



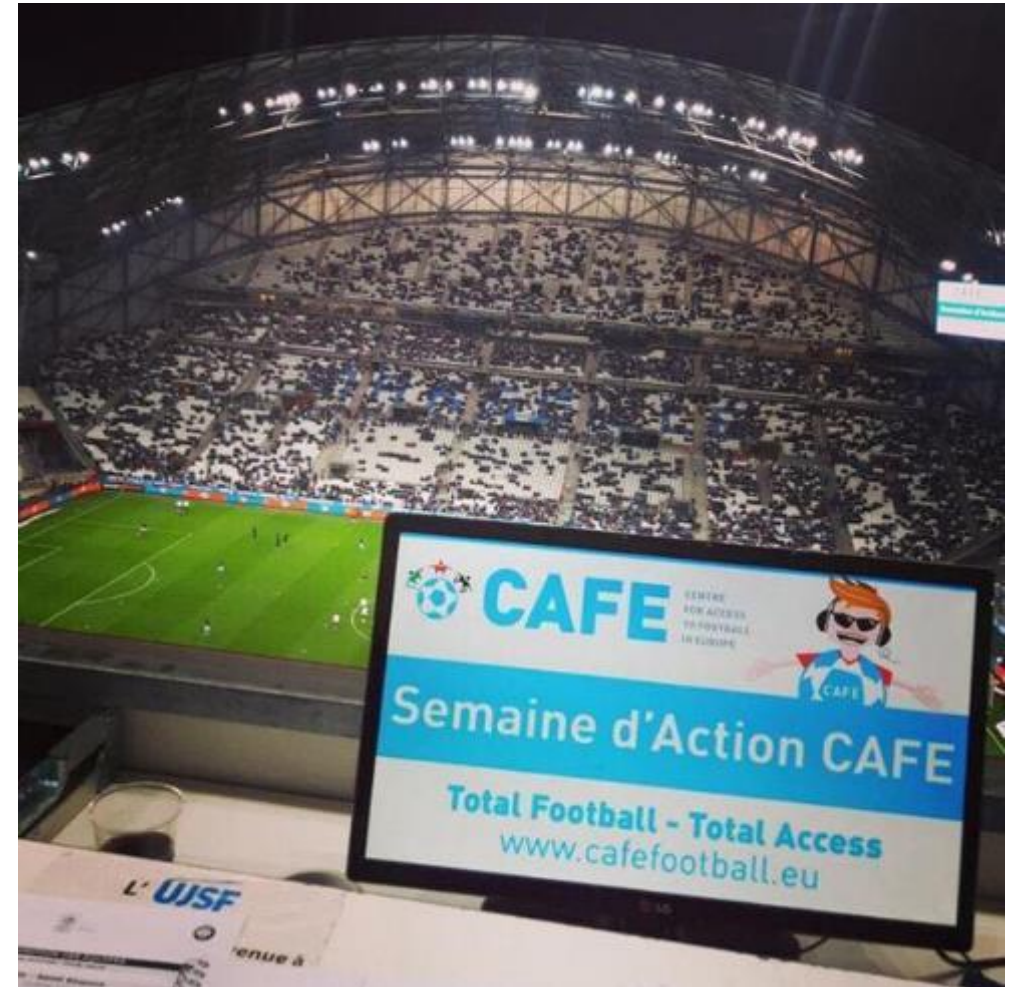
CAFE Week of Action 2019 Summary report



• Accessible formats available subject to request

Contents

Foreword	3
About the CAFE Week of Action	4
Reach of the CAFE Week of Action	7
Activities and Celebrations	13
Case studies:	
Russia	16
Croatia	21
Spain	26
Scotland	31
Costa Rica	39
Increased awareness and coverage	41
CAFE Week of Action 2020	46
Contacting CAFE	48



Foreword

From the grassroots to the boardrooms and at every step in between, disabled people have a key role to play in the football industry.

Since 2013, the CAFE Week of Action has offered footballing stakeholders the opportunity to showcase their works and put disabled people in the spotlight.

The initiative has grown each year, and in 2019 we celebrated Total Football #TotalAccess in a record 36 countries.

We welcome you to read more about this year's CAFE Week of Action in this report, and we hope that you are inspired by some of the fantastic works taking place.

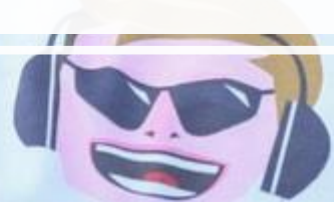
Please join us in celebrating this season's CAFE Week of Action 2020, to promote a game that is accessible, inclusive and welcoming for all.

Joanna Deagle
Managing Director, CAFE





About the CAFE Week of Action



The CAFE Week of Action is an annual celebration of access and inclusion within football, harnessing the unique power of the world's most popular sport to bring about wider societal change.

Since 2013, CAFE has promoted the Week of Action as an opportunity for stakeholders across the game to celebrate the many unique and diverse roles that disabled people can play within football.

Over one billion disabled people are alive today, making them the largest minority group in the world.

Through initiatives such as the CAFE Week of Action, we continue to break down barriers faced by many disabled people in their everyday lives. By increasing knowledge and awareness, we can use the beautiful game to further integrate disabled people into society.

We call it Total Football #TotalAccess.



The annual CAFE Week of Action started as part of CAFE's legacy works in Poland and Ukraine, following UEFA EURO 2012.

Accessibility had been a huge success at the Finals, and stakeholders in both host nations were keen to continue to raise awareness and improve.

In 2016, the CAFE Week of Action was expanded and the whole of Europe was invited to join us in celebrating Total Football #TotalAccess.

From pre-match ceremonies and open training sessions, to accessible away travel and even the creation of new accessible seating areas inside stadiums, the CAFE Week of Action has continued to grow year-on-year.





Reach of the CAFE Week of Action

Since expanding beyond Poland and Ukraine, the CAFE Week of Action has been celebrated in almost 40 countries.

Of UEFA's 55 member associations, 34 have already taken part in at least one CAFE Week of Action. A number of stakeholders in other European countries have also expressed an interest in taking part in future initiatives.

Additionally, 4 countries outside of UEFA's remit have taken part. Brazil, Canada, Costa Rica and USA have hosted CAFE Week of Action celebrations, and as CAFE's global works develop it is likely that many more will soon join in.

Activities within participating countries are also increasing. For example, just one Russian stadium took part in 2017. In 2019, the Russian Football Union, local disability NGOs and 34 Russian clubs all celebrated #TotalAccess.





Highlighted countries participated in the CAFE Week of Action 2019



Highlighted countries participated in the CAFE Week of Action 2019



In 2019, the CAFE Week of Action was celebrated in a record 36 countries.

This was a 44% increase on the previous season's initiative, which had been the largest celebration of access and inclusion to date.

A number of countries took part in their first ever CAFE Week of Action, including Albania, Austria, Belarus and the Faroe Islands.

The Level Playing Field Weeks of Action, coinciding with the CAFE Week of Action in England and Wales, also enjoyed its largest campaign to date.

Some of the world's largest clubs, including Atletico Madrid, Barcelona, Bayern Munich, Celtic and Juventus also joined the CAFE Week of Action 2019.

The largest CAFE Week of Action to date

36

Participating
countries

Over
200
clubs

21

National
associations



Activities and celebrations

Week of Action



Participants in this year's CAFE Week of Action took part in the initiative in a number of diverse ways.

As with previous years, many clubs, stadiums and national associations chose to hold pre-match ceremonies to celebrate Total Football #TotalAccess.

CAFE has produced CAFE Week of Action banner designs in many different languages (subject to request) and stakeholders have printed banners locally to take onto the pitch.

In some cases, young disabled fans joined the players in holding these banners. Captains have also read statements of support to the crowd, and ceremonial kick-offs with disabled fans have also been held.

Videos celebrating the roles of disabled people within the game were played in a number of stadiums during the CAFE Week of Action 2019, most notably at an Italy national team match against Finland in Udine.





Case studies



Russia



Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

Russia saw the largest number of participating clubs in this season's CAFE Week of Action, with 34 of the 36 clubs in the top two divisions taking part.

Activities were coordinated and promoted in partnership with the Russian Football Union, who published a video featuring a wheelchair user, a partially sighted fan and a deaf fan discussing their typical matchday experiences.

The Football National League also promoted the CAFE Week of Action and urged its clubs to get involved.

Each of the 34 participating clubs published news stories and shared information via social media, with many taking the opportunity to promote the accessible facilities and services available at their stadiums.

A number of other matchday and non-matchday activities also took place across the country.





27 clubs hosted pre-match ceremonies, with players and disabled fans carrying CAFE Week of Action banners onto the pitch.

Players and player escorts, in some cases local disabled children, also entered the field of play wearing CAFE Week of Action branded t-shirts.

11 clubs invited disabled fans to accompany players on to the pitch. Zenit St Petersburg and FC Khimki worked with local disability NGO Perspektiva to do this.

Symbolic kick-offs with disabled fans were hosted at Lokomotiv Moscow, Nizhny Novgorod and CSKA Moscow, who worked with their newly-established disabled supporters association.

Fans with Down's Syndrome kicked off the matches at both Moscow stadiums, whilst Russian national amputee footballer Egor Putikin got the match underway in Nizhny.



Many clubs worked with local NGOs to welcome more disabled people to attend live matches. In Rostov, an additional 130 disabled fans were invited to a live match.

Three clubs - Enisey, Rubin Kazan and Zenit St Petersburg – welcomed disabled fans to an open training session. Fans were able to meet their heroes and create memories that will last a lifetime.

Krylya Sovetov invited disabled fans to take part in an event announcing new signings at the club. Krylya also gave club merchandise to the disabled fans in attendance, who also held a CAFE Week of Action banner to provide greater exposure for the campaign.

Spartak Moscow goalkeeper Artyom Rebrov took part in an auction to raise funds for With My Own Eyes - an organisation working to support partially sighted and blind children.

With My Own Eyes then donated audio-descriptive commentary equipment to the club, and the service was provided at a match against Krasnodar.



Participating clubs:

Arsenal Tula, Dynamo Moscow, Enisey, Zenit St Petersburg, Krasnodar, Krylya Sovetov, Lokomotiv Moscow, Orenburg, Rostov, Rubin Kazan, Spartak Moscow, Ural, Ufa, CSKA Moscow, Avangard, Armavir, Baltika, Zenit-2, Krasnodar-2, Luch, Mordoviya, Nizhny Novgorod, Rotor, Sibir, SKA-Khabarovsk, Sochi, Spartak-2, Tambov, Tom', Tyumen', Fakel, Khimki, Chertanovo, Shinnik.





Croatia



Total Football - Total Access
CAFE Week of Action | www.cafefootball.eu

Croatia was the first nation to express their interest in an expanded CAFE Week of Action back in 2015, and activities have taken place in the country each season since.

CAFE Week of Action celebrations have largely been led by GNK Dinamo Zagreb – Croatia's reigning champions who won their 20th championship last season.

In 2018, GNK Dinamo Zagreb welcomed a group of learning disabled fans to enjoy a VIP experience at a live match. They enjoyed the game from the Director's Box and had the opportunity to meet some of their heroes at full time.

GNK Dinamo Zagreb's commitment to access and inclusion, through celebrating the CAFE Week of Action and wider works, led to the club receiving the first CAFE Club Initiative Award at CAFE's third International Conference in Bilbao.





This season, GNK Dinamo Zagreb announced that they would be launching a project called 'Feel the History'.

The club invited a group of partially sighted and blind fans to take part in a dedicated stadium tour, featuring audio commentary and Braille information to supplement the tour.

Disabled fans were given the chance to literally feel the club's history, as a number of the club's major trophies were placed on display.

A group of the club's legends met the fans at pitchside, and disabled fans had the opportunity to feel the pitch their heroes had played on.

Fans visited the changing room to feel the current squad's shirts, and made their way down the tunnel as the club's anthem played around the stadium.

The club also aired a video promoting access and inclusion and showing highlights from the tour prior to their UEFA Europa League match against SL Benfica.





This season we were also delighted that HNK Rijeka became the second Croatian team to take part in the CAFE Week of Action.

The club, who won their first Croatian First League title in 2017, celebrated Total Football #TotalAccess and published a news story on their website to outline their commitment to the topic.

The story also celebrated Mauro Barak, a young disabled fan described as “a loyal fan with great heart and incredible strength”.

At the club's match against NK Istra 1961, Mauro led the two teams onto the pitch alongside club captain Alexander Gorgon.

Gorgon presented Mauro with his own club shirt, and Mauro received a standing ovation from the entire stadium.

We are delighted that HNK Rijeka held this event during the CAFE Week of Action, and we look forward to developing our cooperation even further in 2020.





Spain



Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

La Liga champions FC Barcelona joined the CAFE Week of Action for the third successive season, and again helped to raise significant awareness around the topic of access and inclusion.

Ahead of the club's match with Rayo Vallecano, Lionel Messi and teammates joined with a group of player escorts for a photo behind a CAFE Week of Action banner.

A statement of support for the CAFE Week of Action was read over the stadium speakers, outlining the club's commitment to a game that is accessible, inclusive and welcoming for all.

CAFE DAO Project Manager Jochen Kemmer was also invited to the match, and met with the club's first vice president, Jordi Cardoner, and the manager responsible for the Specialised Attention Office, Emili Rousaud.





A major story during the CAFE Week of Action 2019 was the launch of Athletic Club's disabled supporters association (DSA).

A DSA can have a huge impact in empowering disabled fans. The group can speak with one unified voice and build stronger relationships with their club.

The group met with a selection of the club's first team squad at a training session, and wore CAFE Week of Action t-shirts to raise further awareness of the campaign.

Athletic Club Femenino also became the first women's football team to celebrate the CAFE Week of Action, using a CAFE banner as part of a pre-match ceremony.



CAFE has built a strong relationship with Athletic Club – the hosts of our third International Conference – and we look forward to continuing our cooperation in 2020.

We were delighted that Atletico Madrid also joined us in celebrating the CAFE Week of Action 2020.

Working in cooperation with their recently re-established DSA, Atleticos sin Barreras, the club brought disabled fans to meet with first team players at the stadium.

Disabled fans had the opportunity not just to meet their idols, but also to raise greater awareness and understanding around access and inclusion.

The group also met with their counterparts in Bilbao ahead of an away match at San Mamés.

Travelling fans were able to find out more about how other clubs approach access and inclusion, and take this into their discussions with their own clubs.

DSAs working together can have an even greater impact for many more disabled fans!





Real Sporting de Gijón are long-term supporters of the CAFE Week of Action, and once again celebrated #TotalAccess in 2019.

The club posted a statement of support on their website and social media, and took part in the campaign alongside their fan club, UNIPES.

UNIPES published a video interview with differently disabled fans, who spoke about their experiences in watching live football.

Real Betis Balompié also joined the CAFE Week of Action in 2019.

First team players from both the men's and women's teams visited a residential centre for local disabled people and a number of schools, so that disabled fans could meet their heroes.

We thank all clubs who got involved, and we look forward to even greater cooperation for the CAFE Week of Action 2020!



Scotland



Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

The CAFE Week of Action once again received significant support across Scotland, with some of the biggest clubs in the country leading the way.

Scottish champions Celtic kicked off the CAFE Week of Action with a launch event at their Lennoxtown training centre.

Club captain Scott Brown, and defenders Kristoffer Ajer and Kieran Tierney, met with young disabled fans to begin the club's activities. The trio posed for photographs and signed shirts for the fans.

Ajer then spoke about the importance of inclusion at a press conference, and outlined the club's commitment to the topic.

The club's TV channel interviewed disabled fan Connor Colhoun and his father about their experiences of watching football together. The in-depth interview was published across Celtic's official channels.





Throughout the week, the Celtic squad trained in CAFE Week of Action t-shirts with photos posted on the club website and across social media.

Celtic hosted Aberdeen at Celtic Park during the CAFE Week of Action, and the Disability Access Officers of both clubs worked together to plan a joint celebration of Total Football #TotalAccess.

The players warmed up in CAFE Week of Action t-shirts, which were later signed and given to disabled fans as souvenirs of the day.



Young disabled fans made their way to the pitch ahead of kick off, carrying CAFE Week of Action flags and banners. The fans then formed a guard of honour as the players entered the field, before both squads, the match officials and the flag bearers came together for a photograph behind a large CAFE Week of Action banner.

Celtic are long-term supporters of the CAFE Week of Action, and gave significant social media coverage to the campaign throughout its duration.

Across the city, Rangers also ran a series of events and activities to take part in the CAFE Week of Action.

Rangers invited a group of partially sighted and blind fans, along with their companions, to take part in a touch tour of Ibrox. The group were joined by club legends Derek Johnstone and Mark Hateley, and visited the changing rooms and trophy cabinets.

Rangers also developed a partnership with an artificial intelligence company, with devices made available to support partially sighted and blind fans in reading printed materials.

The club later hosted a dedicated tour for deaf and hard of hearing fans, with British Sign Language interpretation provided.

Rangers also used the CAFE Week of Action as an opportunity to improve access to stadium. 'Rest A While' rest points were installed at access points around Ibrox, and ramps to hospitality suites were created.





Rangers gave significant social media coverage to the CAFE Week of Action, and promoted some of the accessible services and inclusive projects run by the club.

Fans with sensory processing disabilities can enjoy matches at Ibrox in Broxi's Den – the club's sensory viewing room. Rangers shared experiences and photographs of previous visitors to the room during the campaign.



Rangers also promoted their Football Memories project, which uses memorabilia, images and clips to support fans with dementia to aid recall and memory.

The club also provided stewards with assistive aids to support partially sighted and blind fans in navigating around the stadium, and held a bucket collection to raise funds for Ataxia UK.

St Johnstone also provided significant support for the CAFE Week of Action 2019, with a number of matchday and non-matchday events.

The club filmed two interviews with disabled fans, discussing their experiences of attending live matches at McDairmid Park. These videos were published on the club website and social media.

Club captain Joe Shaughnessy attended a meeting of the St Johnstone disabled supporters association, giving disabled fans the opportunity to meet one of their heroes and discuss their stories with him.

The St Johnstone Trust Mental Health and Wellbeing squad held an exhibition match against the club's under-18 youth squad, sharing experiences with them and also raising wider awareness of the support the club can provide for people with mental health issues.

St Johnstone also led a stadium tour for deaf and hard of hearing supporters, with British Sign Language interpretation provided throughout.





St Johnstone's matchday celebrations were temporarily postponed due to bad weather, but they held a series of events in the rearranged fixture.

Volunteers from local disability organisations were brought to the stadium and worked in a range of different matchday roles, including as player escorts, ball attendants, programme sellers and even as the team announcer.

The club issued a statement of support for the campaign in the matchday programme, and also on the club website and social media channels.

Players warmed up in CAFE Week of Action t-shirts, and a CAFE Week of Action banner was brought onto the pitch.



Freya Howgate – the Perth and Kinross area Disability Sports person of the Year – then led the teams to the pitch and tossed the coin ahead of kick off.

A number of other clubs and stakeholders across Scotland also joined in with the CAFE Week of Action 2019.

Aberdeen promoted the CAFE Week of Action on their website and social media channels, and also promoted its Aberdeen for All initiative which provides support for learning disabled people in the local area.

Greenock Morton celebrated the CAFE Week of Action on its website and social media channels, involving club manager and former Finland international Jonatan Johansson.

Gala Fairydean Rovers and Penicuik Athletic both showed that teams further down the football pyramid can get involved too, with matchday activities and statements of support issued.

The Scottish Professional Football League and the SPFL Trust also celebrated #TotalAccess by raising awareness for their Family Fund – helping more families to enjoy live football in Scotland.





Costa Rica



Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

As further awareness around access and inclusion is raised, our message of Total Football #TotalAccess is spreading across Europe and beyond.

In previous years, stakeholders in Brazil, Canada and the United States have taken part in the CAFE Week of Action. In 2019, the message reached Costa Rica who got involved for the first time.

The Costa Rican Football Federation (FEDEFUTBOL) invited players from the national amputee football to share their experiences with the Costa Rica under-17s national side ahead of the FIFA Under-17 World Cup qualifying matches.

Amputee player Jonathan Solano said, "I am happy to share my story. The purpose was to show that we become disabled by mindsets and conditions placed in front of us. Whatever the conditions, the will is power and the sport is always good".





Increased awareness and coverage

As well as serving as an opportunity to celebrate the improvements being made within the game, the CAFE Week of Action is also a great way of raising wider awareness around access and inclusion.

Clubs, stadiums, leagues, national associations across Europe have published statements of support for the CAFE Week of Action, outlining their commitment to a game that is accessible, inclusive and welcoming for all.

Website articles, club TV interviews, social media postings and player involvement were just some of the ways that clubs raised greater awareness amongst their wider fanbase, and many choose such a statement of support as their first participation in the CAFE Week of Action.

Associations and leagues can also liaise with their clubs to coordinate a larger, national participation with even greater exposure.





JuventusFC ✓
@juventusfcen

Following

Juventus joins CAFÉ @cafefootball in celebrating Total Football #TotalAccess.

Check our last initiative that involves our fans with disabilities. Starting from their needs the objective is co-create solutions for accessibility and inclusion of our venues: juve.it/qaHJ30nTfbL



9:05 AM - 2 Mar 2019

35 Retweets 293 Likes



Celtic Football Club ✓
@CelticFC

Following

#CelticFC in association with @cafefootball is delighted to announce that it is once again supporting a fantastic European-wide week of action!

#TotalFootball ⚽ #TotalAccess



Celtic promotes access for all in Week of Action
celticfc.net

2:49 PM - 6 Mar 2019

24 Retweets 321 Likes



AC Milan ✓
@acmilan

Following

We're happy to support @cafefootball's Week of Action and celebrate the importance of access to football and inclusion through their #TotalAccess campaign!

Join us in celebrating Total Football
#TotalAccess

7th CAFE Week of Action 2 - 10 March 2019

[f](https://www.facebook.com/cafefootball) [@cafefootball](https://twitter.com/cafefootball) [i](https://www.instagram.com/cafefootball) cafefootball.eu



www.cafefootball.eu
info@cafefootball.eu



4:31 PM - 4 Mar 2019

23 Retweets 197 Likes



You

During the CAFE Week of Action 2019, the CAFE website was used to promote activities taking place across Europe and beyond.

1189 unique
website
users

1065 new
users



1427 unique
website
visits

Almost
4000 page
views



During the CAFE Week of Action 2019:

- ⚽ Over 770,000 Twitter impressions
- ⚽ 866,000 unique tweet impressions
- ⚽ 227 retweets, over 1,200 likes
- ⚽ @cafefootball mentioned 522 times
- ⚽ Over 6,000 profile views
- ⚽ 163 new followers



**#TotalAccess used by fans, clubs, leagues
and national associations across Europe
and beyond**





CAFE Week of Action 2020

We are aiming to celebrate the largest CAFE Week of Action once again in 2020!

The CAFE Week of Action 2020 will take place from 7-15 March.

The CAFE Week of Action is a unique opportunity to celebrate your works around improving access and inclusion, and also to promote a more welcoming experience for disabled people across the game.

CAFE is inviting national associations, leagues, clubs, stadiums, NGOs, fans groups and individuals to join us in celebrating Total Football #TotalAccess.

CAFE is publishing an information pack with a list of suggested activities, but we encourage you to also think of creative ways that you can join in!

Any activities taking place around this timeframe, but not within these dates, can also be promoted under the banner of the CAFE Week of Action.





Contacting CAFE

If you would like more information, or would like to discuss your ideas for taking part in the CAFE Week of Action, you can contact CAFE in the following ways:

By email: info@cafefootball.eu

By telephone: +44 (0)208 065 5108

By Facebook: www.facebook.com/cafefootball

By Twitter: www.twitter.com/cafefootball

By Instagram: www.instagram.com/cafefootball.eu

We look forward to hearing your ideas, and we hope that you can join us in celebrating Total Football #TotalAccess – promoting a game that is accessible, inclusive and welcoming for all!





Total Football - Total Access

CAFE Week of Action

www.cafefootball.eu

#EQUALGAME



Centre for Access to Football in Europe
European Football Hub, The Record Hall
16-16A Baldwins Gardens
London
EC1N 7RJ
United Kingdom