism at the Open University of Catalonia and is studying for a Degree in Graphic Design and Digital at the International University of La Rioja. He has worked in the communication sector in France and Spain, notably in the planning of communication campaigns, the creation of graphic and audiovisual content, the management of social networks and the use of advanced design techniques, both in organisations private and public. He has also participated in research projects on the use of graphic design to improve the efficiency of communication and awareness campaigns aimed at the protection of natural spaces.



JORIS MEEUWSEN

Joris joined EFDN in September 2022 becoming Project manager for Sustainability Scoring-Fotball for Climate Justice, SDG Striker and also the Florence Project.

SAVE THE DATE!

30 MARCH
–
4 APRIL
2023



EFDN YOUTH EXCHANGE
IN NETANYA, ISRAEL

24
MAY
2023



STEM NETWORK EVENT

30 MAY
–
1 JUNE
2023



WALKING FOOTBALL TOURNAMENT
NEWCASTLE UPON TYNE, UNITED KINGDOM

6 JUNE
–
8 JUNE
2023



SPECIAL CHAMPIONS LEAGUE TOURNAMENT
LEVERKUSEN, GERMANY



20TH EFDN
CONFERENCE

13-15
november ²⁰²³

ATHENS

GREECE



EFDN PROGRAMMES

EFDN currently provides more than 35 football based community programmes that EFDN members can join for free. In case you are interested to learn more about these projects please visit the EFDN information desk or contact EFDN's CEO Hubert Rovers.

HEALTH



SOCIAL INCLUSION AND COHESION



EDUCATION & EMPLOYABILITY



ENVIRONMENTAL SUSTAINABILITY



GOVERNANCE



EFDN PARTNERS

MAIN PARTNERS



COMMUNITY PARTNER



PROGRAMME PARTNERS



SUPPLIERS



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