

A young boy in a dark soccer jersey with white stripes on the sleeves is looking up at a soccer ball in the air. The ball is a JAKO brand, with the name visible on one of the panels. The background is a dusty field with a stone wall and a goalpost in the distance. The overall tone is warm and golden.

THE SOCIAL VALUE OF EUROPEAN LEAGUES 2012





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FOREWORD

By EPFL Chairman and Deputy Chairman

Welcome to the second EPFL Social Responsibility Brochure.

This publication picks up where we left off after the first edition of the publication compiling and highlighting the work of the EPFL and its Leagues in Social Responsibility.

We deemed the creation of the second edition important as Social Responsibility remains for us where it has always been since our inception: right at the heart of the EPFL activities. Over the years it has become a priority area for the EPFL under the banner « Great Football makes Great Things, » and through this the EPFL acknowledges its responsibilities toward society. This commitment is reinforced by the belief that the worldwide popularity and influence of Professional Football can help make a difference in addressing many deep-rooted social problems and assist in building a better world.

Through this understanding, we have assumed our share of responsibility by joining forces with the Food and Agricultural Organisation of the United Nations (FAO) at the forefront of the fight for the most basic and fundamental human right - the right to food. In 2010, recognizing the importance of this campaign the European Commission Humanitarian Aid Department (ECHO) joined on as a partner to help spread the message of the importance of ending world hunger. During the 2011-2012 Football season, the EPFL Leagues have lent their support once again to this great cause and along with FAO and ECHO they hosted the III Match Day against Hunger, with more Leagues lending their support to the cause than ever before.

As the following pages will demonstrate, all those involved in the European Leagues from their administration, clubs down to their players have spared no efforts to create and implement projects surrounding the theme of corporate social responsibility. They use their power and influence through football to give back to their local communities through engaging them in various social activities.

We also feel the need to express our gratification, and even pride, for the extraordinary work our Leagues have done and continue to do though performing these initiatives in this field. A lot of which may go unnoticed or unrecognized, our wish is that this publication will contribute to changing that.

In doing so we also aim to motivate our Leagues to continue their great work they are performing on a daily basis, and even hope to inspire more Leagues to get involved. With this we believe that in continuing to use the global reach of our Leagues, we can make a difference and continue to improve the world around us.

Sincerely,



Sir David Richards

Sir David Richards

(EPFL Chairman)



Frédéric Thiriez

Frédéric Thiriez

(EPFL Deputy Chairman)



EPFL GREAT FOOTBALL MAKES GREAT THINGS

by EPFL CEO



Emanuel Macedo de Medeiros

The world has changed dramatically during the last few years and football has changed with it. The role of football organisations is no longer confined to the field of play. Today, football organisations, such as the EPFL and our member Leagues, acknowledge their responsibilities towards society. Could it be anyway different?

Could football be deprived of social conscience when, in plain XXI century, much of the world is consumed in war, fueled by racial, ethnic or religious intolerance and ideological fanaticism?

When the number of refugees is over 40 million, with more than half being children?

When we have 40 percent less potable water in our planet than just 50 years ago?

When concerns about how life will be for future generations are proclaimed with grandiloquence, but we keep on polluting the planet?

When every six seconds a child dies of hunger in the world?

When, after decades of reckless political leadership, economic de-regulation and insatiable greed, Europe and America are submerged in the deepest and most brutal economic and social crisis since the II World War? When millions of businesses are shut down every day and millions of valid people are out of work? When middle class is being crushed by governments whose only recipe seems to be austerity measures and cuts in social benefits? When young people have higher academic qualifications but, for the first time in History, live worse than their parents' generation, and – as we often hear - without real hope that things may improve in the foreseeable future?

In reality, could football be deprived of social conscience when poverty is no longer just a problem of poor nations, but a problem of all nations, including most of the European ones? To understand what poverty is in this XXI century we need to ask ourselves what life is for the huge majority of people who are forced to survive with less than 36 Indian rupees per day. To be able to answer that we must imagine ourselves living in New York, London or Paris with less than one dollar or euro, per day, to cover all our needs. Can anyone do that? And, yet, that's what one sixth of world's population is forced to do every single day!

Against this background, some have asked: is it right to expect football to be doing the job of politicians? Sure, the game has a responsibility to community and has a reach and influence beyond political leaders, but is it fair to expect football to do what many institutions so far have failed? Probably not, but it

EPFL GREAT FOOTBALL MAKES GREAT THINGS

by EPFL CEO

wouldn't be simple naïve, but a tragic mistake to wait for politicians solve all problems for us.

Skeptics and cynics may say idealism lead us nowhere, but the basic truth is that idealism has never been so needed as today. Idealism followed by action, of course. Action to encourage people's positive engagement in matters which affect their lives. To give them hope in a better future. Hope that each one of us, even with small gestures, can truly be the change we want to see in the world. Hope that the political leaders of our time can still live up to their responsibilities.

Yes, football is hugely influential and has indeed the capacity to reach millions of people.

The Leagues are famous for many things. However their role in the Social Responsibility field has not received yet all the credit and recognition they deserve. This brochure will contribute to change that. The Leagues are acknowledged as leaders in the sporting field. They deserve to be regarded as social leaders too.

As these pages will demonstrate, the Leagues take very seriously their responsibilities towards society and are truly making the difference in so many ways. Promoting new life-experiences for blind people, like the Austria League has been doing across the country's stadiums. Mobilizing the power of football to support poor families in Africa, like the Belgium Pro League has been doing. Creating chances and changing lives for the better in local communities, like the Premier League has been doing across England or providing opportunities for disabled people and increasing their ability to live independently, like the

Football League is doing in the same country. Raising public's awareness about Alzheimer and other diseases, like the French League has been doing in France. Fostering social integration, anti-racism and violence prevention policies through football, as the DFL has been doing in Germany. Developing social programs related to research on cancer, children's rights and developing charitable initiatives, like the three Italian Leagues have been doing across their country. Promoting healthier life styles among the population, opening football grounds to children to stimulate them to learn math, languages and other classes, like the Eredivisie has been doing in Holland. Combining entertainment and leisure activities with social and educational workshops in collaboration with FAO, Unicef and other agencies, like the Spanish League is doing. Mobilizing football stars to visit children's hospitals and orphanages, like the Leagues are doing in Russia, Poland, Portugal, Scotland and many other countries.

Under the umbrella of the EPFL, and in partnership with the Food and Agriculture Organisation of the United Nations and the European Commission, all Leagues are mobilized in a fight for the most basic and fundamental human right: the right to food and human dignity. A right which cannot, must not be denied to any individual.

Social Responsibility is therefore at the heart of the EPFL. Not because we are seeking positive visibility. But because this is our moral and indeclinable duty. And because, as we have already proved, "Great Football Makes Great Things".



(EPFL CEO)





EPFL CSR STANDING COMMITTEE

By Committee Chairman

Welcome to the Brochure!

Football in Europe features an ever increasing appeal. It represents an economic power that creates thousands of jobs directly and indirectly. However football also has a long-standing position in society in that it shapes the free time of millions of people. It is because of this special role that football's social responsibility has also increased. All the leagues in Europe, their clubs and their protagonists have exemplified for decades their successful dedication to the social sector, be that with public foundations or campaigns, or quietly and unnoticed away from the spotlight and cameras.

One new aspect of late is that professional football in Europe has been carrying the flag for the issue of CSR. Under the umbrella of the EPFL, football has shown a sign of solidarity over the last few years with the "Football against Hunger" campaign. In collaboration with our strong partners, the FAO and, for the first time in 2012, the EU Commission, a "Football against Hunger" match day successfully took place in no fewer than 18 leagues at the end of March. Football was united on one weekend for the same issue. Professional football in Europe was utilising its appeal and media platforms for a good cause – to raise the necessary attention to hunger catastrophes in many parts of Africa.

For years, the CSR Committee of the EPFL has coordinated the collective activities of all leagues in the social sector. Nowadays though, we don't have to look too far away. Many parts of Europe are also fighting crises day in and day out. Unemployment causes poverty and hopelessness. For that reason alone, in late September, the CSR Committee decided to focus its attention in the coming years especially on social problems on our continent.

We all know that we can neither prevent nor solve crises. However we can use the connective power of football, its attention and transmission to all segments of the population to bring focus to issues, which in our opinion desperately need attention. The collective commitment of all the leagues gives us courage, because together, football can move quite a lot.

Sincerely



A handwritten signature in black ink that reads "Tom Bender".

Tom Bender

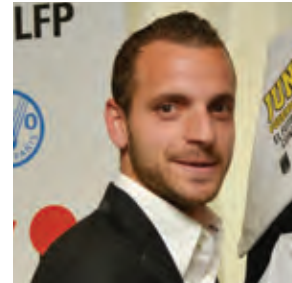
(Chairman EPFL CSR Committee & President Bundesliga Foundation)

PROFESSIONAL FOOTBALL CSR

By Footballers and Coaches



Manuel Ortlechner (FK Austria Wien and Austrian National-Team) – in the context of a CSR-project against violence in football. **“We have to show more respect for the opinion of other people!”**



Roberto Saldado, Valencia Player and Spanish international, **“I am proud to be collaborating with the Spanish League in its commitment to social responsibility and active participation in development cooperation” “I realize that professional football is a powerful tool to reach out to society and that the players have the opportunity to use our popularity to be actively involved in initiatives of solidarity”.**



“We needed to create an environment that was conducive for parents to take their children in safety to football again and we’ve seen dramatic change since those dark days – highlighting the power of football in the community.” **Clark Carlisle** Chairman of the Professional Footballer’s Association and former Football League player.



Siem de Jong, Ajax player and Dutch international, **“helping those who need it so much, gives me joy and satisfaction and is something we as professional sportsmen should not only think about but should put into practice.**



“As footballers we are regarded as role models for many people and should live up to this expectation. We want to use the power of Football to help people in need.” **Philipp Lahm**, captain of Bayern Munich and German national football team.



Giovanni van Bronckhorst, Dutch international, & 2011 More than Footballer of the Year: **“I think the role we play as footballers is bigger than many think. We really can make the difference”.**



Felix Magath, former footballer and active coach in the German Bund esliga stated, **“We will ask our fans to join with us in calling for urgent help to the Sahel. United in this one cause we can truly make a difference”**.



Patrick Vieira, former French international player and also Goodwill Ambassador for FAO, was born in Senegal, one of the affected countries. **“We have a responsibility to those who are in distress through no fault of their own,”** he said. **“The right to food a basic human right and no one in today’s world should go hungry”**.



Former Bulgarian international and Ambassador from the Bulgarian Professional Football League **Hristo Stoichkov** visited Burkina Faso to see the joint work of the European Union and FAO up close. He said, **“I have witnessed the life-saving, life-changing work of ECHO and FAO first hand. They help people to feed themselves today and prepare for tomorrow. It’s the right kind of help getting to the right people”**.



Former Italian National team goalkeeper and Campaign’s Ambassador from the Italian Lega Serie A **Francesco Toldo** highlighted that, **“The people of the Sahel may think the world has forgotten them. This weekend, European football will stand in solidarity with them. They will know that they are not alone”**.

Dare Vrši, Olimpija Ljubljana player & Slovenian ambassador for the Football against hunger 2012 campaign **“Football is the only global sport that is being followed in every corner of the world. This means a special responsibility for football players, who can use their influence to help millions of people around the globe”**.

Other Football Ambassadors of the Campaign include **Herbert Prohaska** (appointed by the Österreichische Fußball Bundesliga – Austria); **Steffen Freund** (DFL Deutsche Fußball Liga GmbH – Germany); **Vidar Riseth** (Norsk Toppfotball – Norway), and **Jerzy Dudek** (Polish Professional Football League).



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**“PROFESSIONAL FOOTBALL
AGAINST HUNGER”
CAMPAIGN EPFL/ECHO/FAO**



Commissie



SAHEL EMERGENCY

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“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO



EUROPEAN COMMISSION



Humanitarian Aid and Civil Protection



BACKGROUND:

The Match Day against Hunger is the flagship event of the “Professional Football against Hunger” campaign, launched in 2008 by the Association of European Professional Football Leagues (EPFL), representing the 30 largest professional football leagues across Europe with almost 800 clubs, and the Food and Agricultural Organisation of the United Nations (FAO), the United Nations’ agency leading international efforts to defeat hunger.

In 2010, the European Community Humanitarian aid Office (ECHO) – one of the world’s largest humanitarian donors – joined the partnership. The campaign’s focus turned to the work of ECHO and FAO in restoring the self-reliance of people struck by disaster.

Emergencies have the most devastating consequences for rural communities, where people depend mainly on agriculture for survival. FAO and ECHO help these communities return to farming so that they can feed themselves again. They also aim to address the underlying causes of vulnerability to increase people’s resilience to future shocks.

“We must act now to help people feed themselves” said **José Graziano da Silva**, Director-General of FAO. “At the same time, we need to build resilience in local communities to stop jumping from crisis to crisis, and to prevent droughts from leading inevitably to famine.”

“Football is the perfect vehicle for highlighting the plight of the people in the Sahel,” said **Kristalina Georgieva**, European Commissioner responsible for International Cooperation, Humanitarian Aid and Crisis Response. “To respond properly to this emergency, governments, donors and aid agencies need to be united. Together, we can save lives.”

“Football is the great global unifier,” said **Sir David Richards**, Chairman of the EPFL. “The Leagues and the players know the power and popularity of our sport and we are proud to use that power to tell stories that otherwise would not be told. European Professional Football is providing the megaphone for this message so that the right help can get to the people in need as soon as possible.”

“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO



INITIATIVES LEADING UP TO THE MATCH DAY AGAINST HUNGER:

EPFL and FAO launch Football against Hunger Campaign at European Commission

“Urgent action is needed in the Sahel where millions of people are facing hunger”. This was the message of European professional footballers who work with ECHO and the FAO used to raise awareness about the urgent need to assist the victims of hunger and to put them back on the path to self-sufficiency.

The three partners, ECHO, FAO, and EPFL, kicked off their joint awareness campaign about the need to fight hunger and malnutrition. The 2011/12 edition of the campaign concentrated on the Sahel region of West Africa (Burkina Faso, Chad, Mali, Mauritania and Niger) where the Commission and FAO were working to avert a repeat of the hunger crisis that has been raging in the Horn of Africa.

The campaign’s symbolic launch took place in Brussels, where the European Union’s Commissioner for humanitarian aid **Kristalina Georgieva** welcomed FAO’s Goodwill Ambassador and football star **Raúl González Blanco** and other members of the campaign’s team: EPFL and English Premier League Chairman **Sir David Richards**, Spanish “La Liga” President **José Luis Astiazarán**, German “Bundesliga” Board Member and Foundation President **Tom Bender** and the Communication Director of Italian Lega Serie A **Tiziano Mauri**.

“The European Commission is already engaged in the immediate response needed to avert a devastating food crisis that could affect nearly 12 million people in the Sahel region. Our alliance with the world’s most popular game and a trusted partner like FAO will stress the urgency to bring life-saving relief and will highlight our efforts to be part of the solution,” said Commissioner Georgieva.

“European football wants to contribute to alleviating the plight of those who suffer from hunger when struck by crisis like in the Sahel,” said EPFL Chairman Sir David Richards.

“The people of the Sahel urgently need help. This campaign seeks the support of the public

during a food crises like this one and nobody knows as well as I do how important it is to have the stadium on your side to win the match”, said Raul Gonzalez, FAO Goodwill Ambassador.

Professional Football against Hunger at Soccerex European Forum 2012

Once again during the Soccerex European Forum 2012, in Manchester, on the 27 & 28 March 2012, the ECHO/EPFL/FAO “Professional Football against Hunger” campaign brought another aspect to this two-day elite event generally focusing on the commercial issues of the game, demonstrating how football’s worldwide appeal can be used to inspire people to team up and help those in need.

For the second year in a row an exhibition stand was dedicated to the Campaign which was visited by campaign ambassadors Patrick Vieira and Steffen Freund and European Commissioner Kristalina Georgieva.



“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO



PROFESSIONAL FOOTBALL AGAINST HUNGER CAMPAIGN FIELD VISITS

The EPFL Performs Humanitarian Mission in Burkina Faso

The EPFL Chairman **Sir David Richards** and EPFL CEO **Emanuel Macedo de Medeiros**, where among the protagonists of an EPFL delegation that travelled to Burkina Faso to visit EU-funded FAO humanitarian crisis projects, within the framework of the successful Campaign “Professional Football against Hunger”.

During the two-day visit, from 15-16 March, 2011, the EPFL delegation had the opportunity to touch the reality of the local population and institutions involved in the “Emergency Crisis – Humanitarian Aid” EU funded FAO projects, in an effort to raise awareness of the international community and restore the self-reliance of people affected by the 2010 food emergency caused by drought and torrential rain in the Sahel area.

The delegation, counted with the extraordinary participation of **Hristo Stoichkov**, European Footballer of the Year 1994 and Ambassador of the Campaign, and **Stefan Kapralov**, President of the Bulgarian Professional Football League.

Hunger unacceptable

“The European Leagues are taking on the responsibility that goes with its ever more prominent role in society,” said Sir David Richards, who is also Chairman of the English Premier League. “We want to contribute to alleviating the plight of nearly one billion people who go to bed hungry every day.”

“We are committed to use the power of professional football and the influence of our 30 Member Leagues to eradicate hunger and poverty. That’s why we have come to Burkina Faso, one of the world’s poorest and most needed countries” said EPFL CEO Emanuel Macedo de Medeiros during the press conference in Ouagadougou.



Professional Football against Hunger ambassador Roberto Baggio visits Peru

Former Italian football star and FAO Goodwill Ambassador, Roberto Baggio, visited Peru 11-13 May, 2011 during which he experienced first-hand the support given by the European Union (EU) and the FAO to over 10,000 families affected by the floods that struck the Cusco and Puno regions of Peru in January 2010.

During his visit to the Matinga and Quillihuay communities in the Cusco region on 11 May, Baggio met with small-scale farmers and alpaca breeders who have benefited from ECHO and FAO support. "The assistance given to these families has helped them to recover from the terrible tragedy they suffered," said the footballer. "I am happy to have spent time with them and to be a part of this joint effort between FAO and the European Union", he added.



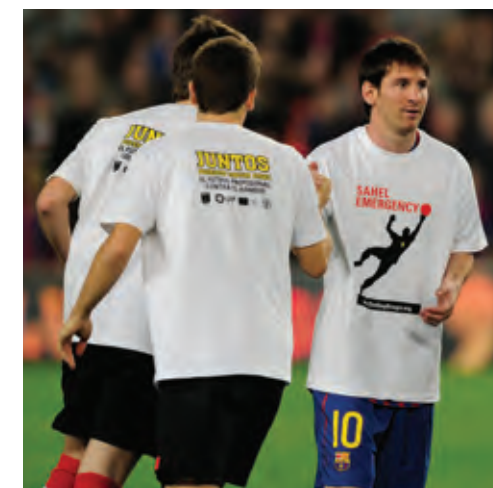
“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO

After returning from his visit to the Cusco region, Baggio spent time with children from Oscar Ibanez’s Football School, in Lima where he demonstrated the football skills which have made him one of the sport’s legendary figures.

Professional Football against Hunger ambassador Raúl in Chad

Former Spanish national player, football star and FAO Goodwill Ambassador, Raúl González, travelled to Chad from 23 - 24 May 2012 as part of the “Professional Football against Hunger” Campaign. During his visit to drought-stricken Chad, the football star added his voice to urgent calls for funding to prevent a full-blown food and nutrition crisis in the Sahel region of West Africa, where over 17 million people are at risk of hunger and more than 1 million children under-five face severe acute malnutrition.



III EUROPEAN MATCH DAY AGAINST HUNGER

Once again, the “Professional Football against Hunger” campaign came to hundreds of football stadiums across Europe during the 2011/12 Football season. The main message in this year’s campaign was that action was needed to avert a humanitarian disaster in the Sahel region of Africa, where millions of people were facing hunger due to drought, poor harvests and rising food prices.

Promoted by the EPFL, ECHO and FAO, the third edition and biggest-ever **Match Day against Hunger** kicked off on 30 March, 2012 to spread the call for urgent action.

By the time the last match was played on 2 April, 2012, the campaign’s message and activities swept across the entire European continent from Sofia to Madrid, from Oslo to Palermo, involving 300 professional football clubs in 20 Leagues throughout 16 European countries, reaching millions of football fans.





“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO

III EUROPEAN MATCH DAY AGAINST HUNGER - PARTICIPATING LEAGUES

Österreichische Fussball Bundesliga (Austria)



Pro League (Belgium)



Bulgarian Professional Football League (Bulgaria)



The Premier League (England)



The Football League (England)



DFL Deutsche Fussball Liga (Germany)



Super League Greece (Greece)



Lega Serie A (Italy)



Lega Serie B (Italy)



Lega Pro (Italy)



Eredivisie NV (The Netherlands)



Norsk Toppfotball (Norway)



Polish Professional Football League (Poland)



Liga Portugal (Portugal)



Russian Football Premier League (Russian Federation)



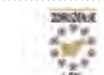
Football National League of Russia (Russian Federation)



Scottish Premier League (Scotland)



Union of 1. SNL (Slovenia)



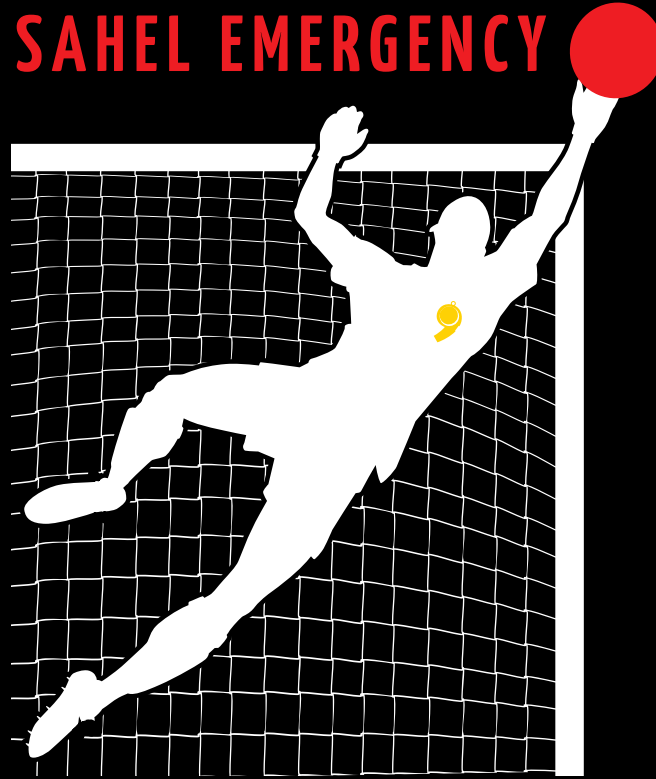
Liga Nacional de Fútbol Profesional (Spain)



Ukrainian Premier League (Ukraine)



SAHEL EMERGENCY



TOGETHER
WE CAN SAVE LIVES
PROFESSIONAL FOOTBALL
AGAINST HUNGER

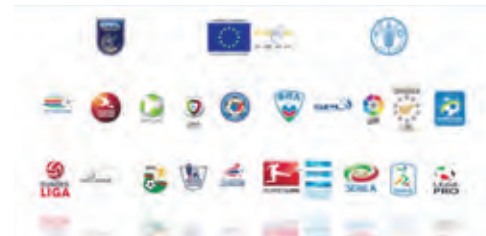


“PROFESSIONAL FOOTBALL AGAINST HUNGER” CAMPAIGN

EPFL/ECHO/FAO

PROFESSIONAL FOOTBALL AGAINST HUNGER CAMPAIGN MATCH DAY SPOT

To enhance the third edition of the Match day against Hunger the three partners ECHO/EPFL/FAO worked together with campaign ambassadors to create a promotional spot for the campaign. Former and current stars from Germany, Italy, Norway, and Spain joined together to spread the message about the fight against hunger. This promotional spot was used by all participating Leagues in the III Match Day against Hunger in their stadiums during the games to promote the initiative and was distributed by EUROVISION to hundreds of Media worldwide.





СОГАЗ
ЧЕМПИОНАТ РОССИИ
ПО ФУТБОЛУ
2011-2012

СОГАЗ
ЧЕМПИОНАТ РОССИИ
ПО ФУТБОЛУ
2011-2012

СОГАЗ
ЧЕМПИОНАТ РОССИИ
ПО ФУТБОЛУ
2011-2012



CSR IN EUROPEAN FOOTBALL: **FACTS AND FIGURES**



CSR IN EUROPEAN FOOTBALL

Facts And Figures

Seventeen of the EPFL Leagues participated in the following section in which some facts and figures about the Social Responsibility activities of the Leagues and their Clubs will be depicted.

The following Leagues participated in the survey:

Österreichische Fussball Bundesliga (Austria)



Pro League (Belgium)



Bulgarian Professional Football League (Bulgaria)



The Premier League (England)



The Football League (England)



DFL Deutsche Fussball Liga (Germany)



Super League Greece (Greece)



Lega Serie A (Italy)



Lega Serie B (Italy)



Lega Pro (Italy)



Eredivisie NV (The Netherlands)



Norsk Toppfotball (Norway)



Polish Professional Football League (Poland)



Liga Portugal (Portugal)



Russian Football Premier League (Russian Federation)



Football National League of Russia (Russian Federation)



Scottish Premier League (Scotland)



Union of 1. SNL (Slovenia)



Liga Nacional de Fútbol Profesional (Spain)



Ukrainian Premier League (Ukraine)





THE EPFL LEAGUES ARE CURRENTLY ACTIVE IN THE FOLLOWING CSR AREAS:

- Youth,
- Anti-racism/discrimination & integration campaigns,
- Persons with disabilities,
- Health education & healthy lifestyles,
- Education & Disadvantaged groups.

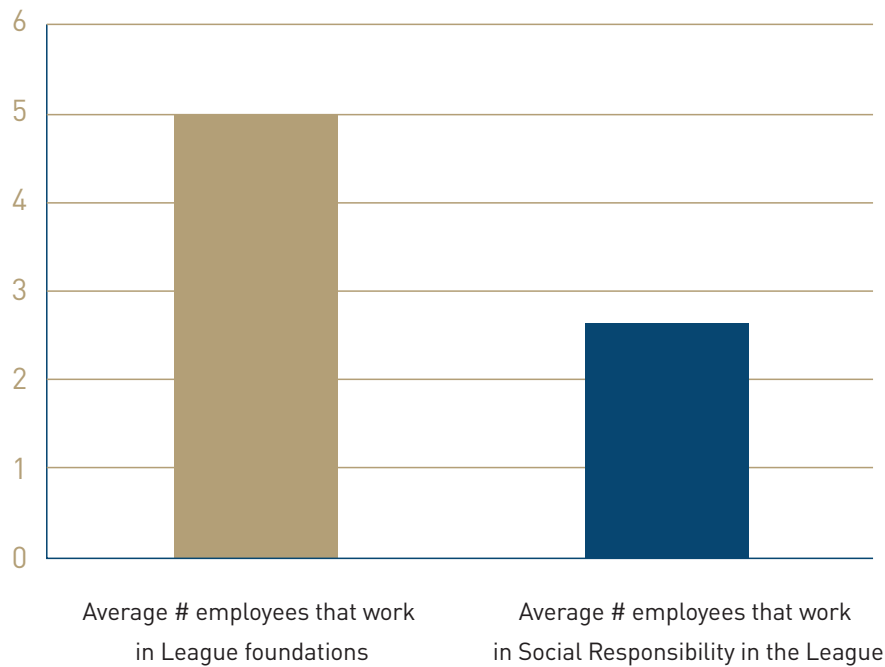
CSR IN EUROPEAN FOOTBALL

Facts And Figures

AVERAGE NUMBER OF EMPLOYEES THAT WORK IN SOCIAL RESPONSIBILITY:

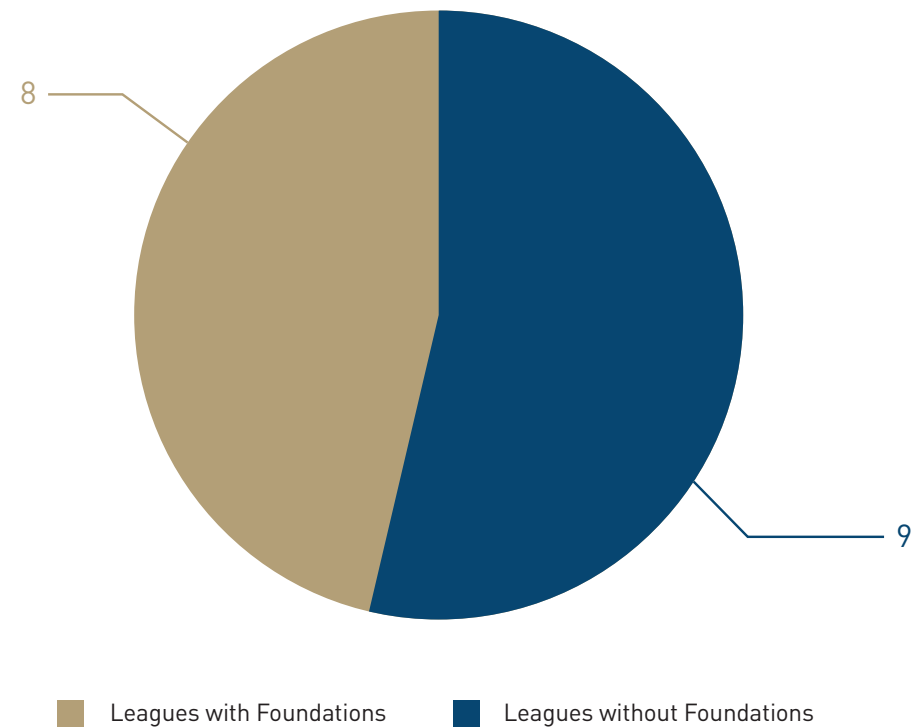
In Leagues that have foundations there is an average of 5 persons who work for the Foundation. In Leagues that do not have foundations there is an average of 2.7 persons who work on Social Responsibility activities for the League.

Average number of Employees that work in Social Responsibility:



LEAGUES THAT HAVE FOUNDATIONS:

Out of the 17 Leagues surveyed, 8 have their own foundations with which they use to perform Social Responsibility activities.



CLUBS THAT HAVE FOUNDATIONS:

Similar to above, 8 of the surveyed Leagues have indicated that at least one of the clubs in their Leagues has a foundation dedicated to social responsibility work.

CLUBS THAT WORK IN SOCIAL RESPONSIBILITY WITHOUT FOUNDATIONS:

From the Leagues, all but two, have 100% of their clubs active in Social Responsibility work on a regular basis.

RAISING FUNDS FOR ACTIVITIES:

7 of the surveyed Leagues do fundraising for external support of their activities. Some of the ways funds have been raised are through finding funding partners for their projects, hosting benefit football matches and partnering with charitable organisations.

WEBSITE PROMOTION OF SOCIAL RESPONSIBILITY:

Twelve of the 17 Leagues have a special section on the League's website or their own website dedicated to the promotion of the social responsibility activities of the Leagues and their foundations. The exception is seen in The Netherlands, who does not have a section on their website to display these activities, rather uses a knowledge sharing platform for all Dutch Football.



**WYKOPMY RASIZM
ZE STADIONÓW**



network
faro

THE SOCIAL VALUE OF EUROPEAN LEAGUES



THE SOCIAL VALUE

of European Leagues



AUSTRIA

The Austrian Bundesliga is active in a number of areas in Social Responsibility throughout the season. Below are examples of two of the projects the League supports.

Bundesliga ON EAR – Radio in the Stadium for blind and visually handicapped football-fans!

With the beginning of the football-year 2010 the Austrian Bundesliga started a new and very special service: Bundesliga ON EAR – the stadium-radio for blind and visually impaired football-fans!

The main function of Bundesliga ON EAR is, to offer a radio-commentary from skilled reporters inside the stadiums which can be received by radios or radio-compatible mobile phones (with headsets). So this service can be used by all the supporters during a game.

In addition, the games are streamed on the Bundesliga-Webpage so that blind people and visually impaired supporters can get the life-experience by this special audio-description even at home.

“With Bundesliga ON EAR we also want to make stadium-attendance possible and exiting for all people, who have not had the chance to do so in the past”, says Bundesliga-CEO Georg Pangl.

At the moment the four Austrian top-teams of the tipp3-Bundesliga powered by T-Mobile – FC Red Bull Salzburg, SK Rapid Wien, FK Austria Wien and SK Puntigamer Sturm Graz and also one team of the “Heute für Morgen” Erste Liga, SKN St. Pölten, – take part in this project.

The response to the project has been excellent, so the Bundesliga is thinking about to enlarge this project for all the teams of the first league.

“Wave against Violence”

With the campaign “Wave against violence” the Austrian Bundesliga is committed together with their clubs, the Austrian Football Association and the Austrian Department of the Interior in preventive work and against violence in football.

The focus lies on the nationwide “Wave against violence” Campaign weeks and the individual presentations at public schools, youth clubs and supporters’ clubs - with celebrity support from players and coaches, as well as the participation of the CEO of the Austrian Bundesliga, Mr. Georg Pangl. At the workshops experts from police and special trained Stadium-Officers explain their daily work in and outside the arenas to prevent violence. Kids learn about consequences of misbehaviour inside the stadium.

Bundesliga-CEO Georg Pangl about participating in the campaign weeks: “Our aim is to show the kids that violence can never be a solution for problems. Many young people realize after a lecture that you can resolve conflicts verbally. So at the end of the day they can use this knowledge at school, home or in a football-stadium. Therefore, we support this action, together with our club since 2009 and will continue to do so in the future with full strength.”



THE SOCIAL VALUE

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BELGIUM

Our Goal a better world: Belgian Pro League and CSR

Pro League, the representative of the Belgian first division clubs is continuing its social activities as presented in 2009, under the brand "Our goal a better world". Pro League is diversifying the social goals it is supporting, although the two main projects remain SOS Children's Villages and Open Stadium, the organization promoting and implementing CSR-activities in Belgian professional football clubs.

SOS Children's Villages: One goal, from the streets to school:

SOS Children's Villages is an NGO that is committed to the interests and rights of children around the world. The organization was founded in 1949 in Austria and is now active in more than 100 countries worldwide.

Pro League has committed to a five year support of one of the major programs of SOS

Children's Villages in 4 African countries: DR Congo, Burundi, Ivory Coast and Togo. Under the pretext of "One Goal, from the streets to school", this family strengthening program offers various forms of support to strengthen and stabilise families as much as possible, using a step-by-step family development planning process. Training and knowledge-sharing are a large part of this. The aim is always to build the skills and capacities of carers and of their communities so that children can enjoy positive and caring relationships.

Former President of the Pro League Ivan De Witte and CEO Ludwig Sneyers visited one of the project sites in Gitega, Burundi in 2010. In May 2012 Ludwig Sneyers was invited to the opening of the SOS Children's Villages in Kinshasa DRC. He noted his impressions: *"The method has great value. You are targeting a family that lives in a difficult situation. Then you try to keep children in their familiar surroundings rather than bring them to the orphanage and the village of "SOS". We must therefore ensure that people earn an income, they have an occupation and that children attend school and receive medical care. It shows that we are able to achieve good results with modest means. A project helping 110 children makes a difference. Our modest assistance, it is imperative to maintain it. And possibly even strengthen it. The program provides micro-loans, which create an economic base. People are able to ensure a stable income for their families."*

The Christmas action:

A yearly tradition in the Pro League is the Christmas action. Since 2009, a stadium action to raise awareness and an auction, selling player's shirts, is organized in favour of the SOS Children's Village programs.

Other initiatives:

Pro League participates and engages in various actions. In August 2011 clubs organized a donation to support emergency aid to counter hunger in the Horn of Africa. In October, Pro League cooperated with the Belgian Ministry of Internal Affairs in the "Respect United" action to raise awareness on non-discrimination and racism.

**Draag het shirt van je favoriete
speler en strijd mee voor een
betere wereld**

'Jean, 16 jaar'
**Surf naar jupilerproleague.be en
steun SOS Kinderdorpen**



Voor velen onder ons is voetbal een wekelijkse strijd op leven en dood. Figuurlijk dan. Maar... wat als voetbal ook écht over leven en dood gaat...

SOS Kinderdorpen helpt duizenden kinderen zoals Jean om via voetbal te strijden voor een betere wereld... Strijd ook mee, net als de Pro League en haar Clubs. Draag het shirt van je favoriete speler en steun zo SOS Kinderdorpen.



Met steun van



voor meer info surf naar jupilerproleague.be



Open Stadium:

Open Stadium is the organization that provides support to Belgian football clubs for their social activities. Open Stadium advises clubs, as well as it calls for proposals and develops projects on a national level. Main issues are health promotion, social inclusion and integration.

Pro League is convinced that the development of a sustainable community assures a significant added value for every professional football club. Therefore, Pro League continues to encourage football clubs to cooperate with Open Stadium and Pro League maintains to invest in Open Stadium.

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ENGLAND

The PREMIER LEAGUE

Premier League Creating Chances

Creating Chances is the umbrella brand for all community good cause activity funded and delivered by the Premier League. Its vision is to “use the power of football to make a difference, empowering our clubs to create opportunities at the heart of their communities that bring people together and change lives for the better”.

The Premier League invest nearly 4% of its turnover into good causes and Creating Chances looks to invest in programmes that address key thematic areas of community cohesion, education, health, sports participation and international.

Delivery is mainly channelled through club community organisations and a Premier League Charitable Fund has been set up to govern over £10m a year that is invested this way. Another £12m a year is donated to the Football Foundation to create new facilities and improve existing stadia.



Partnerships are key to the success of Creating Chances and successful relationships have been developed with the likes of the Metropolitan Police, Sport England, Government departments and Sport Relief.

The scope and reach of Creating Chances is expanded by investing beyond the Premier League and into Football League and Football Conference clubs. A capability status has been in operation for a number of years to ensure the clubs meet rigorous governance and operational standards. As a result the quality, resources and capacity of clubs has increased to the extent where some have been successful in bidding to operate Free Schools and others have been commissioned to deliver football and health services by their local authorities. Over 1,600 are employed by Premier League clubs to deliver community activity.

The Premier League also runs central projects that the clubs are effectively commissioned to deliver. These projects, carry robust evaluation that prove how effect sport is as a tool for development and to address social issues.

Kickz

- Uses football to create safer, stronger, more respectful communities through the development of young people's potential
- Targets some of the most challenging and disadvantaged communities which suffer from higher rates of crime and anti-social behaviour
- 96 projects operating three nights per week, 48 weeks per year
- 44 clubs delivering (14 London, 30 non-London)
- 60,000+ young people engaged
- Average contact per young person is 72 hours
- 91% of projects delivering on a Friday and/or Saturday evening when anti-social behaviour is at its peak
- Metropolitan Police the major partner but 19 other police force areas, 60+ local authorities and 650 other local partners involved
- 400+ young people moved into employment with clubs
- Reductions in anti-social behaviour of up to 60% have been reported in Kickz areas
- A Laureus report showed that every £1 investment into Kickz was worth a saving of £7 to the criminal justice system

PL 4 Sport

- Olympic legacy project aimed at using the power of football to increase participation in badminton, judo, table tennis, volleyball, netball, hockey, handball and basketball
- Partnership with Sport England, Youth Sports Trust and delivered by 20 clubs
- 43,000+ young people engaged

- 33% female, 14% BMI
- 321 new satellite clubs created
- PL4Sport driven new Sport England 2013-17 strategy around Satellite clubs

Player Kit Scheme

In 2011 Premier League players launched a collective initiative to donate football kit and equipment to junior teams across England. Each player donated to a central fund that could be accessed via a national application process. Over 1,400 kits have already been distributed making a huge positive difference to grass roots football.

International

There is a local to global element to Premier League community work as the ground breaking projects are transferred into different areas of the world. The Premier League is now broadcast in 212 territories with billions of people tuning in so the international element is a crucial, growing part of Creating Chances. Premier Skills is the flagship international project looking to train up local coaches and referees.

Three hugely successful projects inspired by the Kickz model have been set up in Brazil, India and Indonesia, with over 1,000 young people from deprived parts of Rio, Kolkata and Jakarta taking part in regular football, other sport and cultural activities.

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The FOOTBALL LEAGUE

The Football League Trust (FLT) was established in 2007, funded by the Premier League, the Football Association and the Professional Footballers' Association. Continuing the pioneering work of the national Football in the Community programme, The Trust now brings together and advocates the very best approaches to community work across the 72 community trusts linked to Football League clubs, and has become a leader in the fields of youth and community development.

The FLT's role is to manage Community and Youth Development activities at Football League clubs.

Through the power of football, The FLT aims to make a difference to people's lives by providing them with the best possible opportunities and recognising their achievements to inspire them both inside and outside of the game.

The FLT's focus is to be recognised as the leader in Youth and Community development, while the Trust is also committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.



Every Player Counts

Every Player Counts (EPC) is the largest disability sports project in England and Wales. It is also a leading project of The FLT, made possible by a grant from The Football Pools.

The objective of EPC is to provide opportunities for disabled people, and to increase their ability to live independently – to enjoy the same choice, control and freedom of other citizens – at home, at work and as members of the community by improving confidence and building their social network.

With over 40,000 participants, and 170 local projects, EPC is delivered through 47 Football League Trust community schemes.

On Target

On Target uses the positive power of football to engage with young people in areas identified by the police as hotspots for anti-social behaviours and crime.

The project seeks to raise aspirations in the young people, aiming to provide them with something to do and somewhere to go on Friday and Saturday evenings, traditionally a peak time for anti-social behaviour.

At all clubs, On Target provides older teenagers with the opportunity to gain experience by coaching younger age groups at the weekly sessions.

The mentors are offered qualifications such as the Young Leaders Award from Sports Leaders UK and the project has linked up with schools to set out action plans for each participant, and engage with dysfunctional families or histories of crime within the family.

Strong local partnerships exist in each area with the police, local authority, schools and colleges.



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FRANCE

The Ligue de Football Professionnell and Social Responsibility

The Ligue de Football Professionnell recognises the importance of social responsibility, it uses the power of football to involve and educate the football community through various activities during the season. Examples of this are seen throughout the entire football season where both the Ligue 1 and Ligue 2 dedicate Match Days towards specific causes that the League has recognised as being important to focus on.

During the 2011-12 season the League match days were dedicated to work with different charities and causes. One of the first Match Days, week 7 in Ligue 1 and week 8 in Ligue 2, were dedicated to the education of the public about Alzheimer disease, which saw the LFP pair up with the Clubs' Union of France (UCPF) to spread the word about this disease which effects over 850,000 people in France alone. Later on in the season the League dedicated its 24th week to UNICEF to express their views on a child's right to play. The message of this campaign was broadcast through various media outlets such as on the stadium screens and sound systems as well as on the clubs' websites.



Each season the League decides which causes and charities it wishes to partner up with and assigns them a specific week to work together. However, the League does not limit the activities it has to those recognised by the League itself. The clubs of the LFP also have a strong commitment in supporting this field. Many of the clubs have set up their own foundations which have been established to give back to their communities through such activities as player meet and greets, player visits to local hospitals to visit sick children, lending support to much smaller clubs who operate in France.

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GERMANY

DFL Deutsche Fussball Liga and Bundesliga-Stiftung: Creating Chances

The Bundesliga-Stiftung started in January 2009 with the goal of more intensive recognition of professional football's social responsibility. The organisation, which was started by the League Federation and the German Football League DFL, considers itself an extension of the versatile social commitment that the 36 clubs and capital companies of the Bundesliga and 2nd Bundesliga have cultivated for some time now in various forms. While most activities of the clubs concentrate on the local or regional level, the Bundesliga-Stiftung considers itself a nationwide or at times even international advocacy institution.

Its work is designed to support and complement the clubs' initiatives. The foundation's charter states its purpose as the advancement of sports, social and academic education and international understanding. To fulfil its aims, the Stiftung formulated four objectives:

1. Assuming social responsibility

The Bundesliga as a large and emotional brand has an obligation vis-a-vis society. And with Bundesliga-Stiftung it recognizes this actively and knowingly.

2. Creating identification

Sports in general and football in particular can create an identification of socially relevant issues and problems. The Bundesliga-Stiftung serves as a connective element, incorporating the whole of professional football to embrace their social responsibility and create an identification.

3. Achieve changes

The long-term goal of the Bundesliga-Stiftung is to push for sensible changes in social areas which can be impacted. Accompanying that will be the sustainable support and advancement of corresponding projects which can introduce changes in society and have an impact long term.

4. Impart values

It is an important goal to impart, especially to children, values that are pushed to the background in the modern society. The meaning of values such as fair play, cooperation, attention, compassion, tolerance and solidarity shall be emphasised through specific campaigns and the support of initiatives in bringing society and especially children closer together.

Resulting from these objectives come the following focuses as well: The Bundesliga-Stiftung supports children and adults with handicaps; it is devoted to issues such as integration, anti-racism and prevention of violence; and it supports top level athletes from other sports.

Daily commitment: All people involved in the work of Bundesliga-Stiftung are united by a strong commitment and belief that with the help of football the society can be changed. Therefore, not only the employees of Bundesliga-Stiftung and DFL, but also



project members and top football players contribute to the achievements. Stars like Philipp Lahm, captain of both Bayern Munich and the German national football team, and head of his own foundation helping underprivileged children, is an example of how players try to use the power football has to do something good.

Integration, anti-racism, prevention of violence: As mentioned above, one of the four subject areas Bundesliga-Stiftung focuses on is integration, with Ilkay Guendogan as godfather of the integration campaign "Integration. A winning game." Very few social scenes unite so many people of different origin, religion, colour, age or social status as football. That is experienced every week in thousands of football clubs; is continually

practiced in more than a hundred thousand teams; and is continued in the stadiums of the Bundesliga and 2nd Bundesliga clubs. Sports in general and football in particular have an enormous unifying power. The Bundesliga-Stiftung would like to use this power directly and indirectly to ease the integration into society of people from different origin.

Children: Children are extremely important to all of us. Children are our future. As often as these sentences are repeated with the best of intentions, everyday life in Germany shows another side. The Bundesliga-Stiftung would like to bring reality closer to the entitlement – and it has an ideal starting position. Every child knows the Bundesliga and no playground is more loved by the youth than the football pitch. The Stiftung wants to help use this – with much more than just the pleasure of young fans attending a Bundesliga match. It advocates projects that aid disadvantaged children as well as initiatives for the education of social and emotional competences as well as more physical movement.

People with handicaps: The Bundesliga-Stiftung also considers itself responsible for advocating equal social integration of people with handicaps. Therefore they took on the task of supporting the mobility and therewith the self-determination of people with handicaps. The Bundesliga travel guide "Barrierefrei ins Stadion" ("Barrier-free to the Stadium") was published in autumn 2010 and is the Bundesliga-Stiftung's most important project concerning this matter.

Athletes of other sports: In comparison to many other sports, German professional football finds itself in an economically privileged situation, and the Bundesliga knows that. As part of a long-term partnership, the Stiftung Deutsche Sporthilfe is supported and with it solidarity with and recognition of top level athletes in other disciplines. Elite talents and promising youth athletes are supported within the Sporthilfe foundation. Under the motto "Sportler für Sportler" ("Athletes for Athletes") the media power of the Bundesliga is being used in an attention-getting campaign in which Bayern Munich's president Uli Hoeness works together with all-time famous German athletes from other sports, namely Heiner Brand (former coach of the German national handball team), Maria Hoefl-Riesch (double Olympic champion in Ski), and Ricco Gross (4times biathlon champion).

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ITALY

LEGA SERIE A

Every season Lega Serie A promotes a number of initiatives in the social responsibility sector using the “power of football”.

For several years Lega Serie A has supported and promoted the activity of many organizations, which are selected at the beginning of every season without a permanent social programme, some of the partnerships with the Associations may carry on for a long period. During last championship the Italian League’s football family gave visibility to 20 charity campaigns at national and international levels.

The institutional support of Lega Serie A is specific and dedicated for each association to promote their message in order to achieve their objectives. Sometimes the campaign is organised to popularize a message, and other times the commitment of the League is requested for fund raising projects.

During the “Match Day” the different activities developed in the stadiums allow the League to transmit the necessary visibility to the campaign’s message. Some examples are, among the others, videos played on the giant-screens, messages channelled through the public address system or read directly by the captains of the team before the match, exhibitions of banners on the pitch before the kick-off, entrance into the field of children carrying the message, the use of distinctive scarves or other clothing accessories used by the team coaches during the game and/or the press conference.

Lega Serie A’s web site has a special section dedicated to charity which reports all the initiatives that have been supported in previous years.

Here a little summary of the most important developed partnerships during last years: “Airc” (Research in Cancer), “Telethon” (Genetic Disaeses), “Unicef” and “Save the Children” (Children’s rights), “FAO” (Food and Agriculture Organisation of the United Nations), “Special Olympics” (Olympic Games for disabled).



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LEGA SERIE B

“B Solidale”

The Italian Professional Football League Serie B, since its recent establishment, has dedicated great care to the social aspect of football seeing it as a meaningful way to make aware of social issues and to spread positive messages.

As part of this effort, the League has the purpose to pass over the bold, whether appreciable, way to support all cooperation proposals, adopting a different approach that provides a more structured and organic effort, selecting a small number of associations, involved in the development of initiatives and certifying the results.

For this reason, B Solidale the new platform for Social Responsibility was born. Fifty-seven Non-Profit Organizations participated in projects dedicated to the five themes decided by the League: Childhood, The Elderly, Disability, Scientific Research, & Social Inclusion.

The Council of the League, proposed by the Ethics Committee, has selected five Non-Profit Organizations, one for each category that have leveraged the financial and communication support of the League, Clubs, Partner Companies, sports newspapers and Media licensors during the Serie Bwin Championship 2011-2012 season.

To promote these initiatives by the five Non-Profit Organizations, the League has spread the solidarity messages through the existing communication channels and the new dynamic media to let B Series Audience be aware about it.

In particular: referees and captains' pre-match shirts; pre-match banner on the playing field; Giant-screens; audio messages during pre-match and time-break; stands areas for promotional advertising materials distribution inside the stadiums; clubs official magazines; Official web site project: www.bsolidale.it; League's official web site www.legaserieb.it dedicated spaces in; Club's official web sites dedicated links; social networks dedicated page inside.

For the 2011-2012 season the following 5 Non-profit Organizations were selected:

- Arché (Childhood) which deals with preventing risk behaviors of teenagers;
- Auser (Old Age) which assists single elderly people through a toll-free service dedicated to them.
- La Lega del Filo d'Oro (Disabilities) which assists, educates, rehabilitates and re-enters the deaf and blind in their family and society .
- La Fondazione Vialli e Mauro per la Ricerca e lo Sport (Scientific Research) which supports research on cancer and amyotrophic lateral sclerosis.
- The ASD Dogma Onlus (Social Problems): which rehabilitates people with great social problems (housing, alcoholism, etc..) through the sport of football.

During the season, the non-profit organizations have dedicated space and can launch awareness and fundraising campaigns, and also thanks to the promotion of the the League's communication channels, they have achieved substantial economic performance and visibility.

Beside the season partners there are also other permanent social partners of B Solidale:

“Caritas Italiana”, which allows the League to support charitable initiatives to help people with particular reference to those affected by disaster;

“Special Olympics Italy non-profit organization” that promotes and guarantees the practice of sport to people with cerebral disabilities;

“FAI - Fondo Ambiente Italiano” (Italian Environmental Foundation) for the protection and valorization of Italian territory;

“Nazionale Italiana Cantanti Onlus” (Italian National Singers non-profit organization) with which the League organizes sporting and entertainment events to for social projects fundraising.

From the 2012-2013 season the social responsibility projects will be carried out through the “B Solidarity Foundation”.



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THE NETHERLANDS

Eredivisie - FOOTBALL IS MORE THAN FOOTBALL

VISION

Football is an active sport. It is healthy. Football is about getting opportunities. On the field as well as beyond it. Football is a team sport. It brings people together. It connects. Football is more than football!

Football makes the largest social network of The Netherlands. Nothing else connects so powerfully as football does, breaking through the walls that separate classes and cultures of our population. More than 1.2 million Dutch love to play the game. Millions enjoy watching the matches. Hundreds of thousands contribute their free time as a volunteer.

More than Football is a movement from within the entire football community and aims to deploy the power of football for a better society. A movement that gets the best out

of people, from a healthier life style, to simply participating and developing your own talents – on the field as well as beyond it. In the next couple of years we will focus on three pillars:

1. Football makes you feel good (HEALTH)

If we don't take action it might affect the health of the future generations: increasingly the youth are not participating in sport games outdoors. Football can stimulate them to live a more active life.

2. Take part through football (PARTICIPATION)

The individualization of our society triggers a lack of respect. The gap between poor and rich, young and old and between different cultures results frequently in tensions in The Netherlands. This isolates and alienates people from each other.



Football connects people from all parts of society. Each week 32,500 matches are being played in The Netherlands. Through football, players, parents, spectators and volunteers from different cultures meet each other and get to understand each other better.

3. Getting the best out of yourself through football (EDUCATION)

We see possibilities for using the binding power of football for the personal development of the youth in The Netherlands. A key element is that we continuously look for an area in which a child can excel. Football can help identify something in which a child can excel or enjoys very much. Football is also an extremely helpful tool for education. Who doesn't like to attend classes in the stadium of their favorite football club?

PROOF OF CONCEPT

More than Football is convinced that football can contribute to all these goals. It works! The clubs in the Eredivisie (Premier League) and Jupiler League (Second League) together organize some 240 activities. Every day new initiatives are being taken. More than 100,000 persons have participated so far. In the 2011/2012 season professional football has invested 3,7 million euro in social activities. These activities are reaching outside professional football with one out of eight amateur clubs carrying out social activities and these clubs are becoming increasingly involved.

SOME EXAMPLES:

Scoren voor Gezondheid (Score for Health):

A project in which football players from the Premier Division encourage children from primary schools to live a healthier life. They perform as a role model: they have become what they are by living an active life and eating healthy food. All 18 clubs from the premier division participate, since 2006 more than 65,000 children have been in the programme.

Street League:

This is an extraordinary football competition that is not primarily aimed at the sport performance, but more at the behavior of the players. Kids can earn points by engaging in activities to improve their own neighborhood.

Playing for Success:

A project in which 15 professional football clubs offer their stadium as a location to let children attend language, math and ICT classes. Clubs, players, trainers and managers show the right example – football can play an important role in the personal and talent development of our youth.

Niemand Buitenspel (Nobody Off Side)

This project helps young people find a job by using the binding force of football.

MORE THAN FOOTBALL FOUNDATION

In 2004 Prime Minister Balkenende urged the football community to join forces in favor of society. The KNVB (Dutch National Football League), Premier League and Second League responded by founding Meer dan Voetbal (More than Football).

The mission of this foundation is to deploy the power of football for a better society. Core actions of the foundation are:

- To inspire through collecting and distributing best practices.
- Recognition through the More than Football Label and Awards.
- To assist in bringing parties together and sharing knowledge.
- Visibility: communicating the involvement of the football community and the impact on society.

The foundation is the knowledge base and meeting point for football clubs, governments, business community and social organizations.

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POLAND

ACTIVITIES OF EKSTRAKLASA SA

1. Professional Football against Hunger

This year Ekstraklasa participated in the social campaign organized by both EPFL and FAO for the third time. All clubs of Ekstraklasa and their players took part in the action. Special banners were brought to the stadiums; club's speakers presented dedicated announcements about the campaign.

The action was supported by Ekstraklasa TV partners as well as Jerzy Dudek, former international, who acted as the campaign's ambassador.

2. Let's Kick Racism Out Of Stadiums

The action is a result of cooperation between Ekstraklasa SA and FARE Network and „Nigdy Więcej” association, which represents FARE in Poland. Matches in 10 Match Days of 2011/2012 season were dedicated to the action.

3. Special Olympics Poland (Olimpiady Specjalne Polska)

Cooperation between Ekstraklasa and Olimpiady Specjalne Polska is the longest CSR engagement of the League. One Match Day in every season gives the possibility for Special Olympics players to take part in official presentations before Ekstraklasa matches.

ACTIVITIES OF EKSTRAKLASA FOUNDATION

1. Auctions on Allegro.pl

Auctions at Allegro.pl is the main source of raising funds for Ekstraklasa Foundation. Every year we organize 2-3 auctions. In each auction around 50 attractive products are available for the fans to bid on – official Ekstraklasa balls, official club's jerseys, goalie gloves and boots of Polish international players etc.



2. Santa Claus Day with Ekstraklasa Foundation

In December 2011 Ekstraklasa Foundation has organized a special event for children from substitute families – they had an opportunity to take part in Ekstraklasa matches and to meet with club's authorities. Ekstraklasa Foundation ensured transport and packages with sport equipment for the children.

3. Children's Day with Ekstraklasa Foundation

Ekstraklasa Foundation has organized a special day in Warsaw, where four groups of children from substitute families had an opportunity to explore two special places: Museum of Sport and Pepsi Arena (Stadium of Legia Warszawa). For more than 30 kids that was the first trip outside their hometowns.

At this moment Ekstraklasa Foundation supports 17 educational and pedagogical institutions all across the country.



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PORTUGAL

ACTIVITIES OF LIGA PORTUGAL

The Portuguese League recognises the importance of giving back to the community. It is because of this that the League organises many events surrounding social responsibility activities throughout the season. Below are just a few of the initiatives that the League has participated in throughout its season.

Awareness campaign “**Operation 10 million stars - a gesture for Peace**”: The League Portugal joined the initiative “Operation 10 million stars - a gesture for Peace” organized by Caritas, which has as a main objective to educate the entire population on the importance of the values of justice, solidarity and peace. The match officials appointed for the matches of the 13th round of the Champions League and League round 12 Orangina entered the field wearing a t-shirt alluding to this initiative.

The League Against Leukemia: Liga Portugal promoted an initiative - with the collaboration of the Portuguese Association Against Leukaemia (APCL), the professional clubs and several players represented by Gestifute - which aimed to increase the number of Bone Marrow Donors. The objective was to guess the total number of viewers who watched the eight games of the 11th round of the Champions League (the round that featured, among others, with the Benfica-Sporting, Porto, Braga and National Maritime). At the time of closing of the initiative, the official website of the campaign’s Facebook friends reached the 4223 mark which reflects the great interest that sparked this initiative. Who hit the mark in total viewers of journey of 11 (or was closer to the final number), and is registered in the database of Bone Marrow Donors could have the opportunity to receive sweatshirts from team captains of the Champions League and League Orangina and great Portuguese players like Cristiano Ronaldo, Nani, Pepe, Falcao, Raul Meireles and Coentrao, who also joined the initiative of the League and made a point of supporting the campaign in thier personal pages on Facebook.

Against racism and violence in sport: The Liga Portugal, in partnership with the Union of Professional Footballers (SJPF) developed Awareness Day which was included in the “Week Against Racism and Violence in Sport”. The action took place only in games



televised in the 20th round of the Liga Zon Sagres. In these matches, the three teams entered the field with t-shirts alluding to the campaign and also was placed a stripe at the time of formation of the official teams.

European Professional Football against Hunger: The Liga Portugal joined, once again, the campaign European Professional Football against Hunger, sponsored by the European Commission, FAO (UN) and the Association of European Professional Football Leagues - EPFL. This campaign aimed to spread the message that it is urgent to act to prevent a humanitarian disaster in the Sahel region of West Africa, where there is a serious food crisis caused by drought, chronic poverty and the high food prices. In Portugal, the dynamics of the campaign was held in televised games of the 25th round of the Liga Zon Sagres. In many stadiums, spectators were able to view a video spot around this theme.

Final League Cup: The League president joined the social initiative of the Mário Figueiredo Foundation by visiting Beatriz Santos, in Coimbra, where he was greeted by hundreds of children. The action took place in the week of the Final of the League Cup in 2012 and was also attended by Carlitos (former player of Gil Vicente), Joseph Henry (former Benfica goalkeeper) and Councilman Luis Providence City Hall Coimbra. The visit was integrated on a tour to six institutions in the region of Coimbra and was sponsored by the city council.

League Portugal joined the Month of the Heart: Liga Portugal, Zon and Sociedade Central de Beer and Beverage teamed up once again with the Portuguese Cardiology Foundation (FPC) to commemorate the event, "May - Month of the Heart" by hosting the initiative "Goal by Heart." For each goal scored in the 28th round of the Champions League, Zon and Central Beers gave one hundred euros to the Portuguese Cardiology Foundation. 25 goals were appointed. This action aimed to raise funds for the campaign to promote cardiovascular health and the FPC came under the patronage of sharing and Zon Sagres Beer League to Portugal, Liga Zon Sagres. This was the second edition of this initiative, the first of which, in 2011, raised 1800 euros. FPC's campaign had the motto "Only You Can Save Your Life" and with the collaboration of football and its ability to mobilize the Portuguese to remember the benefits of physical activities as a way of preventing heart disease. "May - Month of the Heart" was this year celebrated in partnership with the Portuguese Society of stroke.

THE SOCIAL VALUE

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RUSSIA

SOCIAL RESPONSIBILITY: RUSSIAN FOOTBALL PREMIER LEAGUE

The involvement of football community in social issues in Russia has increased in recent years. A growing number of professional clubs from the Russian Football Premier League show their willingness to take part in solution of different social problems and promote their own initiatives. And there are many examples of when game of football and people involved unite against social and equality challenges.

In 2011, it was the 10th anniversary of the Russian Football Premier League, the league-wide social program 'League of Kind Hearts' was launched. For the last decade the League and clubs have dramatically improved their commercial performance, clubs became socially strong and players can be considered as leaders of public opinion. The numerous single efforts by clubs were of a great support to respective target audiences but it couldn't deliver the common goodwill message of the League. That was the reason for the League to start to develop a common long-term social project. Together with clubs and a supporting partner 'Dobroserdie' Charity Foundation the action plan to identify main points was outlined. The main strategic goals of the project are to promote football values among socially vulnerable groups and raise clubs' social responsibility. Another important area to focus is to fund awareness-raising activity including sponsorship.

In 2011/2012 the first events within the framework of the program were organized including the so called 'Days of Football' when groups of children from local orphanages were invited to the match-day stadium to get to know the club's history through chats with well-known veterans of the respective club, to receive memorabilia, meet players and coaches and to watch the game itself. A charity match for children with Zinedine Zidane during his visit to Moscow was also a part of the program.

Another big social initiative - Russian Orphanages Football Championship - was carried out together with Megafon mobile operator. It united more than 200 orphanage houses

from all around Russia and thousands of children.

2011 also saw the Premier League celebrating its 10th anniversary in different regions of Russia. Promotion of social activity of the League nation-wide was a big part of the celebration campaign: League representatives initiated many local events, including a trophy tour, to promote football values in communities.

All the clubs of the Russian Premier League being the centers of community life in their respective regions take part in different social initiatives like visiting hospitals and orphanages, inviting kids to their matches and trainings bases, providing them with master-classes, kits, etc. Support of veterans is also one of the directions clubs tend to develop. There are examples like PFC CSKA Moscow who runs its own social program "Rescue Army" uniting all the good causes delivered by the club.

Being a part of the European Football Family, the Russian Football Premier League is actively involved in all-European actions like the ECHO/EPFL/FAO campaign Professional Football against Hunger taking part in two editions already (October 2010, March 2012) with FC Anzhi Brazilian star Roberto Carlos as an ambassador of the latest edition.

With professional football growing in Russia, the RFPL realizes its social responsibility and it will continue to be a big part of League's activity.



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SCOTLAND

SPL Community Activity

- Over **285,000 hours** spent annually, and more than **1 million contacts**, the impact of our clubs' community activity is hugely significant.
- Last year almost **£8 million** was invested by SPL clubs in community activity, with **462 community staff** currently employed to deliver **137 separate projects** across the nation.
- In 2009, the SPL Trust was created as the charitable arm of the company. With the formation of the 'Trust', the SPL now has a dedicated resource to take us forward and start delivering on the challenge of **"how can we support our clubs to achieve more?"**

Projects

In recent years the SPL has developed a number of high impact nationwide projects as described below:

Football Fans in Training: With funding coming from the New Football Pools as well as Scottish Government Public Health Directorate, 'Football Fans in Training' will be the first health project operated by the SPL Trust. Working with partners from Universities and Medical Research Centres across the country, we will deliver 12 week health and fitness programmes across all 12 member clubs. Targeting overweight 35-65 year old males the objective is to make a direct and positive impact on their health and physical activity, supporting the National Outcome of living longer, healthier lives.

The specific aims of 'Football Fans in Training' are as follows:

- Engage with 35 to 65 year olds on issues of healthy eating, fitness and weight loss
- Participants to achieve 5% to 10% reduction in body weight

- Improve fitness levels
- Encourage participants to pledge to stay active and healthy
- Have a positive effect on the healthy living choices of participants' wider families

Scottish Government have supported this programme through its first two years, and we have been working closely with the Public Health Directorate to develop content as well as measurable outcomes.

- **Measurable Outcomes for Scottish Government Public Health Directorate:** Height, weight, physical activity, diet, socio-economic status.

During the first year of FFIT over 400 men lost a combined weight of 2.3 tonnes and lost a total of 2,400cm from around their waists. FFIT also won the Gold Award for Community Projects at the European Professional Football League's Best Practice Awards

We have developed a partnership with Medical Research Council Social and Public Health Sciences Unit and the Institute of Health and Wellbeing, Glasgow University to conduct research on the 12 month outcomes of FFIT.

Music Box: The SPL Trust launched Music Box in September 2011 in partnership with Creative Scotland's Youth Music initiative. Music Box offers young people across Scotland the opportunity to get involved with music at their local SPL club. Classes offer tuition in a range of instruments as well as song writing, recording sessions and music industry advice. Each club will hold a sharing event where the budding musical talent of the future can perform to their peers, family and friends. Over the course of season 2011-12, weekly music classes will be delivered by local, specialist music providers at each club, as well as courses during the school holidays. All classes are **FREE** to all participants.

Show Racism The Red Card: The SPL and its member clubs have supported the SRTRC campaign since season 2003/04. The campaign utilises the profile of football to raise awareness of the issues and sees players involved in educational programmes within schools delivering positive messages that promote tolerance, understanding and mutual respect. Each year a 'Fortnight of Action' is organised to raise awareness of the campaign. The climax of the fortnight in Scotland is the SPL weekend of action.

The weekend of action involves players from every club warming up in red card t-shirts and displaying red cards before each Clydesdale Bank Premier League fixture, with managers wearing badges in support of the campaign.

Elderly Peoples Project: In the 2012-13 season, the SPL Trust plans to embark on a project that specifically targets older people in the community. Older people are a growing population in Scotland and they are increasingly suffering from problems associated with isolation, depression and lack of activity.

By using the 'hook' of the SPL football clubs we hope to attract older people who are most in need of this project and help them live more engaged and active lives. The aims of this project are:

- Provide hope and dignity to people neglected in society.
- To help them re-engage with society using the Football Club as the vehicle to achieve this.
- Increase physical activity levels
- Increase awareness of mental health issues and knowledge of where to get help.
- Participants to lead healthier lifestyles
- To signpost individuals to places within communities that they can best make use of their skills.
- Bringing young and older people together to tackle inter-generational stereotypes.

THE SOCIAL VALUE

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SPAIN

ACTIVITIES of Liga Nacional de Fútbol Profesional Spain

About Us: The Spanish Football League, through its Foundation, which was established in 1993, develops an extensive social and cultural activity, promoting social responsibility in professional football, and thus actively contributing to the betterment of society. The Professional Football Foundation (FFP) was the pioneer initiative of the Foundations of Professional Football Clubs in Spain, which was followed by a large number of Clubs and SAD, with a currently registered number of more than 30 foundations, undoubtedly showing the importance and the role that they play in Spanish football.

What we do: During its nineteen years of existence, the Foundation has developed many activities, which cover institutional, cultural, social and sports of interest to society in general and football in particular:

Institutional Activities - Under this heading we understand the Board meetings, the different social events in which the Foundation participates and signed cooperation agreements with other public and private development projects that are considered of interest and consistent with the fundamental objectives;

Cultural and Formative - To encourage and develop conferences, meetings, forums and courses with a committed spirit and promotion is one of the goals of the Foundation, responding to the demand of the Clubs and SAD to develop and discuss the most varied sporting matters that raise interest. The FFP develops this cultural and educational activities either directly or in collaboration with other entities claiming the support and participation of foundations;

Publications - Through its publications, the FFP is able to contribute to knowledge and dissemination of current issues of interest related to the sports world. To date there are over 30 books published by the Foundation;

Social Activities - The FFP has developed since its foundation many activities which are social and supportive, directly or in collaboration with other entities. Especially in this section the participation of the LFP, through the Foundation, in the European



solidarity campaign “Professional Football against Hunger”, organized jointly by the European Professional Football Leagues (EPFL), Food and Agriculture Organization of the United Nations (FAO) and this year, with support from the European Commission - Humanitarian Aid Department (ECHO), as an institutional partner and sponsor, which is a great recognition of the social value of the project at the highest European level, should be highlighted. Also note the participation of the FFP in the annual party solidarity “Champions for Africa”, organized by UNICEF and the Foundation Kanoute, in which the funds raised in this 4th edition were intended to mitigate the effects of the nutritional emergency in the Horn of Africa.

Sports Activities - Throughout its existence, the FFP has participated in various sports activities designed to encourage and promote the sport of football, also incorporating educational elements, personal and social. Highlighting the annual collaboration in the National Tournament Blue BBVA Alevín football 7, which this year celebrated its 16th edition, in which youth teams of our Liga BBVA member clubs are participating. The tournament is broadcasted on Canal + and some regional televisions, and promptly followed by numerous media outlets (print and radio). Also note the collaboration of the LFP Campus, whose objectives pursue education and training, giving cites more than 130 boys and girls with an age from 8 to 13 years in Spain, Argentina, Chile, Mexico and Panama. After hours sports combine entertainment and leisure activities (games, pool, activities in English, etc.), with social and educational workshops in collaboration with agencies such as UNICEF and FAO, or visits to Liga BBVA stadiums.

THE SOCIAL VALUE

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SWITZERLAND

SWISS FOOTBALL LEAGUE AGAINST RACISM IN EUROPE

For many years now Swiss Football has been involved in the week-long European Actions against racism and violence. The FARE network (Football Against Racism in Europe), who are supported by UEFA, carried out these actions for the twelfth time.

The main actions of this week were carried out in the 12th Match Day in the Super League and the 10th Round of the Challenge League during the weekend of 22 – 23 October, 2011. In total, the players from 6 teams wore the campaign jersey with slogans communicating against racism and violence. More than 11 clubs had demonstrations supporting this action and carrying banners into the stadium before their matches kicked-off.

These actions from the clubs and the Swiss Football League (SFL) were only possible due to the generous support of the campaign by the sponsors who removed the presence of their logo on this occasion so that the focus could be on the campaign

itself. The initiative was started in 2008 when the BSC Young Boys and a group of Bernois "Gemeinsam gegen Rassismus" (United against Racism).

The clubs followed by playing in a special jersey. We thank again the sponsors for their support:

Super League:

BSC Young Boys, FC Basel, Servette FC

Challenge League:

FC St. Gallen, FC Vaduz, FC Stade Nyonnais

The following teams supported the actions through presenting the message on a giant banner:

Super League:

FC Lausanne-Sport, FC Thun, Grasshopper Club Zürich, FC Luzern

Challenge League:

FC Aarau, AC Bellinzona, FC Lugano, FC Winterthur, FC Wil, SC Brühl, FC Chiasso

For the first time the message against racism and violence were also transmitted by a number of clubs in the 1st League and 2nd League through banners:

First League:

FC Baden, GC Biaschesi, FC Breitenrain, SG Cham, SC Dornach, USV Eschen/Mauren,

FC Gossau, FC Grenchen, FC Muri, FC Münsingen, SV Muttenz, BSC Old Boys, FC Rapperswil-Jona, FC Schaffhausen, FC Schötz, FC Solothurn, FC Tuggen, FC Wangen b.O., SC YF Juventus, U-21 Young Boys, FC Zofingen.

2nd League Interregional:

FC Etoile-Sporting, FC Frauenfeld, FC Freienbach, FC Küsnacht, FC Langenthal, FC Liestal, FC Mels, FC Montreux-Sports, FC Seuzach.

As well the U-18 from Liechtenstein and Teams from Ticino (U-21, U-15, U-14) were all associated with this great cause.

12th week actions in 42 European countries

The 12th action week against racism and discrimination in European Football officially



took place from the 12 – 25 October 2011.

This campaign which started in 2001 with 9 countries has now grown into one of the largest campaigns against racism that sport has ever seen. The weeklong actions that took place in 2012 set a record with over 2000 events taking place in 42 different countries in stadiums across all of Europe. All of the teams that participated in the UEFA Champions League and Europa League participated in the campaign under the slogan "United against Racism". The biggest football stars in Europe supported the event.

For the 2012 edition of the campaign, the weeklong actions will take place from the 16 – 31 October. The Swiss Football League will support the campaign once again, with clubs participating in the 14th Match Day from both the Super League and Challenge League from the 27 – 29 October, 2012.

EPFL BEST PRACTICES AWARDS IN CSR



EPFL BEST PRACTICES AWARDS

In CSR

The EPFL Best Practice Awards is a pioneering initiative that was launched during the 2010/11 season. This awards contest selected and prized Best Practice activities and projects performed by the European Leagues in different areas of management related to Professional Football. It aims to raise awareness about the excellence of Leagues' management when it comes to develop and run football related practices in areas such as Youth Development, Marketing, Communications and Social Responsibility.

During a festive Gala Ceremony held in Vienna, on 7 July 2011, winners of the Golden and the Silver Best Practice Awards, for the best and second best projects respectively, were prized with beautiful handmade trophies in each of the eight categories of this inaugural edition. Below are the respective winners in the Social Responsibility categories.

Social Responsibility Best Practice Awards 2010/11



Category: Best Practice on Social Actions at League National Level

- Golden Award: Christmas Action for SOS Children Villages – [BEL] Pro League
- Silver Award: AIRC Un Gol per la Ricerca – [ITA] Lega Serie A



Category: Best Practice on Community Projects at League National Level

- Golden Award: Football Fans in Training (FFIT) – [SCO] Scottish Premier League
- Silver Award: The Football Kick-off – [BEL] Pro League

Social Responsibility Best Practice Awards 2011/12

For the 2011/12 season the awards ceremony took place in Edinburgh, Scotland, on 25 October 2012. This second edition proved to be even more successful than the first with more Leagues applying for the prizes than in the previous edition. Listed below are the 2011/12 Golden and Silver awards winner in the Social Responsibility area.



Category: Best Practice on Community Projects at League National Level

- Golden Award: Integration, a Winning Game – [GER] Bundesliga-Stiftung / DFL Deutsche Fussball Liga



Category: Best Practice on Community Projects at League National Level

- Silver Award: Kickz – [ENG] The Premier League





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