



CAFE

CENTRE
FOR ACCESS
TO FOOTBALL
IN EUROPE

CAFE Week of Action 2017

Total Football Total Access
Summary report

Supported by



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Contents

Executive summary.....	3
Background.....	4
Participating countries	6
Activities	7
Legacy and next steps.....	12
Contacting CAFE.....	13
About CAFE.....	13
Appendix – Max Access’ scrapbook	14



Executive summary

Since its creation in 2009, the Centre for Access to Football in Europe (CAFE) has worked with UEFA and other key stakeholders to improve access and increase disability awareness using the unique power of football.

As part of the continuing legacy of UEFA EURO 2012, which saw accessible host venues created across Poland and Ukraine, CAFE ran a successful three-year legacy project in the region. As part of this, CAFE launched the CAFE Week of Action initiative to enable national associations, leagues, clubs, disabled fans and non-disabled fans to come together and celebrate access and inclusion. CAFE has delivered the CAFE Week of Action in Poland and Ukraine annually since 2013.

The initiative has exceeded all expectations and provided great exposure for the topic and our works. The CAFE Week of Action has received the support of disabled fans, and in 2016 we extended the reach of the CAFE Week of Action beyond Poland and Ukraine with activities taking place across 13 different countries.

The CAFE Week of Action 2017 was celebrated in a total of 20 countries, and highlights have included:

- A high-profile pre-match ceremony celebrating Total Football Total Access hosted by FC Barcelona and broadcast worldwide;
- A disability inclusion and etiquette workshop held in partnership with the Malta FA and access appraisal carried out on a number of Maltese stadiums
- A UEFA-produced video interview with Dutch legend Ruud van Nistelrooy talking about his thoughts and experiences around access and inclusion
- The launch of Max Access, the official CAFE Week of Action mascot

There have been many great successes under the umbrella of the CAFE Week of Action over the past five years, and CAFE believes that the initiative will continue to grow organically and result in a vastly improved landscape for disabled football fans.

The CAFE Week of Action is a unique opportunity to showcase the benefits of good access and wider inclusion, and Total Football Total Access continues to gain momentum. CAFE would like to extend many thanks to the participants in the previous four CAFE Weeks of Action, and we have already been contacted by countries wishing to take part in next season's CAFE Week of Action.

CAFE views the CAFE Week of Action as a sustainable project for disabled fans groups and stakeholders to take ownership of, and to continue to deliver the initiative locally.

Background

The CAFE Week of Action – Total Football Total Access – is an annual initiative that celebrates access for all and promotes the wider inclusion of disabled people in football.

Since its creation, the impact of the CAFE Week of Action has seen a significant rise in awareness around access and inclusion, in both football and the wider society.

In 2013, CAFE launched the CAFE Week of Action in Poland and Ukraine, in legacy of our works around UEFA EURO 2012. The initiative has been hosted successfully by the two countries each season since, with support provided by national associations, leagues, clubs and their disabled fans groups. Highlights included:



After three seasons of ever-increasing activity, a number of other countries expressed an interest in taking part in the initiative. The CAFE Week of Action 2016 was celebrated in 13 countries, with further countries showing an interest in hosting future events.

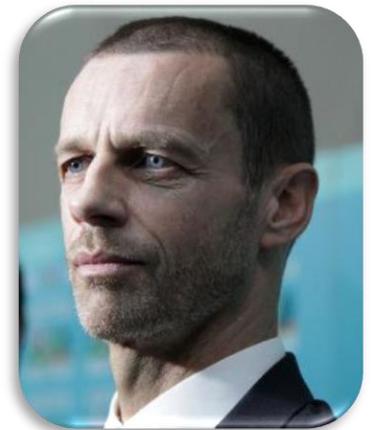
The fifth annual CAFE Week of Action took place from 4-12 March 2017 - around one month earlier than last season's initiative to provide stakeholders with additional time to host events before the end of the football season. Disabled fans groups, clubs, leagues and national associations were invited to join us in celebrating the initiative and promote both an accessible matchday and non-matchday experience for all disabled people.

The CAFE Week of Action 2017 was coordinated from the CAFE Head Office in Wembley with the support and cooperation of partners and stakeholders from across Europe. CAFE was delighted with the positive response that the campaign received, and the following sections of this report provide more detail about the activities that took place under the umbrella of Total Football Total Access.

The CAFE Week of Action 2017 was also supported by UEFA President Aleksander Čeferin:

UEFA aims to utilise football's global reach to promote and foster social inclusion. Our sport must be open to everyone – people of all sexes, creeds, beliefs and abilities, who all have a right to enjoy the game they love. Together with our partners CAFE, we aim to improve disabled people's access to football and help them play a fuller role in society

Aleksander Čeferin



We would like to thank UEFA for their tremendous support and their continued commitment to an accessible and inclusive game for all.

To promote this season's CAFE Week of Action, CAFE introduced an official mascot for the campaign. Max Access is a partially sighted young fan who loves nothing more than attending live football matches. Max always wears his CAFE football kit, and takes his headphones with him to every match to listen to audio-descriptive commentary. The Max Access graphic was shared with interested participants to help to promote their activities, and they were publicised using a dedicated Max Access Twitter account (@MaxAccessCAFE). Postcards were produced and shared via social media to further promote the CAFE Week of Action, and a selection of these can be found in the Appendix.



Year-on-year, the CAFE Week of Action has continued to build on prior successes, activities have continued to grow and 2017's edition has been no exception to this trend. The project has been an overwhelming success in

helping to overcome many pre-existing attitudinal and infrastructural barriers concerning disability. We still have far to go, but we are sure the campaign will continue to improve access and inclusion for disabled people for years to come.

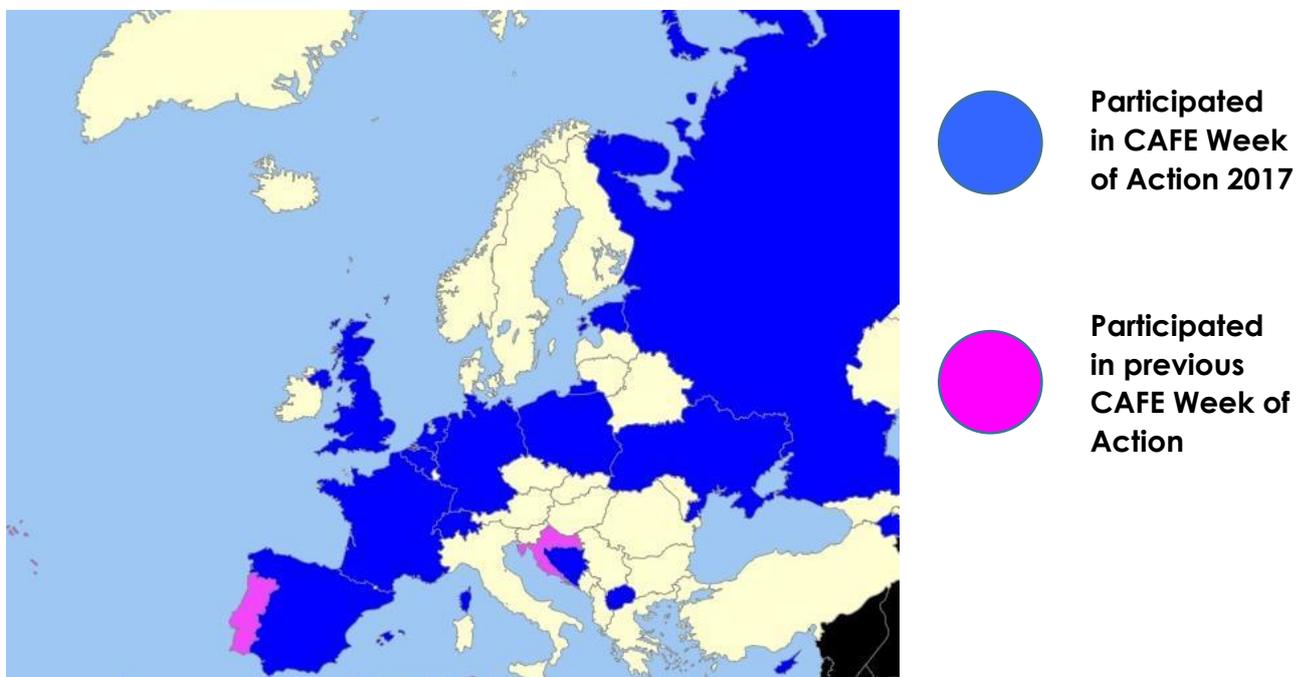
Participating countries

Since 2013, CAFE Week of Action activities have been hosted in Poland and Ukraine, in legacy of CAFE's works around UEFA EURO 2012. In 2016, we invited the rest of Europe to join us in celebrating Total Football Total Access, and activities were held in 13 countries.

We are delighted that 11 of the 14 countries who hosted CAFE Week of Action events in 2016 have done so again in 2017, building a sustainable and organic legacy of improved access and raised awareness.

Furthermore, nine countries took part in the CAFE Week of Action for the first time in 2017, including Armenia, Bosnia & Herzegovina, Canada, Estonia, Malta, the Netherlands, Russia, Spain and Switzerland.

This represents a significant expansion of the CAFE Week of Action, and we expect that the initiative will continue to expand across Europe and beyond in future years.



Map showing reach of CAFE Week of Action

Activities

A wide variety of activities took place in a total of 20 countries during the CAFE Week of Action 2017. To follow is a summary of highlights from each of the participating countries.

Klub Kibiców Niepełnosprawnych (KKN), the largest disabled supporters group in **Poland** from Śląsk Wrocław, joined us for the fifth time in celebrating Total Football Total Access. A large number of differently disabled fans attended Śląsk's match with Piast Gliwice during the CAFE Week of Action, displaying banners and taking their rightful place within the stadium. Disabled fans from across the country also attended matches during the initiative, supporting their teams alongside their fellow fans.

Activities in **Ukraine** were held at Dynamo Kyiv and Dnipro Dnipropetrovsk. Parafan Club Dynamo Kyiv members attended the club's match with Olimpik Donetsk and displayed CAFE Week of Action banners to support the initiative. Fans enjoyed a last-minute winning goal and published a statement in support of the CAFE Week of Action on their new website.

Dnipro players again took part in the CAFE Week of Action by inviting many of the club's disabled fans to attend a first team training session. After training, the players met with disabled fans to talk about their experiences in following the team.

Club captain Ruslan Rotan said:

We were very pleased with the meeting, and it is touching how much our disabled fans are ready to support us. We thank them for supporting, and we wish them all the best

Ruslan Rotan



The CAFE Week of Action was celebrated in **England** and **Wales** by Level Playing Field (LPF), who again coincided their annual Weeks of Action campaign with the wider European initiative. LPF's Weeks of Action theme was to celebrate the Game Changers who help to improve the matchday experience of disabled fans. LPF collaborated with the Football Association and the English Football League to launch a joint film entitled 'Access for All, A game-changing experience'. Over 50 additional activities also took place at clubs and disabled supporters groups across England and Wales.

Disabled fans from four of **France**'s biggest clubs also celebrated Total Football Total Access during the CAFE Week of Action. Members of Handi-Supporters

ASSE, the disabled supporters groups of Saint-Etienne, displayed a CAFE Week of Action banner and reaffirmed their commitment to Total Football Total Access. A CAFE Week of Action banner was also displayed by disabled Paris Saint-Germain fans at their match against AS Nancy. The banner was shown on national television, gaining widespread exposure for the initiative. Finally, disabled fans from Olympique Marseille joined members of the first team at the club's training complex to display a CAFE Week of Action banner and posting a video on the official club website. A disabled fan kicked off the club's match with SCO Angers, and three disabled children had the opportunity to be mascots for the match. Finally, disabled fans from Olympique Lyonnais held a double celebration during the CAFE Week of Action 2017. Total Football Total Access banners were displayed at the club's UEFA Europa League match against AS Roma, and the banners were also the following weekend when Lyon faced Toulouse at Parc OL. A banner was displayed next to the players' tunnel, and Handi-Sup OL – the disabled supporters group at the club – were interviewed by OL TV. Disabled fans were also invited onto the pitch to 'kick-off' the match.



Disabled fans from Olympique Lyonnais display a CAFE Week of Action banner

Spain joined the CAFE Week of Action for the first time, with three clubs hosting CAFE Week of Action activities. We were pleased to celebrate Total Football Total Access with FC Barcelona, who hosted a pre-match ceremony with disabled children and the starting eleven players prior to the club's La Liga match with Celta Vigo. A worldwide audience witnessed Lionel Messi, Neymar and the rest of the team join with over 20 disabled mascots with a CAFE Week of Action banner. The CAFE Week of Action graphic was also displayed on the stadium screens, with a message of support read to a sell-out crowd. Sporting de Gijón also took part in the CAFE Week of Action 2017, helping to raise greater awareness around access and inclusion by interviewing two of their disabled fans. Real Betis also participated in the CAFE Week of Action 2017, working with a local disability organisation and the club's players to host a disability awareness workshop.

CAFE was delighted to be invited to host a series of workshops by the **Malta** Football Association during the CAFE Week of Action. Members of the CAFE team provided our Disability Inclusion and Etiquette Training package to MFA staff and representatives of clubs from across Malta. CAFE also presented on the role of the Disability Access Officer, and carried out a number of access appraisals at Maltese stadiums, identifying areas where additional accessible

viewing areas and facilities could be installed. To promote wider access and inclusion, CAFE met with the Commission for the Rights of Disabled People and the Maltese Parliamentary Secretary for Research, Innovation, Youth and Sport to discuss our ongoing cooperation.

In **Germany**, Bundesliga side Werder Bremen hosted its 'Inklusion' Day when the team played against SV Darmstadt 98. Disabled people played an active part in the entire matchday, including disabled children being selected as mascots and representatives from a local disability organisation present in all areas of the stadium. Disabled people worked at the refreshments kiosks and even joined the pitch maintenance team, giving great exposure to the initiative.

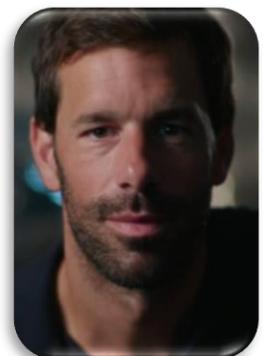
Total Football Total Access was celebrated for the first time in **Russia**, as disabled fans displayed a CAFE Week of Action banner in the Fisht Olympic Stadium in Sochi. CAFE is working with our partners in Russia to promote wider access and inclusion using the unique power of football, and it was great to see a large number of disabled fans attending Russia's international match against Belgium with a CAFE Week of Action banner displayed prominently.

A number of activities took place in **Scotland** during the CAFE Week of Action. The SPFL, SPFL Trust and 12 Scottish clubs came together to provide 125 disabled people with the chance to enjoy live matches at their local clubs. Arbroath, Dundee, Forfar Athletic, Kilmarnock, Morton, Partick Thistle, Peterhead, Queen's Park, Raith Rovers, Rangers, Ross County and Stranraer came together to promote inclusiveness and invited disabled people to join them at their matches. Furthermore, Airdrie FC opened Scottish football's first dedicated sensory room for fans with autism, and St Johnstone promoted access and inclusion at their match against Partick Thistle.

Former **Netherlands** striker Ruud van Nistelrooy was interviewed by UEFA.com ahead of the CAFE Week of Action, discussing how important access and inclusion is to him. Recounting his experiences as a player, van Nistelrooy said:

After the game there were also moments where we, as players, passed by for autographs, photos. I really enjoyed it, it was always great to see that disabled people are able to go to matches, to go to see games

Ruud van Nistelrooy



The [full interview](#) is available to watch on-demand on the CAFE website.

CAFE also presented on the benefits of wider access and inclusion at the Supporterscollectief Nederland Congress hosted by the Royal Dutch Football Association (KNVB).

The CAFE Week of Action was again celebrated in **Northern Ireland**. Newly created accessible facilities at National Football Stadium, Windsor Park, were opened as part of last season's CAFE Week of Action activities. This time, the Irish FA launched a stadium access guide for Windsor Park, outlining the accessible seating and services available for disabled fans. The guide also explains the ticket application process for disabled fans, helping disabled people to better plan ahead for their matchday.

Pre-match ceremonies have long been held during the CAFE Week of Action to raise wider awareness around the initiative, and this season, ceremonies were held in two countries.

Each match played in the **Armenian Premier League** was preceded by a CAFE Week of Action ceremony, with the captains of each side reading a statement of support to the crowds. A number of activities have also taken place at Armenian clubs to celebrate Total Football Total Access, including disabled fans meeting some of their favourite players and attending live matches.



Gandzasar defender Ara Khachatryan meets disabled fans at a CAFE Week of Action celebration in Armenia

Five pre-match ceremonies involving ten clubs in **FYR Macedonia** were organised during the CAFE Week of Action. Banners were displayed and a message of support, outlining the aim of the initiative and the importance of equality, was read ahead of kick off. Ceremonies were broadcast on the FFM TV platform, which live streams all top-flight matches in FYR Macedonia, and coverage was shown on national television channels.

Apollon Limassol again led CAFE Week of Action celebrations in **Cyprus**, as members of the first-team squad hosted a discussion on the importance of diversity, access and inclusion at a local high school. Four players, and first-team manager Socratis Socratous, told the students about their own personal experiences and a statement on the club website expressed their pride in participating in events of this nature. A CAFE Week of Action banner was also displayed at a training session for the Apollon Limassol wheelchair basketball team.

Switzerland took part in the CAFE Week of Action for the first time, and we were delighted that Radio Blind Power provided audio-descriptive commentary for



Audio-descriptive commentators in Switzerland meet FC Luzern player Marco Schneuwly

partially sighted and blind fans at four matches during the initiative. Yves Kilchoer, who leads the audio-descriptive commentary project for Radio Blind Power, said, "Radio Blind Power is delighted to participate in the CAFE Week of Action 2017 - Total Football Total Access. Radio Blind Power wants the fascinating sport of football to be accessible for partially sighted and blind football fans, believing that it's one big step towards social integration and complete equality for disabled people".

The CAFE Week of Action was supported by the KBVB in **Belgium**, who published a statement of support for the initiative and the importance of access and inclusion. This was the second time that the KBVB had celebrated Total Football Total Access, issuing a statement of support in 2016 and inviting partially sighted and blind fans to attend their pre-UEFA EURO 2016 friendly matches in Brussels.

For the first time, the CAFE Week of Action was marked in **Bosnia & Herzegovina**. NK Čelik Zenica – the only team to win the country's championship in three successive seasons - issued a statement of support via their official social media channels. The statement said, "Our club supports the European activity week of CAFE, promoting the values of equality and needs of disabled persons. We hope to cooperate with CAFE more in the future via the club's own capacities and the initiative 'Za Čelik'." Za Čelik also tweeted their support for the CAFE Week of Action, saying "Full support to CAFE and their activities. We are building our club which is taking care of its fans".

The CAFE Week of Action was also celebrated in **Estonia** for the first time. Levadia Tallinn informed their fans of its support for the initiative, highlighting the importance of a game that is inclusive and welcoming for all.

During last season's CAFE Week of Action, the message of Total Football Total Access extended beyond Europe for the first time with activities taking place in Brazil. The CAFE Week of Action 2017 was celebrated in **Canada**, where a project in Ontario worked to make football more accessible for young disabled people. This great initiative brought disabled people and non-disabled people together to break down barriers and demonstrate how football has a unique power to change lives.

Legacy and next steps

This year's activities and celebrations have been very well received, and the CAFE Week of Action 2017 has played an important role in promoting wider access and inclusion for disabled people within the game. CAFE is continuing to promote the CAFE Week of Action with ever-increasing interest across Europe and beyond.



Everton's Disability Access Officer meets with disabled fans at a match during the Level Playing Field Weeks of Action

The CAFE Week of Action continues to be seen as a unique opportunity for national football associations, leagues, clubs, disabled fans and non-disabled fans to come together to celebrate access and inclusion. CAFE considers the CAFE Week of Action to be a sustainable project, owned and delivered by local stakeholders across Europe and beyond.

With each year, improvements continue to be made and the experiences of disabled people, both on matchdays and non-matchdays, are becoming more positive. Disabled people and their access requirements are not an afterthought, and clubs, leagues and national associations across Europe are embracing the topic. There is a greater understanding and awareness around access and this continues to grow.

The interest in the CAFE Week of Action 2017 has demonstrated that many countries are keen to get involved with the initiative and promote Total Football Total Access. CAFE expects the CAFE Week of Action to grow organically and raise greater awareness of access and inclusion year-on-year.

Many great initiatives continue to take place outside of the CAFE Week of Action, and CAFE has already received interest from other countries where stakeholders within the game are keen to host CAFE Week of Action events in the future.

CAFE plans to host the CAFE Week of Action 2018 around a similar time of the year, ahead of the 2018 FIFA World Cup in Russia. We hope that the message of Total Football Total Access will continue to spread across Europe and beyond.

Finally, we would like to say a huge thank you to everyone who has taken part in the CAFE Week of Action 2017 and in previous years. Football has a unique power to bring about positive change and improve the lives of many disabled people across Europe and beyond. Initiatives such as the CAFE Week of Action

are hugely important in promoting the vital roles that disabled people can play in the game. Though many of the previous activities taking place under the umbrella of Total Football Total Access focused largely on spectatorship, we were pleased to see this extending to promoting the employability of disabled people within the game. There is still a long way to go in this area, but it has been fantastic to see some clubs and national football associations taking the initiative in employing disabled people.

Contacting CAFE

There are a number of ways that you can contact CAFE with any questions, queries or comments that you may have:

- **Email:** info@cafefootball.eu
- **Telephone:** +44 (0)20 8621 2405
- **Tweet:** [@cafefootball](https://twitter.com/cafefootball)
- **Facebook:** www.facebook.com/cafefootball

Alternatively, you can write to us at the following address:

Centre for Access to Football in Europe (CAFE)
No. 1 Olympic Way
Wembley, London
HA9 0NP, United Kingdom

About CAFE

Disabled people are the largest minority group at >15% and rising (World Health Organization) and it can be fairly assumed that many of the one billion disabled people living today will be football fans – the world's most popular sport. Many can still only aspire to watch live football with many stadiums around the world not yet accessible and inclusive.

The Centre for Access to Football in Europe was established in 2009 with support from UEFA to improve access and inclusion across the game using the special influence of football. CAFE works with national associations, leagues, clubs, disabled fans, fans groups, NGOs and key stakeholders to ensure a more accessible, inclusive matchday experience for disabled fans across Europe.

Further, by raising awareness and sharing best practice solutions, CAFE aims to improve access and inclusion across the game so that disabled people can take their rightful places as spectators, players, volunteers, coaches, administrators, and as leaders and decision makers.

www.cafefootball.eu

Appendix – Max Access’ scrapbook





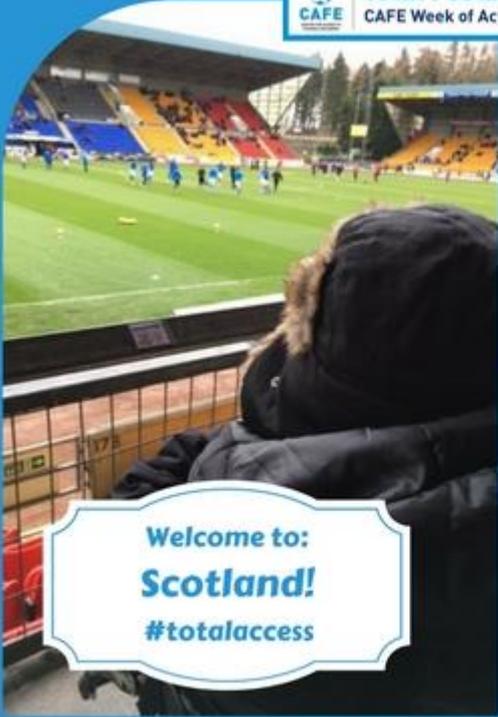








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