



#Morethanfootball Action Weeks 2019

Impact Report

An initiative of



A young girl with blonde hair, wearing a soccer uniform and knee pads, is using a soccer stick to control a ball on a field. The image is overlaid with a teal color and white geometric shapes. The text "#More than football" is written in white inside a white outline of a soccer field.

**#More
than
football**

Introduction



While football is becoming increasingly recognised as an effective tool for sustainable social development, this is still to translate into the media exposure and awareness amongst the general public that the great work being done on a daily basis deserves. The #Morethanfootball Action Weeks are therefore aimed at providing the European football community with the platform to showcase the impact of their community and social responsibility work and engage with their supporters, sponsors and the general public.

2019 was the third edition of the Action Weeks with the campaign taking place from the 19th March to 9th April. Throughout the campaign, we were able to follow the various CSR projects and initiatives of the clubs, leagues and associations/federations as well as the specially arranged match day activities,

community events and online campaigns. The Action Weeks supported by UEFA Foundation for Children, ECA (European Club Association) and EFDN (European Football for Development Network), saw more than 100 organisations take part and the impact report provides an overview of all the actions as well as an insight into the campaigns reach and highlighting of key facts and figures.

Not only outlining the impact of the various activities and initiatives which took place over the 2019 Action Weeks, one of the main objectives of this Impact Report is to inspire a year-long #Morethanfootball movement.

#Morethanfootball embraces Europe

30 Countries
participating

106
Organisations
involved

1,114
Total social media posts
from organisations

283 k
Social media interactions

33 m
Estimated
social media reach

Participating Countries



Armenia
Austria
Andorra
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
England
Finland
Germany
Greece
Hungary
Israel
Italy
Kosovo
North Macedonia
Northern Ireland
Norway
Poland
Portugal
Scotland
Spain
Sweden
Switzerland
The Netherlands
Turkey
Ukraine
Wales

33
million people
online with the
#Morethanfootball
message.

With over 100 clubs, foundations, community trusts, leagues and FA's from 30 countries, the 2019 #Morethanfootball Action Weeks built on the foundations which were set from the previous two years. The message of the value, impact and the importance of Community and Social Responsibility in European Football was spread throughout the course of the campaign, reaching an estimated number of more than **33 million people online with the #Morethanfootball message.**

The Action Weeks Focus Days were structured around the United Nation's 17 Sustainable Development Goals giving participants the opportunity to showcase their activities around topics such as good health and well-being, gender equality, social inclusion, employability, education and environmental sustainability.

The 2019 Morethanfootball Action Weeks supported worldwide campaigns such as the World Health Day, the International Day of Sport for Development and Peace, and the World Autism Awareness Day. Events, projects, activities and many other great initiatives held throughout the action weeks demonstrated the power of football to address key issues and create meaningful social change, from 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.

The #Morethanfootball Action Weeks brings together clubs, leagues, associations, foundations from across Europe with a shared message that football is #Morethanfootball.





2019 #Morethanfootball Action Weeks

kick-off



19.03.2019

Having kicked off on the 19th of March 2019, the #Morethanfootball Action Weeks campaign was integrated into the 12th EFDN Morethanfootball Conference which took place at Chelsea FC's iconic home of Stamford Bridge in London on the 26th and 27th of March. The EFDN Conference brought together more than 150 leading practitioners and experts from around Europe to connect, learn and build on each other's experience. Additionally, representatives from EFDN member clubs presented their innovative community programmes and best practices to the audience.

As well as the array of visual materials and presentations promoting the campaign, one of the highlights was the release of the full version of the official #PassItOn video, challenging and encouraging everyone who loves football to give their story on why football is #Morethanfootball. A photographer and a videographer were also on hand to capture attendees own #PassItOn challenges.

#Morethanfootball Events

The 2019 #Morethanfootball Action Weeks saw the organisation of a range of football for development activities, launching of new projects and initiatives, online campaigns and demonstrations of commitment to local communities. No matter the medium used, participants were able to spread the message that their organisation is way Morethanfootball.

Match day events



Montrose FC

Montrose, Scotland

Montrose FC distributed well in excess of 2,000 free tickets to community programme participants for their home match against Stenhousemuir. During the pre-match and at the half-time, the club showcased their #Morethanfootball flags. The flag bearers formed a guard of honour for both sets of players and their 11 mascots, who were participants of the various community programmes with ages ranging from 2 to 92 years old.





PSV Eindhoven

Eindhoven, the Netherlands

PSV Eindhoven held a special match day devoted to the PSV foundation and the #Morethanfootball Action Weeks. During their warm-up the players wore shirts with the #Morethanfootball logo. The Dutch club also kicked off a new initiative called remote FAN of the Match. Through the use of a robot are fans who cannot attend the match due to illness able to join the line-up, watch the game and join the players during their lap of honour.



Club Brugge KV & KAA Gent

Brugge, Belgium

During their Pro League game, Club Brugge KV and KAA Gent shared their Club Brugge KV+KAA Gent=#Morethanfootball LED boards with their respective logos showing that while the teams may be competing against each other on the field, they can be united off the field in promoting social development.



Legia Warsaw & Jagiellonia Białystok

Warsaw, Poland

Before the kick-off the first team players of Legia Warsaw and Jagiellonia Białystok showed the Legia Warsaw=Morethanfootball banner. The Legia players also wore special #Morethanfootball shirts for their warm-up. The club then organised an online competition through their social media channels where fans could win the signed shirts by answering the question: "Why is football more than football?"





FC Red Bull Salzburg & FK Austria Wien

Salzburg, Austria

Before the kick-off of FC Red Bull Salzburg's home match against Austria Vienna, both teams' players and officials were escorted onto the field by 24 wheelchair users. #Morethanfootball LED boards were also shown during the game, making a clear statement that football goes way beyond the question who wins and who loses.



GNK Dinamo Zagreb & NK Inter Zapršić

Zagreb, Croatia

During GNK Dinamo Zagreb's home game against NK Inter Zapršić, the score boards displayed a huge GNK Dinamo Zagreb=Morethanfootball advertisement. Both teams also stood together along with the match officials and mascots before the kick-off to hold up a Dinamo Zagreb=Morethanfootball banner.



Community events



Asteras Tripolis FC

Tripoli, Greece

Campaign activity: A wall of strong messages

Asteras Tripolis FC arranged a variety of activities throughout the campaign. One of these being the creation of a wall that doesn't 'break' with social messages posted by their fans to highlight the special impact football can have in society. As part of the education focus day, the club hosted local schools and a university for a special visit to their Theodoros Kolokotronis Stadium. As well as football games, experts from Asteras spoke with the students about the role and the importance of football in our society.

On the 7th of April, for their Super League Souroti game against Levadiakos FC, Asteras Tripolis offered free tickets for women.



SL Benfica

Lisbon, Portugal

Campaign activity: Hat-Trick project

During the 2019 #Morethanfootball Action Weeks, SL Benfica organised a number of activities including Walking Football Regional tournaments, sessions and tournaments as part of the "Para ti Se não faltares!" project, and a race integrated in the Lisbon Marathon. The Foundation also took the opportunity to launch a new project called 'Hat-Trick project' which targets young adults. In addition of professional courses, participants get access to a pack of sports sessions, experiences and prizes in exchange of their school attendance and overall behavior.



GNK Dinamo Zagreb

Zagreb, Croatia

Campaign activity: Training sessions for disabled children

ŽNK Dinamo Zagreb (GNK Dinamo Zagreb women's team) visited Dinamo Power Team, a team composed of kids with developmental disabilities. The training sessions held at Maksimir Stadium for one week, were led by the Youth Academy coach and physiotherapists alongside the players.



Apollon Limassol FC

Limassol, Cyprus

Campaign activity: Discussions on racism and bullying

Apollon Limassol FC first team players attended a local school to discuss equality, the fight against racism and school bullying with young pupils and teachers. The aim of this campaign is to bring together hundreds of people from the local communities to work together in tackling and fighting discrimination. They also discussed the new campaign 'Apollon_DriveSafe' which raises awareness on the high rates of fatal accidents in Cyprus and promotes driving consciousness and safety on the road.





FC Shakhtar Donetsk

Donetsk, Ukraine

Campaign activity: Special training session

Shakhtar Social organised two events for children with disabilities on World Down Syndrome Day (March 21) and for World Autism Awareness Day (April 2). 45 children with Down Syndrome and Autism attended training sessions at FC Shakhtar facilities. Together with first team players, the children took part in football exercises. The 2019 #Morethanfootball Action Weeks was also the kick-off of 'Come On, Let's Play!' on April 9th, with 160 kids from 8 different teams taking part equipped with football kits and t-shirts with the Morethanfootball logo.



PFC Ludogorets

Razgrad, Bulgaria

Campaign activity: Live Friendship

During the campaign, the club launched an incentive programme called 'Live Friendship' with the aim of encouraging young people to socialise in person and start new friendships. The first team players, everyone from the Academy and the sports community in Razgrad took part in an event passing a football between each other as a symbol of the campaign. Ludogorets also created a special group on social media to gather volunteers who are willing to be a part of the games and incentives of the club. This initiative aims to give young people the chance to meet, have fun together and play sports instead of just communicating online.

Online campaigns



Juventus

Turin, Italy

Campaign activity: Club social impact

During the #Morethanfootball Action Weeks, Juventus FC delivered a wide-reaching communication campaign to raise awareness for their different community programmes they are delivering. The club shared content on its social media channels to highlight initiatives like their teams with cognitive-relational disabilities. Through this online campaign, Juventus FC reaffirmed that there are no limits or barriers to playing and enjoying football.



Cardiff City FC

Cardiff, Wales

Campaign activity: Programme for veterans

Cardiff City FC Foundation highlighted different projects such as 'Tea and Toast'. The project provides sessions to encourage veterans to take part in physical activity while also building new connections. Through making social media content available, the foundation showcased in what way the programme helps participants to increase self-confidence, improve sociability and staying active.



More than football



Heart of Midlothian

Edinburgh, Scotland

Campaign activity: Support Big Hearts in your own way

From March 25 to March 29, Big Hearts launched ‘Support Big Hearts in your own way’ online campaign. Shared on social media, the campaign aimed at demonstrating that any supporter can do their bit to make a difference through their ‘Big Hearts Supporters’ volunteering programme or other charities in the community. The campaign shared this message with examples such as: sharing a cup of tea will help an older person feel less alone or changing a light bulb will enable a disabled person stay comfortable in their home. The secondary aim of the campaign was to emphasize all the various areas Big Hearts is involved to support older people without delivering any football-related activities.



Omonoia FC

Nicosia, Cyprus

Campaign activity: Food and clothing drive

As part of the ‘Ending poverty & hunger’ focus day, Omonoia FC highlighted one of their food and clothing drive. The club collaborated with a Facebook group which enables people to offer to donate food, clothes or anything which could be of value to people in need. Omonoia FC also asked people to bring donations on a match day. The club actively promoted the drive through social media, their website and through Cypriot news websites. The message behind this initiative was to call out to end hunger and poverty worldwide.

Royal Belgium Football Association

Belgium



Campaign activity: #Morethanfootball - Rise above yourself

During the Action Weeks, the Royal Belgium Football Association released a video called 'Rise Above Yourself' through their website and social media. The video illustrates the added value of football in terms of social development. Fabienne Van de Steene (Red Flames physiotherapist) and Heleen Jaques (Red Flames player) explain how football has allowed them to grow as a person.

UEFA Foundation

Campaign activity: Social projects

UEFA Foundation published specific content on their website and social media channels to highlight initiatives such as 'Open Fun Football Schools' or 'Children on the Move Uganda', initiatives that have a positive impact around the world for the better.



#PassItOn Challenge



The theme for the 2019 #MorethanFootball Action Weeks video was #PassItOn which challenged anyone with a passion for football to catch a football, share their story and then #PassItOn by nominating friends or colleagues to do the same. The initial promotional video brought together clubs and their foundations from across Europe who provided footage of their players, staff members and project participants taking part in the challenge and sharing why football is #MorethanFootball to them. With this in mind we would like to thank the following clubs and foundations for their support with the creation of the video: Apollon Limassol, Benfica Foundation, Chelsea FC Foundation, Club Brugge, Everton in the Community, FC Emmen, Ferencvarosi TC, Heart of Midlothian, Mifalot Foundation, Panathinaikos, Rangers FC, Red Bull Salzburg, Shakhtar Donetsk and Werder Bremen. The promotional video was the most successful one among the #PassItOn videos uploaded on YouTube. 293,595 people watched the promotional video.

The challenge saw several other teams take part and share their stories across their various communications channels with Asteras Tripolis, Legia Warsaw, Newcastle United Foundation, Omonoia FC, Sparta Prague among the clubs to take part and show that the movement is truly European-wide.



#PassItOn



UEFA Champions League and UEFA Europa League

Thanks to the support of the UEFA Foundation for Children, the #Morethanfootball logos were included in the schedule for the LED pitch-side boards for both legs of the quarter Finals of the UEFA Champions League and UEFA Europa League games. The campaign was given huge exposure throughout the games, which were held on the 9th, 11th, 16th and 18th of April. The LED boards were not only on show to the thousands of people inside the stadium but also to the millions of people watching on television across the world.

The total attendance in the stadiums for the eight games was 778,779 with millions more watching on TV from across the world.





UEFA Champions League

	First leg	Second leg
Tottenham Hotspur vs Manchester City	60,044	53,348
Liverpool vs Porto	52,465	49,117
Ajax vs Juventus	50,390	41,445
Manchester United vs Barcelona	74,093	96,708

Total attendance UEFA Champions League

477,610

UEFA Europa League

	First leg	Second leg
Arsenal vs Napoli	59,738	39,438
Slavia Prague vs Chelsea	17,484	38,326
Benfica vs Eintracht Frankfurt	54,175	48,000
Villarreal vs Valencia	17,605	26,403

Total attendance UEFA Europa League

301,169

#Morethanfootball on Social Media



Social media again played a huge role in the success of the 3rd edition of the #Morethanfootball Action Weeks with the majority of the communication and content being published across Twitter, Instagram and Facebook. Participants from some of the biggest European football organisations all the way through to grassroots and amateur clubs used the #Morethanfootball on their different social media platforms to make people aware of the campaign's universal message.

The message reached 33 million people on social media, 15 million more than the 2018 campaign. Participating clubs, partners and organisations as well as EFDN contributed to the success by publishing 1,114 posts on social media. Fans from all over the world liked, shared, retweeted and commented these posts and sent also their own messages including #Morethanfootball. In total, 284,825 social media interactions were counted.

The online impact of this 2019 #Morethanfootball Action Weeks is based on the following social media: Twitter, Facebook, Instagram and YouTube.



586 posts
mentioning
#Morethanfootball



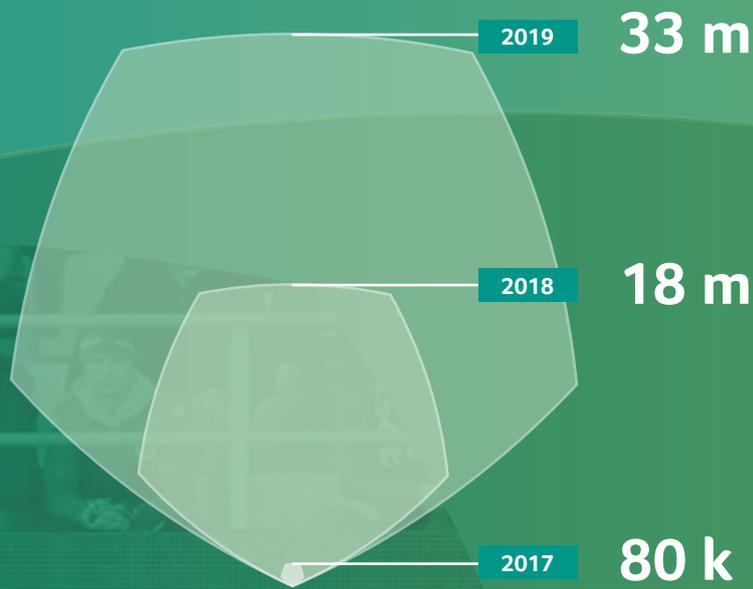
430 posts
mentioning
#Morethanfootball



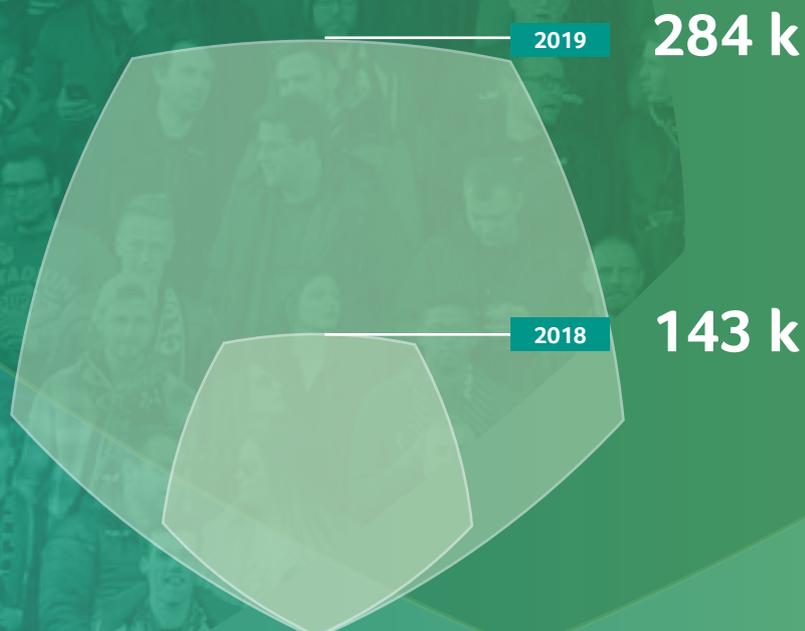
98 posts
mentioning
#Morethanfootball

Total 1,114
social media posts from organisations

Estimated social media reach



Social media interactions



2019 #Morethanfootball Action Weeks on



twitter

Blackburn Rovers Community Trust @RoversTrust
Following

We're excited to announce that @Rovers v Stoke City will be our first-ever 'Next Generation' fixture, with 2,500 fans - mainly family groups - packing out the Blackburn End Upper Tier as our guests.

Visit rovers.co.uk/news/2019/marc... to find out how + why...

#MoreThanFootball



7 Retweets 28 Likes

Everton in the Community @EITC
Unfollow

Together with @Everton, we are proud to support the #MoreThanFootball Action Weeks campaign.

Details morethanfootball.eu



80 Retweets 174 Likes

Cardiff City FC Foundation @CardiffCityFC
Following

The #BluebirdsCharity are proud to support @eumorethanagame's action weeks between 19th March - 9th April

More info bit.ly/2U3aVNH

#MoreThanFootball #OurClubChangesLives



10 Retweets 17 Likes

Fabretto Foundation @Fabretto
Follow

On International Day of Sports for Peace and Development, we celebrate the power of #sports to bring people together.

#IDSDP #Sport4SDGs #MoreThanFootball @sportanddev



10 Retweets 5 Likes

KAA Gent (@KAAGent) Following

Vandaag is **#wereldautismedag**. Omdat de erkenning van autisme absoluut noodzakelijk is om mensen met autisme en hun omgeving een kwaliteitsvol leven te laten ervaren.
#WorldAutismAwarenessDay #WAAD #COBW #MoreThanFootball



1:52 PM - 2 Apr 2019

57 Retweets 1 Like

Motherwell FC CT (@MotherwellFC) Following

At the start of **#MoreThanFootball** week we're proud to announce that we will be working with **@nlcpeople** on the important **#Club365** programme. If you're entitled to free school meals you can join us **@MotherwellFC** over Easter for free activity.



9:02 AM - 13 Mar 2019

21 Retweets 42 Likes

MKFA Foundation (@MKFA_Foundation) Following

Football for children forced to flee their homes ❤️
#Football4refugees #Football4childrensrights #Morethanfootball

Kicken ohne Grenzen



10:59 AM - 23 Mar 2019

2 Retweets 14 Likes

Malmö FF (@Malmo_FF) Following

Karriärakademin på Malmö FF har hjälpt över 200 unga arbetssökande att få jobb. Idag föreläser verksamhetsansvarige Karin Heri på EFDN-konferensen i London för att inspirera fler klubbar!

#morethanfootball @EFDN_tweets



3:12 AM - 26 Mar 2019

5 Retweets 21 Likes

Newcastle United FDN (@NUFC_FDN) Following

@NUFC_FDN is delighted to support **#Morethanfootball** - a global campaign for the European football community to showcase the impact of our community activities and programmes.

We'll be posting throughout the campaign so keep an eye out for updates!
#BuildingAUnitedFuture



5:07 AM - 15 Mar 2019

5 Retweets 14 Likes

Delighted to be discussing the value of disabled supporters associations at today's **@EFDN_tweets** Conference in London!
#morethanfootball #TotalAccess



11:25 AM - 20 Mar 2019

4 Retweets 10 Likes





Belgian Football (@BelgianFootball) Following

Ensemble avec @Fanclub1895 et @FcontreleCancer voici nos 'Ambassadeurs #stadesanstabac', #generationsanstabac, nous voilà ! 😊 #morethanfootball #COMEONBELGIUM 🇧🇪

17th Nov - 16 Nov 2019

2 Comments 14 Likes

Pro League (@ProLeagueBE) Follow

Algemene Vergadering @EuropeanLeagues, Expert-panel CSR met @SLBenfica, @FundacioFCB, @LaLigaEN, @LFPfr en @ProLeagueBE in @SLBenfica over samenwerking clubs en liga's in versterken sociale rol Europees voetbal. #MoreThanFootball

European League (@EuropeanLeague) Round table of CSR experts @SLBenfica, @FundacioFCB, @LaLigaEN, @LFPfr, @ProLeagueBE, sharing experiences and best practices to engage the local communities through football in a sustainable manner.

16th Nov - 14 Nov 2019

3 Comments 7 Likes

Rangers Charity (@RangersCharity) Following

Academy players Liam Burt & Aidan Wilson took part in one of our Visually Impaired Football sessions & it was a huge thrill for the children! 🙌⚽

Hear what the kids had to say – and watch Liam & Aidan try to play with blindfolds on! 🙄

#MoreThanFootball

4th Nov - 31 Mar 2019

11 Comments 20 Likes

Real Sociedad Futbol (@RealSociedad) Follow

La #RealSociedad, con @ECAEurope en la campaña #MoreThanFootball

4th Nov - 1 Oct 2019

2 Comments 9 Likes

ColourBlindAwareness (@ColourBlindAwareness) Follow

Looking forward to speaking at the @EFDN_tweets conference @ChelseaFC tomorrow and to spreading the word to the wider European football family about colour blindness and how it can impact upon the game in so many ways #morethanfootball ⚽

16th Nov - 15 Nov 2019

6 Comments 37 Likes

SPFL Trust (@SPFLTrust) Following

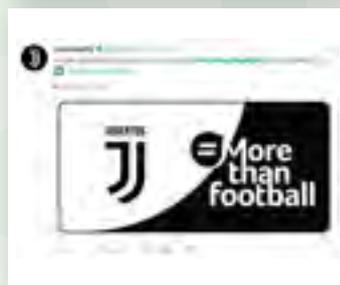
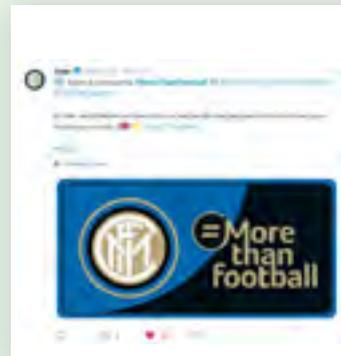
Watch | Great to see @dundeunitedct & @DundeeFCCT feature for the amazing work they are doing in the City of Discovery. This film has been published today by @TNLComFundScot. #MoreThanFootball

14th Nov - 29 Mar 2019

11 Comments 11 Likes

#Morethanfootball labels campaign

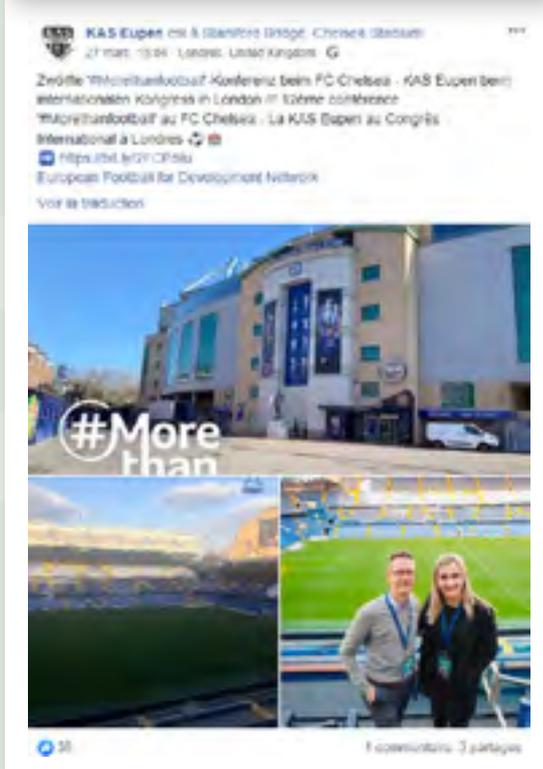
For the 2019 #Morethanfootball Action Weeks, Juventus and Inter Milan took the opportunity to showcase their support for the campaign to their global fanbase by posting their Inter Milan=Morethanfootball and Juventus FC=Morethanfootball labels on all of their different Twitter accounts:





2019 #Morethanfootball Action Weeks on

facebook



Foundation of Light
21 March · G

We are proud to support the #MorethanFootball Action Weeks - a global campaign for the European football community to showcase the impact of their community and social responsibility activities and programmes. Find out more at www.morethanfootball.it.



Facebook

UEFA
2,806,211 · G

UEFA is proud to support #MoreThanFootball action weeks. Celebrating the amazing power of football to create positive social change #EqualGame. Find out more www.morethanfootball.eu/about



Facebook

OMONIA FC
25 March · G

Supporting Refugees

Σε ετήσια βδομάδα η ομοσπονδία #MorethanFootball της ΕΟΑ. Η πρωτοπορία στοχεύοντας στην επίσημη ενσωμάτωση με το HOPE FOR CHILDREN. Ένα γκολ συμπόρευσης στους πρόσφυγες παίζοντας τον διστακτικό στην καλύτερη και της αξίας της διαφορετικότητας, όπως και γρήγορα αντίκριση σε κάθε μορφή διασπέρσης. #OMONIA #MorethanFootball Ευρωπαϊκή Ομοσπονδία

View the translation



Facebook

Fundação Benfica 19 April 19 (posted 3 October 2019)
#MorethanFootball Action Weeks
11 April 11:01 · G

Fica com alguns dos exemplos em que os nossos projetos fizeram questão de afirmar que tudo o que fazemos é muito mais do que Futebol! #FundaçãoBenfica #FTDN #MorethanFootball

View the translation




Facebook

PSV
18 April 11:34 · G

A day he will never forget

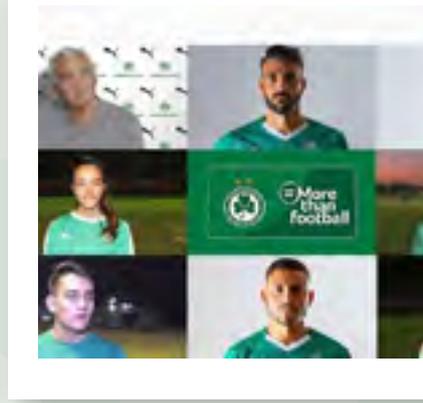
De omroep Zicko Natan (14) bekeek samen de wedstrijd #MorethanFootball over de robot die kan ook een robot. #MorethanFootball

View the translation



Facebook

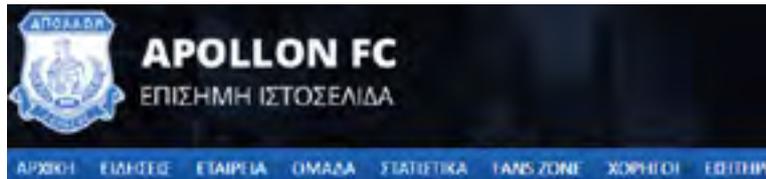






2019 #Morethanfootball Action Weeks on

websites



Το Δημοτικό Σχολείο Ερήμης υποδέχθηκε τη ομάδα της #Morethanfootball και τους εκπαιδευτικούς της ομάδας ΑΠΟΛΛΩΝ Ποδοσφαιρική Ομάδα. Το σκορ είναι από την Υπερήλικη Μάχη των κολοσσών της Τριτης Μηνιαίας της ομάδας με κλειστά τα μάτια και τους ποδοσφαιριστές Απολλωνία Εύλε, Ζαχό (Μάρ), Αλέξανδρος και Αχιλλεύς. Οργανώθηκε με σκοπό την ανάπτυξη των μεγάλων κινήσεων στην τοπική αγορά και, βεβαίως, η ποδοσφαιρική ανάπτυξη.



23 March 2019 - Filed under: News, Top-News

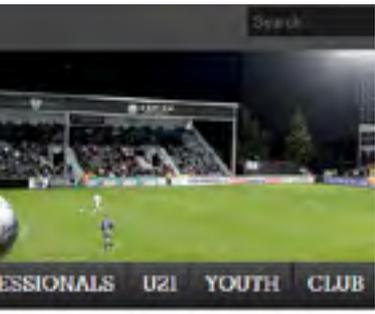
KAS Eupen at Internationa London



Social responsibility

The EFON focuses on its social component of football as an opportunity for people with disabilities to participate against racism and poverty. In this approach, massive support is provided.

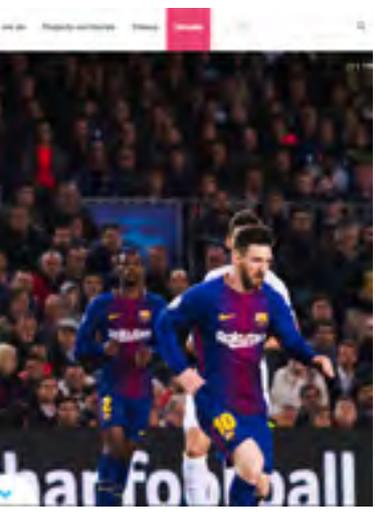




ational Congress in

representatives of 150 football clubs from 25 European countries last part to the 12th FFDN #MorethanFootball Conference in London this week. KAS Eupen is a member of the association European Football for Development Network EFQN and was represented at the congress in the stadium of Chelsea FC by financial director Thomas Herben and marketing assistant

ball and promotes Europe-wide exchanges on issues, tournaments and projects to integrate refugees in sports were the subject of lectures, interactive networking



Montrose Community Football Club

Home Club News Events Fixtures Results 11v11s Fundraising Facility Hire Members

MORE THAN FOOTBALL CELEBRATION

NEWS

MORE THAN FOOTBALL CELEBRATION

Montrose Football Club and Montrose Community Trust would be delighted to see a strong representation from Montrose Youth Football Club at this Saturday's match between MFC and Sherwood FC.

Over 2000 FREE tickets have been distributed to local primary school children, and of course, all MFC players have already been given MFC season tickets from the club.

If you are a player or official of Montrose Youth FC, and have not as yet received a ticket for Saturday, these will be issued at training sessions on Thursday and/or Friday of this week. Failing that, contact Montrose Community Trust and they will arrange distribution accordingly.

Come along and join in the celebration of the power of football - and get up close and personal to the SPFL League 2 trophy in a FREE photo booth!

WERDER BREMEN

LEIBNIZ-AMBIENT

SHOP TICKETS FORUM SPORTS

GELUNGENES MITEINANDER: SPIELRAUM-TEAM TRIFFT AUF MAINZER

FREIENDSCHAFTSSPIEL MIT FC ENTE BAGDAD UND STADIONBESUCH

WIKIMEDIA NEWSLETTER | 10.000 10.000 10.000

Das Leistungsteam des Frauenfußballteams der TV Wacker gegen den FC Energie Cottbus wird heute in der Max-Morlock-Arena im Rahmen des SPILRAUM-Programms des unter anderem vom Werder-Stadion-Marketing für Leiharbeiter, Spielerinnen, Jugendtrainer, Fans und Mitarbeiter des Werder-Club in Mainz.

Die Spielerinnen und TV Wacker-Mitarbeiterinnen teilnehmen an der Initiative "Stimmen im Fußball" der Bremer Frauen- und Jugendfußballvereine, die den Frauenfußball in Deutschland fördern sollen. Die Initiative wird von der Bremer Frauen- und Jugendfußballvereine (BFJ) und dem DFB-Frauenfußballverband (DFB-F) unterstützt.

More than football

FC Schalke has been taking part in the #MorethanFootball Action Weeks for three consecutive years now.

The club is working in close cooperation with the local community and is committed to supporting the development of football in the region. In addition, the club is also committed to supporting the development of football in the region.

Supporting youth

Since 2010, the club has been supporting the development of football in the region through the 'More than football' initiative. This initiative is aimed at supporting the development of football in the region through the 'More than football' initiative.





Aktualności

2019-03-18 18:50:00



FUNDACJA LEGII DOŁĄCZA DO AKCJI #MORETHANFOOTBALL

Autor: Dł

Fundacja Legii już po raz trzeci weźmie udział w międzynarodowej kampanii #Morethanfootball, która pokaże społeczną siłę oddziaływania klubów i organizacji piłkarskich.

W akcji organizowanej przez European Football for Development Network (Legia Warszawa i Fundacja Legii są jej członkiem od 2017 roku), przy wsparciu UEFA Foundation for Children i European Club Association będą uczestniczyć również m.in. FC Barcelona, Juventus FC i Manchester United.

Tegoroczna edycja #Morethanfootball będzie trwać od 19 marca do 9 kwietnia. W tym czasie na profilach Fundacji Legii i Legii Warszawa w mediach społecznościowych pod hasztagiem #MorethanFootball będą publikowane unikalne treści, podkreślające społeczną rolę klubu jako dobra wspólnego, któremu towarzyszą uniwersalne wartości inspirowane do działania na rzecz innych.



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People & Team | RB Salzburg welcomes wheelchair users onto the pitch in celebration of #Morethanfootball

RB Salzburg welcomes wheelchair users onto the pitch in celebration of #Morethanfootball

RB Salzburg (Austria) celebrated the EFCR's #Morethanfootball Action Week last weekend by inviting twenty-four wheelchair users to sit as player escorts prior to the kick-off of their match against FC Austria Wien.



The #Morethanfootball Action Weeks aim to highlight the impact of European football's social responsibility and community activities.

The campaign also provides a global platform to engage professionals and fans alike, and help organisations of all sizes that football clubs can play a pioneering role.



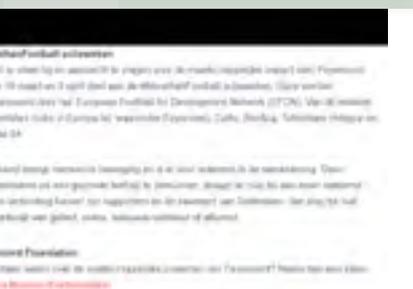
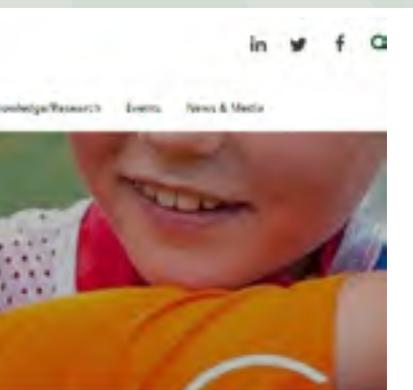
ECA is pleased to announce that it will act as partner initiative celebrating the social impact of European football.

Highlighting the CSR activities of clubs and other stakeholders in the game, the #MorethanFootball Action Weeks aim to raise awareness of the transformative role football can play in changing people's lives for the better.

During the #MorethanFootball Action Weeks, European clubs will celebrate the #MorethanFootball they do in local, national and international level. Over the course of the weeks, social, match-day activities, digital campaigns and a host of other exciting events will take place to mark the occasion.

If you want to get involved this year, download the [#MorethanFootball information Pack and Toolkit!](#)





CAA GENT IS #MORETHANFOOTBALL

28-03-2019

← Terug naar overzicht



Tijdens de #MorethanFootball actieweek zamen Europese clubs hun maatschappelijk werk in de kijker. Maak kennis met de werking van de KAA Gent Foundation.



Communityclub

KAA Gent is een Communityclub. Een lokale versterkte voetbalclub met een maatschappelijk engagement. Alleen al deze week organiseert de KAA Gent Foundation meer dan 20 activiteiten. Het gaat in de eerste plaats om sociaal sportieve projecten, voor jong en oud, waarbij voetbal en KAA Gent gebruikt wordt als middel om mensen sterker te maken.

- **Pleinvoetbal met Buffalo Street Wise** Nieuw Gent: meer dan voetbal voor jongeren in Nieuw Gent Steenakker (4 sessies/week)
- **Wijkhuis Bij Rino** in de buurt Nieuw Gent Steenakker (4 sessies/week)
- **Active Fans**: oefenijl- en beweegprogramma voor KAA Gentsupporters in de Ghelamco Arena (1 sessie/week)
- **de Geestige Buffalo's**: voetbal voor personen met een psychosociale problematiek (1 sessie/week)
- **de Gentse Hamtrekkers**: voetbal voor personen in dak- of thuisloosheid met verslavingsproblematiek of onzekere verblijfsstatus (1 sessie/week)
- **Buffalo Dance Academy** (samen met Move2000/Bopproject en KC Dance Complex): dansschool voor kinderen en jongeren in Nieuw Gent Steenakker (3 sessies/week)
- **Meljesvoetbal** in het kader van Elk Talent Toet bij Jago Simi, Aleksandberg en KVV Sint-Denijsport (2 sessies/week)
- **de Buffalo League** (samen met Sportbond en Move2000/Bopproject): omnisport voor kinderen en jongeren in Nieuw Gent Steenakker (2 sessies/week)

Verder is er komende woensdag de **Buffalodag Halfvestenloer 2019** en vrijdag aanstaande de **Kick Off van wandelvoetbal in het Zuidpark** (samen met HT Carrière Legends). Ook is de KAA Gent Foundation deze week aanwezig op de 17de Conferentie van het **European Football for Development Network (EFDN)** in Londen.

Ten slotte zijn er **rondleidingen** in de Ghelamco Arena door vijfjarige stadionsgidsen en buiten refs van de **KAA Gent Referee Academy** jeugdvoetbalwedstrijden op de Gentse velden.





VIDEO: RB Salzburg vs. Austria Wien im Zeichen von #MoreThanFootball

Red Bull Salzburg hat am Freitag um 17:00 gegen die Wiener Austria in der Meisterschilde der Österreichischen Bundesliga die Fußballspiele im Rahmen des Duells für die #MoreThanFootball Kampagne mit dem Titel "Soziale Verantwortung" als Thema zu #MoreThanFootball Austria Wien (Sportplatz) im Zeichen von #MoreThanFootball.

Die #MoreThanFootball Kampagne ist ein Projekt der #MoreThanFootball Kampagne, das die #MoreThanFootball Kampagne in Österreich und in der Schweiz unterstützt. Die #MoreThanFootball Kampagne ist ein Projekt der #MoreThanFootball Kampagne, das die #MoreThanFootball Kampagne in Österreich und in der Schweiz unterstützt.



Ο Ολυμπιακός στηρίζει την εκστρατεία #MoreThanFootball

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΕΚΠΑΙΔΕΥΣΗΣ ΚΑΙ ΑΝΑΠΤΥΞΗΣ ΤΑΛΕΝΤΩΝ

Η ΠΑΕ Ολυμπιακός ξεκίνησε το 2018 το πρόγραμμα «Μαζί στη Ζωή - Μαζί στον Ολυμπιακό» με σκοπό να δώσει την δικαίωση σε επίδοξους αθλητές δύο ηλικιών (14 και 17 ετών), να ενισχθούν στην Ακαδημία ποδοσφαίρου του Ολυμπιακού.



Οι βασικοί στόχοι του προγράμματος είναι:
 • Να παρέχεται σε παιδιά με νόσηση στήριξη ή δυνατότητα να μάθουν το άθλημα που τους αρέσει. Το πρόγραμμα για τις καλύτερες δυνατές συνθήκες με επαγγελματίες και υπεύθυνη παρακολούθηση και καθοδήγηση.
 • Να ενισχυθεί η αυτοεκτίμηση και το επικοινωνιακό κενό στην αθλητική και να βοηθηθούν οι γονείς τους στην διαδοχικά κοινωνική ένταξη.
 • Να συμπεριλάβει οι αθλητές και να προμηθευτεί της Ακαδημίας ή να παρέχονται θεματογράφους σχέσεις με τους αθλητές αθλητές και προδόναν τις έννοιες της κοινωνικής ένταξης, της κοινωνικής, των διακρίσεων, της εκπαίδευσης και της άσκησης.
 Η ομάδα «Μαζί στη Ζωή - Μαζί στον Ολυμπιακό» προπονείται στις εγκαταστάσεις του Γραφείου και Κέντρου του Ολυμπιακού δύο φορές την εβδομάδα, υπό την επίβλεψη δύο προπονητών με πλούσια αθλητική και με την πλήρη υποστήριξη του τεχνικού και λογιστικού προσωπικού της Ακαδημίας.



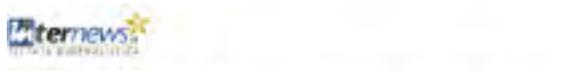
Левски също подкрепя кампанията #Morethanfootball



3. В подкрепа на кампанията #Morethanfootball, Левски подкрепя кампанията #Morethanfootball, която е част от програмата #Morethanfootball. Кампанията #Morethanfootball е част от програмата #Morethanfootball.

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L'Inter sostiene #MoreThanFootball: "Crediamo nella passione e nei valori etici"



L'Inter sostiene la campagna #MoreThanFootball, che è parte del programma #MoreThanFootball. La campagna #MoreThanFootball è parte del programma #MoreThanFootball.

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MoreThanFootball: Τα κοινωνικά μηνύματα των φιλάθλων του Αστέρα!

Η ομάδα του Αστέρα, ξεκίνησε στην κοινότητα του πρώτου εθελοντισμού της φιλάθλων της στο πλαίσιο των δράσεων του MoreThanFootball. Από τις 23 Μαρτίου έως τις 5 Απριλίου. Με την ολοκλήρωση του προγράμματος, και ανάλογα με τον προγραμματισμό του προγράμματος, ο Αστέρης παρουσίασε το κοινωνικό μήνυμά του κατά το φιλικό αγώνα της ομάδας. Ένας τίτλος που δεν τον «κόβει», αλλά και τον φέρνει στη διαδικασία της προετοιμασίας του προγράμματος.

#morethanfootball | Διαφύλαξη ισότητας των φύλων...

The image shows a Facebook post with a photo of a woman in a green shirt interacting with children on a soccer field. The post is part of a series of updates related to the MoreThanFootball initiative.

"Κεννόλευκη" επίσκεψη στο Δημοτικό Σχολείο Ερήμης (Φώτος & Βίντεο)

Αγαπή - Β' Κεννόλευκη - Ερήμη - Αιολίδα

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Movement



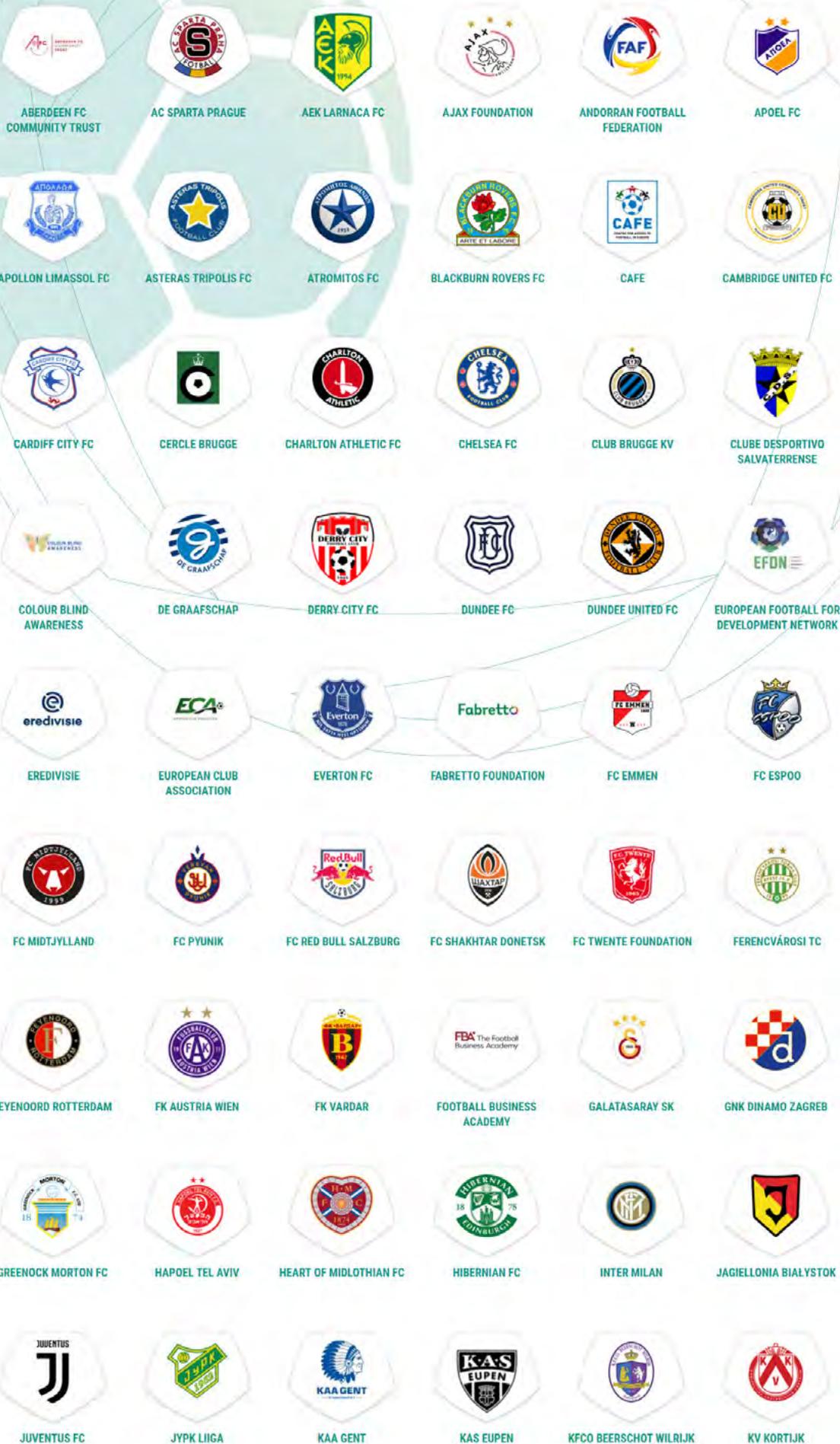
From annual Action Weeks to #Morethanfootball Movement

The first 3 years of the #Morethanfootball Action Weeks have been a huge success with increasing participation from football clubs, leagues, associations/federations and other organisations year on year. The 2019 #Morethanfootball Action Weeks continued the growth from the previous two years with over 100 European football organisations, from 30 different countries participating and an estimated number of 33 million people reached online. However, the excellent work being done in the field of football related community and social responsibility is not just limited to a 3 week period and is being carried out on a daily basis. For that reason, we are aiming to create a year-long #Morethanfootball movement to support all community engaged football clubs and their employees, volunteers and supporters in getting their message out and receiving the recognition they deserve.

The #Morethanfootball Action Weeks will of course still be the anchor point of the year to celebrate the fantastic work that is delivered by clubs, leagues, federations, foundations and associations daily all-around Europe and to inspire others to become active in their communities as well.

Participants 2019

#MorethanFootball





KV MEECHELEN



KV OOSTENDE



KVC WESTERLOO



LEGIA WARSAW



LEYTON ORIENT



MACCABI TEL AVIV FC



MALMÖ FF



MOLDE FK



MONTROSE FC



MOTHERWELL FC



NAC BREDA



NATIONAL LOTTERY FUND SCOTLAND



NEC NIJMEGEN



NEWCASTLE UNITED FC



NK INTER ZAPREŠIĆ



NORTHAMPTON TOWN FC



OLYMPIACOS FC



OMONIA FC



OUD-HEVERLEE LEUVEN



PANATHINAIKOS FC



PAOK FC



PFC LEVSKI SOFIA



PFC LUDOGORETS 1945



PRO LEAGUE



PSV EINDHOVEN



RANGERS FC



REAL MADRID FOUNDATION



REAL SOCIEDAD



ROYAL ANTWERP FC



ROYAL BELGIAN FOOTBALL ASSOCIATION



ROYAL EXCEL MOUSCRON



RSC ANDERLECHT



SBV EXCELSIOR



SCORT FOUNDATION



SCOTTISH FOOTBALL ASSOCIATION



SINT-TRUIDENSE VV



SK SLAVIA PRAGUE



SL BENFICA



SOUTHAMPTON FC



SPFL TRUST



SPORTING LOKEREN



STANDARD DE LIÈGE



SUNDERLAND AFC



SV WERDER BREMEN



SV ZULTE WAREGEM



THE NEW SAINTS FC



UEFA



UEFA FOUNDATION



UNION SAINT GILLOISE



VÅLERENGA FOTBALL



VOETBAL VLAANDEREN



WOLVERHAMPTON WANDERERS FC



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The #Morethanfootball Action Weeks are an initiative of:



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