For most European football organisations, elite and grassroots football is first and foremost a goal in its own right. Millions of people enjoy watching the game every week and children have the opportunity to play sport as a fundamental part of growing up.

However, in recent years the transformative role that football can play to change people’s lives for the better has been widely recognised by clubs, Leagues and national Football Associations. Football can be a tool for community development and for addressing social issues. Football for development programmes are providing people from different backgrounds with the skills and resources to actively make a difference in their own lives, and the lives of those in their community. By addressing the most pressing issues in each community, the programmes are contributing to positive social change on a European scale.

Of course, football is also big business, with the potential to generate huge revenues from ticketing, merchandising, screening rights and tourism. Not to mention great wealth for individual players, some of whom go on to become major philanthropists and development advocates.

The European professional football clubs, leagues and FA’s have realised that football can be much more than just a game and are actively contributing to their communities with a wide variety of football for development programmes and activities. But all these CSR programmes and activities are also the best kept secret in the sector and not always receive the attention and recognition that it deserves. For this reason EFDN, ECA and UEFA Foundation for Children joined forces to organise the 2nd #Morethanfootball Action Weeks and invited their members, partners and stakeholders to join the campaign. With the campaign we aim to inform fans, sponsors and other stakeholders on the fantastic work that is delivered by clubs, leagues and FA’s on a daily basis all around Europe and to inspire other professional clubs, leagues and FA’s to become active in their communities as well.

From 21st of March to 8th of April 2018, clubs, leagues, FA’s and NGO’s worked together in the 2nd #Morethanfootball Action Weeks to highlight that Football = More than Football.
The 2nd #Morethanfootball Action Weeks united the European Football family to highlight the flagship community programmes and activities of the clubs, leagues, Football Associations and Player associations.

This year’s campaign that took place from 21st of March until 8th of April 2018 was supported by the European Football for Development Network, the ECA and the UEFA Foundation for Children.

This impact report aims to highlight the activities of all participating organisations who have contributed to make the 2018 #Morethanfootball Action Weeks a success. Additionally, it provides an insight into the reach of this year’s campaign and highlights facts, figures and activities that were launched on a local, national and European level.

The report does not only outline to what extent football can have positive impact on society, but also provides a great basis for the future #Morethanfootball Action Weeks and associated initiatives devoted to enhancing the role football can play in changing peoples’ lives.

Next year’s #Morethanfootball Action Week will take place from 19 March to 7 April 2019.
#Morethanfootball embraces Europe

- 30 Countries participating
- 89 Organisations involved
- 638 Total items online
- 18m Estimated social media reach
- 550 Total social media posts
2018 marks the second edition of the #Morethanfootball Action Weeks. With 89 European football organisations from 30 European countries, the 2018 #Morethanfootball campaign was a huge success. As in 2017, the #Morethanfootball Action Weeks encouraged European football clubs, foundations, community trusts, football association, player associations and leagues to develop new activities and initiatives, build on existing ones, host events, organise matchday activities and showcase their CSR programmes and activities on their digital media channels. Together, we were able to spread the message about the value, impact and the importance of Community and Social Responsibility in European Football. Throughout the campaign, we reached an estimated number of 18 million people online with the #Morethanfootball message.

The 2018 #Morethanfootball Action Weeks were structured around different themes which gave organisations the opportunity to stage a wide range of initiatives and activities around CSR programmes focused on topics such as; education, environment and sustainability, social inclusion and integration, employability and health and well-being. The campaign especially focused on the International Day of Sport for Development and Peace on 6th of April. A great number of events, campaigns, activities and many other great initiatives used the power of football to address key societal issues. Helping young people to learn the skills they need to get jobs, providing access to people with a disability, reaching young adults that are at risk of anti-social behaviour and raising awareness for environmental issues.

One really unique and inspiring element of this year’s #Morethanfootball Action Weeks was the cooperation between the professional clubs, leagues and FA’s. These organisations usually all have their separate campaigns and it is not always common for these organisations to work together in one common campaign.

We would like to thank all those involved for making the 2018 #Morethanfootball Action Weeks a truly European initiative.
the 2018
#Morethanfootball
Action Weeks kick-off
21.03.2018
The 2018 #Morethanfootball Action Weeks kick-off event was at the 10th EFDN Conference at Parc des Princes, the home of Paris Saint-Germain. The campaign inauguration brought together CSR experts from European football organisations, such as clubs, foundations, community trusts, leagues and federations. The #Morethanfootball campaign video was launched and encouraged the clubs to take part in the campaign and tell the world why they are #Morethanfootball as well. The video, provided in several languages is subsequently shared with every party who participated in the campaign.

During the launch of the campaign the attending practitioners, project leaders and decision makers from community engaged football organisations as among others Inter Campus, KAA Ghent, Paris Saint Germain Foundation, and Real Madrid pledged to keep being engaged and motivated to use football as a tool for social development by writing their vision of why football is more than football on the #Morethanfootball wall.

All digital and social media platforms of #Morethanfootball covered the event to a wider audience and was live web-streamed on the #Morethanfootball Facebook channel. Additionally, the inauguration event was communicated and supported by EFDN, the ECA and the UEFA Foundation for Children through their communication channels.

The #Morethanfootball theme was integrated throughout the 10th EFDN Conference in a series of breakout sessions, discussions, roundtables, workshops and high-level panels in order to stimulate innovative ideas and foster the creation and sharing of best practices to develop stronger community #MorethanFootball programmes with sustainable impact. The conference proved to be an excellent start for this year’s campaign and was highly valued by all attendees.
#Morethanfootball events

During the #Morethanfootball actions weeks several professional football clubs took the chance to communicate to their fans that their club is #Morethanfootball. Several events and activities were used to spread the powerful word of football. All of this happenings were showcased through match day events, community based events, UEFA Champions and Europa League matches and online events & campaigns.

## Match day events

**GNK Dinamo Zagreb**  
Croatia, Zagreb

At their Croatian Cup semi-finals game vs Rijeka at Maksimir stadium Dinamo marked the #Morethanfootball message. The first team players posed for a picture together with HNK Rijeka players, Youth Academy players and coaches, players escorts and referees. Before the game started the #Morethanfootball campaign video was shown at the score screen.

**Apollon Limassol**  
Cypres, Limassol

Apollon Limassol gave exposure to the campaign by showing the #Morethanfootball banner to the fans before their Championship match vs Omonoia Nicosia at Tisirio Stadium (April 4th).
Anorthosis Famagusta FC
Cyprus, Larnaca

Anorthosis Famagusta dedicated their home match on 4th of April to the #Morethanfootball Action Weeks. Banners raised awareness for the campaign and the power of football. Escort children were wearing #Morethanfootball jerseys and fans with a disability were invited to the stadium to emphasise the importance of social inclusion and the clubs aim to work towards creating an enjoyable match-day experience for people with a disability.

Legia Foundation
Poland, Warsaw

During its home game against Pogon Szczecin, on 1st of April, Legia Warsaw provided the score boards with the #Morethanfootball advertisement. Also, Legia players wore special #Morethanfootball shirts for their warm-up sessions before the match.
First team players of Feyenoord Rotterdam together with S.B.V. Excelsior asked attention for the campaign by showing the #Morethanfootball banner just before the Rotterdam derby kicked off.

During the first team matches Inter Milan showed their dedication in the form of #Morethanfootball LED-boards.

Ferencvarosi TC showcased their support for the campaign on their LED-boards during home games of the first team.
We are #Morethanfootball
Community events

FC Shakhtar Donetsk
Ukraine, Donetsk

Campaign Activity:
Training session with internally displaced children

The first team of FC Shakhtar Donetsk warmly welcomed internally displaced children to one of their training session, thereby giving the children the opportunity to train with their idols and role models creating shared and unforgettable memories.

GNK Dinamo Zagreb
Croatia, Zagreb

Campaign Activity:
Disability fan experience

During the #Morethanfootball Action Weeks GNK Dinamo paid special attention to people with a disability. Following the goal of providing fans with a disability the best possible fan experience the club organised a special audio descriptive stadium tour for blind and partially sighted fans, the first of its kind in Croatia. During match days, the club provided audio descriptive commentary.
Feyenoord Rotterdam
The Netherlands, Rotterdam

Campaign Activity:
Street League Competition

To highlight the power of football to unite people, Feyenoord Foundation organised a Street League competition matchday during the #Morethanfootball Action Weeks. More than 400 young people were involved in the matches that took place at diverse locations in Rotterdam. The focus was set on the topics of social inclusion, development and life-skills.

AS Monaco FC
France, Bordeaux

Campaign Activity:
Foundation support

Participating in the #Morethanfootball Action Weeks for the first time, AS Monaco in cooperation with the Flavien Foundation dedicated their campaign activities to the fight against paediatric cancer and rare diseases. A bicycle fundraising event resulted in a €10,000 donation given by AS Monaco’s social programme ASMonacoeur to the Flavien Foundation to support the fight against paediatric cancer and rare diseases.
PAOK Action
Greece, Thessaloniki

Campaign Activity: Inclusion of disabled people

With the power of football many things can be achieved. That is what Jesus found out when PAOK players formed a ‘pasillo’ to welcome him to a very special training. Jesus came to training, walking, standing upright, since he was able to put on prosthetic legs, partly thanks to PAOK FC’s contribution.

Maccabi Tel Aviv FC Foundation
Israel, Tel Aviv

Campaign Activity: Football festival

The Maccabi Tel Aviv FC Foundation organised a tournament for more than 150 children to emphasise that football has the power to teach important life skills and the ability to provide perspectives to children. The young participants met their role models and idols from Maccabi Tel Aviv FC.

Greenock Morton
Scotland, Greenock

Campaign Activity: Community Trust’s 5 year celebration

On 31st of March, Morton in the Community celebrated their 5th anniversary. To celebrate the milestone, the community trust staged a vast variety of activities, including fundraisers, charity dinner, match-day activities and the release of a celebration video.
We are #Morethanfootball
In an extraordinary demonstration of cooperation, this year the UEFA Foundation for Children made it possible that the #Morethanfootball campaign was displayed on LED-boards during European UEFA Champions League and UEFA Europa League matches spreading the message that football is much more than just a game to fans all across Europe.

**UEFA Champions League & UEFA Europa League**

At all four matches in the first leg of the quarter finals of the UEFA Champions League as well as the UEFA Europa League matches, a huge exposure has been given to the #Morethanfootball campaign by showing that UEFA Foundation for Children is #Morethanfootball. During each of the games from 3 – 5 April the LED-boards in the stadiums were displayed by this message.
To provide an impression, besides the huge amount of viewing figures, the matches welcomed the following amount of visitors:

### UEFA Champions League

<table>
<thead>
<tr>
<th>Match</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juventus vs Real Madrid</td>
<td>40,849</td>
</tr>
<tr>
<td>Sevilla vs Bayer Munich</td>
<td>40,635</td>
</tr>
<tr>
<td>Liverpool vs Manchester City</td>
<td>50,685</td>
</tr>
<tr>
<td>Barcelona vs AS Roma</td>
<td>90,106</td>
</tr>
</tbody>
</table>

### UEFA Europa League

<table>
<thead>
<tr>
<th>Match</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazio Roma vs Red Bull Salzburg</td>
<td>42,538</td>
</tr>
<tr>
<td>Atletico Madrid vs Sporting</td>
<td>53,301</td>
</tr>
<tr>
<td>Arsenal vs CSKA Moskou</td>
<td>58,285</td>
</tr>
<tr>
<td>Leipzig vs Olympic Marseille</td>
<td>43,043</td>
</tr>
</tbody>
</table>
Online events & campaigns

**Club Brugge**
Belgium, Brugge

Campaign Activity:
Clubs social impact

During the #Morethanfootball Action Weeks, Club Brugge delivered a wide reaching communication campaign to raise awareness for the vast amount of community programmes that the club's foundation is delivering. The club made content on their website and social media channels to highlight local initiatives with which Club Brugge gives back to their fans and the community.

**Juventus FC**
Italy, Turin

Campaign Activity:
#Morethanfootball photo contest

Juventus and the UNESCO joined forces in favour of inclusion and against discrimination. In the framework of the #Morethanfootball campaign, both parties launched a photo contest which encourages football fans to join a photo contest using the #Morethanfootball hashtag to promote inclusion, overcome stereotypes and overturn discrimination.

**Royal Belgian Football Association**
Belgium

Campaign Activity:
#Morethanfootball social projects

During the #Morethanfootball Action Weeks the Royal Belgium Football Association (RBFA) showcased their social projects through several online platforms. By using the #Morethanfootball hashtag the RBFA spread the word about their football based development programmes including Heroes of Football, Nobody Offside, Everybody on the Pitch and Belgian Red Flames & Plan Belgique.
European Football for Development Network (EFDN)
The Netherlands, Breda

Campaign Activity:
Sustainable Development Goals and Football
In the framework of the #Morethanfootball campaign, EFDN launched a new website section which gives the opportunity to reflect on the contribution of football to the SDG’s and welcomes input from clubs, foundations and organisations in order to work towards new milestones in CSR in football.

Cardiff City FC Foundation
Wales, Cardiff

Campaign Activity:
Helping through employability programmes
Cardiff City FC Foundation highlighted their ‘Back 4’ Project which aims at engaging with those who are furthest away from the job market. Through making website content available, the foundation showcased in what way the programme helps participants to get qualifications in self-assessment and decision making, alongside further positive outcomes such as increasing self-confidence, carrying additional job search skills, composing a CV, improving interview techniques and providing health and wellbeing workshops.

Legia Foundation
Poland, Warsaw

Campaign Activity:
#Morethanfootball jersey contest
Also Legia Warsaw gave her fans the change to win something. As part of the #Morethanfootball campaign, the Polish club encouraged her fans to spread their football story by answering the question why football is more than just a sport on Twitter. The most creative responses received a first team #Morethanfootball warm-up jersey.
As a new feature to give everyone who loves football the opportunity to tell their own #Morethanfootball story, this year, the #AroundtheWorld challenge was introduced. The challenge that promoted the power of football to change lives encouraged football players, fans, coaches and the general audience to share their story on why they believe that football is more than just a game.

Because football makes an impact around the world, we called on everyone to perform the ‘Around the World’ football trick which involves that players juggle the football and swing their foot around the ball, making enough contact to keep it spinning and away from the ground.

During the Action Weeks we were pleased to see a number of clubs, foundations, fans, players and ex professional players participate in the challenge. To spread their #Morethanfootball story, the messages were shared and promoted on diverse social media channels to reach out to the entire European football family. Among others, we saw the participation of players and staff of FK Sarajevo, Brentford FC Community Trust, NEC Nijmegen, ex professional football player Patrick Nevin and Joelle Murray from Hibernian FC. The Legia Foundation also called out to the entire Polish football community to get involved in the challenge to raise awareness for the social power of football.
#Around the World Challenge

Hibernian
Scotland, Edinburgh

Brentford FC
Brentford Community Trust
United Kingdom, London

N.E.C. Nijmegen
The Netherlands, Nijmegen

UNICEF FRANCE
France
#Morethanfootball on Social Media

This year's #Morethanfootball campaign was supported by EFDN, the ECA and the UEFA Foundation for Children. With the additional official support from the ECA and a bigger investment from both EFDN as the UEFA Foundation for Children in the campaign the reach of this second edition was a lot bigger than the first year. Next to the match day activities and the special #Morethanfootball events, the campaign was mainly communicated through social media. With a number of 550 out of a total number of 638 online posts, most of the activity containing #Morethanfootball is generated on social media platforms.

Next to the official participating professional football clubs a lot of other people embraced the #Morethanfootball hashtag such as fan-accounts, amateur clubs, CSR project initiatives, football fans and several other organisations active in the field of football. The number of post and especially the number of social media interactions have grown a lot since the first year; in 2018 638 online items (was 110 in 2017) were posted and 143,000 people (was 38,000 in 2017) interacted in the campaign with a reaction on one or several posts. The total reach of the online campaign even grew from 81,000 in 2017 to more than 18 million in the 2018 campaign.

The social media platforms used in this case includes Twitter, Facebook, Instagram, YouTube and Google+.
# Morethanfootball Action Weeks on Twitter
More than football action weeks were held from 21st March to 8th April 2018. Thanks to @UN tweets and all ECA Member Clubs that participated in this great campaign. Check out some of the highlights!

#Morethanfootball

@ECAsoccer
# Morethanfootball Action Weeks on Facebook

Inter shared Inter Campus’s post.

April 6 at 11:08am - €

We’re celebrating the UN’s International Day of Sport for Development and Peace that underlines the role of sport in promoting inclusion, peace and understanding beyond all barriers.

#InterCampus #ChildrensRights #IDSOP2018 #MoreThanFootball

UEFA shared European Football for Development Network’s post.

April 6 at 18:47am - €

Every child is unique 😍
Every child has the right to play 🤩

Follow UEFA Foundation for Children 🙌
#EqualGame
#MatchForSolidarity
#Morethanfootball

All children have the right to play

INTERATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

April 6 at 12:11am - €

Today we celebrate the International Day of Sport for Development and Peace.

"Sport is a powerful tool to strengthen social ties and networks, and to promote ideals of peace, fraternity, solidarity, non-violence, tolerance and justice."

#UnitedNations #SDGs #InterCampus #ForTheRightToPlay
#Morethanfootball #Childrensrights #brothersoftheworld #interazzurri #FCIM #IDSOP2018

European Football for Development Network added 2 new photos.

April 6 at 12:00pm - €

Together with UEFA Foundation for Children and the European Club Association, we are proud to support the 2018 #Morethanfootball Action Weeks 😊-football

Morethanfootball
The #Morethanfootball Action Weeks have officially kicked-off in Paris. From the 21st of March until 8th of April we will celebrate the social impact of European football. Read more about the launch:

http://www.morethanfootball.eu/2018-morethanfootball-kic...

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If you love it, play it!
We support the #morethanfootball Action Weeks 'cause football is our game too!❤

---

Morethanfootball shared Athletic Club's video.

Like over 60 other football clubs around Europe, Athletic Club is celebrating the 2018 #Morethanfootball Action Weeks by putting the spotlight on the club's foundation and its community projects.

Today, Athletic Club takes a look at Athletic Genuine, the special team that represents Athletic Club in LaLiga Genuine, an 18-team league for people with intellectual disabilities. Great video! 😍

---

Morethanfootball shared Legia Warszawa's post.

Great contact run by Legia Warszawa & Fundacja Legia! 😊

The club asked their supporters to comment below why football is more than a sport. Fans with the most creative answers will win unique #Morethanfootball warm-up shirts worn by players before the game versus Pogoni Szczecin - signed by the whole squad! 🤩

---

We've joined other clubs in a week of social action for #MoreThanFootball!

Full story 🏆

#MorethanFootball - Week of action 2018

Bayern 04 Leverkusen

March 29 at 9:59pm 🤝

Bayer 04 again join other European professional clubs and football foundations in taking part in this year's #Morethanfootball-week of action on 21 March to 8 April 2018.

BAYERN4.DE
Today, the #Morethanfootball Action Weeks focus in particular on Education CSR programmes. As part of the #Morethanfootball initiative, EFDN presents its One Goal for Education Practitioner’s Guide.

In the past, the European Football for Development Network delivered in cooperation with 10 Network members the One Goal for Education Programme that was supported by the UEFA Foundation for Children.

See More

One Goal For Education - EFDN is #Morethanfootball - European Football for Development Network

EFDN strongly believes in the power of football for development programmes to provide people from different backgrounds with the skills and resources to...

EFDN.ORG

Beautiful gesture from PAOK FC / ΠΑΟΚ ΠΑΟΚ! #morethanfootball

Recently, first team players from Anorthosis Famagusta - Official visited young fans of the club at the American Heart Institute. Evgenia, a young fan who had a long vertebral surgery, was given a signed jersey from all players. Nicely done! 😊 Our logo even featured on the club’s jersey!

Anorthosis Famagusta is #morethanfootball
EFDN CONFERENCE MARKS START OF ACTION WEEKS

The EFDN (European Football Development Network) conference has taken place in Paris, marking the start of the annual MoreThanFootball Action Weeks.

The community foundations of 58 football clubs from EFDN, and such year they gather to showcase the social impact of their programmes and share best practice.

The clubs involved from UK and Ireland this year are Aberdeen, Aston Villa, Bohemians, Celtic, Chelsea, Everton, Fulham, Greenock Morton, Hibs, Millwall, Leyton Orient, Motherwell, Southampton, Tottenham Hotspur, Rangers, and Norwich. Clubs from the continent include Ajax, Barcelona, Benfica, Inter Milan, Juventus, PSV Eindhoven, PSG and Norwich.

The conference, which this year was hosted at PSG’s Parc des Princes stadium, also marks the start of the MoreThanFootball campaign where clubs are encouraged to promote their initiatives which address key societal issues. The Action Weeks run from March 21 until April 8.

All organisations that are committed to using the power of football as a tool for social development are invited to participate in the Action Weeks and use the #MoreThanFootball hashtag on social media.

Organisations can visit www.morethanfootball.org to register and receive the required information, material and resources.

22 March 2018
Шахтер присоединился к социальной кампании УЕФА #MorethanFootball Action Weeks

Темнеет, сгущается, началась погоня. Мороз и ветер, мелкое дождь. Играют футболисты, готовятся к встрече. Футбол — это не только мяч, это жизнь, это азарт, это страстная любовь к игре. Шахтер, как всегда, готов к новым победам!

4-го апреля на поле УТК имени Банникова в тренировочном центре присутствовали дети-переселенцы из Донецка. В течение полутора часов малышей и дошкольников обучали управлению мячом, а затем и сами вышли на поле, чтобы поиграть с ними в футбол.

**Шахтер** - это любимая команда. В ее ведении олень, а большое же преимущество — Марко, Танин и Оло. Они родились в городе, который вырос из угла. Шахтер — это наша история. Мы с вами, наши болельщики, мы вместе.

**Перед входом в футбол** — это таийский балк, сильный взрыв звуков. Всем привет, все привет! Я хочу спросить у вас вопрос. Как вы думаете, футбол — это просто игра, или это целая жизнь?

**Любимая песня, любимый город** — это место, где у каждого есть свое значение. Вот такие же истории, как и у нас, у всех. Мы вместе в футболе, мы вместе в жизни.

#MorethanFootball (Апольон)

**#MorethanFootball Action Weeks**

**TERRikon**

Игры «Шахтера» в рамках европейской социальной кампании УЕФА #MorethanFootball Action Weeks прошли тренировки с детьми-переселенцами.

«Шахтер» уже в своей предыдущей встрече с клубом «Арсенал» играл на поле УТК имени Банникова в рамках Action Weeks и тех же тем. И на этот раз решили играть на турнире по инициативе European football for development network (EFDN), Ассоциации европейских клубов (ECA) и UEFA Foundation for Children. Цель — развитие местного футбола, популяризация здорового образа жизни, занятый спорт и образование среди детей и молодежи.

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**Тимофей Романов, 10 лет**:

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#MorethanFootball (Апольон)

**#MorethanFootball Action Weeks**

**TheNewMarket**

**2018 #MorethanFootball Action Weeks kicked off in Paris**

**TOPICS**

**Media**

**Follow us on Twitter**

**KerkiDa.net**

Футбол — это жизнь, это увлечение, это страсть. Игроки Шахтера провели тренировку с детьми-переселенцами.

Шахтер присоединился к социальной кампании УЕФА #MorethanFootball Action Weeks. Дети также попробовали свои силы в футболе. Мороз и ветер не смогли остановить малышей и дошкольников, которые с огромным удовольствием проявили свою любовь к игре.

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#MorethanFootball (Апольон)

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**TheNewMarket**

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— Любой по тему футбола — это таийский балк, сильный взрыв звуков. Вот такие же истории, как и у нас, у всех. Мы вместе в футболе, мы вместе в жизни.

#MorethanFootball (Апольон)

**#MorethanFootball Action Weeks**

**TheNewMarket**

**2018 #MorethanFootball Action Weeks kicked off in Paris**

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Футбол — это жизнь, это увлечение, это страсть. Игроки Шахтера провели тренировку с детьми-переселенцами.

Шахтер присоединился к социальной кампании УЕФА #MorethanFootball Action Weeks. Дети также попробовали свои силы в футболе. Мороз и ветер не смогли остановить малышей и дошкольников, которые с огромным удовольствием проявили свою любовь к игре.

**Тимофей Романов, 10 лет**:

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With 89 European football organisations, 30 countries and an estimated number of 18 million people reached, the 2018 #Morethanfootball Action Weeks is a campaign to remember.

Looking back on the success of the first two editions of the #Morethanfootball Action Weeks, we are confident that the #Morethanfootball campaign has proven to be a valuable campaign that brings European football clubs, foundations, player associations, football associations and leagues together to highlight the transformative power of football.

Compared to the 2017 edition, the 2018 #Morethanfootball campaign was more focused on the organisation and delivery of special Morethanfootball events and activities for specific local target groups. In the future, we would like to support even more organisations to develop and deliver local or national #Morethanfootball activities, events and campaigns while being part of a European campaign. Additionally, we would like to develop the two week long #More than football Campaign in a #Morethanfootball movement that professional football organisations in Europe will use to promote the power of football throughout the year.

Without a doubt, the #Morethanfootball Action Weeks will remain the focal point of the initiative to keep the momentum of football organisations joining forces to showcases the power of football in a unified manner.

We are convinced that such a new development will give the European football family even greater opportunities to highlight the power of football to change peoples’ lives for the better.

Lastly, we would like to thank all Football clubs, foundations, community trusts, leagues, football associations and organisations that participate in this year’s #Morethanfootball Action Weeks contributing to the success of the initiative.
Any questions or in need of further information?
Please contact us by phone or email:

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