ACTIVE FANS EUROPE

08 November 2017
OSLO, NORWAY

CHANGING LIVES THROUGH FOOTBALL

WWW.EFDN.ORG
1. ERASMUS FUNDED PROGRAMME
2. 400.000 EURO
3. 2018 – 2020
4. 9 CLUBS FROM UK – NETHERLANDS – GERMANY – HUNGARY – BELGIUM – NORWAY
5. WE ENCOURAGE OTHER CLUBS TO JOIN FROM THE BEGINNING OF THE PROJECT
ACTIVE FANS EUROPE

1. 5 INTERNATIONAL MEETINGS
   1. GLASGOW (JANUARY 2018)
   2. GENT (MARCH 2018)
   3. OSLO (SEPTEMBER 2018)
   4. LONDON (MARCH 2019)
   5. BUDAPEST (NOVEMBER 2019)

2. DEVELOPMENT AND TESTING ACTIVE FANS METHODOLOGY
   • 2 X 12 WEEK PROGRAMME AT THE CLUB
   • COMBINATION WITH HEALTHY LIFESTYLE

3. EUROPEAN HEALTHY FOOTBALL LEAGUE

4. DEVELOPMENT WEBSITE AND APP
ACTIVE FANS EUROPE

1. FULHAM FC
2. VITESSE ARNHEM
3. BAYER 04 LEVERKUSEN
4. RANGERS FC
5. FERENCVAROS TC
6. NEC NIJMEGEN
7. FEYENOORD ROTTERDAM
8. KAA GENT
9. VALERENGA FOTBALL
ACTIVE FANS EUROPE

EXPERIENCE

1. FOOTBALL FANS IN TRAINING
2. FANACTIVE
3. EUROFIT
4. SCORING FOR HEALTH
ACTIVE FANS EUROPE

1. ERASMUS FUNDED PROGRAMME
2. 2018 – 2020
3. 9 CLUBS FROM UK – NETHERLANDS – GERMANY – HUNGARY – BELGIUM A LOT OF INITIATIVES
4. ARE THEY ADDRESSING THE CLUBS / FANS?
5. WHAT KIND OF ACTIVITIES MAKE A GOOD CAMPAIGN?
6. AWARENESS RAISING CAMPAIGN
7. FAN ENGAGEMENT
8. LOCAL / NATIONAL INFLUENCES
9. EUROPEAN COOPERATION ON COMMUNITY LEVEL
EUROPEAN HEALTHY FOOTBALL LEAGUE

1. EUROPEAN AND NATIONAL COMPETITION BETWEEN FANS TO BECOME THE HEALTHIEST CLUB IN EUROPE
2. EUROPEAN HEALTHY FOOTBALL LEAGUE
3. WEBSITE AND APP
4. DEVELOP METHODOLOGY TO MEASURE WEIGHTLOSS / BURNED CALORIES
5. TOP DOWN PROGRAMME
   1. START WITH FANS OF PROF. CLUBS
   2. FUTURE MOVE TO GRASSROOTS CLUBS
EUROPEAN HEALTHY FOOTBALL LEAGUE

1. ACTIVE FANS PROJECT AND EUROPEAN HEALTHY FOOTBALL LEAGUE ARE OPEN FOR ALL EFDN MEMBERS TO JOIN
2. COST PER CLUB ARE BETWEEN 4.000 AND 7.000 PER YEAR

1. TRAIN THE TRAINERS
2. DEVELOPMENT WEBSITE AND APP
3. OPPORTUNITY FOR EUROPEAN HEALTHY FOOTBALL LEAGUE FESTIVAL