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

1,114 Total social media posts from organisations

106 Organisations involved

283k Social media interactions

33m Estimated social media reach
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.
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.
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?”
MATCHDAY EVENTS

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.

FC Red Bull Salzburg & FK Austria Wien
Salzburg, Austria

GNK Dinamo Zagreb & NK Inter Zaprešić
Zagreb, Croatia

During GNK Dinamo Zagreb’s home game against NK Inter Zaprešić, 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

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.
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.

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.
COMMUNITY EVENTS

**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

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.

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.
ONLINE EVENTS & CAMPAIGNS

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.
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.
<table>
<thead>
<tr>
<th>Match</th>
<th>First leg</th>
<th>Second leg</th>
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<tr>
<td><strong>UEFA Champions League</strong></td>
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<tr>
<td>Tottenham Hotspur vs Manchester City</td>
<td>60,044</td>
<td>53,348</td>
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<tr>
<td>Liverpool vs Porto</td>
<td>52,465</td>
<td>49,117</td>
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<tr>
<td>Ajax vs Juventus</td>
<td>50,390</td>
<td>41,445</td>
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<tr>
<td>Manchester United vs Barcelona</td>
<td>74,093</td>
<td>96,708</td>
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<tr>
<td><strong>Total attendance UEFA Champions League</strong></td>
<td><strong>477,610</strong></td>
<td></td>
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<table>
<thead>
<tr>
<th>Match</th>
<th>First leg</th>
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<tr>
<td><strong>UEFA Europa League</strong></td>
<td></td>
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<tr>
<td>Arsenal vs Napoli</td>
<td>59,738</td>
<td>39,438</td>
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<tr>
<td>Slavia Prague vs Chelsea</td>
<td>17,484</td>
<td>38,326</td>
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<tr>
<td>Benfica vs Eintracht Frankfurt</td>
<td>54,175</td>
<td>48,000</td>
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<tr>
<td>Villarreal vs Valencia</td>
<td>17,605</td>
<td>26,403</td>
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<tr>
<td><strong>Total attendance UEFA Europa League</strong></td>
<td><strong>301,169</strong></td>
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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.

Social media posts from organisations

- Twitter: 586 posts mentioning #Morethanfootball
- Facebook: 430 posts mentioning #Morethanfootball
- Instagram: 98 posts mentioning #Morethanfootball
- Total social media posts from organisations: 1,114
Estimated social media reach

- 2019: 33 m
- 2018: 18 m
- 2017: 80 k

Social media interactions

- 2019: 284 k
- 2018: 143 k
2019 #Morethanfootball Action Weeks on twitter
#MORETHANFOOTBALL ACTION WEEKS ON TWITTER

More than football week: acting across the globe 🌍

More than football — 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! #BuildingUnitedFuture

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

Football for children forced to flee their homes 💖 #Footballrefugees #Football4childrensrights #Morethanfootball

@RaaGent
Vandaag is #wereldautismedag. Omdat de erkenning van autisme absolute noodzakelijk is om mensen met autisme en hun omgeving een kwaliteitsvol leven te laten ervaren.

@MotherwellFC_CT
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.

@UEFA_Foundation
Football for children forced to flee their homes 💖 #Footballrefugees #Football4childrensrights #Morethanfootball

@EFDN_tweets
Karlarakademien på Malmö FF har hjält 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

#Morethanfootball Action Weeks 2019 #Morethanfootball Impact Report 2019
#MORETHANFOOTBALL ACTION WEEKS ON TWITTER

Belgian Football

Ensemble avec @Fancub1895 et @FootCureCancer voici vos ‘Ambassadeurs #stadesansstabc’, #generationsansstabc, nous voilà ! ☺️ #morethanthefootball #COMEONBELGIUM

Real Sociedad

La #RealSociedad, con @ECAEurope en la campañA #MoreThanFootball.

Pro League

Algemene Vergadering @EuropeanLeagues Expert-panel CSR met @SLBenfica, @FundacioFEB, @LaLigaEN, @LFPB en @ProLeagueBE in @SLBenfica over samenwerking clubs en liga’s in versterken sociale rol Europese voetbal. #MoreThanFootball

European League

Round table of CSR experts @SLBenfica, @FundacioFEB, @LaLigaEN, @LFPB, @ProLeagueBE in @SLBenfica over samenwerking clubs en liga’s in versterken sociale rol Europese voetbal. #MoreThanFootball

Rangers Charity

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

Colour Blind Awareness

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 #morethanthefootball

COLOUR BLINDNESS IN FOOTBALL

How to improve the football experience for everyone affected

SPFL Trust

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

MEET DEREK & OWEN

TWO DUNDEANS THANKING THE CITY’S FOOTBALL CLUB FOR WINNING RESULTS OFF THE PITCH

AND YOU’VE PLAYED A PART.
#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
#Morethanfootball Action Weeks on Facebook

**Foundation of Light**

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.in

**UEFA**

UEFA is proud to support #Morethanfootball action weeks. Celebrating the amazing power of football to create positive social change.

**OMONIA FC**

Supporting football.

Through the eyes of this robot a little boy, Natan, can enjoy this match.
#MORETHANFOOTBALL ACTION WEEKS ON FACEBOOK
2019 #Morethanfootball Action Weeks on Instagram
2019 #Morethanfootball Action Weeks on websites
#MORETHANFOOTBALL ACTION WEEKS ON WEBSITES

## Montrose Community Football Club

Montrose Community Football Club is delighted to announce the launch of our More than Football Action Weeks! Over 2,000 tickets have been distributed to local primary school children, with more than 1,000 tickets being taken by fans from across the UK.

If you are interested in booking a place, please contact Montrose Community Trust and they will arrange football sessions on various dates throughout the week. For further information, visit the Montrose Community Trust website.

## Werder Bremen

Werder Bremen is proud to announce the launch of its More than Football Action Weeks! The club has launched a series of events to promote football and its values in the community.

### Gelungenes Miteinander: Spielraum-Team trifft auf Mainzer

Freundschaftsspiel mit FC Energie Bregenz 2019

Werder Bremen has been a key part of the football community in Bremen for many years. The club is committed to promoting football and its values in the community through various events and initiatives.

#Morethanfootball Impact Report 2019
#MORETHANFOOTBALL ACTION WEEKS ON WEBSITES

**Aktualności**

2019-03-19 19:50:00

#Morethanfootball

**FUNDACJA LEGII DOŁĄCZA DO AKCJI #MORETHANFOOTBALL**

Aktorami #Morethanfootball, która pokaże społeczne siłę oddziaływania klubów i organizacji piłkarskich,

W akcji zorganizowanej 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.


#Pensjon #MoreThanFootball 2019

**CAFE**

Centre for Access to Football in Europe

'Total Football = Total Access'

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

RB Salzburg helped celebrate the ECA's #Morethanfootball Action Weeks last weekend by inviting twenty-four wheelchair users to sit as place holders prior to the kickoff of their match against Austria Wien.

The #Morethanfootball Action Weeks were organized to highlight the impact of European clubs’ social responsibility and community activities.

The campaign encourages all sections of society and encourages the use of accessible seating and spaces, and helps demonstrate the benefits that linked social仆务 can bring.
KAA GENT IS #MORETHANFOOTBALL
20-03-2019
← terug naar overzicht

Tijdens de #MorethanFootball-achtervolgen zetten Europese voetballclubs hun maatschappelijke werking in het vizier. Maak kennis met de werking van de KAA Gent Foundation.

Community club
KAA Gent is een community club. Een lokale vereniging die voetbal promoten en deel van maatschappelijke initiatieven zijn. Aanleiding voor deze week is de KAA Gent Foundation, die meer dan 20 activiteiten organiseert. Het gaat in de eerste plaats om sociaal sportieve projecten voor jong en oud, waarbij voetbal en KAA Gent een belangrijke rol spelen in het maken van mensen sterker te maken.

- Plankjevoetbal met Buffalo Street Wise: Nieuw Gent meer dan voetbal voor jongeren in Nieuw Gent- Steenakker (4 sessies/week)
- Wijkhuis bij Pino in Gildebuurt Nieuw Gent- Steenakker (4 sessies/week)
- Active Fans - voortgezet en bewogen programma voor KAA Gentoport...........................................
- Gevecht tegen Buffalo en staande en de vrije weg van de KAA Gent Foundation (1 sessie/week)
- Buffalo Dance Academy (samen met the Beatproject en KC Dance Concept)
- Dansschool voor kinderen en jongeren in Nieuw Gent- Steenakker (3 sessies/week)
- Melkschool in het kader van El-Talent Pab en Kwame Samba)
- Melkschool in Nieuw Gent- Steenakker (2 sessies/week)
- de Buffalo League groep Sport aan en meer dan 200000 opsehers om kinderen en jongeren in Nieuw Gent- Steenakker (2 sessies/week)

Voor meer informatie en deelname aan de #MorethanFootball-achtervolgen in de KAA Gent Foundation, kan je contact opnemen met de deskrekeningen in de Cheladesc Arena door enkele wijzigingen te maken.
2019 #Morethanfootball Action Weeks

media coverage
#Morethanfootball Action Weeks - Media Coverage

**RedVoice.gr**

O Ολυμπιακός στηρίζει την εκστρατεία #MoreThanFootball

Η ΠΑΟ Ολυμπιακός έκλεισε σε 2016 το πρόγραμμα "Μαζί με το Φύση - Μαζί με τον Ολυμπιακό" με σκοπό να δώσει την ευκαιρία σε επιλεγμένους μαθητές να διαβάζουν τις οθόνες Ερμή και Λέοναρντο για να αναπτύξουν στον Ακαδημαϊκό τους δημιουργικότητα της Ολυμπιακού.

**auna.bg**

Левски също подкрепи кампанията #Morethanfootball

L’Inter sostiene #MoreThanFootball: “Crediamo nella passione e nei valori etici”

**Internova**

[Image 282x99 to 491x367]
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.
Any questions or in need of further information? Please contact us by phone or email:

+31 76 369 05 61
actionweek@morethanfootball.eu
eumorethanagame
morethanfootballactionweeks
morethanfootballactionweeks

The #Morethanfootball Action Weeks are an initiative of: