

Community & Social Responsibility



A collection of ECA Member Clubs' CSR Projects



Rte de St-Cergue 9 CH-1260 Nyon
www.ecaeurope.com



ECA
EUROPEAN CLUB ASSOCIATION

Community & Social Responsibility

A collection of ECA Member Clubs' CSR Projects

Foreword by Michele Centenaro



Following the introduction of the ECA Awards in 2010, ECA has begun rewarding outstanding club performances off the pitch and encourage best practice among its member clubs. One of these awards is dedicated to Community and Social Responsibility. The ECA CSR Award has now found its add-on with the first ever ECA CSR Publication.

At ECA, the abbreviation “CSR” does not stand for **C**orporate **S**ocial **R**esponsibility as it is commonly known; rather, it stands for **C**ommunity and **S**ocial **R**esponsibility putting the emphasis on every football club’s local identity, where the club has its roots and enjoys most support.

ECA takes CSR very seriously and is fully aware of the responsibility its members have towards their local communities and society as a whole. Therefore, instead of establishing its own CSR initiative or offering support to one specific project, ECA has decided to focus on promoting CSR activities as a whole among its member clubs - not with the objective of publicizing them but with the aim of encouraging all clubs to be active in this field.

The idea to publish a collection of ECA Member Clubs’ CSR projects was born in the Marketing & Communication Working Group chaired by ECA Vice-Chairman Sandro Rosell.

The aim of this publication is not limited to showcasing all the good European club football is doing in the field of CSR, but to offer examples to any sports club in Europe of the kind of CSR initiatives that are out there. Ultimately, this publication can be seen as a best practice handbook which will hopefully stimulate many other clubs to undertake similar initiatives in their communities in the future.

If your club is not yet active in the field of CSR, have a read through the following pages. I strongly believe that these examples of CSR activities will help convince you that your club can make a real and lasting difference in your community - regardless of your club’s size and budget.

Finally, I would just like to thank all 54 ECA Member Clubs that have submitted a project making this publication an extremely worthwhile and fulfilling initiative.

Michele Centenaro
ECA General Secretary

Foreword by Sandro Rosell



As Chairman of the ECA Marketing & Communication Working Group it is with very real pride that I present this publication detailing the Community and Social Responsibility (CSR) activities of 54 ECA Member Clubs.

The projects highlighted in this brochure, as you will discover, are very varied and tackle different themes and target different groups of people within society. All however are united in their creativity and their aim of handing back to society.

ECA Member Clubs are fully aware of the huge following and appeal they enjoy not just in their region but across the world. We understand our appeal and with that the position of influence we acquire in the minds and hearts of our supporters. With this support and power also comes responsibility. Our responsibility is to use our popularity to support those around us who are in need. Each initiative, each project highlighted in this brochure helps better the lives of our communities.

I would also like to stress that CSR activities are not only limited to actions by the so-called ‘big clubs’. There are incredibly worthwhile projects coming from some of our smaller member clubs. All clubs can make a difference irrespective of their size or geographical location.

It is a well-used phrase, but I think you will agree once you have had the opportunity to look at the different projects, that our aim is a simple one. ECA Members are keen to contribute in helping strengthen our societies and simply “make the world a better place”.

These projects also fit in with concept that football and sport in general has an important social and educational role to play in society. This is something that the EU places significant emphasis on and which has come up in many of our meetings and discussions with EU officials and politicians.

Finally, I would like to conclude this foreword by congratulating all ECA Member Clubs for their efforts in the field of CSR and encourage them to continue down this path in the years to come.

Sandro Rosell
ECA Vice-Chairman
Chairman of the Marketing & Communication Working Group

CONTENT

PAGE	CLUB	PROJECT
6	BEL Club Brugge KV	 Voetbalkraks
8	BEL R. Standard de Liège	 After School Remediation in Stadium
10	BEL RSC Anderlecht	 RSCA: an open club for all
12	BLR FC BATE Borisov	 BATE for Life!
14	CZE FK Teplice	 Future is in Teplice
16	DEN Odense BK	 Øens Hold – The Island's Team
18	ENG Arsenal FC	 Arsenal Double Club
20	ENG Chelsea FC	 Search for an Asian Star
22	ENG Everton FC	 Premier League Health
24	ENG Fulham FC	 Fulham Badgers Down Syndrome Football Project
26	ENG Liverpool FC	 Action for Health
28	ENG Manchester City FC	 Strike a Balance
30	ENG Manchester United FC	 Community Cohesion
32	ESP Club Atlético de Madrid	 Fight against HIV/AIDS
34	ESP FC Barcelona	 Futbol Net
36	ESP Real Madrid CF	 Social Sports School in Kheadah (Calcutta, India)
38	ESP Villarreal CF	 A club for everyone
40	FRA Olympique Lyonnais	 First-aid intervention
42	GEO FC Dinamo Tbilisi	 Generation Next - For the revival of glory
44	GER Bayer 04 Leverkusen	 Bayer 04 macht Schule
46	GER BV Borussia Dortmund	 Große Klasse!
48	GER Hamburger SV	 Imtech Arena - Green Stadium Project
50	GER SV Werder Bremen	 100% Partner
52	GRE Olympiacos FC	 VIII Match Against Poverty
54	GRE Panathinaikos FC	 PAO MAZI
56	GRE PAOK FC	 PAOK FC supports the human rights of Persons with Disabilities
58	ISR Hapoel Tel-Aviv FC	 Mifalot

CONTENT

PAGE	CLUB	PROJECT
60	ITA AC Milan	 On field for Abruzzo
62	ITA FC Internazionale Milano	 Inter Campus
64	ITA U.C. Sampdoria	 Torneo Ravano ERG
66	LIE FC Vaduz	 Football camp for handicapped Kids
68	MDA FC Sheriff	 We need exactly you!!!
70	NED AFC Ajax	 AJAX StreetWise
72	NED FC Twente	 "Sutu" Interactive Ball Wall
74	NED Feyenoord Rotterdam	 Feyenoord Fancoach
76	NED PSV Eindhoven	 Scoring with education
78	NED sc Heerenveen	 Scoren voor Gezondheid ("Scoring for Health")
80	NIR Glentoran FC	 "Our Club, Our Community"
82	NOR Rosenborg BK	 Helping children and teenagers in Kenya
84	NOR Vålerenga IF	 Jobbsjansen
86	NOR Viking FK	 Vennskap og entusiasme (Friendship & Enthusiasm)
88	POL KKS Lech Poznań	 "Against exclusions, together in the future"
90	POL Wisła Kraków SA	 Invite Wisła Players (Zaprosz Wiślaków)
92	POR Marítimo da Madeira Futebol	 Juntos Solidários
94	POR SL Benfica	 Para ti se não faltares
96	RUS PFC CSKA Moskva	 "Salvation Army"
98	SCO Celtic FC	 "Ability Counts" Programme
100	SCO Heart of Midlothian FC	 Young Carers with Big Hearts - A Music Project
102	SRB FK Partizan	 FK Partizan aid foundation
104	SWE Djurgårdens IF	 Djurgårdsandan Drive-In-Fotboll
106	SWE Helsingborgs IF	 Today's youth - Our future
108	SWI BSC Young Boys	 Foundation for Talents
110	TUR Fenerbahçe SK	 Women involvement within the club's social responsibility activities
112	TUR Galatasaray SK	 Sight will come through sound

Club Brugge KV Voetbalkraks

Category: Integration, Youth Development

Background:

Club Brugge has a strong tradition in community work. We believe that it is part of our core mission to utilise our role in society and, through football, change the lives of disadvantaged groups in society for the better. Key pillars of our community work are integration, education and development and we have projects running in the fields of youth development, environment, employment and care for disabled and elderly people. The “Voetbalkraks” initiative combines two of these core pillars - integration and youth development - and was launched to give autistic children and children with behavioural disorders the opportunity to integrate into society through football.

Main objectives of the project:

- To help disadvantaged children increase their football and communications skills in a safe and fun environment that is tailored to their special needs
- To help autistic children and children with behavioural disorders integrate in a team and make sure they collaborate as a group, despite everyone’s individual problems
- To offer disadvantaged children an integrated cultural programme, encourage autistic children and children with behavioural disorders to integrate in society and develop not just as football players, but, more importantly, as people



Project Description:

The “Voetbalkraks” (Dutch for “Football Stars”) initiative is one of Club Brugge’s most successful community projects and combines two of Club Brugge’s key social pillars: youth development and integration. Since its launch in 2006, the project has been catering for 6 to 13 year old boys and girls who are autistic or suffer from behavioural disorders. They all share a passion for football and Club Brugge, and through the Voetbalkraks project, Club Brugge gives them the opportunity to, just like other children, join a youth football club and integrate in a team of peers.

Vincent Mannaert, Managing Director of Club Brugge, explains: “Community work forms a crucial part of Club Brugge’s mission. We recognise the important role that we play in engaging with disadvantaged groups in society and we are proud to have a positive impact on the integration, education and well-being of these people. The “Voetbalkraks” project is a prime example of our community programme as it successfully links tailored football training for disadvantaged children with the development of their social skills and experiences.”

Through weekly football training sessions tailored to their needs, Club Brugge aims to increase the self-confidence and social skills of autistic children and children with behaviour disorders in a safe and fun environment. The “Voetbalkraks” are trained by a dedicated team of coaches, all educated in the fields of autism or behavioural disorders. In their work they pay special attention to the development of values as friendship, mutual understanding and respect. The results are rewarding: because they receive appropriate training and learn how to collaborate in a team, the children are able to perform at their own skill level and get praised accordingly.

As part of their sports programme, the “Voetbalkraks” get exposed to unique experiences such as training with Belgium’s national team coach and every year, they get the opportunity to walk onto the football field hand-in-hand with the players of the First Team.

Club Brugge Managing Director Vincent Mannaert: “These children are passionate about football and the Club Brugge team. They admire us and we are honoured to be able to give them something back in the form of a life changing experience and values that will remain with them for the rest of their lives.” The “Voetbalkraks” project is about more than just football, though. Through an integrated cultural programme with regular activities, dedicated games and classes, Club Brugge aims to introduce the children into the worlds of arts, history and education. By doing so, the Club helps them to increase the social and communications skills that positively affect their lives. Today, Club Brugge is working with 28 “Voetbalkraks” and the results are amazing. Quickly after they join the “Voetbalkraks” team, the children get motivated and start to believe in themselves again. Representing Club Brugge and forming part of a group of peers boosts their self-confidence and positivity.

Peter Gheysen, Club Brugge Community Coordinator, concludes: “Children with autism and behaviour problems need special attention to express themselves in the most positive way. Regular youth football clubs do not have the support or facilities to work with autistic children or children with behavioural problems. We are proud to deliver on the key pillars of our community work by giving these children a place, and the dedicated framework they need, inside Club Brugge.”

Contact Details:

Name: Peter Gheysen
Function: Community Coordinator
Email: peter.gheysen@clubbrugge.be
Phone: +32 (0) 50 40 21 33
Website: www.clubbrugge.be



R. Standard de Liège

After School Remediation in Stadium

Category: Education

Background:

Aware of its important social role, and the urgent need to take preventive actions for the benefit of the whole Community, Standard de Liège has developed an "Open Stadium Programme". Social dialogue plays a central part in this project and highlights every supporter's positive initiatives (struggle against racism e.g.). The club wants to be "wide open" to the City. In close cooperation with the Fan Coaching Association the Club supports cultural activities (painting workshops), various tournaments, north-south cooperative and humanitarian targets (Africa, South America), professional reintegration for prisoners, cleanliness campaigns and remedial learning projects for teenagers when they are off school. All of this is undertaken through close collaboration between Standard de Liège and the City of Liège.

project. A sociologist, a youth worker and the Community Manager of Standard de Liège supervise together this activity with the precious help of the Chief Executive of Standard de Liège. Kids and teachers are frequently invited to football games.

In parallel, cultural activities are organized which aim to enhance intellectual skills. Visits are organised to "SOS Planet" Exhibition, "Le Grand Curtius" museum (archaeology, spiritual – decorative – glass arts...), and to a public libraries etc. Next summer, our teenagers will be able to participate in a theatre training course given by a professional actor. Next school year, thanks to our notable success, we are going to further develop our extra school help by increasing the number of pupils, schools, partners and school subjects.

Main objectives of the project:

- To promote the social role of the Club and value others using the "team force" of professional players
- To provide local children with the best teaching by, developing intellectual and cultural activities
- To establish a better relationship, which is nurtured by multicultural meetings within the project



Project Description:

We provide after-school assistance for teenagers of our neighbourhood. Using its positive image and ideal sport structures and facilities, Le Standard de Liège provides weekly remedial classes in French, maths, sciences and foreign languages to pupils of Sclessin. This city, which borders Liège has an underprivileged population and is characterised by social and economic degradation.

Classes take place in the stadium every Wednesday afternoon (2-4pm) and every Saturday morning (9.30am-12pm). Teachers are volunteers supervised by a multidisciplinary staff of the Fan Coaching (Prevention Plan of the City of Liège: sociologists, psychologists and social workers).

The "Standard de Liège" extra-help centre began operating in January 2011. It brings together 17 kids (9 in high school and 8 in elementary school) from various nations of various cultures and 9 volunteers-teachers (in French, English, Dutch, maths and sciences) working in a multimedia area.

Players and coaches support the project by encouraging our pupils and teachers. A very positive image of the initiative had been projected in the press including on TV programmes and in newspapers. An evaluation of school reports after a 30 days class sessions, show better results and an increasing motivation for participants in the



Contact Details:

Name: Olivier Smeets
Function: Community Manager
Email: olismees@standard.be
Phone: +32 487 545813
Website: www.fancoachingliège.blogspot.com

"In a federal social program named "Open Stadium", Standard de Liège Football Club develops remedial learning projects. The goal is to catch up young students with different school subjects. All our teachers are volunteers, some of them are still active, others pensioned-off. They give liberally their knowledge in French, maths, foreign languages, sciences, etc. Subsequently, we do hope to make available larger classrooms for a slew of next year coming kids. These are freely offered by Standard de Liège and a social mission of our City Council. Standard de Liège has, in any terms, a very important involvement and commitment in the neighbourhood and in the larger community as a whole."

Salomon Aktan, Liège Fan Coaching Coordinator



"We're well-advanced... kids do improve and increase their knowledge. They've got better grades and some of them reduced their school failure in English. Of course, it's just great to have small classes with little few pupils. We do a lot better job. We've got a good pedagogical material in the Media Working Room Area and last but not least we can rely on a very effective supervisory staff. Everybody appreciate the place we work in."

Jean-Marie Louis, English Teacher

"In U.K. young students already receive those kinds of social programs. Now we do so here in Belgium and it's fairly nice from our football club. We have to let kids know that school is more than important. Some of them have quite a few problems in quite a few matters. We, football players, must help them to get and feel better at school. Personally, I used to love English and French class... and dislike maths. If I ever had remedial classes for maths, I would probably appreciate it."

Steven Defour, former Team Captain of R. Standard de Liège



RSC Anderlecht

RSCA: an open club for all

Category: Education

Background:

RSC Anderlecht aims to be an open club for all its supporters. At Anderlecht we believe that easy access to our stadium is a priority. We want to make the game as enjoyable as possible for everybody and work hard on integration. We make no distinction among supporters. We want to make sure that coming to watch the game is pleasant for everybody. Moreover, we think that if the environment is properly adapted, disabled supporters can enjoy the match experience just like every other RSCA fans.

Main objectives of the project:

- to take responsibility as a football club and work towards a better society
- to offer the same comfort in the stadium to all fans
- to do more for disabled fans by adapting the stadium to their needs

Project Description:

On 16 October 2011, wheelchair-bound RSCA fans enjoyed for the first time the comfort of the new platform for disabled persons. This platform, which can host more than 20 wheelchair users, was officially inaugurated on 14 October 2011. Since 2009 Purple Wheels is an officially recognized Disability Supporters Association. Together with the club they try to make the stadium more accessible. Since that period both parties have worked together to make access to the stadium a priority, and lots of good steps have been taken in that direction. The club has designated an Accessibility Officer, which is the first contact person in the club for disabled fans. His function is to offer supporters with a disability an answer on all questions relating to the venue. Moreover, for two years now, partially sighted or blind people can increase their enjoyment of the game thanks to the system of audio-description. This system enables 20 people to follow the match in a similar manner to all others supporters with professionals commenting on the game to make it as visual as possible.

“Hear the Game” is a project that has been supported by the club and by the players personally. We will continue our efforts to enhance the RSCA experience for the disabled fans. A number of projects to create greater accessibility for all fans are in the pipeline.



Contact Details:

Name: Pierre Desmet
Function: Community Manager
Email: pierre.desmet@rsca.be
Phone: +32 476 222 123
Website: www.rsca.be



“It is a big day for the fans of Purple-White who use a wheelchair. From this platform we can really enjoy more the game. Moreover, we will be assisted by stewards and have adapted toilets in the near future.”

**Geert Thomas, President of RSCA Purple Wheels
 (Association of supporters with a disability)**

“We are dedicated to all our fans and the greater Community. It is also our mission to work on integration and to be more than a football club.”

**Pierre Desmet, Director Vanden Stock
 Foundation & Disability Officer of RSC Anderlecht**



“Now we can finally offer all the fans the comfort that they deserve. They will not be sitting in the rain and have a much better view.”

Roger Vanden Stock, President of RSC Anderlecht

FC BATE Borisov

BATE for Life!

Category: Health, Anti-Racism, Education

Background:

FC BATE Borisov is one of the most recognizable brands of its city. The club tries to do all it possibly can to get involved in the life of its local community. The club understands its social responsibilities and does all it can to enhance the well-being of its compatriots. In the past the club organised many different activities aimed at helping its local community. In May 2011 FC BATE decided to unite them under one name by launching a new initiative called "БАТЭ за жизнь!" ("BATE for Life!"). This initiative received a very positive response.

Main objectives of the project:

- To help orphans and poor children as well as people with disabilities
- To promote a healthy way of living, sport, and sharing the principles of fair play and respect, raising awareness of dangers of drug and alcohol abuse
- To assist seriously sick children by raising money for operations

Project Description:

FC BATE Borisov aims to do as much as possible in this direction. Since launching "BATE for Life!" in May 2011 the club has begun to implement a more consistent approach to CSR. In comparison with the 2010 season the number of different initiatives has increased significantly. To-date, the club has concentrated most of its CSR activities on the Borisov and Minsk areas. The aim for the future is to expand its reach nationally, and turn its CSR policy into a nationwide Yellow Blue movement.

In May, FC BATE players visited Minsk Orphanage No. 7 and participated in its sports day. Our players acted as coaches and referees and organised a number of different competitions for children which culminated with the distribution of presents from the clubs to participants.

Another activity involved raising money for Fyodor Sedyshev, a 2-year old boy suffering from Mucopolysaccharidosis. In June, within the framework of "BATE for Life!", the club provided

funding for the Borisov centre for children with physical and mental disabilities, that enabled the centre to improve its infrastructure. BATE also provided money to enable the centre's children team to participate in table tennis competitions in Greece.

BATE players also regular pay visits to Borisov orphanage. We have strong relations with this organisation, and BATE tries to do all that it possibly can to help the orphanage.

In August, BATE players visited the children camp "Stroitel" and gave a lecture on the importance of sport and engaging in a healthy lifestyle which included a Q&A Session.

What is especially pleasing to see, is the enthusiasm of players who are always willing and eager to participate in any club initiatives which help to promote "BATE for Life!".



"CSR is an integral part of our club strategy. We did it in the past and are determined to do it in the future. But the crucial point is to do it sincerely, with all your heart, not because you think it might be helpful for yourself. All of us, the players, the club, and the communities should help those who are in need."

Anatoliy Kapskiy, Chairman



"By launching the "BATE for Life!" initiative we would like not only to take all the CSR activities exercised by the club under one aegis, but also broaden the scope of our work in this direction. Being a football club is a great responsibility. We want to be helpful for the community."

Mikhail Dementsevich, General Director



"I am happy to see how the range of activities of "BATE for Life!" has grown during the last six months. I am sure in the future we can be even more efficient."

Viktar Khadasevich, Deputy General Director of Marketing & Public Relations

Contact Details:

Name: Viktar Khadasevich
Function: Deputy General Director of Marketing & Public Relations
Email: pr@fcbate.by
Phone: +375 29 606 72 62
Website: www.fcbate.by

FK Teplice

Future is in Teplice

Category: Health, Education

Background:

We would like to refer to the fact that sport is not only important as entertainment or business, but that it can be very helpful in strengthening society cohesion, improve the quality of life and develop healthy competitiveness and motivation for the young generation. The present time, which unilaterally accentuates individualism, is demanding bigger requirements on the responsibility of everybody who is able to influence the quality of lives and the development of children and the youth. Important is also a positive life content of the middle-aged and elderly generations and their involvement in the public space.

Main objectives of the project:

- To bring more positive overlap of sport in society
- To emphasise the role of values and examples (not only) for young people
- To connect professional experience in sport with leisure development

Project Description:

The Region where Teplice is located is one of the areas most affected by unemployment and a deteriorated environment in the Czech Republic. It is the result of the economic transformation after 1989 and also of the post-war development when the region witnessed a large influx of immigrants, who found jobs mainly in mining, chemical and glass industries. Over the last twenty years there was a perceivable decrease in job opportunities. And thus the society in its second and third generation suffers from a number of social ills, including: criminality, absence of personal involvement at the communal level and on the employment market as well, small social maturity, lower degree of education etc.

The CSR Project "Future is in Teplice" is focused on youth and activities supported by local organisations connecting young teenagers and children with sport. The aim of the campaign is to build a closer identity between local people and their home region. Due to lack of political programmes supporting sport and culture in the Regional governments, the project also aims to attract local companies and institutions to show interest in sport.

Implementation

The Project is organised by FK Teplice with a core support of the club owning company which is AGC Flat Glass Czech for the one year period from spring 2011 to spring 2012. Activities are orientated towards schools, local institutions and companies trying to keep them all together and prepare coordinated activities with a relation to sport. Professional football players of our club who are considered as role models in the region are hugely involved in the weekly activities. The players are regularly attending school discussions

organised in school gyms, theatres or cinemas discussing a variety of topics, including: way of living, good nutrition, sport supporting good health and body building, clean and natural life environment. Every school discussion and topic is promoted by the club throughout the region and several topics are also enforced by a terrain action. Footballers have already cleaned the city from garbage, renewed the marks of a historical foot-trail or made several surveys on good way of life through Facebook profiles always trying to attract schools or other local people to do the same.

Achievements

To-date, as the project has passed the first third of its timeline, and has led to the increased partnership with local schools that started to locate their own activities in our stadium. We have already opened our premises for art history and medical workshops. We are proud to announce that Animation Festival AniFest 2011 connecting several schools of movie animation had their kick-off movie using the giant screen of our stadium Na Stinadlech, which led to a record Czech cinema attendance of 3.500 spectators. The use of players visiting local companies is also in progress. We can mention the beginning of cooperation with the McDonald's restaurant chain in Teplice promoting sport programmes for their customers.



Contact Details:
Name: Petr Heidenreich
Function: Marketing & Commercial Director
Email: petr.heidenreich@fkteplice.cz
Phone: +420 417 507 401
Website: www.teplice-budoucnost.cz



Odense BK Øens Hold – The Island's Team

Category: Club Development

Background:

Odense Boldklub is the major club on Funen (the third-largest island of Denmark) and as such we have a responsibility to play an active role in the development of football as the preferred sport for the local youth. We want to assist the local clubs both financially by making available opportunities to attract attention and earn money for the benefit of their youth department and by creating opportunities for their young players to experience exciting cup tournaments with teams from all over the country as well as the chance to be mascots at Danish top level matches.

Main objectives of the project:

- To help the clubs earn money by arranging cup matches in cooperation with Odense Boldklub and by working at our stadium during matches
- To provide fun and exciting experiences for the club's youth: Odense players visiting and taking part in their training sessions, being mascots, free tickets etc.
- To provide education for the club's trainers and help the clubs reward volunteers

Project Description:

Øens Hold is free to enter and is open to all Funen clubs with a youth department. Since the start of the project back in 2003 Øens Hold has grown to include 100 participating clubs, which includes over 85% of Funen clubs with youth departments.

The clubs can generate money for their youth department by working in the stadium stands and by hosting large youth tournaments. These tournaments – named Apollo Cup - are arranged by Odense Boldklub in cooperation with the clubs. Each year more than 10000 young players from across Denmark come to Funen to play in the Apollo Cups.

Twice a year the first team players of Odense Boldklub visit the participating clubs and take part in the children's training session, sign autographs and answer questions. The children are also invited to be mascots and ball boys at Odense Boldklub's matches in the Danish Superliga and the UEFA Europa League.

In addition, Odense Boldklub hosts the Energi Fyn Cup twice a year at which young players are invited to a cup tournament taking place at Odense Boldklub's home ground – the largest stadium on Funen. Throughout the year the participating clubs are giving free tickets to Superliga matches that they may use to reward volunteers, trainers and others.

The Øens Hold-project also takes an interest in developing trainers and youth players on Funen. We arrange training courses for coaches, leaders as well as players. If a young player moves from a participating club to Odense Boldklub the club will receive a payment when the player graduates to the U17 and U19 sides and first team. A club may receive up to 100.000 Danish kroner through this system. The payments are made in addition to the UEFA solidarity payments.



"Together with Odense Boldklub and Øens Hold we have hosted a dozen Apollo Cups, involved hundreds of volunteers, earned several thousand kroner and created a unity in the club, which is invaluable. Neither players, parents, coaches, board or treasurer have ever regretted that Aarslev Boldklub joined Øens Hold and we look forward to the coming years."

Søren Slumstrup, Aarslev Boldklub (Øens Hold participant)

Contact Details:

Name: Peter Hørlich
Function: Director of Communication
Email: ph@ose.dk
Phone: +45 2123 9090
Website: www.oenshold.dk



"Øens Hold is a very important project for Odense Boldklub. As the highest ranked club on Funen we feel a great responsibility to assist the local clubs in strengthening. Through Øens Hold they are given financial opportunities, great experiences as well as the means to reward their important volunteers. The local clubs are the backbone of football, and we are proud to make a difference."

Thomas Christensen, Director Odense Boldklub



"We have been part of Øens Hold for five years now and we have only had positive experiences. Øens Hold gives us a range of benefits. We have the opportunity to provide huge experiences for young players, to reward our volunteers and – not least - earn money which allows us to do something extra for the young players and the people working for the club in their spare time. It is a fantastic project."

Claus Hønborg, Verringe IF (Øens Hold participant)

Arsenal FC

Arsenal Double Club

Category: Education

Background:

Arsenal in the Community established Arsenal Double Club in 1998, following the Club's successful League and Cup winning campaign. The innovative programme offers a 'Double' experience for pupils combining 45 minutes in the classroom using fun, colourful, football/Arsenal related resources and 45 minutes of football coaching. The prestige of Arsenal Football Club and the popularity of playing football is the inspiration behind Arsenal Double Club. The programme began in partnership with the local education authority, who like the Club, realised the need to raise attainment levels in and enthusiasm for the two core school subjects: literacy and numeracy.

Main objectives of the project:

- To raise confidence and ability levels in different subjects
- To make learning more relevant and enjoyable for young people
- To develop football skills, fitness levels and teamwork in a fun and safe environment

Project Description:

For many young people, football is what motivates them and the work of Arsenal in the Community goes far beyond sport. Arsenal Double Club aims to fuse football and education together to form a fun and enjoyable way for young people to engage with their academic studies and football at the same time.

The Double Club has resources for a range of subjects across the curriculum for pupils aged 5-16. Most of the modules are aimed at underachieving pupils at Key Stages 2 and 3 but are easily adaptable to suit other needs. The resources now cover a wide range of subjects: ICT, Science, Business Studies, History, Geography, DT, Art and Design, Healthy Eating, Citizenship and R.E. Since 2006 Arsenal in the Community have also developed resources for a very successful modern languages programme which has reached over 9,000 pupils alone. Arsenal players speaking in their native tongue accompany resources for both KS2 and KS3 in French, German and Spanish. There are also KS2 resources for Portuguese and Italian.

All of the resources were developed with a partner organisation/consultants specialising in the relevant subject area and piloted in collaboration with local teachers. All resources are also accompanied by a detailed scheme of work and teacher's notes.

The Double Club usually runs as an after-school club but increasingly in curriculum time too. The format is flexible and has also been used in weekend/homework revision clubs, holiday programmes and in

alternative education schemes such as pupil referral units and prisons. Resources have recently been adapted to use with migrant groups as part of an ESOL course (English as a second or other language). The most common format is for a group of 32 pupils to split in two with half the group in the classroom during the first 45 minutes while the other half of the group take part in a coaching session before swapping over.

The Double Club format was used by many years as a blueprint by the previous Government's Department of Children, Schools and Families; in 2004, full time Double Club teachers were placed in 8 local secondary schools in 2004 who worked with select pupils needing extra literacy and numeracy support using Arsenal resources. 4 schools currently still run the programme. 4 other schools are delivering the programme through teaching assistants and mentors. In 2006 the DCSF expanded the Double Club programme to nearly 40 other football clubs across the UK.

Thanks to funding from the Premier League-PFA Community Fund, the programme is currently running in 20 primary, 3 special and 5 secondary schools and on 8 local estates.



Contact Details:

Name: Samir Singh
Function: Education Assistant
Email: ssingh@arsenal.co.uk
Phone: +44 20 7704 4158
Website: www.arsenal.com/community/doubleclub



Chelsea FC

Search for an Asian Star

Category: Integration

Background:

Despite a large Asian population in the UK there is an under-representation of Asian players at all levels of football. Only two players from Asian backgrounds have played in the Premier League and only five current players are in the professional game. Similarly at the grass roots level there seems to be an under-representation of Asian players in FA affiliated clubs.

There has been a concern that Asian players feel that they are not offered the same opportunities as players from other ethnic backgrounds so Chelsea tackled these concerns head on by creating a bespoke programme to provide these opportunities and to address the under-representation throughout football.

Main objectives of the project:

- To provide opportunities for Asian players to get involved in the game
- To fast track talented players into professional football
- To demonstrate that the Asian community has a large talent base and a passion for football



Project Description:

Being based in such an ethnically diverse and multi-cultural city Chelsea believe that football should reflect our communities. In 2008 Chelsea took the unprecedented decision to proactively create a programme to engage with Asian footballers to encourage them into the mainstream game. No other club in the world of football had undertaken such a significant programme to tackle the issues of Asian participation head on.

Working with the Chelsea Academy and community department the project works to address the concerns that professional football clubs do not provide opportunities for talented Asian players. At the same time the scheme is offering new opportunities for players to find local clubs in their area where they can be assured of a high provision of coaching in a safe and fun environment. Finally the project aims to demonstrate to the wider football community that there is a huge talent base within the Asian community by inviting scouts from other professional clubs to the trials to assess the young players.

The project provides open trials at the club's training ground in Cobham for Asian footballers in specific age groups.

Players undertake a series of specially designed and measurable tests to demonstrate their skill, speed and ball control. Players then take part in a series of competitive matches to show their match-play skills. Coaches and Chelsea scouts assess the players and select the

best player in each age group. The winners are invited to the Chelsea Academy summer trials to train and play with some of the most talented players in the country.

Other participants are encouraged by the FA to find affiliated clubs through their 'club search' function ensuring that players get the best possible coaching and that talented players are linked into the scouting network. Similarly by encouraging Asian players into multi-ethnic clubs we hope that barriers between communities are being broken down.

The results of the programme have been amazing. Over 1,000 players have taken part in the scheme. In the first two years of the programme four previous winners are currently playing in professional clubs' academies. Feedback from parents and players alike has been overwhelmingly positive with many requesting additional information on how they can help develop their child's football and many more determined to play at the highest possible levels.



Contact Details:

Name: Simon Taylor
Function: Head of the Chelsea FC Foundation
Email: simon.taylor@chelseafc.com
Phone: +44 7771 825567
Website: www.chelseafc.com/foundation



"I think it's a good thing for the kids that they have the opportunity to come to the training ground and for the winner a chance to achieve his dream and be in the Chelsea Academy."

Florent Malouda, Chelsea FC Player

"The thirst for football within the Asian community is there and the lack of representation from its community on our radar for many years now. This initiative has already proved to be a successful way in providing tangible pathways into the game. We're delighted to working closely with Chelsea to give it our full backing."in the behaviour of the group as a whole."

Lord Herman Ouseley, Chairman Kick it Out



"The FA are delighted to offer our support to the Search for an Asian Soccer Star initiative. For a club like Chelsea to offer these opportunities demonstrates their commitment to breaking down the barriers between the game and the Asian Community and mirrors the ambition of the FA that football is representative of all our communities."

Brendon Batson, The FA's Consultant in Race Equality

"Sport can have a huge positive effect on young people and that is why I am supporting Search for an Asian Soccer Star. We need to get more Asian kids into all sports and end the negative stereotyping of the Asian community. The opportunities that the programme offers can be of huge benefit to the young people involved and even though I am a Bolton supporter I am fully behind Chelsea's scheme."

Amir Khan, World Champion Boxer



"Once again my own club Chelsea is leading the way in getting more young Asian players into the game. I'm proud of what we are achieving and happy to support this fantastic campaign."

Abhishek Bachchan, Actor

Everton FC Premier League Health

Category: Health

Background:

Over 120,000 men in the UK die prematurely every year. Male life expectancy in Liverpool is the third lowest in England with 46.3% of men in Liverpool classified as overweight. Many of these men develop a range of preventable lifestyle related diseases due to lack of contact with traditional health services. By using the powerful nature of the football club, this project engages men in health related messages and positive health behaviours at and through the Club, which is a place where men already go and feel comfortable in, and therefore breaks down the barriers for men accessing health services.

Main objectives of the project:

- To engage with men who are at risk of developing a range of preventable lifestyle related diseases due to lack of contact with traditional health services
- To deliver effective physical activity and health intervention to improve and maintain overall health and wellbeing of project participants
- To produce academic research articles and reports related to the project outcomes and disseminate to a global academic and health professional audience



Project Description:

Everton in the Community (Everton Football Clubs official charity) has operated the Premier League Health project in partnership with Liverpool John Moores University, School of Sport and Exercise Sciences, since August 2009. Funding from 'The Football Pools' allowed Everton in the Community to operate this project and to employ a 'Men's Health Coordinator' to oversee the development of this project over a 3-year period. This funding amounts to £89,000 (August 2009 – August 2012) and incorporates general project development costs. Additional, funding from the 'Pfizer Foundation' and 'Heart Research UK' allowed Everton in the Community to employ a part time wellbeing advisor to oversee the health and well-being of all programme participants and to deliver the men's health sessions.

The Premier League Health programme addresses pertinent men's health issues in the city of Liverpool, with a particular focus on six key regional health themes (Smoking Cessation, Alcohol and Drug misuse, Obesity and Cardiovascular Disease, Mental Health, Sexual Health and Cancer). The 'Premier League Health' programme uses the power of football as a vehicle to engage men (18-35 yrs) in physical activity and health related behaviours. The programme engages men in weekly physical activity sessions alongside the delivery of health workshops/drop in sessions offering regular contact with NHS referral services and partner organisations (such as

smoking, cancer and sexual health clinics) in an environment that men already go to and feel comfortable in. The project operates weekly evening football, circuit training and boxing sessions, implemented in consultation with existing and prospective participants. Additionally, we operate series of 12 week programmes with targeted populations such as men who are classified as homeless, obese and/or recovering drug users. Participants have their Body Mass Index, Resting Heart Rate and Blood Pressure monitored on a regular basis and some also visit our partner university (Liverpool John Moores University) for in depth health screening and cardiac assessments. The project has successfully engaged the general population and also with men whose traditional communication strategies are limited through a lack of contact with health services and challenging social circumstances. In just two years, the project has achieved direct quality engagement with over 120 men, many of whom are living in homeless shelters, recovering from substance misuse and long term unemployed. Our innovative project also reaches thousands of men through media and marketing campaigns at Everton Football Club, in some cases helping to capture early cancer indicators in some individuals through cancer awareness marketing in stadium toilets. This project has achieved a positive impact on men's health and fitness, measured by in-depth screening at Liverpool John Moores University, School of Sport and Exercise Sciences. A reduction in participants' total body mass, fat mass, percentage fat, blood pressure and resting heart rate have been evidenced alongside an increase in lean muscle mass, endurance, social capital and self-efficacy. Project findings are disseminated at regional, national, European and international conferences and published in international journals. Our programme has been shortlisted by the World Health Organisation as an example of best practice for promoting physical activity and health in socially disadvantaged groups.

Contact Details:

Name: Kathryn Dunn
Function: Premier League Men's Health Coordinator
Email: kathryn.dunn@evertonfc.com
Phone: +44 79 29999469
Website: community.evertonfc.com



"Before I got involved with this project I just sat in all day, every day. It was depressing, but now I've got something to look forward to and I've made some good friends. I can't believe it is delivered through Everton FC as well, I love Everton, it's my team. It's great for me because I'm feeling fitter and the staff check my blood pressure too. I'm a lot healthier now."

Tony, Project Participant, 21, Liverpool



"Before I got involved in 'Premier League Health' I had not done any exercise for over 10 years and was unable to even walk from the office car park to my desk without getting out of breath. Since starting the course I have become much fitter and I'm now exercising regularly outside of the course and even cycling to work at least two days per week!! It has also helped to reduce my stress levels and blood pressure, improving my ability to do my job."

Ian, Project Participant, 32, Liverpool



"I've been involved with the project from the very beginning, and have enjoyed every minute of it, the sessions are well planned and organised, the facilities are second to none and the coaching and encouragement from the staff at Everton is amazing, and to receive all this from my Football Club shows how good this Club can be to the community. Although I'm a pretty active person anyway, I've found myself feeling fitter all the time, I feel healthier, stronger and more enthusiastic about getting and keeping in shape, and this has all been thanks to the Premier League Health programme. Furthermore the project staff have encouraged me to continue to grow as a person and have given me the opportunity to take part in Level 1 Football Coaching course. Thank you for providing such and excellent programme and long may it continue."

Dave, Project Participant, 28, Liverpool



Fulham Badgers Down Syndrome Football Project

Category: Integration, Disability

Background:

The Fulham Badgers project was launched in partnership with the Down's Syndrome Association (DSA) as a result of the need for specific sports opportunities for young people with Down's Syndrome. Access to high quality coached inclusive sport for young people with disabilities outside of a school setting is very limited and less varied than for those that are non-disabled. Therefore the opportunity to become involved and develop this pilot project fitted with our aim to "build better lives through sport" and pioneering ethic in working within our local community.

Main objectives of the project:

- To provide service excellence in coached physical activity to young people with Down's Syndrome in our local community
- To be a pioneering example and continue to develop a best practice template that can be followed by other similar sporting organisations
- To raise awareness of disabled people in sport and to provide a fun and inspiring activity for young people with Down's syndrome



Project Description:

The Fulham Badgers were established as the first Down's syndrome football team in June 2006. The programme started as a pilot between the DSA and Fulham FC Foundation. From this first established coaching session, we have now engaged over 100 young people aged between 5-25 and their families. The programme has grown to be an excellent opportunity for local people with Down's Syndrome and their families to be part of a valued community sports programme. The programme provides an inspiring activity for young people to be involved in physical activity, which significantly raises self esteem, confidence and communication skills.

This season, the Fulham Badgers have gone from strength to strength, having been involved in a variety of football tournaments and events, launching a partnership with the Tennis Foundation to run an equivalent tennis programme, which has received parliamentary acclaim as well as launching a second venue for football activities. The season started with a trip which saw 14 Fulham Badgers players travel to Hong Kong in 2010 to play against the Hong Kong Dragons. The Badgers were the first UK Down's Syndrome team to play abroad. The season ended with the Fulham Badgers hosting the first UK national tournament at Fulham Training Ground in 2011. The HK trip, which brought the Fulham FC fans and the Badgers players and coaches together, saw the club raise more than £60,000 in five months.

The tennis project was launched in 2010 in partnership with the Tennis Foundation, utilising the Fulham Badgers model.

Fulham FC's DSActive programme is growing year on year – mirroring the growth of the DSActive programme nationally, a trend that we would all like to see continue and thrive. It is through working with our partners; both in the sporting community and serving those who reside in our local community, that Fulham FC Foundation is able to engage in new and innovative programmes.

Fulham has pioneered Down's Syndrome Football in the UK, setting the standards that many have followed. We have an open & inclusive approach to this programme and have been instrumental in assisting in the development of the programme through mentoring other football clubs; opening up our training sessions for interested coaches to come and experience the Badgers in action. We have helped the Down's Syndrome Association to develop their initiative nationally and this year the number of professional clubs with Down's Syndrome football teams, who follow Fulham's model, has grown from 4 to 10.

This first ever national Down's Syndrome football festival was hosted and run by Fulham at our training ground to coincide with World Down's Syndrome Day. The event saw over 150 participants with Down's Syndrome, with over 300 spectators enjoying a fantastic day of competitive and festival football. This season really has been another breakthrough season for Down's Syndrome football, lead by Fulham and one for which we have been very proud to have been involved in.



Contact Details:

Name: Steven Day
Function: CEO Fulham Football Club Foundation
Email: sday@fulhamfc.com
Phone: +44 7769 951145
Website: www.fulhamfc.com/foundation

"In June 2006, the Fulham FC Foundation and the Down's Syndrome Association launched as the first Down's syndrome football team in the country bring together children and young people with the condition who were interested in playing football. Within five years, the team has become the Fulham Badgers becoming the template for Down's syndrome football in the UK and internationally. The Badgers have provided much more than football training, they have provided a fun, safe environment for the players to develop as individuals improving their physical health, social interactions and their own self-awareness. The Down's Syndrome Association is delighted to continue to be the principle partner of the Fulham Badgers with the Fulham FC Foundation and looking forward to watching them continue to excel both on and off the pitch."

Patricia James, Corporate Manager, Down's Syndrome Association



"He looks forward to these sessions with much enthusiasm and it is a great way of getting him out of bed in the morning. Thanks to programmes like these, which add a constructive purpose to his day, Ahmed is able to be involved in an activity were his needs are the focus and were he feels a sense of belonging. Furthermore, he is making new friends at a time in his life were close mainstream friendships are becoming increasingly difficult. I cannot explain the confidence he has gained playing the sport with children of similar abilities. Being an avid FFC supporter didn't hurt either and FFC's involvement in such a programme has just intensified the loyalty to the club."

Hasina Dhoda, Parent



"You tend to feel like you're a little isolated, maybe knowing one or two youngsters with Down's syndrome in your community, so the football team has brought a lot of us together, obviously from a larger area, and it's really great."

Craig Morris, Parent



Liverpool FC Action for Health

Category: Health

Background:

Poor health is a major social problem for the residents of North Liverpool. There are high levels of diabetes, heart disease and cancer and life expectancy is 10 years lower than in more prosperous areas of the city. Liverpool FC is committed to using the power of the LFC Badge to tackle some of the worst health problems in the UK. In partnership with the NHS and the local authority, the "Action For Health" programme will deliver a number of initiatives that will address the broad range of often deep rooted health and lifestyle issues for all ages.

Main objectives of the project:

- To use the power of the LFC badge to encourage healthy lifestyles, increased physical activity through programmes, courses, events and publicity (e.g. LFC magazine, LFC website, publications and campaigns)
- To work in partnership with the NHS, Liverpool City Council, and specialist providers to ensure that impacts are measurable, meet community needs and independently monitored
- To share good practice at an international level through the European Healthy Stadia Network

Project Description:

LFC's Action for Health programme grew out of the Healthy Stadia initiative which promotes the health of visitors, fans, players, employees, and surrounding community. Located in one of the poorest communities in the UK, LFC has been actively engaged for over a decade in projects related to education (with its own Reducate Centre), physical activity (schools and holiday programmes with free access), social inclusion, and regeneration (including the restoration of a listed Victorian park, conservatory and community centres) as well as supporting charities. Overseen by the Regeneration Director and managed by a public health professional, initiatives designed to address the acute health inequality in the area include the promotion of physical activity, nutrition, men's health, active ageing and mental well being programmes, health checks, and publicity (LFC magazine, LFC website and LFC TV) for the past 6 years. To date over 6,000 vascular health checks have been carried out and all programmes involve Health Trainers who devise long-term Health Plans with participants, many of whom have not visited a GP for 20 years or more. Over 200 people usually attend health events at Anfield covering socio-economic as well as health issues. Health checks and the Cycle2Work scheme are available to LFC employees and healthy menus have been introduced at the stadium. Action for Health reaches all ages from pre-school (a CD/exercise book for under 5's) to over 50's. All initiatives are structured in partnership with the NHS, Liverpool City Council and partners including the Premier League to ensure that they are coordinated with wider health aims

and targets. Independent assessment is built into the programmes (e.g. Universities of Liverpool/Leeds/Institute of Psychiatry). Four interactive health kiosks receive almost 50,000 visits per annum (with data on health concerns monitored by the NHS). Participants in courses also receive a Passport for Leisure Centres in the city so that their long-term lifestyle changes can be encouraged and followed-up. LFC also plays an active part in the European Healthy Stadia Network that includes 181 stadia sharing good practice. Action for Health received a Big Tick award in 2009, part of LFC's Community-Mark standard from BitC in 2010 (one of only 39 UK companies). As a result of its track record for reaching key target groups, LFC was the first Premier League Club to sign a Partnership Agreement with the NHS to deliver public health programmes.



"The agreement brings with it exciting potential to work jointly on local priorities and to develop a range of new initiatives aimed at improving the health of people in Liverpool. In a city like ours, where football is close to everyone's heart, we couldn't ask for a better partner."

Gideon Ben-Tovim, Chairman of Liverpool National Health Service Primary Care Trust



Contact Details:

Name: Mark Haig
Function: Action for Health Programme Consultant
Email: mark.haig@liverpoolfc.tv
Phone: +44 7967 107446
Website: www.liverpoolfc.tv



"We've worked with Liverpool Primary Care Trust for a very long time, but this is the first time we've had a partnership agreement in place. We are one of the first football clubs to do this, and it's fantastic to be supporting the NHS with a range of initiatives like our over-50s scheme and programmes for those with mental health issues. This scheme embodies the Club commitment to improving the health of local people and tackling the issues that matter to our local community."

Ian Ayre, Managing Director Liverpool FC



"In recent years my health hasn't been as good as it used to be; I was worried about leaving the house alone. But since joining the Action for Health Programme course my confidence has soared. I'm now regularly walking in the local parks and attending as many courses and classes as I can to keep myself fit and healthy within both my body and mind."

John, 55, LFC Action for Health Participant



Manchester City FC Strike a Balance

Category: Health

Background:

Since its formation in 1894 Manchester City has retained a belief that football can create a greater sense of community and opportunity.

Manchester has some of the biggest health challenges in the country with 12.4% of young people in year 6 classified as obese compared to a national average of 9.6%.

There are 140 primary schools in Manchester while 29 of its 32 wards are in the top 10% most deprived in England.

In response to these challenges MCFC, through its community programme, City in the Community (CITC), launched its new Healthy Schools Programme "Strike a Balance" in September 2010.

Main objectives of the project:

- To use the power of football to raise awareness of the importance of eating healthier food amongst young people in Manchester primary schools
- To use the diet of MCFC footballers to help young people understand the importance of a balanced diet
- Increase the amount of young people taking in regular sport and physical activity



Project Description:

"Strike a Balance" is aimed at young people in year 5 and offers schools the chance to take part in a free five week programme.

Using examples of MCFC footballers such as Joe Hart and Gareth Barry, each session covers a different area of healthy eating and is followed by a football session. Topics covered include:

- The balance of good health
- Why we eat what we eat
- The importance of physical activity
- Cooking healthy, balanced meals

"Strike a Balance" was produced in consultation with sports scientists from MCFC to ensure the messages delivered are relevant and reflect the diet and lifestyles of professional footballers.

Participants take part in a fun cookery session which reinforces these lessons and they are encouraged to take home affordable healthy recipes for all the family. They are also taught the importance of making physical activity part of their everyday life, whether simply walking to school or taking part in organised sport. Every young person receives an educational folder and MCFC apron and schools who take part are invited to enter a football competition against other schools.

"Strike a Balance" was officially launched at the City of Manchester Stadium in February with a special healthy cooking challenge between young people and City's goal keepers Joe Hart and Shay Given – with world famous chef Marco Pierre White judging the contest. 70 primary schools in Manchester have now signed up for the project and between January and May 2011 a total of 1380 individual young people completed the programme. 93% of the schools registered on the scheme are in the top ten percent of deprived wards nationally. CITC aims to work with 120 primary schools and a total of 3,600 people a year, and by July 2011 will have reached 80 primary schools in Manchester. Working with project partners, CITC created a series of questionnaires designed to measure young people's knowledge around healthy eating and physical activity before and after the course.

Evaluation from schools that took part in the scheme between January and May 2011 shows that at the end of Strike a Balance:

- 91% of participants know how much physical activity they should do each day to stay healthy
- 68% of participants could confidently explain the benefits of physical activity
- 78% of participants took part in an hour or more physical activity the day before
- 83% of participants can recognise a balanced and healthy diet
- 97% of participants know the correct amount of water they should drink each day
- 88% of participants want to be involved in MCFC projects again in the future

As part of the club's wider commitment to the community, scholars from the club's academy spend one morning a month visiting community programmes. Since January ten scholars have visited "Strike a Balance", meeting young people and explaining the lifestyle and eating habits that they follow as aspiring footballers. CITC is now working to expand the programme across Greater Manchester and is developing new and innovative programmes for secondary schools.

Contact Details:

Name: Tom Flower
Function: Health & Activity Programme Leader
Email: tom.flower@mcfc.co.uk
Phone: +44 161 438 7715
Website: www.mcfc.co.uk



"Manchester City Football Club has always taken its responsibility to the local community very seriously and Strike a Balance clearly builds on this and has really captivated the interest of young people in Manchester schools. The clear link to the footballer, athlete, provides an aspirational framework within which our Healthy Schools Team can educate a child about the importance of healthy eating and easy, simple ways of achieving one hour of activity a day. Having our Academy Scholars on hand explaining the lifestyle and eating habits they follow as aspiring footballers has helped to bring the whole programme to life and reinforce key messages."

Sarah Lynch, Managing Director of City in the Community



"The rise in obesity is one of the fastest growing challenges for public health professionals as the total annual cost of obesity to the NHS is around £2 billion. Working with Manchester City Football Club has enabled us to reignite interest in the issue of healthy eating and physical activity with young people. Manchester City has always been at the heart of the community and if football motivates people then we should use that motivation in the best way we can to try to tackle obesity and at an early age when we can really make a difference. We are delighted with our joint programme 'Strike a Balance', it's uptake by schools has already exceeded our expectations and we are keen to develop the partnership with MCFC's CITC further with a follow on programme for secondary schools."

Claire Duggan, Senior Public Health Development Advisor for Manchester Healthy Schools Partnership



"This has been a fantastic opportunity for the children to think about healthy eating in a fun and interesting way. The materials produced for the children to work on were presented really nicely and in a way that really encouraged the children to complete their booklets."

Chris Briggs, Didsbury C or E Primary School



Manchester United Community Cohesion

Category: Community Cohesion

Background:

Home to one of the most successful clubs in world football, Old Trafford is surrounded by communities that are in the UK's top 5% of Areas of Multiple Deprivation. The Foundation's goal is to build better communities by educating, motivating and inspiring future generations. In the last 5 years we have established a number of cohesion projects targeting young people and at a time when anti-social behaviour is at its highest. Using the power of football and the appeal of Manchester United we offer young people a secure environment and help them to develop their own potential.

Main objectives of the project:

- To reduce crime rates by providing young, hard to reach people with diversionary activities at times when anti-social behaviour is at its highest
- To offer a secure and consistent environment and encourage personal development by creating routes into volunteer work, education, training and employment
- To promote active participation in football and other sporting activities and deliver health initiatives that will educate young people into making correct life style choices



Project Description:

Manchester United Foundation began its Community Cohesion work in September 2006 with a project originally developed by the Metropolitan Police and the Premier League, called "Kickz". Since then we have worked with a range of partners to develop long and short-term projects that are best suited to the needs of our community. We identify our participants as young people (8-19yrs) who could be experiencing circumstances that include:

- Very little home stability
- Under achieving educational attainment
- Disenfranchised and disengaged
- Surrounded by unemployment and poverty
- Potentially targeted to get involved in criminal activity

Long-term Cohesion

We currently operate 6 separate cohesion projects that cover 13 sessions of a 2-3 hour duration for 48 weeks of the year. The sessions operate in the evenings and weekends when other services are not available and when the need for diversionary activities is at its highest. Sessions are free and include football and alternative activities such as music production, hair and beauty, drama and dance. We also provide support and deliver numerous health initiatives on issues such as substance and alcohol misuse and teenage pregnancy.

In the last 12 months we have reached over 950 people of which:

- 7 gained employment with Manchester United Foundation
- 14 completed more than 200 hours of volunteer work
- 30 gained accreditations in Music and IT Production
- 30 completed a JFO Award (Junior Football Organiser)

Short-term Cohesion

In addition to the long term projects identified above we are working with Salford City Council to identify hot spots where there has been gang violence and anti-social behaviour. Then using a mobile football pitch we conduct 10 week football/activity courses. For example, riots took place in Salford during August 2011, we responded by going onto the streets to speak to young people. As a result of our conversations a project was implemented to run on Friday evenings in an area where incidents frequently occurred. Free football sessions and alternative activities took place alongside a support network advising on alcohol and substance misuse and signposting young people to activities that are available in that area. Once the project is complete the mobile pitch moves on to a new hot spot in the community.

Cohesion Events

Working with partners, Manchester United Foundation develops entertainment events and football tournaments that will be a valued life-experience for our participants.

In December 2010, young people from Salford and Trafford received a GCSE equivalent qualification in Live Music Performance after completing a 10 week course which culminated in a music & drama concert performed in front of an audience which included Rio Ferdinand. For the last two years players from our Cohesion programmes have won the George Best Memorial Trophy. This two legged fixture is the result of a partnership with the George Best Foundation which brings players from Cohesion projects in Northern Ireland. The opening leg is played at the first team training ground at Carrington and the return leg takes our players back to the birthplace of the Manchester United legend, in Belfast.

Contact Details:

Name: Mike Wells
Function: Head of Finance & Operations
Email: mike.wells@mufoundation.org
Phone: 0161 868 8324
Website: www.mufoundation.org

"When Jodie Holt first came to our Wythenshawe Cohesion project she was very quiet and lacking confidence, however one thing we all noticed was her fantastic footballing talent. We provided a safe positive environment for Jodie to come and express herself through the sport that she loves, football. After seeing Jodie's confidence develop we invited her to attend trials for the Manchester United Girls U14 squad. It was a very proud moment for all of us when she was selected and subsequently Jodie has also received call ups to the England U15 squad. Jodie's success has had a real knock on effect for the rest of the children at the project; they have seen what can be achieved with hard work and discipline and as a result we have noticed increased attendance figures and a huge improvement in the behaviour of the group as a whole."

Dave Chapman, Head Coach, Manchester United Foundation



"I was really impressed with what I have seen today, it was powerful stuff. Whatever it is that motivates you – football, music, drama, if you want to get somewhere you need to work hard to pursue that goal and stay focused."

Rio Ferdinand visits a music and drama project in Salford



"I was getting involved in petty theft, car theft, aggravated burglary, drugs. I didn't have a way out until United took me on as a community coach. If they hadn't, I would have been dead or inside. Many of the kids we work with have no aspirations. We need to get it into their heads that the world is their oyster. I feel the same way about myself and my future now."

Nazir Meah coached three nights at the Foundation's Trafford Project



Club Atlético de Madrid Fight against HIV/AIDS

Category: Health

Background:

Fundación Atlético de Madrid signed an agreement of actions with the Fundación IES (Fundación Investigación y Educación en SIDA) for development of educational, health and social programs, especially in developing countries, within the project emblem of the great social work of the Club "A Team for the World".

Main objectives of the project:

- Fight against AIDS
- Prevention
- Education

Project Description:

Since 2003, FIES - in collaboration with the Hospital Carlos III - is working on a project with the Diocese of Boma (Democratic Republic of Congo) in the area of HIV/AIDS offering 1.300.000 inhabitants financial, technical and professional support for diagnosis and treatment of patients in this area.

Financial aid to complete the project in Boma and to cover the costs has been provided by the Atlético Madrid Foundation, with the acquisition of a special machine to do the CD4 tests, training of personnel performing the tests and medical supplies.

So far, the collaboration of the FIES Foundation clinics with HIV/AIDS Boma has focused on 4 aspects:

Financial support and delivery of materials: rapid tests for diagnosis of HIV, laboratory of microbiology, broad spectrum antibiotics, and Dried Blood Spots or DBS sample collection. This aid is found at different clinics or health centres in the region (Boma, Kangu, Mabaku, Kiveve and Kizu).

Laboratory: Samples of HIV-positive patients diagnosed with rapid tests are sent to the Laboratory of Molecular Biology for diagnosis, confirmation and analysis of viral variants.

Assistance in training of health personnel in Boma: Meetings, classes and lectures from health officials at the Salle Saint Antoine, University of Rome and in the clinic Mabaku.

Specialized staff stays at the Hospital Carlos III in Boma.

Staff from the Foundation IES specialized in the clinical monitoring of patients with HIV infection and the development of laboratory techniques for monitoring HIV patient visited Boma. The aim of this visit was to check the progress made by the Diocese of Boma with the financial assistance, equipment and training by the Foundation since 2004. During this visit the FIES Foundation offered again training, technical assistance and financial aid.



Contact Details:

Name: Alicia De Cea

Function: Atlético Madrid Foundation

Email: adecea@clubatleticodemadrid.com

Phone: +34 91 364 22 34

Website: clubatleticodemadrid.com/es/fundacion



FC Barcelona Futbol Net

Category: Social Integration through Sport

Background:

Futbol Club Barcelona and its Foundation believe sport is an excellent and proven tool to promote social integration. Futbol Net was adapted to the reality of some priority neighbourhoods in Catalonia, previously identified by both the Catalan Government and the FCB Foundation, where social integration through football was most needed. Therefore, the project summoned the needs of both our Foundation and the social needs of Catalan cities and neighbourhoods in the fight for social cohesion.

Main objectives of the project:

- To integrate and educate social values through football
- To promote social integration and cohesion: those values are mostly needed in the spotted neighbourhoods; therefore, Futbol Net works towards achieving them through playing football under specific rules
- To promote gender equality: gender Equality has a major role in the Futbol Net methodology

Project Description:

Futbol Net's mission is to develop social and human experiences in Catalan cities and neighbourhoods previously identified as priority areas for social and community intervention. Its aims are to help install and establish values in order to promote social cohesion and integration. Furthermore, the project deals with the fight against school drop out and gender discrimination. The project Futbol Net is articulated around six key points, those being: i) Integration:

No kind of discrimination (sex, opinion, nationality, colour, culture) can be accepted, ii) Violence and Aggressions: No kind, neither physical nor verbal will be accepted, inside or outside the field, iii) playing and friendship are the motor of the game, iv)

Responsibility: Beneficiaries learn the importance of decision-making, v) Compromise with the environment: tools and information will be provided to the family and other agents so they can reinforce the learned values and vi) Tutoring: each programme is developed together with local organisations who take personal care of each beneficiary.

The key point of Futbol Net methodology is dialogue. Each game is divided into three parts: A discussion and debate between both teams before the game: in this part, both teams, together with a "Teamer" (a youngster who helps the participants to make decisions), debate and decide some of the rules of the game they are going to play (there's a set of untouchable rules for all games). Following that, a game of football is played, without a referee, and both teams have to apply the rules they have agreed upon.

Finally, both teams meet again for a final chat where the game is discussed, again, with the help of the teamer. Therefore, Futbol Net is an integral project that brings, through the use of football under a fun environment, many important values and social tools to the selected beneficiaries and their environment.



"It was very fun to participate in the Futbol Net activities. During the day we played football matches and we decided our own game rules and we met a lot of other kids from town."

Martina Puig, Participant

Contact Details:

Name: Josep Cortada
Function: General Director of the FCB Foundation
Email: fundacio@fcbarcelona.cat
Phone: +34 902 1899 00
Website: www.fcbarcelona.cat/web/Fundacio/catala/



"Futbol Net has become a very important tool within the social projects of FCB Foundation. Its applicability and success with children is impressive and therefore FCB and its Foundation will continue its development and its use will spread in our activities."

Josep Cortada, General Director of the FCB Foundation



"Futbol Net and the FCB Foundation have brought together many kids from different social backgrounds, giving us the opportunity to work with them under this excellent methodology."

Gemma Clapès, Ser.gi Foundation (Futbol Net partner in Salt)

Social Sports School in Kheadah (Calcutta, India)

Category: Education and Integration

Background:

Real Madrid CF created its Foundation on the basis of the heritage and prestige of more than a century of sporting and social history. The foundation is a key tool to place the power and strength of sport at the service of the disadvantaged. The Foundation's model for its work abroad is based on its social sports schools. They promote the integrated development of children and youth through sports. We firmly believe that sport is the healthiest way to enjoy recreation and leisure time, and we appreciate the power of sport in development and peace.

For our school in Calcutta, we chose as a local partner the Institute for Indian Mother and Child (IIMC), due to its collective experience (20 years) with children and youth in India and its increase in volume and quality of its work since its establishment, giving it a strong reputation both nationally and internationally.

The Real Madrid Foundation (RMF) and the IIMC work together for the comprehensive development of children. The interests and objectives of both organisations converge in this social project.

Main objectives of the project:

- To contribute to the formation and development of children and youth from the standpoint of education, health, psychological and social well-being
- To teach positive values based on respect, developing social skills and facilitating coexistence between beneficiaries and adults. Provide positive adult role models of reference
- To encourage good use of leisure time for children and youngsters, as well as gender equality to include both girls and boys, and have them actively participate project

Project Description:

The social sport school of Kheadah is located in the rural area south of the city of Calcutta. This project aims to respond to the socio-medical neglect experienced by rural areas, where per capita income per family (of average 6 members) is only 2.000 rupees (40 EUR). In this context, failure, underachievement and school dropout is high. The IIMC started operating in the area using a system of sponsorship to cover the costs of schooling for children. Today, the NGO funds the cost of school of 7.000 children in 24 schools. Moreover, the Association of Friends of IIMC Spain aims to support the parent organisation providing comprehensive education to sponsored children in Calcutta, which makes the promotion of sports one of the key action lines in the work carried out by IIMC. To do so, the NGO sought support from the Real Madrid Foundation. The IIMC is responsible for direct management of the project, while the Real Madrid Foundation provides technical support throughout

the duration of the project. In fact, the RMF has already trained 8 coaches in the school facilities, using its educational programme: "They play, we teach" and carries out close monitoring of the implementation of activities and achievement of the objectives. Key infrastructures will be renovated as deemed appropriate by the Real Madrid Foundation and IIMC.

The direct beneficiaries will be a total of 150 (64 girls + 86 boys), all students aged 6 to 17 of the school. They will receive football classes, in mixed teams in which boys and girls play together.

Detailed Location:

The School is located in a rural tribal based village area connected with good communication and transportation and located 10 km North-East of Tegaria IIMC indoor centre. Next to the building to the School of IIMC Sikshangan Challapara (Kheadah), South 24-Parganas Western Bengala.

Besides sports training, all the beneficiaries will also have access to various social services offered by the school: educational services (after-school tutoring organised by age groups, scholarships, training programmes and career guidance, education of values), healthcare (medical check-ups, oral-dental care, and prevention), and nutritional care. The medical care will be provided for by IIMC medical services available 24 hours a day.

The expected results include:

- Implementing a programme of social and sports activities among children and young people of school;
- Improving the educational level of most of the beneficiaries through school monitoring system of the students in the neighbourhood of District 24;
- Developing and strengthening family and community relations.

Contact Details:

Name: Rosa Roncal
Function: International Projects and Cooperation – Asia and Europe Area
Email: rroncal.fundacion@realmadrid.com
Phone: +34 691 170 148
Website: www.realmadrid.com/fundacion

"This is not only big news for our rural areas, but a great encouragement and a limitless inspiration for all of us. A Sport & Social School means great cultural and social involvement for all. Our rural poor children do not have access to these types of activities, but with this initiative children will get direct exposure to sport culture & social involvement, which will reduce gaps between castes and also make them conscious of their responsibility. Healthy habits will be automatically promoted; many children will be inspired by values transmitted by football players, which will help them get a job in the future. With the opening of the sports & social school, many children will change their future and will make big difference."

Dr. Sujit Brahmochary, Director Institute for Indian Mother & Child (Calcutta, India)



"For IIMC Spain, it is an honour to introduce the cultural values of the Real Madrid Foundation in a continent like Asia. The opportunity to promote development through sport values such as equality and solidarity in a rural area of Calcutta is an unbelievable experience. 425 children from the lowest levels of society have access to sports activities and complementary education in values which they will receive in the schools of IIMC together with Real Madrid Foundation. This partnership will be an invaluable boost to combat our main problems concerning children which often suffer from abuse in their homes, have serious nutritional deficiencies and are discriminated against for belonging to a marginalized caste. We're happy to have this instrument as wonderful as football, used to combat inequality and school failure thanks to the Real Madrid."

Dr. José Muriana, Coordinator Friends of IIMC Spain



"I am very happy to be included in the football classes. Our coach Tapan Kumar is very friendly with us. At the beginning I felt a little bit ashamed to play with boys but now I am really enjoying it. Sometimes I play very well!!!"

Namita Munda, 12, Primary School Student, Kheadah (Calcutta, India)



Villarreal CF

A club for everyone

Category: Education, Integration

Background:

Villarreal CF is a club that takes huge interest in social projects, in particular for those targeting people who need extra help, either for economic reasons, teaching values or simply a helping hand to improve their lives. For these reasons, the club offers discounts in the price of season tickets for unemployed people. It also has a kids club consisting of 9.000 children who learn to become better and more responsible people through a series of activities and sponsors people from the Castellón area who need support in their particular sporting discipline.

Main objectives of the project:

- To help those people who are going through a bad financial situation due to the general economic crisis
- To impart values to the smaller members of the family through a series of activities organized by our kids club "Club Groguet"
- To give economic support to local sports men so that they can reach their goals in their respective disciplines

Project Description:

Villarreal CF puts its efforts into three main areas to make it a model club which is concerned with the social needs of its local community. The first one of those concerns people who are going through a bad financial moment because they are unemployed.

The club and its President Fernando Roig have been helping these supporters for the last three seasons by offering them the chance to buy their season ticket at a greatly reduced price, sometimes even for free because they are unemployed. This season's campaign to provide season tickets for unemployed people has proved a great success. Due to this initiative, offered by the club, almost one thousand (924) supporters are enjoying top national and European football matches.

Another of the social aspects of importance within Villarreal CF is the kids club "Club Groguet". This is a kids club which brings together thousands of boys and girls, up to the age of sixteen. It is a project based on sport and personal development which uses football as a basic tool to promote friendship and communication.

Since its official inauguration by the President Fernando Roig in February 2007, "The Club Groguet" has grown to reach more than 9.000 members.

The principal objective of this kids club is to implant values like sport, health and equality, a message which is passed on through its official means of communication, and its activities inside and outside the

educational centres. These all come together under the control of Villarreal CF. Every season about 45.000 people take part in the planned activities integrating not only the kids but also the larger family, instructors and teachers through its various sporting events. Finally, the third avenue of help affects the best sport people throughout the province of Castellón. Villarreal CF sponsors them economically so that they can reach the top level in their respective sports or disciplines. This year, for example, the athletic club "Playas de Castellón" were proclaimed Spanish Champions for the third consecutive year. Currently, sports people or clubs who receive sponsorship are: Playas de Castellón (athletic club), CD Roda (football club), L'Illa Grau (volleyball club), Pablo Herrera (beach volleyball), Sonia Mañas (swimming), Club de Montanya Mur I Castell (athletic club) and Playas de Castellón (five a side football team).

Furthermore, Villarreal CF even offers support to various football clubs within the province. This not only helps to unite the clubs but also their inhabitants and also reflects a variety of sporting, economic and social improvements so that the clubs concerned can attain a better sporting and social atmosphere in which our young people can play football in the best possible conditions. Today the clubs who receive Villarreal CF support are: Almenara CF, Alquerias CF, CD Almazora, CD Betxí, CD Onda, CD Salesianos de Burriana, CD Segorbe, CF Benicarló, Club Burriana FB, Club Esportiu Xilxes, Club La Vall, FB Vinar's, Moncofa, Nules CF, Racing de Castellón, Sant Mateu and UD Vall d'Uixò.

All these clubs are from areas near Vila-real and it is important to note that Villarreal CF is their main sponsor.



Contact Details:

Name: Fran Segovia de Moya
Function: Press Officer
Email: fransegovia@villarrealcf.es
Phone: +34 625340591
Website: www.villarrealcf.es www.clubgroguet.com



"The help which Villarreal CF gives me is fundamental for my job. Without it I would not be able to concentrate solely on my passion which is playing volleyball. They have been supporting me for several years and I am very grateful."

Pablo Herrera, Beach Volleyball Player



"Everything which helps unemployed supporters is positive. It is a way to reward their loyalty over the years and this can be seen in the stadium. It is a nice gesture of which the supporters are very appreciative!"

Vanessa Martín, President of Villarreal fans clubs



"The Club Groguet is Villarreal CF's implication with children. They promote children's values through sport although the kids are not official part of a football federation. It is great that Villarreal CF makes clear that it is concerned about its future supporters."

Carlos Pérez, Manager of the Kids Club

Olympique Lyonnais

First-aid intervention

Category: Health

Background:

Each of us can one day be confronted with an emergency situation which might require a first-aid intervention. Therefore, it is advisable to undergo specific first-aid training in order to know how to act in case of an emergency. Following the recent accidents observed on football fields (Marc-Vivien Foé, David Sommeil, Antonio Puerta), Olympique Lyonnais chose to commit to a double approach of raising awareness and training of first-aid interventions. The purpose of this initiative is to raise people's awareness of first-aid training and encourage them to get educated. For that purpose, the club finances first-aid training sessions for educators and players of amateur clubs..

Lyonnais created and produced a DVD, which was distributed (free of charge) to 1500 amateur clubs from the local region during the season 2008/ 2009. In this DVD, framed by the French Red Cross, Sidney Govou and Corine Franco, 2 internationals players of the club, demonstrated first-aid movements to be executed in emergency situations. The second stage consisted in training a maximum of people in first-aid interventions.

Since 2009:

250 educators have participated in the PSC1 degree course (12 hours training) among which the educators of Olympique Lyonnais, the young people of the training centre, the educators of the partner clubs of Olympique Lyonnais and the members of associations sponsored by the OL Foundation.

Additionally, 2000 persons did a training course IPS (1.5 hours training) among which 1500 players having participated in the tournament organised by the club or still the spectators during an operation organised in "Family stand".

Olympique Lyonnais chose to pursue its commitment to this programme and to work on the mediatisation of first-aid interventions with the aim of making these awareness-raising activities go beyond the world of the football. In order to achieve this aim, the club will organise a specific training session for the professional team. Beyond the interest to train the professional players, the objective is also to incite the wider public to participate in these initiatives.

Main objectives of the project:

- To raise awareness among people that they could be confronted with an emergency situation which requires a specific intervention through specialised training
- To finance training sessions for players and educators of amateur clubs
- To involve all the players of the club in this programme



Project Description:

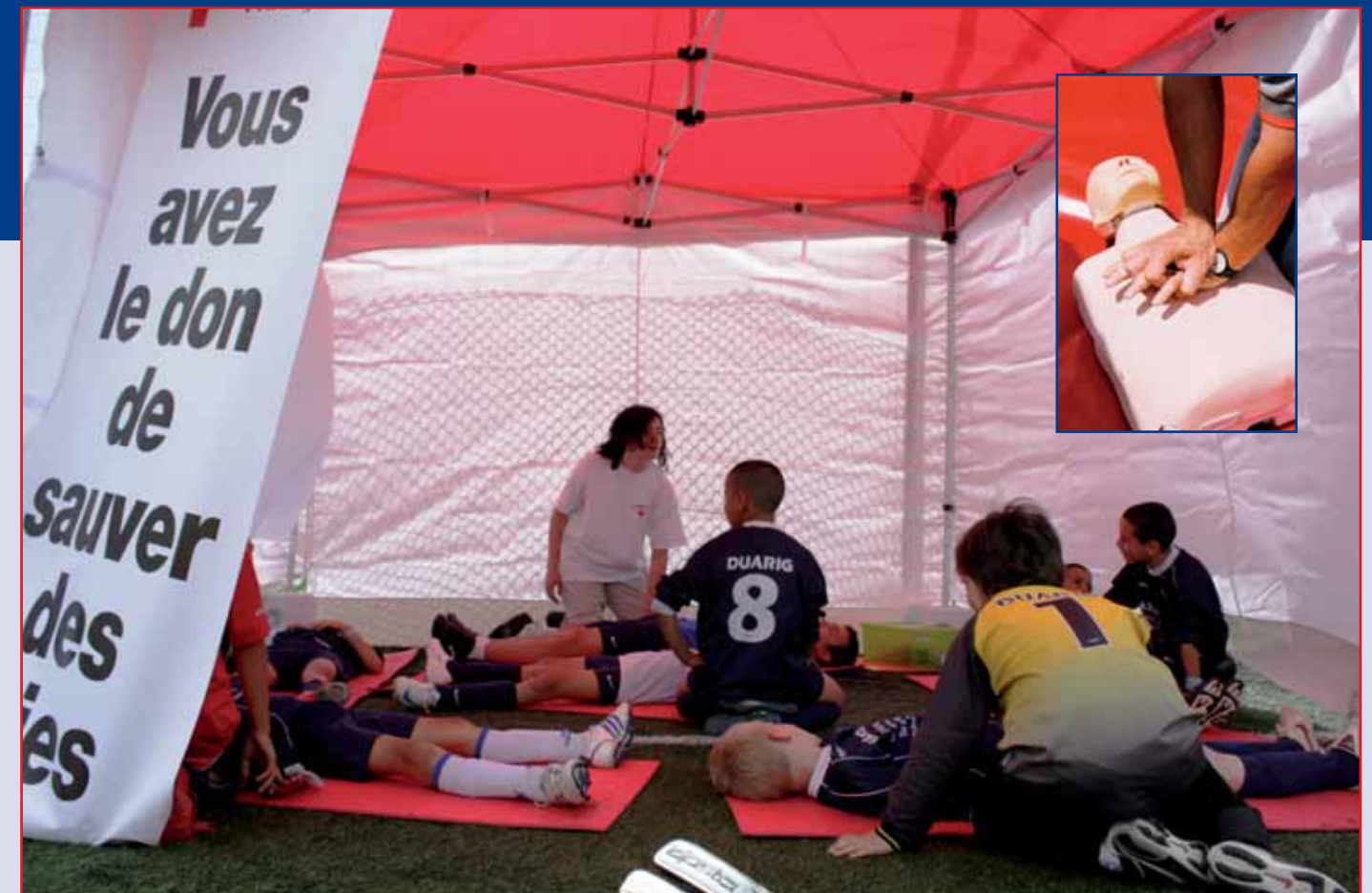
First-aid interventions:

Olympique Lyonnais is committed to this project of training people in first-aid interventions in partnership with the French Red Cross. The first stage of this partnership consisted in raising amateur football clubs' awareness of first-aid interventions training. Olympique



Contact Details:

Name: Laurent Arnaud
Function: OL Fondation
Email: larnaud@olympiquelyonnais.com
Phone: +33 4 26 29 67 31
Website: www.olfondation.fr



FC Dinamo Tbilisi

Generation Next – For the revival of glory

Category: Youth Development

Background:

Due to the financial and social problems that occurred after the collapse of the Soviet Union, Georgian football has lost several talented generations of footballers. This loss has damaged the chain of the club's step-by-step development. That is why, nowadays, when we aim at restoring the image of the Caucasian Top Team, we cherish our hopes a lot on the young generations.

Main objectives of the project:

The Youth Academy of Dinamo Tbilisi is currently being built and will provide a top class environment. Skilled professionals were attracted from Barcelona, sharing the FCB's experience of working with the kids. To attract kids to the stadium, we developed 'the tribune of future' at the Dinamo Arena, making the entry for school kids free of charge.

Project Description:

After the collapse of the Soviet Union, sports management and namely football, found themselves in difficult conditions. Being used to receiving governmental subsidies, different sports institutions were unable to manage their own future themselves. Despite the USSR's top club, Dinamo Tbilisi was among the teams that suffered from this fact. During the last 20 years, the team has still produced some top talents like the Arveladze brothers, Kinkladze, Kaladze, Kobiashvili, etc. The limited success of the team is not enough for the fans, who grew up watching a club who were the permanent leader of Soviet football.

In December 2010, FC Dinamo Tbilisi was purchased by Georgian businessman, Mr. Roman Pipia, ending the long and tiring period of hopelessness among players as well as among the supporters of the team.

In the very first days of his arrival at the club, the new president stated that the development of new generations of players would be the top priority for his club. Shortly afterwards the words were followed by actions: the team has signed Mr. Andres Carrasco, top professional from FC Barcelona, with a great experience of working with youth teams. As shown by the recent years both at club level and international level the system chosen by FCB is one of the most successful in the long history of world's number one game. With Mr. Carrasco, Dinamo now aims at installing the well-tested system in the Youth Academy - the biggest and the most ambitious project of Dinamo's management.

FC Dinamo Tbilisi has purchased significant amounts of territory near the main team's training base, where the construction of the

youth academy is already under way and will be finished by June 2012. More than 200 kids of different ages, will live and train here, absolutely free of charge. Popular acting and veteran players of the main team will be regularly visiting the kids and sharing their experience with them. This way we plan to bring back the love inside the team. We truly believe that strong emotional links between different generations of Dinamo players, is the key to unbroken chain of development. Supported by the magnificent environment positive energy is able to lead to miracles.

While speaking about the broken chains and generation gap, it is impossible not to mention one of the biggest side effects of these problems. The average attendance of Dinamo's home games was reduced by more than 90 percent during last 20 years since independence. That is why we came out with the initiative called the "Tribune of Future" offering free entry for all our home games to school kids. This is how we see new generations coming back to the seats, which were once occupied by their grand-parents. This is how we see the new Dinamo restoring the glory once experienced and admired by the whole country of Georgia.



Contact Details:

Name: Levan Gvinianidze
Function: Head of PR & Marketing Department
Email: lg@fcdinamo.ge
Phone: +995599707022
Website: www.fcdinamo.ge



"It is a pleasure to watch these kids and to share moments with them. It is a pleasure to realize that tomorrow is going to be a better day for my club and my country."

Giorgi Loria, Goalkeeper of Dinamo Tbilisi and the Georgian National Team



"Caring about the future, is the best we can do to honour the past of our club."

Roman Pipia, President of Dinamo Tbilisi



"Giving them a chance, is the best chance we can give to ourselves."

General Director of Dinamo Tbilisi



Bayer 04 Leverkusen

Bayer 04 macht Schule

Category: Education

Background:

Being socially committed locally and internationally is natural for Bayer 04 Leverkusen. CSR is more than just a phrase; it is a kind of duty on society. Everyone, especially the youth, should be able to take part in life at Bayer 04. The kids are taken behind the scenes and look into the structure of Bayer 04 as a club and a company. The desire is to help the young to take part in public life and become a part of society. The children should be encouraged to get involved in society and learn to be socially responsible. Of course another goal is to gain more fans for Bayer 04.

Main objectives of the project:

- **Educational offers - Range of topics** As a profitable club, Bayer 04 can offer various practical examples for many different school subjects. These new impressions from a sporting point of view enrich the regular lesson plan.
- **Escort-Kids** Primary school classes and young club teams (U8-U11) can apply to be "Escort-Kids" at Bayer 04. The club sets a motto and the children need to send in creative painting and craft work.
- **Fan Project Leverkusen** In cooperation with "Fanprojekt Leverkusen e.V.", "Bayer 04 macht Schule" teaches children about a variety of important questions relating to what it means to be a fan. They learn how to prevent violence, how to keep the stadium safe, as well as how to fight against xenophobia



The conviction

Various alternative topics related to the world of sports add on to the original curriculum and increase the learning motivation of the pupils. Startling illustrations, famous guests and interesting learning material make the BayArena a place where children love to learn.

The topics

Bayer 04's learning programme adds on to most of the regular school subjects such as German, Biology, History, Sports, Nutrition, Geography, and Social Studies. Of course, teachers are always welcome to add their own ideas.

Agenda

- The respective project is discussed individually with the teachers
- The pupils learn the theory in their class rooms
- Bayer 04 offer to support the classes with additional teaching material
- The pupils get to look at how everything works in practice at Bayer 04
- The summary and conclusion of the project takes place back in the classrooms

Example: "Doping Project"

- The class learns about "doping in sports" at school
- The pupils meet up with former and current athletes and get to ask them questions about doping
- The class visits the Institute of Biochemistry at the German Sports University of Cologne where they get to see doping labs
- The children discuss what they learnt back at school

Project Description:

The approach

Bayer 04 Leverkusen's overall task as a football club is to entertain its fans and customers with top level sports. However, there are more factors that help build identification with the club. Bayer 04 takes social responsibility through a number of sustainable social commitments. "Bayer 04 macht Schule" is one of them which involves working with young people. More than 20,000 children have benefited from the programme in the last ten years. Bayer 04 is the first Bundesliga club to have developed such a project which acts as role model for other clubs.

The idea

In 2001 the club formed a team of specially trained individuals to set-up up the initiative. Their goal was to work with schools and teachers to develop a lesson plan which would add interesting topics from a sporting perspective allowing pupils to get a look behind the scenes of a professional club.

Contact Details:

Name: Meinolf Sprink
Function: Director Communication & Marketing
Email: meinolf.sprink@bayer04.de
Phone: +49 (0)214/8660-190; +49 (0)151 580 40 004
Website: www.bayer04.de



"As a teacher from Thomas Morus Primary School, I am very thankful for the intensive cooperation with the team from "Bayer 04 macht Schule". The many different projects were always a terrific addition and illustration to my lessons. The various classes did not always have to take place within the building but also outside. The all-day outings also helped improve the social skills of the pupils. "That was a great day – when will you visit us again?" was always the most important question at the end of our visit. I already look forward to planning and implementing our next project."

Rita Hoyer, Teacher at Thomas Morus Primary School

"I thought it was terrific that people from Bayer 04 visited us in school. They taught us how to eat properly and used the Werkselt players as a good example. Then our class was invited to the BayArena. We could take a look at the rooms in the new stadium that are usually closed for the public. It was a great to do something different than normal school lessons."

Lars Haustein, 8, Erich-Kästner Primary School



"Bayer 04 Leverkusen see themselves as one of the corporate citizens, especially in the city of Leverkusen. For that reason we have already put an emphasis on programmes for children and youths for years. These should use football to teach learning content and pass on important experiences. "Bayer 04 macht Schule" has become a story of success because it has come to be a win-win situation for the children and youths, the teachers as well as the club."

Meinolf Sprink, Director Communication & Marketing

BV Borussia Dortmund Große Klasse!

Category: Education, Health

Background:

Borussia Dortmund plays an important role in the city of Dortmund and in the eyes of its citizens. We decided to make use of the popularity of our club to inspire young people with themes which are important to both sports and daily life: team spirit, activity and a balanced diet. The easiest way to show and to teach the young generation a healthy and responsibly way of life is to have the support from their heroes. In our case it is our football club and its stars which can be found in every chapter of our history. They serve as idols and set good examples by underlining the importance of social responsibility.

Main objectives of the project:

- **Education** – inspiring kids for learning with self-made material by Borussia Dortmund and educators
- **Health** – teaching kids to adopt a balanced diet
- **Activity** – inspiring kids to do sports and make them aware of the importance of sports and activities

Project Description:

Borussia Dortmund is well established in the city of Dortmund. For more than 100 years the club has been a contact point for its supporters. The youth is our future.

We therefore have a high responsibility towards them, and wish to help them progress in their lives. This fact applies for our own young players but also to the entire youth of Dortmund. Borussia Dortmund wants to support all the kids of our city to make the best of themselves.

We therefore started working together with Dortmund's 93 primary schools. Together with experienced educators we have developed our own teaching materials for the main school subjects: mathematics, German and social studies. Every single exercise is linked to football and especially to Borussia Dortmund: its history, its success and its stars. These materials have been implemented in November 2010. Teachers can use these materials to recompense their students but in the first instance to help them progress. It should be a great help for students to better understand complex subjects.

Our second step is to hand out a fibula with tips and ideas to have wholesome food and to be more active. It is proven how important it is to have a healthy breakfast, to eat less sugar, to eat enough vegetables and fruit. You can also find some recipes for the kids and their parents who are often overextended because of hard jobs and lack of time.

The kids also get to know how easy it is to be more active. As already mentioned our stars are integrated in these materials and show the kids how to live a better and more responsible life.

Finally, we really want the kids to be active. We will start workshops at the schools. Trainers will visit the schools once a week in the afternoons and do sports with the students. Every child gets the chance to improve its own skills. Teamwork and fair play will also be taught. We want the kids to be more self-confident, to identify their own strength and to be more social.

To encourage teamwork within classes, Borussia Dortmund offered prizes like visiting a home match of Borussia Dortmund together with the whole class, doing a sightseeing-tour in Dortmund with the BVB-Bus, a visit of our mascot EMMA at school or a get-together with our coach Jürgen Klopp and a star player of the team at school. To win one of these prizes the students had to think about new activities or games which can easily be played at school or at home or in their free time.



Contact Details:

Name: Markus Rejek / Svenja Schlenker
Function: Marketing
Email: markus.rejek@bvb.de / svenja.schlenker@bvb.de
Phone: +49 231 9020810 / +49 231 9020816
Website: www.bvb.de

"Youth development has always been a top priority at Borussia Dortmund. Looking back in history you realize that all the major successes were achieved by teams in which the clubs' own young players were centerpieces. We educate the young players dually. That is to say that we care first and foremost about the children getting a solid schooling parallel to their football training."

Lars Ricken, Borussia Dortmund Youth Coordinator



"We want to help children and adolescents to make the best of them. We believe, without being too presumptuous, that Borussia Dortmund with its brand radiance is in a very good position to reach children and adolescents on many levels and in some respect maybe more intensively. Together with schools and our competence team we aim to inspire children, motivate and encourage them."

Hans-Joachim Watzke, CEO Borussia Dortmund



"The entire club exemplifies the idea of this project. Which is: Helping kids to make the best of them. No matter whether it is with Lars Ricken in youth development or with Jürgen Klopp and our team I believe that this philosophy is being implemented in an excellent fashion. So if we exemplify what you can achieve if you put your heart into it then I believe that this can be an inspiration for children."

Sebastian Kehl, Borussia Dortmund Team Captain



Hamburger SV Imtech Arena – Green Stadium Project

Category: Environment

Background:

Together with our partner Imtech, we are working on developing a carbon-neutral energy supply for our stadium. The goal of this cooperation is to be a pioneer for the Bundesliga from an environmental and economic point of view and to be an example for other clubs. With the accomplishment of the planned steps we will reach savings in energy and carbon of up to 35%. With regard to our electricity supply we are setting a benchmark by using strictly carbon-neutral and nuclear free electricity. For this reason, we are able to reduce our carbon footprint of our arena by half.

Main objectives of the project:

- To take measures in the field of electricity: in order to reduce our energy requirements we import the “Imtech Raumtalk”, use LED-technology and paramount control engineering
- To use carbon-neutral and nuclear free electricity: on basis of this measure we could reduce our carbon footprint from around 1.496 t to 1.648 t compared to 2008
- To take measures in the field of heating/cooling: through different measures like controlling the floor heating in the offices, dividing the undersoil heating in different circles and using the waste heat we save energy



670.000 Euros. With the realization of the planned steps we will reduce energy consumption by up to 35% in the Imtech Arena, which will give annual savings in terms of energy in the 6 figure region.

To reduce our energy requirements we import the “Imtech Raumtalk”, use LED-technology and paramount control engineering. Raumtalk (Room talk) is a product for usage-based delivery of energy. All systems – lighting, heating and ventilation – are connected with each other and centrally controlled. So, for example, during times when there are no matches being played, the lighting can be turned off and the heating switched to saving mode through a single mouse click. Predefined settings are also possible – e.g. day and night settings, football or concert event modes. With Raumtalk only the areas that are actually being used are put into operation. This centralized switching of consumer loads produces significant energy savings.

For lighting we use low-energy bulbs with LED-technology. By using passive infrared detectors alarm and movement sensors we optimize our consumption even further. Of importance, are also our measures in the field of heating and cooling: through different measures like controlling the floorheating in the offices, dividing the undersoil heating in different circles and using the waste heat to save energy. To

complete our measures we use exclusive carbon-neutral and nuclear free electricity in the Imtech Arena. This allows us to divide our carbon footprint of our arena by half.

Alongside our measures in the Imtech Arena we also pay an equalization levy to climate protection projects for our travel activities for example and we are member of B.A.U.M. e.V. (German Association of Environmental Management e.V.).

Project Description:

In 2009 we published our first CSR brochure which was a novelty in the Bundesliga. We followed this up with a the second CSR report in 2011. We fulfill our social responsibility in numerous ways, but place the emphasis on three core pillars: climate protection/environment, social activities and engagement as well as the cooperation with our stakeholders. As the biggest football club in the region, we are an important role model and we are the focus of much of the public’s attention.

Therefore, we believe that we have an important role to play in reminding our employees and fans to take part in environmental protection. We want to be an example in this respect to all, including other clubs.

With regards to climate protection, we put our focus on the reduction of carbon output. For that we developed a verified information gathering system aimed at detecting the effects of our action and for initiating possible countermeasures. Since July 2010 the Hamburg company Imtech has the naming rights for our arena. Together with our partner Imtech we are working on developing a carbon-neutral energy supply of our stadium. The planning and transfer analysis started in May 2010 and was followed by the first structural modifications in mid-January 2011. The total investment amounts to

Contact Details:

Name: Stefan Wagner
Function: Head of Brand- and Mediamanagement
Email: stefan.wagner@hsv.de
Phone: +49 40 4155-1038
Website: www.hsv.de and www.imtech-arena.de



“The Partnership between Imtech and HSV is much more than a sponsoring. With specific energy efficiency steps Imtech support us to build our arena future-compliant.”

Carl-E. Jarchow, Chief Executive Officer, Member of the Board HSV



“Those who go today to a football match in a modern stadium go, in the first place, to see their team play, and where possible winning. Just as important, however, are the extra ingredients that are normally only available in a stadium: the community spirit, enthusiasm, and emotion - short: the passion. Our stadium partnership with HSV is a symbol to show that we approach our task with great passion. The “new” Imtech Arena is our visiting card and proof of our innovation and performance. In the coming months and years we will constantly work on new concepts and solutions to increase the energy efficiency in stadia and other structures – and in doing so set new standards.”

Klaus Betz, CEO Imtech Germany



“This partnership is a perfect example of a mutual beneficial and intelligent partnership, because these steps are not only ecological necessary, but also absolutely economical profitable for our club. However, even though we have made huge positive progress, it is only ‘half-time’, and we will continue to work with our partner Imtech to make the stadium even greener and reduce CO2 emissions even more.”

Joachim Hilke, Chief Marketing Officer, Member of the Board HSV

SV Werder Bremen 100% Partner

Category: Education, Health

Background:

SV Werder Bremen is highly recognized as an important contributor to social commitment in the wider area of Northern Germany. The high number of schools interested in cooperating with the club has convinced the club to invest in social projects in the region of Bremen. "100% Partner" is a long-term project that aims at strengthening the connection between young students and the club.

Main objectives of the project:

- To increase the level of identification for the club within the population in the north of Germany
- To fulfil the social responsibility of the club
- To set an example of how to fight racism, social prejudice and violence
- To convince young people of the importance of a balanced lifestyle by physical exercise and healthy nutrition

Project Description:

"100% Partner" is a social project which concentrates on supporting the physical education of pupils and students in the region of Northern Germany. The offers include teaching units, tournaments, training and fitness contests. Furthermore, every partner institution earns tickets for SV Werder Bremen home matches for free.

In order to manage the programme for the partner institutions, six full-time employees, 4 full time coaches and several interns work in the specially established department of social management of Werder Bremen on a regular basis to share their knowledge of sports and physical education. Their tasks are to process everyday enquiries of the club partners and members, as well as the organisation and development of new offers, events and projects for the young.

With its project "100% Partner" Werder Bremen has a model function for the entire Bundesliga due to the professional preparation, development and analysis of the "Social Management" department, which is unique in Germany. Werder Bremen aims to create a long-term effect by physically educating young people. Interactive communication with the person responsible for each partner institution as well as the ambition to care selflessly for different social groups are key factors for the success of the project. The steadily increasing number of institutions interested in cooperating underlines the high acceptance within the population of Bremen. "100% Partner" was created after Werder sent letters of enquiry to 220 schools and 160 clubs between the North Sea coast and Westphalia, between the Dutch border and the river Elbe. Content of the posting was an alluring offer made by the Bundesliga club.

Werder revealed framework conditions that schools and clubs had to meet allowing them to apply to become "100% Partner" of the professional club. Creativity and commitment based on soccer was essential. For example, this can include the organisation of a soccer cup against racism or teaching units on topics like prevention of violence or physical health.

"100% Partner" is supported by strong partners like Kraft Foods, AOK Bremen/ Bremerhaven as well as AOK Lower Saxon. The project is a flagship for the social commitment of Werder Bremen and as a result, many clubs of the German Bundesliga have already established similar projects in their respective regions.

SV Werder Bremen continually looks to improve the project by analyzing the feedback of every partner carefully in order to guarantee a modern, individual implementation of the concept. This is the basis for synergy effects for both the club and the region.



Contact Details:

Name: Anne-Kathrin Laufmann
Function: Head of the Social Management Department
Email: anne-kathrin.laufmann@werder.de
Phone: +49 421 434594300
Website: www.werder.de



Olympiacos FC

VIII Match Against Poverty

Category: Fundraising

Background:

Despite the fact that Greece is mired in economic uncertainty, Mr. Evangelos Marinakis, the President of Olympiacos FC, believing in football's power to unite people around the globe, went on the pitch to raise an appeal against poverty and mobilize global action towards achieving the Millennium Development Goals, through the involvement of Olympiacos FC in the organisation of the "VIII Match Against Poverty".

The proceeds of the Match were dedicated to helping the millions of people affected by the Haiti earthquake and the floods in Pakistan; with a part also donated to "Argo", the Navy Union of parents with children with special needs, as well as to the homeless and deprived of the district of Piraeus.

Main objectives of the project:

- To draw attention to the support of the Millennium Development Goals, which seek to reduce poverty and improve livelihoods worldwide by the year 2015
- To call on the support of the world of sports and sports fans by underlining urgent need to respond to an emergency
- To raise funds and help people in need to build a better life in Greece and abroad

Project Description:

For the first time in Greece, a football club took the initiative to organise a charity match with the aim to encourage the football community to unite in the global fight against poverty and exclusion and help achieve the Millennium Development Goals.

In addition, it was the first time that a football club managed to successfully organise the "Match Against Poverty" in such a brief

period of time, only three weeks from the day it was officially announced.

30 former and present International football stars mobilized by the UNDP goodwill ambassadors Ronaldo, Zinedine Zidane and Didier Drogba took on an All-Star team from Olympiacos FC in the "VIII Match Against Poverty" which was hosted at G. Karaiskakis stadium, the home of Olympiacos FC, on December 14th 2010 under the auspices of the United Nations Development Program (UNDP). Despite the economic crisis in Greece, more than 33,000 football fans demonstrated their support for the global battle against poverty, not just financially, but also in person by filling the stadium.

They remembered the words of Mr. Evangelos Marinakis, President of Olympiacos FC, that Olympiacos is not just a football team, but a modern, socially responsible organisation that looks to give the most it can to society, and especially to the youth, worldwide.

The match was broadcast live in more than 30 countries and raised US\$ 540,000.

Seventy percent of the total proceeds were donated to Haiti and Pakistan, with 30 percent donated to "Argo", the Navy Union for parents of children with special needs, as well as to the homeless and disadvantaged communities in Piraeus.



"Our goal with this "VIII Match Against Poverty" is to support the people and the governments of Pakistan and Haiti to recover from the devastating natural disasters which affected them so terribly in 2010. We are grateful to Olympiacos Football Club and our Goodwill Ambassadors Zinedine Zidane and Ronaldo for uniting with UNDP to raise awareness and funds for those who are often too quickly forgotten."

Helen Clark, UNDP Administrator

Contact Details:

Name: Konstantinos Vernikos
Function: International Relations Olympiacos FC
Email: kvernikos@olympiacos.org
Phone: +30 210 4143131
Website: www.olympiacos.org



"It really inspires me to see that despite the economic crisis in Greece that people of this great country still come together in solidarity with the poor of the world. I'm really impressed that the stadium is sold out tonight."

Ronaldo, UNDP Goodwill Ambassador



"Although our country is mired in economic uncertainty and we have been living in difficult times, all of us are working together to build a vision of hope for our children. This is the vision and values of Olympiacos and the reason we decided to host this game."

Evangelos Marinakis, President of Olympiacos FC



Panathinaikos FC

PAO MAZI

Category: Integration

Background:

Panathinaikos FC is a club that has fully endorsed the values of Corporate Social Responsibility accepting the idea that any corporation has the obligation to support the community within which it has the opportunity to advance and succeed. This philosophy has allowed us to develop an integrated CSR Programme which includes activities mainly in the areas of Environment, Anti-Racism and Social Integration. PAO MAZI started 5 years ago as a response to the huge demand of social groups, organisations and institutions to visit the Club's training Centre and meet their favourite football stars. We immediately recognised the chance to embrace our community and create an on-going interactive relationship including much more than just occasional visits - especially with sensitive target groups, expanding the scope of their influence through the power of Panathinaikos FC's brand name and football.

Main objectives of the project:

- To turn the club's popularity into a force to help integrate sensitive target groups by endorsing and promoting their key messages and objectives
- To help diffuse the idea that a Sporting Organisation is much more than what happens during match days and that the training centre is a place embedded with the values of Respect, Fair Play and Social Responsibility
- To encourage NGOs to adopt sporting values by organising for them friendly football matches in the club's facilities and supplying football material

Project Description:

Since 2006 Panathinaikos FC has developed an on-going, interactive cooperation with a number of Non Governmental Organisations (NGOs) and independent Institutions that support mainly disabled and other vulnerable groups in society. These organisations and institutions include for example: ELPIDA (Association of Friends of Children with cancer), FLOGA (association of parents with children that happened to become sick with cancer), Make-A-Wish Hellas (grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy), ORIZONTES (Professional Training Centre for disabled children and adults), Medecins Sans Frontieres & The Greek Medecins du Monde (medical humanitarian organisations that deliver emergency aid to people and countries affected by armed conflict, epidemics, healthcare exclusion and natural or man-made disasters), KETHEA PAREMVASI (provides its services to drug addicts over 21 years old and their families with the aim of

achieving detoxification, education and social rehabilitation), KETHEA STROFI (therapeutic programme for teenage drug addicts and their families) and many others.

The programme started by scheduling and implementing visits of members of the above mentioned organizations to the Club's Athletic Centre in Paiania. In the premises of Panathinaikos' famous training ground the visiting groups have the opportunity to watch the team's training session, talk and be photographed with their favourite football stars. During their visit they also enjoy a fully guided tour around the facilities of the training centre including the Club's museum, a tour which emphasises the benefits of the sporting culture and values as a lifestyle.

The initial success of the programme encouraged us to enhance and broaden its horizons. We therefore quickly moved towards providing visiting groups with the use of the training facilities for themselves fully equipped with Panathinaikos' athletic material, under the guidance and the support of Panathinaikos FC Youth Squad's coaching staff. The next logical step was to take the initiative forward and encourage participants to involve themselves in the Sporting Culture in a more pro-active manner. The organisation of friendly football matches in Panathinaikos' historic home ground "A. Nikolaides" in Alexandras Avenue in the Centre of Athens, simulating the conditions of a proper professional match through the voluntary work of the Club's staff (trainers, coaches etc) is the medium through which our purpose is best served. We have the ability to unite - and thus strengthen our voice - with the organisations in question so that their message can reach broader audiences. In addition, this allows us to put the Sporting Values we advocate into practice for good social causes.



Contact Details:

Name: Rena Andreou
Function: Head of CRM & Public Relations Manager
Email: eandreou@pao.gr
Phone: +30 697 44 33 354
Website: www.pao.gr



"The children of FLOGA had the opportunity to spend one day watching the training of their favorite team. They were close to their favorite players, had the chance to talk to them, take autographs and be photographed with their idols. We would like to thank Panathinaikos for giving joy to our children."

Maria Trifonidi, President of FLOGA

"Panathinaikos FC believes that the active involvement in the community is not a matter of choice but a matter of obligation. We conceive our corporate social responsibility as a structural element of the Club's identity. PAO MAZI is a project that reflects our commitment to supporting sensitive social groups while promoting Sporting Values."

Dimitris Gontikas, President Panathinaikos FC



PAOK FC supports the human rights of Persons with Disabilities

Category: Social Integration

Background:

PAOK FC is a strong believer in the need for it to adopt positive attitudes towards social issues to enhance the well-being of its local community. PAOK FC believes that football clubs are entities closely affiliated with the community in which they operate and therefore must recognise their responsibility towards the society. PAOK FC therefore decided to implement this project on the occasion of the "International Day of People With Disabilities" (3 December 2010), in order to declare the club's empathy and support for disabled people and their struggle for a decent living.

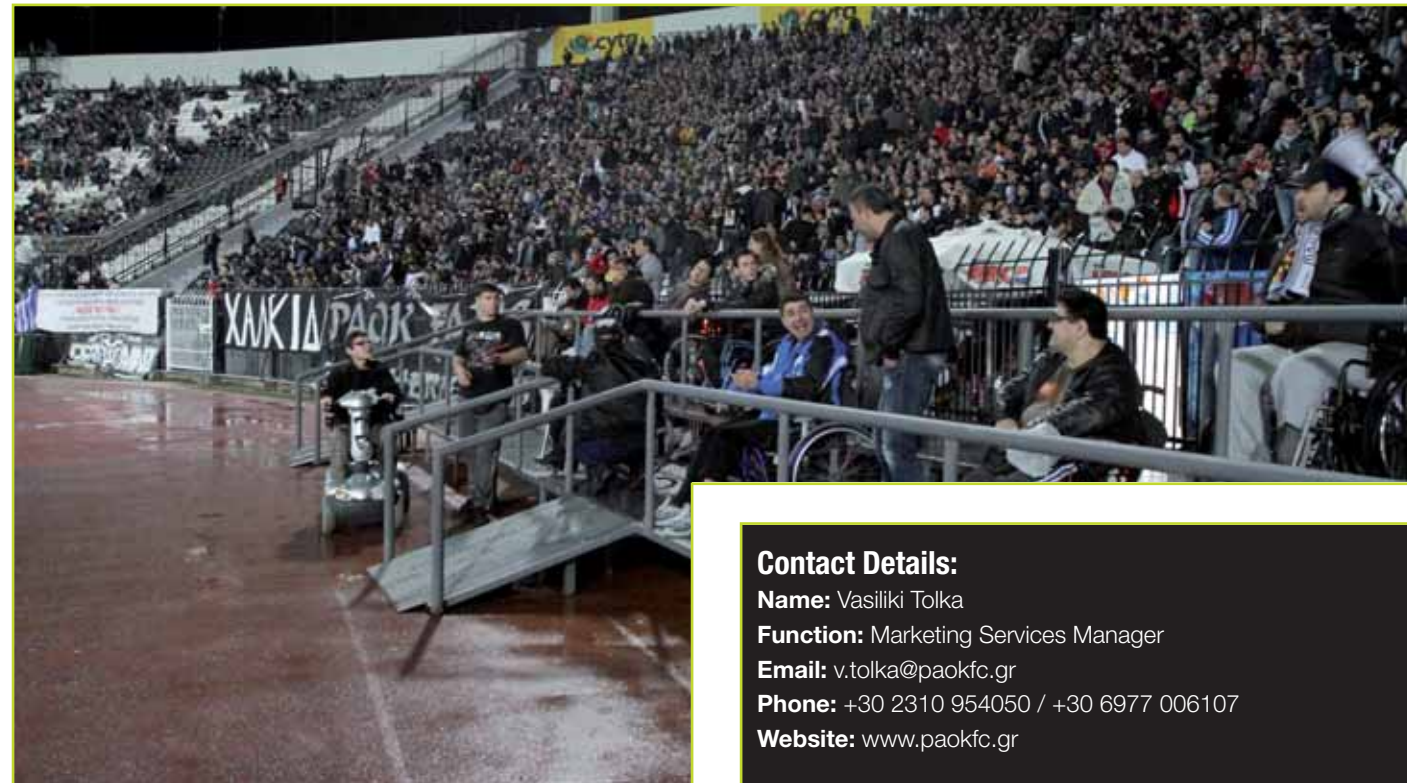
Main objectives of the project:

- To promote PAOK FC's social image
- To support disabled people's fight for equal opportunities in all aspects of life
- To motivate fans to adopt positive attitudes towards social issues (e.g. care for the community) and support similar initiatives in the future



Project Description:

PAOK FC, as a part of the club's Corporate Social Responsibility Programme (PAOK action) and on the occasion of the "International Day of People With Disabilities", dedicated its European game against Club Brugge KV on 2 December 2010 to the disabled persons' struggle for equal opportunities in all aspects of life. This initiative was organised in collaboration with the National Association of Paraplegics of Macedonia Thrace. During the match, there was a banner with the message "The struggle of Disability affects all of us ... do you walk with us?" in front of Gate 7, close to a specially designed space which accommodates people with disabilities. In addition, before kick-off and during halftime, the same message was transmitted as an audio announcement and broadcast from the video board. The "International Day of Disabled" was established on 3 December because that day the United Nations' General Committee recognised the action plan for disabled people. The aim of this day is for governments, organisations and society to focus on the demands of people with disabilities for equal rights in every aspect of the political, social, economic and cultural life.



Contact Details:

Name: Vasiliki Tolka
Function: Marketing Services Manager
Email: v.tolka@paokfc.gr
Phone: +30 2310 954050 / +30 6977 006107
Website: www.paokfc.gr



"Persons with disabilities are people like us, with some special needs. Nothing differentiates us. We are members of the same community. I am very proud that at PAOK's stadium there is access for persons with disabilities and I would like to see this happen in all stadiums."

PAOK FC Player



"As a fan of PAOK FC, I am very proud for my team's initiative. I have a person with disabilities in my family, so I know how difficult it is for them to live a "normal" life. Let's all together try to make their life easier and above all, more dignified."

PAOK FC Fan



"Persons with disabilities are entitled to exercise their civil, political, social, economic and cultural rights on an equal basis with others. PAOK FC is obliged by its social role to support and promote their fight against discrimination."

PAOK FC
 Member of the Board



Hapoel Tel-Aviv FC

Mifalot

Category: Education

Background:

Founded in 1997 by the then owners of Hapoel Tel-Aviv FC and the Kahanoff Foundation, Mifalot was established in order to:

- Capture the power of football to build more active, compassionate, just and cohesive communities;
- Support the sustainable development of a more engaged society;
- Promote peaceful coexistence in our immediate region and beyond.

Mifalot leverages the platform provided by Hapoel Tel-Aviv FC to engage political institutions, the corporate sector, the general public and the international community to ensure that due attention is paid to the most pressing social issues in our immediate region (Israel, Palestine and Jordan) and internationally.

Main objectives of the project:

- To promote peace and coexistence by creating bonds of friendship between Israelis, Palestinians and Jordanians and shape socially responsible and value enriched leaders for tomorrow
- To assist children living in at-risk, disadvantaged or isolated environments in our region and internationally and teach life skills to children with special needs
- To promote the integration and inclusion of newly arrived immigrants into Israeli society and encourage social integration of Arab-Isrealis by empowering the individual and the Arab-Israeli community



Project Description:

Mifalot is the largest and most diverse sport programme for development organisation operating in Israel, Palestine, Jordan, Cameroon, Congo, Rwanda, Angola, Benin and Haiti. With over 13 years of experience, Mifalot clearly understands where our work is most effective. We are committed to solving local issues with local solutions. Therefore, we focus our efforts in the following areas of development:

- **Coexistence and Peace** - Mifalot uses football to promote peace and coexistence by bridging social, religious, and ethnic divides in our immediate region and internationally. Our peace programs are based on the notion that coexistence starts by uniting populations on a common ground -football- which creates mutual respect and understanding. We work with Israel's diverse society (including Jewish-Israelis, Arab-Israelis, Bedouins, Druze, Christians, refugees, new immigrants, etc.), Palestinians, Jordanians and more.
- **Child Development and Education** - Mifalot has over 100 programs active around the region that use football as a powerful incentive to work hard and do well in school. They provide needed tutorial and homework help and a safe place for students to go after school.

- **Social Integration and Inclusion** - Mifalot reaches out to socially excluded groups and uses sport to teach life skills, promote social action and to foster relationships between different communities.
- **Building Future Leaders** - Mifalot offers a wide-range of leadership training activities for potential volunteers, future Mifalot coaches, and young leaders in sport. Our goal is to create future leaders and provide opportunities for individuals in Israel, our immediate region and internationally.
- **Sustainable Community Development** - Mifalot's project models aim to create sustainable community development. In each project we work with local community leaders and institutions and teach them how to sustain the project independently in order to maximize the project's effectiveness. To increase the chances of self-sufficiency, we recruit project coaches and staff from within the community.

Mifalot's success is proven through:

- 20,000+ participants annually in 300+ regional and international locations
- External/internal evaluations rank us as a leading transparent, effective organisation
- Receiving many domestic/international awards, including:
 - Best Sport for Development Project at the Beyond Sport Awards 2010 organised by the prestigious Beyond Sport Organisation. The Award was presented by Mr. Tony Blair and Archbishop Desmond Tutu;
 - Support and recognition from the UN's Special Advisor for Peace and Sport;
 - The European Club Association (ECA) award for Best Social and Community Programme, 2010
 - Sderot Conference award as the leading NGO in Israel in the field of Community work presented by the chairman of the Israeli Knesset
 - Membership on the Streetfootballworld Board of Directors (a global network of 82 organisations with a strategic alliance with FIFA)
 - Wingate awards, personal entrepreneurs category, 2010
 - International Jewish Sports Hall of Fame, 2010
 - Israel's Award for Social Excellence, 2009
 - The President of Israel Award, 2002
- Strong partnerships with the leading international networking organisations in the field of sport for social development and change
- Adapting know-how in growing number of international locations



Contact Details:

Name: Gal Peleg
Function: International Development Manager
Email: gal.p@mifalot.co.il
Phone: +972-52-5611672
Website: www.mifalot.co.il/Mifalot/Language/English/

AC Milan On field for Abruzzo

Category: Education and Sport

Background:

AC Milan wanted to contribute to the reconstruction of L'Aquila after the terrible earthquake on 6 April 2009, paying special attention to children and young people. The choice of this project has been determined mainly by the business we are in: football and sports in general allow children to do something together, to make friends and to grow up. The hope is that the local community, after being hit by the earthquake and seeing a lot of its members forced to leave their homes temporarily, can flourish again thanks also to our help.

Main objectives of the project:

- To help rebuild the community of L'Aquila
- To give the people of L'Aquila a brand new place where children can play together
- To help young children grow through sport in general and soccer in particular

Project Description:

In response to the need for reconstruction in Abruzzo region struck by the earthquake on 6 April 2009, AC Milan and the Milan Foundation have decided to contribute with a project for children and young people in L'Aquila. First team players donated eleven prefabricated homes, designed to accommodate families forced to leave their homes. Moreover, the Milan Foundation, in the town of Pagliare di Sassa, next to a completely new kindergarten, built a 5-a-side football pitch and a multi-purpose gym with the goal of creating an entertainment-sports ground for playing different sports and having fun. The centre was handed over, along with a minibus autographed by all the players of AC Milan, from Franco Baresi, Massimo Ambrosini and Daniele Massaro on 5 October 2010.



"We want to offer our help in the reconstruction of L'Aquila, the Italian city hit by a terrible earthquake on the 6th of April 2009, focusing our attention on children and young people. We have chosen this particular project because of the nature of our work: football and sport allow the children to stay together, make new friends, grow up. We hope that these moments they share together will also help the local community to rise up after this time of sorrow and trial."

Adriano Galliani, President of Milan Foundation

"I was very happy to participate in the opening of the new Milan Foundation's sport and fun facilities last October. Seeing the problems of this land hit so hard by the earthquake, touched me in depth. The entire Italian community was touched by this news: AC Milan and Milan Foundation immediately joined the first helps. My teammates and I have donated eleven prefabricated homes, designed to accommodate families forced to leave their homes. In the past months Milan Foundation participated in the town reconstruction by donating a facility for all the children of Pagliare di Sassa."

Massimo Ambrosini, Testimonial of Milan Foundation & AC Milan Player



Contact Details:

Name: Laura Masi
Function: Milan Foundation General Secretary
Email: laura.masi@acmilan.it
Phone: +390262285659
Website: www.fondazionemilan.org



"Milan Foundation celebrated 8 years of activities last February. In this period we raised over 6,5 million Euros, used to develop 70 social projects, in Italy and all around the world: in particular we worked in 16 foreign countries like India, Brazil, Israel, Congo and many others. This is the result of our continuous commitment. The project built in Pagliare di Sassa makes us very proud of our work and pushes us to continue on this road. Next September we will be back to L'Aquila for a new Milan Foundation initiative: we will organise a week of free summer schools for all the children of the city. This will not only be a moment of sport, but also of fun for everyone."

Laura Masi, Milan Foundation General Secretary



FC Internazionale Milano Inter Campus

Category: Education

Background:

Inter Campus is a programme of Corporate Social Responsibility and represents the DNA of FC Internazionale Milano, expressing concretely the intentions of the Founders of the Club that wanted to call it "INTERNAZIONALE" because "WE ARE BROTHERS OF THE WORLD".

Main objectives of the project:

- To give back the right to play to children in need
- To upgrade areas of need for the benefit of the community
- To form local educators for their own growth and for the benefit of the children

Project Description:

INTER CAMPUS created in 1997 a flexible, long-term programme of cooperation and social intervention in 24 countries worldwide. It is supported by 200 local operators using the power of football as an educational tool to give back to 10,000 children in need between the ages of 8 and 14 the right to play. With local NGOs and non-profit partners in the world, carefully selected by Inter and based on high standards of seriousness, efficiency and moral coherence of the operators, INTER CAMPUS develops a purely play activity to promote human social integration among differing ethnic groups and cultures. This aim is pursued contextually towards the schooling and educational development of children, the human and professional formation of the local collaborators and the improvement of socially and economically deprived areas with respect for the specific culture and needs of each country in which INTER CAMPUS operates.

The technical area of INTER CAMPUS has developed an on-going collaboration with its partners, supplying them with technical and athletic preparatory programs. Furthermore, it evaluates the educational and behavioural progress of the children, and the technical improvement of the educators, with visits and periodic reports. Over ten years of careful and hard work dedicated to almost 10,000 children who colour the world with the black and blue of Inter. A working group has been established which coordinates and updates the teaching of football skills, as well as providing educational and recreational projects.

This is the world of Inter Campus, a rich experience of stories of life that have taken shape over the years of work carried out with great determination and passion, sometimes in demanding conditions, bringing football and fun to children in places as diverse as Bolivia, Cameroon, Romania or China by intervening where conflicts and poverty have brought destruction, but where a future still exists – the future being the children.



"It is extraordinarily gratifying to witness the joyful welcome extended to us by the children each time we meet them to distribute the new INTER T-shirts and to watch them play. These are children whose reality is one of extreme poverty and need due to war or abandonment. Our constant presence is the only redeeming factor upon which they can rely. The Inter Campus project is unconditionally supported by the Moratti family as well as the entire club and grants the participating children a moral uplift and the renewal of hope in their natural right to play."

Francesco Toldo, Inter Futura Board Member

Contact Details:

Name: Nicoletta Flutti
Function: Inter Campus Manager
Email: nicoletta.flutti@inter.it
Phone: +39 02 7715604
Website: www.intercampus.inter.it



"Inter Campus has been dedicated to social work in diverse countries of the world since 1997. Utilizing the sport of soccer, the Inter Campus programme has been able to transmit values that cannot be disregarded for the future of each child involved such as a family, education, hope and opportunity for the future. It is difficult to describe in words one's sentiments when encountering these children and their manifestations of joy upon seeing us.

Inter Campus is strongly supported by the Moratti family and by the entire club of more and this social programme can rely on more than 200 local educators who collaborate in the development of activities in favour of children. The result of the contribution of each part involved is source of great pride to all of us."

Luis Figo, Inter Futura Board Member



U.C. Sampdoria Torneo Ravano ERG

Category: Education

Background:

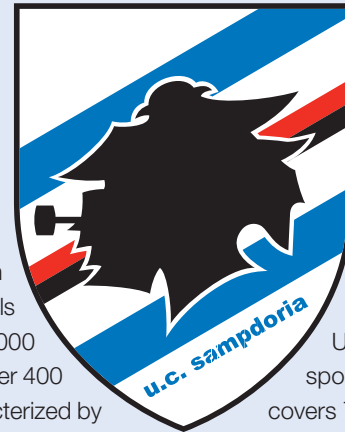
Torneo Ravano is a tournament which takes place over two weeks and which is dedicated to all the primary schools of Liguria, the region whose capital is Genova. It was established in 1984 by the President of U.C. Sampdoria Paolo Mantovani with the aim of educating children between 9 and 10 to the fundamental principles of sport, in particular of football.

3 main objectives of the project:

- To teach principles of sport such as: integration and respect for rules, opponents and fellow players
- To cooperate with institutions in order to bring together thousands of children to make them play and have fun in a healthy competitive environment
- To encourage children and their families to practice sport at an early age

Project Description:

For over 27 years now each edition of Torneo Ravano sets a new record in the enrolment of children attending the fourth and fifth years of primary schools in Liguria. The 2011 edition saw approximately 4,000 boys and girls participating in the event involving over 400 schools. Since three years the tournament is characterized by the presence of other sports in addition to football with the aim of



promoting sports that have less visibility and popularity such as volleyball, basketball and rugby. The most important awards, always personally offered by the President of the Club and the team of U.C. Sampdoria, are the "Fair Play" and "Best Supporters" Awards. The first one rewards the most sporting gestures made on the pitch, while the latter rewards the most beautiful banner in the stands or the best conduct by the "fans", being mostly the participants' friends and parents. The organisation introduces some new features every year: in 2006, in honour of the imminent start of the FIFA World Cup in Germany, a German school was invited to challenge the winning team of the tournament.

The following year children from Ecuador, the country of the largest foreign community in Genova, were invited to take part in the tournament. In the same year it was also exposed to the FIFA World Cup won by Italy and kindly supported by F.I.G.C. creating great enthusiasm among the participants and significant nationwide media interest.

Because in recent years the offer of sports activities in Italian schools is very poor, F.I.G.C. certified that U.C. Sampdoria organises the schools' largest youth sports tournament in Italy. The local press always covers Torneo Ravano during the whole duration, as well as regional and sometimes national television channels.



Contact Details:

Name: Angelo Catanzano
Function: Marketing Division
Email: catanzano@sampdoria.it
Phone: +39 010 5316729
Website: www.torneoravanoerg.it



FC Vaduz Football camp for handicapped Kids

Category: Handicapped Aid

Background:

FC Vaduz has for the past three years organised a football camp for healthy kids in collaboration with the firm "Challenge Camps" from Switzerland. For two years now, we have decided to do something similar, with handicap kids. We invited all kids from the "Centre of Disabled" in Liechtenstein to join our camp that takes place over 2 days. This year, over 80 kids joined our camp, where skills in football, fun and exercise took place. FC Vaduz believes that it is very important to offer such possibilities to kids, who suffer from handicaps. As a professional Football club, we have a social responsibility to support children. It allows kids to get in touch with the great spirit of Football, which goes beyond simply winning or losing. The camps give every child the chance to demonstrate to all others – and to itself – that it is capable to reach higher targets than all others would think. This is a unique experience and helps to improve the self-confidence in the daily life.

Main objectives of the project:

- To support the integration of handicapped kids in our society
- To make kids aware of healthy nutrition and a good and correct handling of their bodies
- To have fun, fun and fun

Project Description:

The camps take place in September each year. In the preparation phase, "Challenge Camps" gets in touch with the "Centre of Disabled" in Liechtenstein to allow all interested kids to sign up for this camp. The kids are aged between 4 and 10 and

have a physical or mental handicap. Most come from Liechtenstein or from close by countries such as Austria and Switzerland. At present, FC Vaduz and "Challenge Camps" are working together for all kinds of preparation. FC Vaduz uses its full range of communication tools, such as its website, match flyer, newsletter or through media cooperation in an article with cooperation at a local newspaper to inform the locals about this event. All participating kids get a full football equipment sponsored by FC Vaduz and other sponsors from "Challenge Camps". The food plan from the "Challenge Camps" has to be prepared because it is an important objective of the camps to teach the kids about healthy food. The camp lasts 2 days, while the kids get training from skilled trainers and coaches. There are a lot of fun exercises to do. Over lunchtime, all kids get a healthy meal in the club's restaurant at Rheinpark Stadium. At the moment, more than 20 people are involved in the project (coaching, organisation, catering, etc.). Needless to say, that the camp is regularly visited by players from FC Vaduz's first team squad. The players support the coaches with exercises or with the training. It is important and great for the kids to meet their idols in person on the pitch. After the two days, all participants receive a small present from FC Vaduz, e.g. posters, autographs or caps. In this respect, we can also count on the support from our sponsor Adidas. In addition, the winners of the different tournaments which take place over the two days are rewarded for their special effort. The award ceremony is being performed by a representative of FC Vaduz.



"I think, it's great to be part of such a event and to help those kids, because there are a lot of people, which have a much harder life than we have. I like the direct contact with the kids and I am happy, when I see a smile in their faces."

David Hasler, Player FC Vaduz

Contact Details:

Name: Sabine Hirsinger
Function: Head of Challenge Camps
Email: sabine.hirsinger@challenge-camps.ch
Phone: ---
Website: www.challenge-camps-verein.ch



"The infrastructure and the organisation of the event is always great. All kids have fun and can benefit from such events. I hope, there will be more activities from other clubs, so the get-together from handicapped and healthy people can take place."

Simon Schädler, Visitor



"It's always a great pleasure to see all these kids playing football with so much passion and fun. Our club takes the social responsibility to offer such kind of events for kids with a handicap to support their integration in our society and to show them the wonderful spirit of Football."

Patrick Burgmeier, CEO FC Vaduz



FC Sheriff

We need exactly you!!!

Category: Sport and healthy life-style promotion

Background:

The main purpose of this project is the promotion of sports, healthy lifestyle and creation of a positive image of FC Sheriff in the eyes of the local community. Furthermore, the project aims at preserving a good impression of FC Sheriff not only on the football field, but also beyond it, as initiator and sponsor of amateur tournaments, social and charity events. The final goal of this project is the creation of a team consisting of local players and the attraction of supporters.

Main objectives of the project:

- To create a positive image of FC Sheriff in the eyes of the local community
- To popularise football among the rising generation
- To attract supporters to the matches

Project Description:

The project was launched in March 2009 when FC Sheriff undertook a number of initial initiatives within the boundaries of this project. During this period of time, the following events took place:

1. Meeting of coaches and players of FC Sheriff with children from orphanages and boarding schools: with the goal to promote football and healthy lifestyle, the FC Sheriff brand promotion team, coaching staff and players visited boarding schools and orphanages. During these events members of the club organised educational conversations, contests, autograph sessions and presented club souvenirs.

2. FC Sheriff Players and coaches conducted Physical Education lessons in schools of the town. During these events lotteries offering match tickets and club merchandising took place.

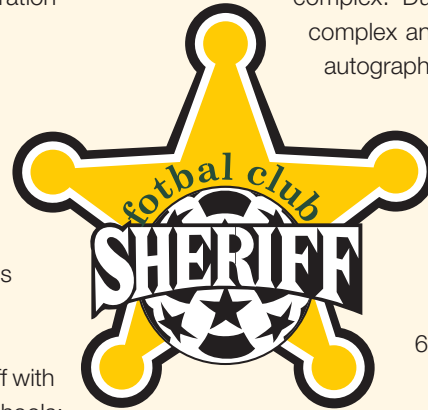
3. Organisation of football tournaments between students of universities and specialized secondary schools; holding of yard football tournaments among local players. All of these tournaments were sponsored by FC Sheriff and took place on the fields of our training complex. The award ceremony of the tournament winners is conducted by the players of our team.

4. Organisation of field trips for pupils to the FC Sheriff sporting complex. During these trips, pupils learn a lot about the complex and about the way of life on the complex, receive autographs from the players and match tickets.

5. Staging of the first in the history of the Club Miss FC "Sheriff" competition. The competition drew a lot of attention of local women, who usually are not interested in football.

6. Designing of the clubs talisman. Clubs "wasp" is an integral part of any home match of the team.

7. Organization of exhibitions in the town, devoted to FC "Sheriff". At these exhibitions people had a chance to learn about the most important moments in the club's history.



"The project has a positive influence on the dynamic growth of the number of club supporters."

Jean-Marie Louis, English Teacher

Contact Details:

Name: Vadim Kolchev
Function: Press Officer
Email: press@fc-sheriff.com
Phone: +373 533 63-540
Website: www.fc-sheriff.com



"One of the main goals of the project is to integrate FC "Sheriff" as a sporting brand and in the social sphere."as a whole."

Nikolay Zyuzin, Director of FC Sheriff



"We need exactly you!!!" is our first large social project in the history of the club. Events and acts, which are being held by the club, within the boundaries of the project showed a good dynamical progression. Also, they had a great success in the aspect of attraction of the supporters and promotion of healthy life-style."

Pavel Galtsev, Press Officer of FC Sheriff



AFC Ajax Ajax StreetWise

Category: Education, Sport

Background:

The Ajax Streetwise project is supported by AEGON. At the heart of the project lies the goal to bring Ajax back into the schools by means of education, sports and games. All the Ajax values are interwoven in the teaching material. Clinics are held in Amsterdam's city districts and on the day of the final youth talents are scouted. The Ajax Streetwise project is supported by AEGON.

Main objectives of the project:

- Education: to stimulate children to study via custom-made Ajax lessons
- Social Integration: to share the passion for Ajax and bring together different cultures and religions during the Ajax StreetWise project together
- Sport: to stimulate unity and binding. In the Ajax StreetWise project there are Ajax-trainings, two Ajax StreetWise clinics and an Ajax StreetWise Final

Project Description:

Overall, seven schools participate in the Ajax StreetWise project. Every project week starts with Ajax lessons at school, which includes seven Ajax StreetWise clinics (street events) and ends with the Ajax StreetWise Final. In 2011, the project ran from the beginning of January until mid-May climaxing in the final. For all groups, there is a home and away level, whereby the home level is easier than the away level. This is due to the fact that groups of different schools have different levels and because schools are visited at different



periods throughout the year. Lessons were developed for the following subjects: Dutch, Biology, Geography, History and Maths. There is also a real Ajax Training, which takes place during gym lessons. For each group, this football training is designed to suit the experience and skill-level of children of that age group based on exercises from the Ajax Training. Experience shows that the atmosphere in the school is exciting, fun, binding and very positive!

The end of the Ajax StreetWise school project is on Friday. This is the highlight for the kids, because players from the Ajax team will hand out the Ajax StreetWise diploma that the kids can earn by Ajax Stickers. The diploma is signed by Ajax Coach Frank de Boer. All the children receive an Ajax Notepad and an Ajax Pen and the group will get its own Ajax Ball.

The Ajax StreetWise school project takes place in each of the seven districts of Amsterdam. Every two weeks there is a Ajax Streetwise clinic in one of these districts. On March 30th (South, Southeast and East) and on April 20th (West, New West, North and Centre) there are the two Ajax StreetWise clinics.

During the school projects and clinics boys and girls are selected based on their behaviour and their soccer skills. The Ajax Scouts will select the kids based on their respectful behaviour towards fellow players, opponents, coaches, environment, etc. Additionally, they are selected based on ambition: are the participants committed to deliver their best performance? And of course, the importance of quality football!

"This is typical Dutch! In Denmark there are almost no children playing football in the streets. In the Netherlands they hardly do otherwise. You can see that almost all children love football and of course Ajax. That's what I noticed when I was at a school in Amsterdam for Ajax StreetWise."

Christian Eriksen, Danish midfielder of AFC Ajax

Contact Details:

Name: Simone Freling
Function: Manager Public Relations / Director Ajax Foundation
Email: s.freling@ajax.nl
Phone: +31 20 3111441
Website: www.ajaxfoundation.nl



"You don't have to persuade players to be here. The reaction of the children and the joy everyone has in playing football is amazing."

Frank De Boer, Head Coach of AFC Ajax

"It's nice to see these kids so excited and I'm also enjoying myself. I am always willing to do these things."

Kenneth Vermeer, Goalkeeper of AFC Ajax



FC Twente “Sutu” Interactive Ball Wall

Category: Sports, Health, Gaming, Social Cohesion

Background:

FC Twente’s “Scoring for the Community” programme always tries to come up with new and innovative concepts to make a real difference in the areas of sports, health, education and participation within the poor areas of cities. The Sutu-wall is one of the products of this ambition and gives the old-fashioned game of kicking a ball against the wall a whole new dimension.

The Sutu-wall gives kids and teenagers an outdoor facility that challenges them physically as well as mentally and draws them away from computers and televisions. The Sutu-wall is the ideal way of challenging the “electronic generation”.

Main objectives of the project:

- To challenge our youth with new modern concepts of outdoor sport facilities and let them discover the fun and benefits of physical movement and sports
- To address the issue of increased prevalence of obesity among kids and teenagers and contribute to fighting and preventing this problem in society
- To draw kids away from television and computers and stimulate the good aspects of playing outside such as social development and neighbourhood involvement



Project Description:

In 2005 FC Twente set up the foundation “Scoring for the Community” to structure its community activities and distance itself somewhat from the football issues of the day. The Foundation works intensively with its community partners, drawing upon a football club’s power to mobilize people. This often means taking the less travelled road: imagination and innovation are the hallmark of FC Twente Foundation’s “Scoring for the Community” approach. The slogan “a good neighbour is better than a distant friend,” highlights the Foundation’s support for a number of neighbourhood communities within the region. The club has a special bond with these neighbourhoods, and puts into practice the concept of being a good neighbour through a large number of different social-welfare projects within the areas of sports, health, education and participation. The Sutu-wall is one of the many projects that concerns more than one area.

The idea of an interactive ball wall, that “talks back” came from FC Twente. Together with Yalp, a supplier of games and sports equipment, the idea became reality and the first “Sutu” (“shooting” in language of Suriname) was established. The Sutu stimulates children to play actively outdoors rather than hanging around in front of the computer. The Sutu is in keeping with the world in which young people live, and combines the positive points of gaming

(excitement, gaining levels, competition) with all the good aspects of playing outside (social development, healthy exercise, neighbourhood involvement).

The Sutu has been carefully compiled from quality materials which are very resistant to adverse weather and rough handling and is made from material with a low environmental impact. The Sutu can also be easily remotely controlled. How often is the Sutu used and which game is the most popular one? This information is accessible via a connection to the internet.

The Sutu also has a lot of different games (color sutu, shape sutu, target sutu etc.), and many more will follow. The games have been designed to give lots of variations within each game. Also the internet

connection makes it possible for the users to compete with one another online by comparing scores.

Besides different games the Sutu has to offer, the wall also comes in different versions. Like the mini-Sutu, Sutu-plaza and the Sutu-basic.

The first Sutu-wall was placed in the training area of FC Twente in 2009. Nowadays several Sutus can be found all over Holland and the concept won three awards because of its innovative nature. Furthermore, the Sutu recently crossed borders by making its way to Denmark. Many national and international parties have shown great interest in the intelligent ball wall and it only seems a matter of time before the Sutu is part of the street scene in Holland, and maybe even in Europe.



Contact Details:

Name: Mark Timmers
Function: Assistant Projectmanager
Email: info@scorenindewijk.nl
Phone: +31 (0)53 85 25 525
Website: www.fctwente.nl / www.scorenindewijk.nl
 www.yalpinteractive.com

“I play football every day of course, and so I have pretty much seen it all in terms of football gadgets. The Sutu is in a class of its own however, and just keeps triggering me. Once that panel lights up, you want to hit it and if you fail, you want to try again straight away. It is really challenging and versatile. It is addictive, day after day. Not only for us but apparently also for the young people, who are always playing on it when we drive past!”

Wout Brama, Player of FC Twente



“The “Sutu” brings a whole new dimension to playing outside. It is a combination between sports and playing games. The intelligent ball wall seems to succeed in getting children to play outside and draw them away from the television and computer. A big advantage of the Sutu is that it can continue to develop new games and therefore keeps challenging the youth of today to work on a physically and socially active lifestyle.”

Joop Munsterman, Chairman of FC Twente

“How to inspire the youth of today to exercise more? The “Sutu” wall fits perfectly in the policy we aim for as a local authority. Close to the perception of the youth. It combines gaming, football, competition and it is really nice to see girls equally as enthusiastic about it.”

Janneke Oude Alink, Alderman of the Municipality of Hengelo



Feyenoord Rotterdam

Feyenoord Fancoach

Category: Integration

Background:

The club, the City of Rotterdam and its inhabitants have to deal with (mostly) teenagers' misbehaviour, both in and around the stadium and in the city. Obviously, this adolescent misbehaviour is a common problem worldwide and in our view the result of the inability of youngsters to cope with the demands of school, family and society. As Rotterdam is a city where the majority of the population almost exclusively made up of a middle and lower class, it seems to be having a larger problem in this respect than most Dutch cities.

Main objectives of the project:

- To prevent youngsters from misbehaving and causing trouble and providing them with an alternative
- To help youngsters in case they have been prosecuted (by law or by the Football Association), in order not to "lose" them
- To create new role models (the youngsters themselves)

Project Description:

The project was founded five years ago as a cooperation between Feyenoord, the Rotterdam Council and the Rotterdam Police. Furthermore,

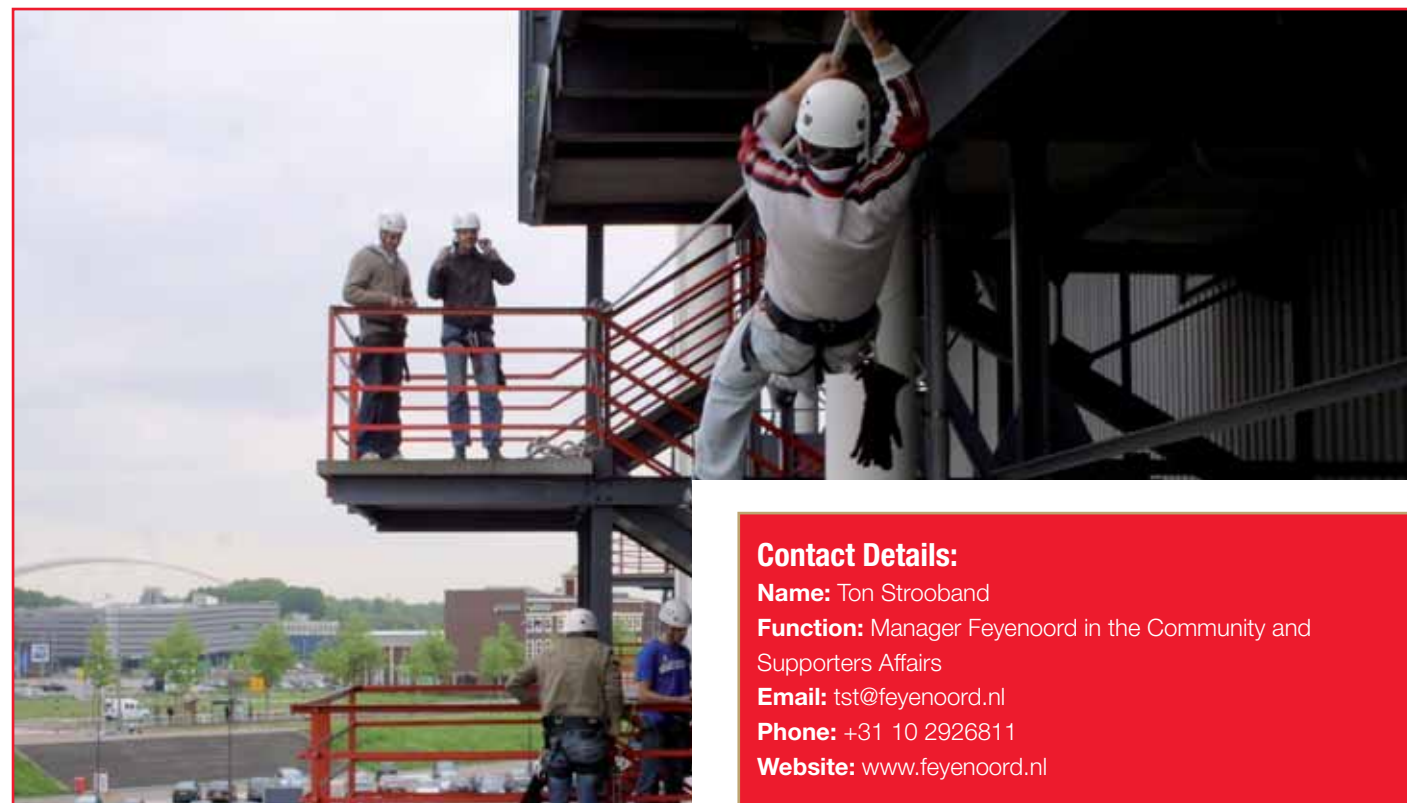


different organisations that deal with youngsters all around the city are involved. The basic idea was, that youngsters that are misbehaving in the stadium might do so too in their own environment, and vice versa.

The bottom line is to make youngsters responsible for the club, activities in their street, at school and at work. The purpose is to show them that good behaviour will eventually prove more beneficial than bad behaviour. Feyenoord players and technical staff members are being used to influence the youngsters.

In case of bad behaviour the club helps the youngsters by means of - for example - alternative punishments. They have to fulfil certain jobs for the club. If such tasks are fulfilled a stadium ban can be decreased.

The project is coordinated by a "Fancoach" who also assists in helping and providing support to youngsters who are looking for a job, need housing or have problems at school.



Contact Details:

Name: Ton Strooband
Function: Manager Feyenoord in the Community and Supporters Affairs
Email: tst@feyenoord.nl
Phone: +31 10 2926811
Website: www.feyenoord.nl



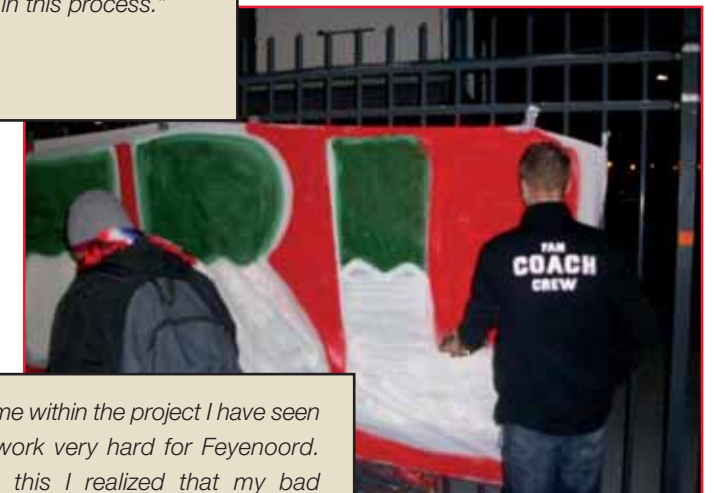
"It is important for kids in this vulnerable age group that they set personal goals for their future. That is the case for the young players in our team, but also for the kids on the stands and especially those who have already crossed the line of misbehaviour. I try to help these kids by asking them questions about their life and making them figure out by themselves where they chose the wrong path. It is important for these kids to learn to distinguish right from wrong and I hope to be supporting them in this process."

Leon Vlemmings



"During my time within the project I have seen that people work very hard for Feyenoord. Having seen this I realized that my bad behaviour can ruin the club."

Rens Boonstra, Feyenoord Fancoach Project Participant



"We want to stimulate children during their development. School, education, sports en healthy food are very important in relation to this."

Leroy Fer, former Midfielder of Feyenoord



Scoring with education

Category: Education

Background:

PSV is fully aware of its responsibility as a top club in the Netherlands to society and that is why the club feels honoured to be able to embrace an active role in social and community projects. Launching several projects, the "PSV in the community" programme shows its involvement in society. It is the club's ambition to make a significant contribution to society. The project "Scoring with education" has a huge positive influence on the students.

Main objectives of the project:

- To drive back early school-leaving in secondary education
- To enthuse youngsters about their own future and make them influence the future themselves
- To begin a discussion about the topic of leaving school at an early age in a positive way

Project Description:

In March 2010, the PSV Scoring with Education project was launched. A carefully selected team of youngsters visited schools in Eindhoven to tell their own personal stories to their contemporaries.

A team of 8-10 youngsters are selected by PSV and the ROC (organisation of secondary schools in the area). They come together in the PSV Stadium for four sessions.

They get to know each other in the first three sessions and they will share with the other team members their own personal stories about why they left school and tell them about their past. During the final session, the members of the team get a media training from PSV Media's editor about how to give a presentation.

After these four sessions, the team members visit schools in the Eindhoven area presenting the message "Stay at school and get your certificate". The team members are role models for the youngsters in the schools.

The PSV youngsters team starts the session by telling the students their own experiences and explain to them why it is important to finish education. After this session everybody in the class has to make a mood board about their future dreams. The starting point is that if you know your dreams, you can influence the road to achieve that dream in a positive way. When all the students have finished the mood board assignment, they speak about it in a group discussion.

The PSV youngsters team operates as a catalyst during their visits to the schools by raising the topic of "staying at school" among

youngsters, teachers and officials. The teachers are involved during the visits and also in the periods in between the visits. Ahead of the kick-off of a new team of youngsters, the media are invited and a local ambassador is involved.

Members of the team may use the activities of the team for their own portfolio and are rewarded for their participation. The team is accompanied by a professional coach.

Results

- 500 youngsters have participated
- Youngsters are committed more easily when other youngsters tell them the story
 - There is a very positive atmosphere and huge solidarity in classes where the team has been
 - By showing youngsters their own dreams, they are more willing to invest in themselves
 - Youngsters can share their experiences with the team members
 - The students easily relate to one another, as they speak the same language, so their stories will be recognized as "authentic".
- Because of the intensive co-operation between the municipality and the schools, the school-leaving item will be high on the agenda and can be monitored more easily.



Contact Details:

Name: Peter Fossen
Function: Chief Operating Officer
Email: p.fossen@psv.nl
Phone: +31402505563
Website: www.psvinthecommunity.nl



"The project "Scoring with education" is a project that encourages lives in a positive way."

Peter Fossen, Chief Operating Officer PSV Eindhoven



"We use the fact that PSV Eindhoven is involved in the project to create an open attitude amongst the students. This positive attitude gives us the opportunity to make students fully aware of the importance of staying at school."

Bugra Olsen, Member of PSV Youngsterteam



"PSV uses the binding force of football for a better society. The project "Scoring with education" is a best practice of this thinking."

Edu Jansing, Director Dutch More Than Football Foundation



Scoren voor Gezondheid (“Scoring for Health”)

Category: Sports, Youth, Health & Education

Background:

sc Heerenveen is an important regional football club rooted in the Frisian society with an international exposure. The club is dedicated to fulfilling its social responsibilities and wants to contribute to good health, sports and structure for children. By taking part in this project more than 4000 children will learn how sports can contribute to good health and proper education. Together with sport clubs, schools, municipalities and the regional government, sc Heerenveen organizes special sports clinics for children between the ages of 8 and 12. The club and its players motivate the children to make this project a great success. It also makes our football players aware of the fact that they are a role model for young children.

Main objectives of the project:

- A better health for children by doing (more) sports
- To work together in the community
- To take social responsibility for players and the club in our society



Project Description:

As sc Heerenveen is dedicated to fulfil its social responsibilities and contribute to good health, sports and structure for children, the club continued the national project “Scoring for Health” successfully on a regional level. The Royal Dutch Football Association (KNVB) originally started the programme in 2004. sc Heerenveen was one



of the founding clubs and developed a special regional programme - with great success - over the years. At the start of the programme nearly 500 children participated each year. Last year the club further developed the programme and started a cooperation with local authorities, schools and other sport clubs. In 2011-2012 sc Heerenveen offers this special programme to more than 4000 children in the northern region, by organising clinics run by football players to inspire the children to lead a healthier and happier lifestyle. Together with sport clubs, schools, municipalities and the regional government, sc Heerenveen organizes these special clinics for children in the age range from 8-12 yrs. The club and players motivate the children to make this project a great success. During the whole period of the programme (approx. one year) there is regular contact between the children and the players via social media platforms like Skype and Twitter.

The children attend a clinic for one day. Football is the main focus, but other sports are also integrated to motivate the children. After a full day of participation in different sports all children receive a contract and a special educational programme for school. After the clinic, children attend special lessons to help create a healthier lifestyle. At the end of the school year all children take part in a central clinic at the stadium of sc Heerenveen to celebrate a full year of healthy life. This whole experience provides a huge motivation to obtain a healthier and happier life.

“The fact that we as football players can be a role model to children is a great thing. It helps them to develop a better life for themselves. Together we can build a better society. It is a privilege that we can provide for happy faces which ultimately creates a healthier life for children!”

Oussama Assaidi, sc Heerenveen striker and international for the Moroccan National Team

Contact Details:

Name: Karin Smit
Function: CSR Manager
Email: karin.smit@sc-heerenveen.nl
Phone: +31 (0) 513 612145
Website: www.sc-heerenveen.nl

“Our municipality aims to create a healthier lifestyle for children. During one day of the sc Heerenveen programme more than 400 children from 14 schools participated. It is a huge success. sc Heerenveen organised the clinics and the football players that were involved played an important role. After successfully finishing the clinic each child received an official certificate. After six months all children will join the central clinic at the stadium of sc Heerenveen, a huge motivation to continue the programme!”

Doeke Fokkema, Municipal councillor Sports for the Municipality of Tytsjerksteradiel



“sc Heerenveen’s corporate social responsibility programme is the focus on the continuing commitment to behave ethically as a football club. Next to that we can contribute to physical and mental development of children by teaching them that sports can improve their quality of life. This has a huge impact on the local community and society at large.”

Robert Veenstra, Chairman and CEO sc Heerenveen

Glentoran FC

“Our Club, Our Community”

Category: Social Inclusion, Intercommunity Prejudice, Education and Health

Background:

Glentoran Football Club has established the “Our Club, Our Community” Programme with the aim to make a positive cultural, social and educational contribution to our local community, through all facets of football.

The Programme works in partnership with local communities and addresses a wide range of issues, including intercommunity prejudice, social inclusion, education, health and crime prevention. It also works towards enhancing Glentoran’s relationships with its local community and help create an inclusive and family orientated atmosphere at Glentoran that promotes good relations in East Belfast.

Main objectives of the project:

- To help Glentoran Football Club deliver increased support to its local community
- To help Glentoran Football Club make a positive impact and a lasting contribution to its local community
- To promote Glentoran Football Club as a “people’s club” where all people, irrespective of race, religion, sex, national identity, age, or disability can feel welcome and included.

Project Description:

Glentoran Football Club officially launched its “Our Club, Our Community” Programme in July 2011 aimed at making a lasting difference to its local community.

The programme - funded by the International Fund for Ireland’s Community Bridges Programme and Belfast City Council’s Good Relations Partnership - aims to make a positive cultural, social and educational contribution through all facets of football.

Working in partnership with our local community the Programme will deliver a wide range of initiatives to help address issues such as intercommunity prejudice, social inclusion, education and training as well as health and crime prevention.

The programme will also work towards enhancing Glentoran’s long-standing affiliation with our local community and will help create an inclusive, family orientated atmosphere thereby promoting good relations in East Belfast.

The Glentoran “Our Club, Our Community” Programme has implemented a wide of projects within its local community since it commenced in November 2010. This includes a Stakeholder Workshop to introduce the programme to key community representatives and commissioning independent consultants to conduct a Community Relations Audit to provide a “snapshot” of the perception of Glentoran Football Club within its local community.

The programme is currently engaging with key stage 2 primary school children aged 7-11 years old through its “Match-Fit” Fundamentals

Programme. The project is a 6 week coaching programme structured on theme of fundamental movement through football. The programme is currently being delivered in 8 primary schools and two special needs schools across East Belfast and directly engages over 360 children per school term.

In August 2011 the programme also supported seven local Youth Clubs and Community Groups by delivering one week’s free football coaching as part of each club or group’s summer scheme activities. The coaching sessions focused on teaching young people the fundamentals of football in a fun and friendly environment.

The programme recently hosted its inaugural “Our Club, Our Community” Cup aimed at bringing together teams from various

religious and ethnic backgrounds aimed at promoting social inclusion and cultural integration through football. The participating teams were Glentoran Colts, Cliftonville Strollers, Insaka Academy and Sparta Belfast. Under the auspice of the “Our Club, Our Community” Programme the Glentoran Academy has developed a strong cross-community partnership with Sporting Cromac - a local junior team based in the Markets area of Belfast. The link-up has included cross-community coaching sessions, friendly matches and a visit by both teams to the AVIVA Stadium in Dublin to watch the Republic of Ireland play Northern Ireland. The Academy has also developed a strong cross-border affiliation with the Insaka Academy – an intercultural football club based in Dublin made up of players from the African Diaspora. The link-up has included the Academy providing Insaka with Glentoran kit and training gear, and a number of prestigious friendly matches. The U17 squads from both clubs also recently participated in an innovative “United Through Sport” educational workshop and exhibition match aimed at promoting social inclusion and cultural integration through sport. The “Our Club, Our Community” Programme also delivered The Prince’s Trust “Get Started with Football” programme at the Oval in July and worked in partnership with the Glentoran “Spirit of 41” Committee to host a hugely successful Glentoran Family Fun Day at the Oval.



Contact Details:

Name: Russell Lever

Function: Community Relations Officer

Email: communityrelations@glentoran.com

Phone: +44 2890453080

Website: www.glentoran.com

“Glentoran Football Club has its roots strongly embedded in East Belfast and, as such, has a responsibility to take a leading role in our local community and to make a positive and sustained contribution thereby helping address real community need. Through this Programme we will actively work within our local community to deliver a range of initiatives that will reach out to all sections of our community in order to make a lasting and measurable difference to our society.”

Terence Brannigan, Chairman of Glentoran Football Club



“The vision of the Programme is central too much of what my own Department is seeking to achieve through sport. The fact that this Programme has the backing of so many major partners is a huge testimony to the power and significance of sport in our community. It is recognition also of the enormous contribution that sport can make - when used positively - to improving people’s lives, strengthening communities and healing division. It is an acknowledgement as well of Glentoran’s importance to East Belfast and its close identification with the communities in this area and further afield.”

Carál Ní Chuilín MLA, Minister for Sport in Northern Ireland



“Ledley Hall Boys and Girls Club has worked in partnership with the Glentoran “Our Club, Our Community” Programme to deliver a range of projects that has used football as a tool to capture the imagination of our young people and helped deliver important messages on sports participation, healthy lifestyle and social inclusion. The programme underlines the positive role that Glentoran Football Club can play in making a lasting difference with the local community.”

Michelle Fullerton, Youth Worker in Charge at Ledley Hall Boys and Girls Club



Rosenborg BK

Helping children and teenagers in need within a limited area/local community in Kenya

Category: Education

Background:

Rosenborg Ballklubb seeks to help vulnerable people in Norway and in Nairobi, Kenya. In cooperation with the Red Cross, we have built "Rosenborg House" which is a house where the local branch of the Kenyan Red Cross will be able to take care of vulnerable people in their own neighbourhoods of Dagoretti and Kibera slum.

Also in Trondheim we have set up activities for vulnerable young people who have dropped out of school, or who are criminals and need help starting a new life outside of prison. Rosenborg Ballklubb intends to help people in Trondheim and locally in Nairobi.

Main objectives of the project:

- To strengthen Capacity Building of the two Branches within their respective National Societies to enable them to effectively respond to the needs of vulnerable members in their local communities
- To support programmes/activities which aim at improving the lives of vulnerable groups. The programme will provide youth in need with various football activities and will contribute to the improvement of the quality of life of participants
- To promote mutual knowledge and understanding

Project Description:

Since 2005 Rosenborg Ballklubb has had a co-operation project with the Red Cross in Norway and Kenya helping vulnerable groups in Nairobi, which houses one of the largest slum areas in the world. More than 1,5 million people are living in the slum areas in Nairobi, and HIV/Aids is one of the most serious sicknesses in this country. In 2005 we invited Red Cross to take part and co-operate in this project. Rosenborg Ballklubb is responsible for the financial part of this co-operation, and we wish to engage our supporters to be involved taking responsibility for vulnerable people near and far away. In the center of Norway we sell bread called "RBK-brødet". All the income generated from sales, is redistributed towards this project. Since 2005 Rosenborg Ballklubb has supplied this project circa 360.000 USD.

The goal of the Peer Education Programme in this cooperation project is to contribute towards reducing HIV and AIDS within the community through behavioural change as well as by reducing stigma and discrimination within the community. The objectives of the programme include creating awareness in the community and schools through peer mentors using various advocacy channels, enhancing networking and collaboration with other organisations, promotion of environment health in schools and facilitation of peer education activities in Red Cross clubs. Peer educators plan and organize weekly activities with Red Cross clubs. During the last

quarter of 2011, 300 peer educators were active in 17 school Clubs with an average 402 Red Cross members. Behaviour change is the most important response to the HIV and AIDS pandemics when targeting young people. In schools, activities were carried out with peer educators where 21 dissemination session, 15 focus group discussions, 3 clubs reflections and revival. 2000 condoms were distributed. The branch held weekly activities with 20 Red Cross Clubs in schools. Activities included Red Cross Day celebration dubbed, - "bonding through team building" where about 400 pupils in Red Cross clubs participated.

During the first period of the cooperation, the project has produced good results such as the increase number of new volunteers, increased training of volunteers, improved leadership capacity amongst Branch staff and volunteers increased activities and building of "Rosenborg House" at Karan Langata Branch. Karen Langata Branch and Sør-Trøndelag Røde Kors

District have the responsibility of implementing the activities as described and agreed upon in an Annual Plan of Action. Rosenborg Ballklubb is an active cooperation partner of the Red Cross and the main cooperation partner of Sør-Trøndelag Røde Kors in twinning with the Karen Langata Branch. Football is one of the activities used to assemble young people where the volunteers bring information about the sickness HIV/Aids and how they aim to avoid getting this sickness. It's also important to provide information on how they can take care of people who have this sickness. We have also established a good cooperation with Alive & Kicking, a factory making footballs in Kenya.

"There are no problems - only challenges!"

Contact Details:

Name: Per Winsnes
Function: Senior adviser CSR – social responsibility and reputation
Email: per.winsnes@rbk.no
Phone: +4773822123 / +4790973310
Website: www.rbk.no



Vålerenga IF

Jobbsjansen

Category: Social project

Background:

Vålerenga Fotball is a lighthouse in Norway when it comes to social responsibility. The club, founded in 1913, has in its roots the thought of making Oslo a better place to live. Since the 1990's Vålerenga has attacked the social challenges in our capital in a systematic way. Today the club has an own department working with social projects in a wide perspective. Jobbsjansen is part of a social involvement of Vålerenga football. Together with our main sponsors, Hafslund ASA, we initiated the project that started up in 2006.

Main objectives of the project:

- To give youths between 17 and 24, that do not have work or do not go to school, a possibility to get fulltime jobs or get motivation to get back to school
- Through work training in Vålerenga football, and in collaboration with partner companies, we allow the youth to master different tasks and gain self-confidence for personal growth/development
- To provide candidates important competences and training and that the activities they conduct with children and youth, act as a deterrent against bullying, racism, crime and vandalism



Project Description:

Jobbsjansen is one of Vålerenga football's social projects. Jobbsjansen is a pioneering project that aims to give young people from Oslo and Akershus work training at Vålerenga Fotball and selected partners of the club. The aim is for all the youth to get fulltime work with our partners, in other companies or get back to school after a work training period of 5 months.

Our main sponsor Hafslund ASA was the co-initiator of the project that has obtained very good results. Out of the 150 youths who participated in our 9 rounds 70% of these have been able to get fulltime jobs with our partners or in other companies or have gone back to school. Every round youths between 17-25 years old get a unique opportunity to gain work experience with our partners and perform tasks in Vålerenga Fotball. In Vålerenga football youngsters get valuable work training related to children and youth, while they also get the chance to stay in good physical shape.

The candidates in the child and youth workers group will also get work training at primary schools in the local community 5 times a week where they conduct physical activities for 5th and 6th graders.

The work training period of 5 months consists of:

- 1st month: Training and capacity building at Vålerenga
- 2nd month: Work training in companies/extended training related to child and youth work
- 3rd month: 3 days work training in the company and 2 days at Vålerenga/Work training 5 times a week at Vålerenga club.
- 4th month: 4 days work training in the company and 1 day at Vålerenga/Work training 5 times a week at Vålerenga club.
- 5th month: 5 days work training in the companies/Work training 5 times a week at Vålerenga club.

The 5 months work training starts up every September and every February. The first month of the training programme, the youths go through courses to build competences, the courses aim to teach the following:

- Attitudes and values
- Practical leadership and role model
- Conflict resolution / mediation
- Motivation and cooperation
- Presentation
- First Aid
- Human Rights
- Training course in football and referee course
- Other relevant courses

During the work training the youths conduct club activities as:

Instructors for football schools, project workers during tournaments, instructors at girl's soccer camps, journalists for Vålerenga media, web editors for the Jobbsjansen blog, project workers at city activities for Vålerenga football, football coach for asylum and Frelsesarmeen. The candidates will also be used in relation to all types of tasks in the club.

The success criteria for Jobbsjansen are that the candidates taken into this programme are all in the same situation (no school or work place, drop-outs). This leads to network building and the development of a community feeling. Close monitoring of each candidate in both Vålerenga and out with our partners makes Jobbsjansen a good place for the youth to have work training with good possibilities to succeed.

Contact Details:

Name: Lars Eirik Eggen
Function: Leader Social Responsibility
Email: lars.eirik@vif.no
Phone: +47 900 62 093
Website: www.vif-fotball.no



Viking FK

Vennskap og entusiasme (Friendship & Enthusiasm)

Category: Education, inclusive environments

Background:

Viking launched this project to work more closely with the schools in the region. The aim is to strengthen its contact with youth and use the club's resources and forces to promote the positive attitudes that are necessary in a top club as well as in schools.

Main objectives of the project:

- To create inclusive environments free of bullying among 13 year old school girls and boys
- To strengthen ties to youth in the region
- To promote equality by focusing the work of the humanitarian organization Hei Verden! to provide schooling among marginalized children

Project Description:

In 2005 Viking wanted to use the enthusiasm and interest that the club inspires to take a greater responsibility in its region. In 2011 we took this work to a new level by creating a model for our social responsibility sector, which includes local, regional and international partners and a more targeted approach on behalf of partners. One of our regional projects is "Vennskap & Entusiasme"



(engl. Friendship & Enthusiasm), which was launched in 2005 and through which we reach out to a few thousand pupils annually. They are all 13 years old, they are invited to Viking Stadium along with their school classes and they participate in a programme made up of three parts consisting of a tour of the Stadium with one of the players, a visit in the changing rooms of the A-team with a discussion about attitudes, cooperation, friendship and a big NO to bullying and they meet one of our players, the striker Erik Nevland, who for a long time has been involved in the humanitarian work of the organisation Hei Verden! drawing some parallels between Zambian and Norwegian school children. The pupils in the 7th grade visit the Stadium in one of the days leading up to a home game.

Afterwards all of the pupils of the 5th, 6th and 7th grade at the same school are invited for free to the game itself. They are collected by bus and supplied with a booklet of Viking-songs. Several of our biggest sponsors participate in financing this project, notably our main sponsor Lyse, the energy company Hess, the regional newspaper Stavanger Aftenblad and Rogaland Taxi.



"We had a fantastic day at Viking Stadium. We felt really welcome and were very content with the programme."

Hallgeir Hinna, Teacher



"Great discussions were held where the theme in the end was related to the school and the class, and how to behave to get good results."

Sandved school



"I draw parallels from school to football, and from Zambia to Norway. Everywhere it is important to play to one and another's strengths."

Erik Nevland, Player

Contact Details:

Name: Ole J. Askeland
Function: Head of Communication
Email: olej@viking-fk.no
Phone: + 47 95798260
Website: www.viking-fk.no

"Pupils and teachers are happy and satisfied when they leave, and the teachers say that the meetings make a difference. The kids listen when a Viking-player talks about friendship, positive attitudes and cooperation!"

Borge Moi Nilsen, Sales Manager
Viking Football



“Against exclusions, together in the future”

Category: Upbringing and integration

Background:

KKS Lech Poznań plays its home matches at a stadium with a capacity of over 40,000. We are always hopeful that many people will come to the stadium to sample the atmosphere and be part of great sporting experience. We are an open club and we do not agree with any forms of exclusion, which is why we cooperate with children’s homes and disabled people. We want to give them some joy and happiness. Moreover, we know that in the future children will become loyal fans of our club.

Main objectives of the project:

- To confront the exclusion problem caused by poverty and disability of people who are confined to wheelchairs as well as those who are mentally retarded
- To present the history of the club, organise stadium tours and meetings with players to build a stable identity around the club and strong relationships with the fans
- To put a smile on the children’s and disabled faces



Project Description:

The priority of KKS Lech Poznań is its fans. We pay huge attention to bringing up a young generation of football fans. For several years now, during Lech Poznań’s matches, we have introduced the so-called children section to which the club has invited children from kinder-gartens, primary schools and education care centers from all over the Wielkopolska province as well as from other regions of Poland. Young fans and their carers (there is one per each group of ten children) are granted free tickets. Moreover, there are many attractions waiting for the youngest football enthusiasts, e.g. they are regularly visited by plush mascots of the club which, together with the children, cheer on their Poznań team. Thanks to the free tickets, Lech’s “live” matches are regularly attended by more than a thousand young football fans. Often, attending a match alongside a tutor or a carer of a kindergarten group is the children’s reward for their good behavior. Lech Poznań cooperates with care and special education centers, i.e. children’s homes. To children and youth from those types of care centers, being at a football match constitutes an amazing adventure, and we believe that the smile on their faces is worth every effort.

We also value disabled football fans – both the ones who are confined to a wheelchair as well as the ones who are mentally retarded. We provide all places at the stadium in Poznań assigned to the disabled for free. Those people’s financial status very often hinders them from

buying a ticket and it is for this reason that the club’s Board of Directors decided to cover all these ticket costs. Almost 70 disabled football fans along with their carers regularly participate in the program “Lech bez barier” (“Lech with no obstacles”). Additionally we work in close cooperation with the Wielkopolskie Centrum Rehabilitacji (Wielkopolska Rehabilitation Center), the center running its main business activity at the stadium site. Children and youth who make use of the help of the center regularly attend Lech Poznań’s matches, and our footballers take part regularly in all events organized by the center.

Furthermore, the club organizes free tours around the stadium. Organized groups sign up to a coordinator of such tours, set a date and a detailed visiting plan. We try not to take groups which are too numerous so that every tour participant gets the most out of the experience. The visitors have a chance to see a training session of the first team, collect autographs, take a commemorative picture with Lech Poznań football players as well as visit the footballers’ changing room or conference room. An obligatory point of the tour is the “fame corridor” – a place in which special boards represent descriptions of the most significant moments in the history of our club. After the tour, every participant receives a small gift from the club.

We regularly cooperate with the International Young Audience Film Festival “Ale Kino!”. Every year we organize together “Ale Kino!” section about football at which there are screenings of films the subjects of which are connected with football. In addition, every year we organize a closed showing to which we invite children brought up in children’s homes and those who attend daycare centers. Each meeting is combined with a visit of Lech Poznań players who conduct competitions and games along with a quiz about our club. After the showing every participant of the meeting receives a present.

Contact Details:

Name: Krzysztof Garsztka
Function: Marketing Manager
Email: krzysztof.garsztka@lechpoznan.pl
Phone: +48 694 406 541
Website: www.lechpoznan.pl



“Together with our daughter, we have always been fans of Lech Poznań. Football matches at the stadium at Bułgarska Street are to us celebrations which we cannot resign from not for love or money. We come to the games two hours before the first whistle and stay long after the last one. Julka, my disabled daughter, has a wonderful contact with the club’s players and workers. She wants to greet each of them and shake hands with each of them. Moreover, we regularly come to trainings of our beloved team, we greet them at the airport when they come back from games or training sessions which took place abroad.”

Waldemar Cichosz, Father



“I have been regularly going to Lech Poznań’s football games with my children. There is a fantastic atmosphere in the children section and the presence of the club’s mascots and also other attractions prepared by club workers makes it possible to attend the event even with very young children. I am glad that Lech Poznań paid attention to the youngest ones and prepared free tickets for them. Thus, I meet children and youths from children’s homes and other care centers at the children’s section at every match. The smile on the kids’ faces is invaluable!”

Katarzyna Łazowicz, Mother

“To KKS Lech Poznań club, fans are of greatest importance. It is for our enthusiasts that we try to be better every day – both in the sports as well as the organizational aspect. A family friendly and safe stadium where football fans who cheer on their team as well as parents with children feel fantastic has always been our objective. The children sector in which there have sat even 3380 young football enthusiasts is undeniably our tremendous success. We also bear in mind the needs of the disabled football fans who support us at every game in the fight for sports trophies. Even the most dedicated football enthusiasts can envy the disabled people’s involvement in the club’s life.”

Arkadiusz Kasprzak, Vice-President of KKS Lech Poznań’s Board of Directors



Invite Wisła Players (Zaproś Wiślaków)

Category: Integration

Background:

Wisła Kraków S.A. football club launched the "Invite Wisła Players" project for children, who do not have the possibility to visit the stadium and become a part of the game. These children cannot come to Kraków for a match day because of financial problems their families have, long distances, disabilities, illnesses, etc. The club wishes to bring the joy of football and an opportunity to have personal contact with players to every young Wisła supporter no matter where he lives. This project helps children to integrate and make them feel that they are a significant part of Wisła society.

Main objectives of the project:

- To visit young fans who are incapable of coming to Kraków to watch their beloved team play
- To promote the positive image of football. We fight to eliminate aggression, violence and anti-social behaviour from stadiums in order to guarantee a safe entertainment arena for everyone
- To keep young football fans away from cigarettes, alcohol and drugs by involving them in sports activities



Project Description:

Wisła Kraków S.A. football club launched the "Invite Wisła Players" project in 2006. Since then, each Wisła player has been involved in visiting children in kindergartens, schools and children's homes across the Małopolska region. Every visit is thoroughly organized. This process starts at the official Wisła Kraków webpage, which contains an application form designed for the participants of the project. Information given by the applicants is essential for selecting the most adequate places to visit. When the project manager decides where to go, it is time for a coach and a team manager to indicate which players are available for the visit. In most cases, 3 players and a few of the club's staff represent the club.

During such meetings with children the players hand out autographed club gadgets like first team photos, player cards, posters, etc. Wisła players also take part in some ball-control challenges with the youngsters and, of course, there is time for the children to ask questions. They have some pictures taken of them among young football fans as well. Sometimes the players take over the sports teacher's role or teach children a few words in their native language if they are not Polish. Institutions visited by Wisła within the framework of the "Invite Wisła Players" project receive invitations to the matches, reduced ticket prices and some further benefits.

These gifts are later used as a motivation tool for young students to help them learn and behave properly. They are also used as awards in various quizzes and sports competitions. Moreover, the institutions involved in the project feel privileged as a consequence of partnership between them and the best Polish football club.

These meetings have a very positive influence on children. A large number of them, after contacting their idols face to face, decide to take up various sports - not only football. Through that, our club promotes positive identity of sportsmanship, fair rivalry and helps to integrate young people in a strongly knit Wisła Kraków fans community. The club benefits from such a co-operation in numerous ways as well. The most visible advantage for the club is the fact that the family sector on the Wisła Kraków Stadium needed to be expanded from six hundred to two thousand seats.



Contact Details:

Name: Joanna Krupska
Function: Promotion Manager
Email: joanna.krupska@wisla.krakow.pl
Phone: +48 12 630 76 00, **Mobile:** +48 665 810 491
Website: www.wisla.krakow.pl



Club Sport Marítimo

Juntos Solidários

Category: Housing

Background:

"Juntos Solidários" (Together in Solidarity) came to life on 21 February 2010, one day after the natural disaster that struck Madeira Island. It was 9:00am on a Saturday, when the catastrophe hit the island. Pouring rain, rocks and mud came sliding down the hilled south coast of the island and hit the streets of Funchal, the most populous city. Damaged infrastructure, destroyed houses and families were shattered by loss and tragedy. Santo António, one of the most affected areas, is also the community where C.S. Marítimo has its headquarters. In spite of its own losses in infrastructure and equipment, the club could not feel anything but empathy towards its local community. Thus came about this project.

"It was a happy coincidence that right there was a worker present, otherwise the waters would have destroyed all our equipments and infrastructures! As the most fortunate ones, we too should give back! This is also homage to the founders of the club and to those who fought to build our first football field."

Carlos Pereira, President of Club Sport Marítimo

Main objectives of the project:

- To raise funds and motivate sponsors and partners to contribute
- To rebuild houses and motivate and involve employees in actual construction site work
- To plan and develop new necessary infrastructures to increase the well-being of the community



Project Description:

Project Planning

Stage I – Fund Raising – December 2010

The Objective was to raise funds for rebuilding, through the organisation of a sport event.

Stage II – Planning & Preparation – January to June 2011

Partnering with local authorities and associations, setting up the plans of houses and infrastructure to recuperate and rebuild.

Stage III – Rebuilding – July to December 2011

At this stage, all employees of the club will be called to contribute by donating one day of their holidays, to help with the rebuilding by working on the construction sites

Stage IV – Fund Raising II – December 2011

The Objective is to raise funds for rebuilding, through the organisation of a sport event.

Stage V – Evaluation and Planning for new interventions - January to June 2012



Contact Details:

Name: Marta Oliveira
Function: Marketing Director
Email: marta.oliveira@csmarítimo.pt
Phone: +351 93 785 37 64
Website: www.csmarítimo.pt



"We welcomed the idea immediately! It is pure solidarity in a world that is often materialistic!"

Carlos Pereira, President of Club Sport Marítimo



"Marítimo is contributing to minimize the suffering of these people. But it is not a single act. In 100 years of history, Marítimo has been known for always giving back to the community..."

This is Marítimo! It is solidarity towards people. It is making more than a statement! It is to actively contribute with our strength and energy, in their time of need."

Carlos Pereira, President of Club Sport Marítimo



Sport Lisboa e Benfica

Para ti se não faltares

Category: Education

Background:

Increasing school drop-out rates are of major concern in Portugal, especially in urban and rural poverty-stricken areas, where this problem has risen up to 30%. Furthermore, the EU 2020 strategy aims to reduce this problem to less than 10% in the EU by 2020. Sport Lisboa e Benfica is a football club that has always been aware of social issues and has used the power and influence of its brand power by creating the Benfica Foundation. Therefore, one of the main issues the Benfica Foundation tackles is absenteeism in schools.

Main objectives of the project:

- To reduce individual absence in school classes of children & young adults at risk, thus reducing the number of early school leavers especially among male students
- To improve behaviour in schools and in the classroom and eliminate bullying among the elementary schools population
- To promote effective educational success of children & young adults at risk

Project Description:

"Para ti Se não faltares!" is a project implemented in partnership with several municipalities, selected public schools and other organizations (including local partners). It is a social innovation project that consists in using the "power of the game" to raise school's attractiveness with a strong leverage effect provided by the Benfica brand and social marketing techniques. The project relies on an anthropologic approach of social exclusion and adolescent social behaviour. The project has a duration of 3 years and combines mainstream and tailored action on each individual student, by training the student's social skills and competencies which induce the concept of obtaining individual benefits via the recognition of others (i.e. social contact). Furthermore, group pressure is another method of social control that is capitalized as it is a major influence on individual decision-making at this age. Also, the attractiveness of this project with the male population is a strong point as early school leavers are mostly male.

To be selected for the project, student results are analyzed by the school and the Benfica Foundation. Then, a draft list is validated by the projects' Local Council of Partners in order to finalize the project's list of beneficiaries. They are selected from the entire school population (mainly 9 to 14 years old) under the following quota scheme:

- 10% Excellence (these will serve as models, incentive and provide help for others. Often, these are the victims of bullying and they access social recognition by helping others)
- 10% of the school's own criteria
- 10% chosen by social workers (to engage children and young adults that may profit from the project in their social integration even if they are not at risk in school).
- 70% students at risk (potential early school leavers) with high rates of non-attendance, indiscipline and unsatisfactory evaluations
- 5% maximum of highly complex individual cases

The project offers, to a group of selected students, daily afterschool activities such as indoor football, volleyball and other sports, ITC training, journalism (combining the basic concepts of their mother tongue with social awareness) and "Did you know that?" (putting into practice the mathematics behind football and its logistics), Adidas sports equipment, snacks and health care throughout the school year.

An individual contract is developed with goals based on the student's realistic improvement that is created in partnership with each student. A system of incentives and prizes creates extra motivation towards the achievement of the goals set out which are based on self-improvement as well as cooperation with their classmates and team-spirit (only team sports are available in the project because we incentivise not only individual success but also collective success.)

Individual monitoring is continuous and every three months there is an intermediate evaluation based on the achievements in school in three basic areas:

- Class attendance
- Discipline
- Results (1 to 5 scale)

Contact Details:

Name: Jorge Miranda
Function: Director
Email: jorge.miranda@slbenfica.pt
Phone: +351 965 861567
Website: www.slbenfica.pt/FundacaoBenfica



Most prizes are individual but they are usually enjoyed in a collective manner (for example: during educational visits, groups of children that have had the same score will enjoy the activity together) but some are extensive to friends and family such as vacations in hotels and fun camps offered to the beneficiaries who have had the best improvement cases in each school.

The project involves strong partnerships with major institutions of all three sectors in Portugal. Public Sector: ACIDI (High Commissioner for Immigration and Social Dialogue), Ministry of Defense, Hospitals, Schools and Municipalities where the project is in activity. Private Sector: EDP Foundation (major mecenaz), ADIDAS, Montepio, Eures, Hunday, PT Foundation. Third Sector: INATEL Foundation and many local NGOs acting near the schools with the project.

The project started with a small pilot scheme in Amadora (Lisbon) with the support of the Amadora City Council, Fundação EDP, ADIDAS and Eures involving 80 students in 2009/10. In 2010/11 this pilot project was evaluated and totally reinvented to improve its focus and results. The project was then given a new name "Para ti se não faltares" (literally "for you if you attend classes") and involved:

- 7 schools and cities involved around the country (South, North, Lisbon, Mountain areas)
- 47 stakeholders engaged in the project
- Around 7500 students of 7 schools where analyzed and 541 were chosen to participate in the project.
- 541 students of which 459 (85%) improved at least in one of the following indicators:
 - Class attendance
 - Discipline
 - Results (1 to 5 scale)
- The average of absences per student decreased from 21,3% (in comparison with the baseline without the project) to 14,5% (at the end of the project)
- Negative results in Portuguese (mother tongue) and Mathematics has fallen in every group of "Para ti Se não faltares" in every school where the project is implemented



"Sport Lisboa e Benfica is a strong worldwide family of near 15 million fans. There is a connection between us all and a commitment with "Et Pluribus Unum" that we like to call our mystic. So, as Executive President of Benfica Foundation it is a real privilege to use Benfica as a powerful driver to education and social integration."

Carlos Moia, Executive President Benfica Foundation



"I think it is wonderful to see that someone cares about our children and makes sure that they can be successful men and women in the future as well as these amazing opportunities like holidays and trips for our children's effort."

Teresa Faustino, Mother of two participants



"If Fundação Benfica did not exist, there would not be any help or motivation. We were told that if we got better marks in school we would get prizes! Of course, the effort I made was not just because of the prizes but I think it is always a good sign if we receive them because it means that we have improved. From now on, I will be a new "me" - people will see me in a positive light."

Paulo Cristiano, Participant

PFC CSKA “Salvation Army”

Category: Health

Background:

For many years PFC CSKA received a significant number of applications from different funds, sport-educational organizations, football teams, orphanages, whose children admire football and PFC CSKA in particular, from private volunteers asking for help. Usually, we get requests for kit, souvenirs, various gifts and money. PFC CSKA pays special attention to such applications.

Understanding the importance and the necessity of helping vulnerable people with their problems, which they write to us about, our club decided to create and to run a special long-term program called “Salvation Army”.

- A special charity event in which all the players of PFC CSKA signed their football shirts which were then sold in an auction. The generated funds were sent to a children's fund “Camomile” which helps children with cancer. That help was used directly for treatment of Slava Anufriev.

- An event «Lets start from us!» when players, management and supporters of PFC CSKA donated funds to help a ten-year boy Vadik Sabilin, who was submitted to a special rehabilitation course in a medical centre.

- In 2011 PFC CSKA celebrated its 100th anniversary. For every home game of this season we were preparing a specially colored retro poster. Each fan who makes a donation through a ticket office, while buying the ticket for the match, receives a poster as a gift. All the collected funds after each game are sent to a children's fund “Camomile” which helps children with cancer.

PFC CSKA will continue to develop the “Salvation Army”. This programme allows us to express our social position, as a club which finds it necessary to promote sport and a healthy life style, to help people in need, in order to improve their quality of life.

Main objectives of the project:

- To attract the attention of PFC CSKA's fans towards charity organized by the club and to let them participate together with the club in the “Salvation Army” programme
- To help develop a direct connection between people who really need help and people who can provide the necessary support
- To participate in different events and to keep PFC CSKA fans aware of all charity-related events



Project Description:

Fans of PFC CSKA are very loyal towards the club and many of them are ready to help people in need, but they do not have enough information about the exact steps that could be taken in this direction.

The programme provides direct connections between the club and PFC CSKA's supporters, because people need to see and understand what exactly they did and how exactly their help was used under the programme “Salvation Army”.

To make this happen we created a special place on our official website, where people can find information regarding events which have taken place and along with forthcoming events, as well as their results and special thanks to the participants.

The examples of the “Salvation Army” events are the following.

- «My friend is an artist and a poet»: our club prepared a special guitar with the portrait of our goalkeeper Igor Akinfeev painted by the professional artist, which has been successfully sold in a special auction. All raised funds were transferred towards children with cancer.



Contact Details:

Name: Roman Babayev
Function: General Director
Email: roman@pfc-cska.com
Phone: +7 495 612 07 80
Website: www.pfc-cska.com/fanzone/salvation



Celtic FC “Ability Counts” Programme

Category: Integration

Background:

Celtic FC is open to all since its formation in 1888, and at all times aims to promote inclusion and diversity. Working with Down's Syndrome (DS) Scotland we recognised that children with DS, like many other marginal groups are often not included in programmes for many reasons, thus often hidden barriers exist. The programme is the first of its kind in Scotland and reaches into the heart of communities. The programme focuses on improving but not limited to; raising self esteem, good diet / exercise, gross motor skills, and opportunity to play football in a fun, but challenging environment.

Main objectives of the project:

- To engage within the heart of the community focusing on children with Down's Syndrome and provide an opportunity to play football in a fun, but challenging, environment
- To improve overall fitness levels and health and wellbeing in children with Down's Syndrome and increase social skills through teaching individual and team skills
- To promote inclusion and enhance society's acceptance of diversity through the positive presence of this programme



Project Description:

Celtic approached Down's Syndrome Scotland in November 2010, to discuss and seek advice on launching a programme specifically designed for children with Down's Syndrome, the programme reaches out into the heart of the community and focuses on young people with Down's Syndrome. The programme has been a huge success, with excellent feedback from parents, participants and Down's Syndrome Scotland.

Following positive discussions, which highlighted shared values and goals of both organisations, a partnership was formed between Celtic Football Club and Down's Syndrome Scotland, resulting in the first 'Ability Counts' programme being launched in February 2011.

Workforce development was also extremely important, and as such, all Celtic FC staff involved in the Ability Counts programme have been trained by Down's Syndrome Scotland in working with children with Down's Syndrome. Our coaches now have a greater understanding of Down's Syndrome and have increased their skills in differentiating their coaching to meet the needs of these children and other children who are visual learners.

The Ability Counts programme includes weekly football coaching sessions, playing small-sided games, speed agility and quickness drills, flexibility in football, diet and nutrition advice, team-building and confidence-building activities.

The pilot programme has achieved many positive results. Twenty-five children took part in the full programme which was double the target set. All the children involved have received and demonstrated an improved understanding of healthy lifestyle choices, fitness and flexibility, confidence and self-esteem, team working, communication and consequently have increased their core football skills.

The children involved have also visited Celtic's training facility in Lennoxton and had an opportunity to put their skills to the test against the first team management and first team players. They also had a once in a lifetime experience of going onto the pitch at half time in front of 60,000 supporters at a home game.

Following the success of the pilot programme, our second programme is now in progress, with another 25 children with Down's Syndrome participating. There is also a waiting list for future programmes which demonstrates a need and enthusiasm for this programme. This also increases knowledge in local communities of diversity and also hopefully challenges stereotypes that may have existed by demonstrating the positive abilities of children with Down's Syndrome.

As a result of the success of this programme, we are now hoping to develop it further and involve other young people with physical or learning disabilities, ensuring sustainability by offering dance and multi sports as well as the football coaching. We are also looking at developing a pathway for young people into team sports.

The Ability Counts programme has also recently been shortlisted for a Scottish Charity Award in the 'Best Partnership' category.

Contact Details:

Name: Donna-Marie MacPhail
Function: Partnership Manager The Celtic Foundation
Email: dmacphail@celticfc.co.uk
Phone: +44 141 551 4429
Website: www.celticfc.net



"Thank you so much for providing this wonderful experience for my son Euan. He has attended half of the Ability counts programme and is having a ball!! I cannot praise the coaches enough they have thrown themselves into training our kids with fun enthusiasm and loads of patience. They make sure that every child gets the most out of the experience no matter what their ability."

Lorna, Parent



"Celtic Football Club's willingness to work with us and make this project a success cannot be understated; they have gone above and beyond our expectations and have given the children and their families some special memories as well as improved their football skills. We are looking forward to seeing this project grow with Celtic and hope to see it expand to other clubs in the future."

Pandora Summerfield, Chief Executive Down's Syndrome Scotland



"The Celtic Foundation is delighted to be part of this new and innovative programme. It has been a pleasure to work in partnership with Down's Syndrome Scotland and we are excited about growing the programme with them in the very near future. Every member of the team involved in the programme has enjoyed it wholeheartedly and the opportunity has provided us with some very special moments".

Peter Lawwell, Chief Executive Celtic Football Club



Young Carers with Big Hearts – A Music Project

Category: Integration

Background:

Young Carers with Big Hearts is a music project for children aged 5-18 who stay at home and look after vulnerable parents or siblings. These brave young carers look after a member of their family who is sick, disabled or has mental health problems, or is misusing drugs or alcohol. They often have to do the cooking, cleaning, shopping and provide emotional support, nursing and personal care. Many of these kids lose out on opportunities to socialise and take part in activities that other children take for granted because they are needed at home. This project is designed to help them build confidence, develop skills and make new friends.

Main objectives of the project:

- To promote the social inclusion of young carers in Edinburgh by engaging them in rock/pop music making including guitar tuition, drums, vocals and sound production
- To build young people's confidence by supporting them to create new rock/pop bands and perform on stage in front of a live audience
- To give young people a sense of purpose/direction for their talents and improve their social skills and interactions with their peers.



Project Description:

Heart of Midlothian FC is committed to reaching out to some of the most socially excluded young people and, through our charitable Trust, using the power of the club brand to engage them in activities that help them to play a positive role in their communities, to grow in confidence and self-esteem and to develop their individual and collective talents. Big Hearts Music is part of our commitment to this objective.

Big Hearts Music was launched in April 2010, initially offering music tuition. Last October, a part-time coordinator was appointed and, with the help of the government's Future Jobs Fund, we appointed two assistants. Since then the project has grown from strength to strength. The club has created a dedicated music suite which has now been fully fitted out with music recording equipment and instruments such as guitars, drums, keyboards and so on. These have been provided with the support of donations from fans, local businesses and a grant from the Clydesdale Bank. Big Hearts Music as worked with more than 150 young people including a week long programme with younger children in Dalkeith After School Club. It has now been included as a core component in the Edinburgh Schools Extra Time programme.

Young Carers with Big Hearts

Since October 2010, Big Hearts Music has worked in partnership with the Edinburgh Young Carers Project, delivering a 15-week programme of music classes to two different groups of young people. These young carers are children between the ages of 5 and 18 years old who have responsibility for caring for someone at home. Most had never had the opportunity to take part in music making before.

The project has been a huge success and will now be extended beyond Edinburgh to young carers in other parts of south east Scotland including East Lothian and Midlothian. All the young participants rated the experience as "excellent" and agreed that it had helped them to grow in confidence.

Each young carers group formed their own band, learned a set of "cover versions" of popular songs and performed a gig at Tynecastle Stadium in front of their family and friends. The bands are now working on recording a CD, writing their own songs and organising a performance to take place during National Carers Week (13-19 June).



Contact Details:

Name: Tam Hendry
Function: Head of Corporate Responsibility
Email: tam@homplc.co.uk
Phone: +44 7525806180
Website: www.heartsfc.co.uk/page/CommunityTrust/0,,10289,00.html



"The music project has increased the confidence of my son and given him a creating outlet. It's the hour a week he looks forward to most."

Jennifer, Parent

*"I had the time of my life!
I would come back any day!"*

Julie, 14



*"I would love to do it again.
It was freakin' awesome."*

Alan, 15



"Performing in front of all my friends and family made me feel really confident."

Andy, 14



"Heart of Midlothian Football Club is delighted to support these brave young carers through our Big Hearts Music project. These kids do a wonderful job looking after sick and infirm relatives and they deserve all the help and support we can give them. They are a talented bunch who gave a great performance of their new musical skills at a recent launch event. The project has been great fun and we have learned more from these kids than we could ever hope to teach them."

David Southern, CEO Heart of Midlothian FC

FK Partizan

FK Partizan aid foundation

Category: Environment, health, integration, help for poor

Background:

As one of the leading club in the region, FK Partizan decided to launch a project called "FK Partizan aid foundation". This is the first project of its kind in Serbia and is comprised of various aspects of CSR activities. The project is needed because FK Partizan as a CSR sport organisation must be an example to others. Our motivation is to help those in need and to set higher standards in Serbia's CSR awareness.

Main objectives of the project:

- To provide both material and non material help to those in need
- To support environmental protection
- To set higher standards in Serbia's CSR awareness

Project Description:

FK Partizan has various CSR activities under the banner of the "FK Partizan Aid foundation". Activities take place throughout the whole year and in many different forms. From organisation of humanitarian auctions donating funds to children's safe house, donations of ticketing income for soup kitchen, joining campaigns to improve Serbia's citizens' awareness about environmental protection to helping student organizations in humanitarian work. These activities involve first team players, youth school players, coaching staff as well as managing staff employees and fans. We have obtained great results in all of our activities and managed to set higher standards in CSR activities throughout Serbia.



GREAT CLEANING OF SERBIA

Campaigns under the patronage of Ecology and Space Planning State Ministry

The goal of the campaign is to improve Serbia's citizen's awareness about environmental protection. FK Partizan voluntarily joined the campaign for three years in a row. Every year, a press conference is organized in FK Partizan' premises which is attended by leading people of the club and civil servants from the Ministry. On the day of the event all the employees and players from the youth academy took part in cleaning the park surrounding the stadium.

HUMANITARIAN AUCTION OF GAME BALL

Auction for Children safe house

FK Partizan organized humanitarian auction of a signed UEFA Champions League ball. The original ball from a FK Partizan game in the Champions League was signed by all players and was put on humanitarian auction. All the funds that were raised during the auction were given to the Safe house for abandoned children in Belgrade. The funds will be used for constructing a new building in which „Safe House” will be based.

SMILE AS A GIFT

Campaign for New Year's gift for the kids from Kosovo and Metohia. FK Partizan joined a campaign of Student organization called „Smile as a gift". The goal of the campaign was to collect New Year's presents for children from Kosovo and Metohia. First coach Aleksandar Stanojević, his first assistant Vuk Rašović and the team manager Ljubiša Ranković attended a charity party, donating a large amount of New Year's gifts for children.

Help for Soup Kitchens in Kosovo and Metohia

Diocese of Raška and Prizren are organize soup kitchens throughout Kosovo and Metohia. To help Diocese of Raška and Prizren for gathering funds for soup kitchens, FK Partizan donated full income of ticketing for the game of the first leg in the National Championship against FK Novi Pazar. Along with donating income from ticketing, boxes for donations were placed at all entries at Partizan stadium.

Contact Details:

Name: Dragan Velanac
Function: Public Relations Manager
Email: velanac@partizan.rs
Phone: +381648208027
Website: www.partizan.rs



Djurgårdens IF

Djurgårdsandan Drive-In-Fotboll

Category: Anti-violence, health, integration

Background:

DIF Fotboll seeks to be involved in community service in areas with high rates of criminal activity. The aim is to use football as a tool to prevent criminality and at the same time, stimulate integration, health and prevent violence in those areas.

Djurgården Football association has a very genuine and well-spread social commitment through "Djurgårdsandan." Djurgårdsandan is the unit in charge of all Djurgården Footballs social projects. Djurgården has the ambition to be the leading sport association in Sweden when it comes to social responsibilities.

The Drive-In-Football stands for: spontaneous sport, integration, less committed crimes and guidance. It reaches out between 2500 – 3000 participants each month during the period in which it is run.

The project is currently operating in three different locations including: in the suburbs Alby (which was also the place for the pilot-case), Spånga/Tensta and Kista/Rinkeby. A significant number of positive results have arisen for both individuals and cooperating communities.



Main objectives of the project:

- To promote values and attitudes, such as
 - Happiness we play because it is fun and we enjoy playing
 - Dignity: we do not cheat, we do not dive and we do not argue
 - Respect: for teammates, opponents, spectators and functionaries
- In a game or during a training, whether we win and lose, we are good ambassadors for Djurgården Football Association and the community we are part of.

Project Description:

The Drive-in-football has been operational for three years in three different locations (Alby, Spånga/Tensta and Rinkeby/Kista) on Saturdays and Sundays. The responsibilities are allocated between the coaches on the location scene and one of the coaches will be named "Platini" which means that he is the one in charge for that occasion.

Purpose and goals of the operation

The purpose of this operation is to build a social platform/network in order to create good relations between adults, youth and children coming from different ethnic/cultural backgrounds, different geographical areas and different social backgrounds. We want to give children from these areas a meaningful activity to do on weekend nights. We also want, through positive role models, to convey Djurgårdsandan's fundamental values which is: Happiness-Dignity-Respect - Always, regardless! By working in a preventive

way we want to help the communities to reduce problems linked to crimes and help youths make "the right choice." We also want to encourage and direct youths and children to be engaged in local associations, either as a player or a coach.

Operation

"Local Managers"

Older youths and young adults with local knowledge have the ability to become strong role models for the participants. Beside from removing the stamp of the project being "controlled by the establishment," they also have the tools to work with attitudes and values during the Drive-In-Football sessions.

Coaches' education:

- Mentor education
- All the mentors working with Djurgårdsandan are offered training sessions through "Mentor Sverige"
- Drive-In-Coaches, education for Djurgården leaders
 - Education in Values – Djurgårdsandan
 - Drive-In-Football/Leadership- Djurgårdsandan
 - Handling a group
 - Conflict handling
 - Fair play – Sweden Football Association
 - Coaches education- Sweden football association
- To prevent bullying – Friends

Practice/ Drive-In-session

General:

Every Drive-In-Session starts with a gathering for 15 minutes before scheduled time for the session, where the project manager (Platini) divides the roles and goes through the programme of the day. After each Drive-In-Session is carried out, the project manager (Platini) holds an evaluation together with the coaches for 15-30 minutes which all the coaches are obliged to attend.

Contact Details:

Name: Patrik Asplund
Function: Operations Manager, Djurgårdsandan
Email: patrik.asplund@dif.se
Phone: +46 70 493 45 66
Website: www.dif.se

General and obligatory conditions for all coaches:

- A positive attitude should be the foundation of the entire project
- We help each other in difficult operations
- Be a positive role model, both before and after the session, and also when you are not working
- Look for eye contact when greeting others
- Mingle with the youth
- Get to know the youth, remember their names
- Always be happy and try to distribute a positive attitude

Evaluation of goals and operation

All goals should be evaluated at least twice a year by the Project leader together with the managers. This is done in January and February.

Demands on participants:

We should always inform about Djurgården Footballs value ground, Joy-Respect-Dignity, Always – regardless! We also want our participants to relate to this value ground.



Today's youth – Our future

Category: Health, anti-drugs, racism and education

Background:

Helsingborgs IF is a major player in our region which counts 300.000 inhabitants. The club is part of the community. That is why we got involved with the "Dagens ungdom – Vår framtid" ("Today's youth – our future") project. Our mission is to guide young people into making smart, healthy choices, irrespective of whether or not they are interested in sports, and to actively exercise our social responsibility. Our mission aims also at sharing the knowledge that we have accumulated on the back of our status as an elite-level sports club.

Main objectives of the project:

- To inspire and encourage the young people of Helsingborg to make healthy choices
- To give kids a sound attitude towards the club and football in general
- To communicate the importance of fair-play and ethics and morals in sports

Project Description:

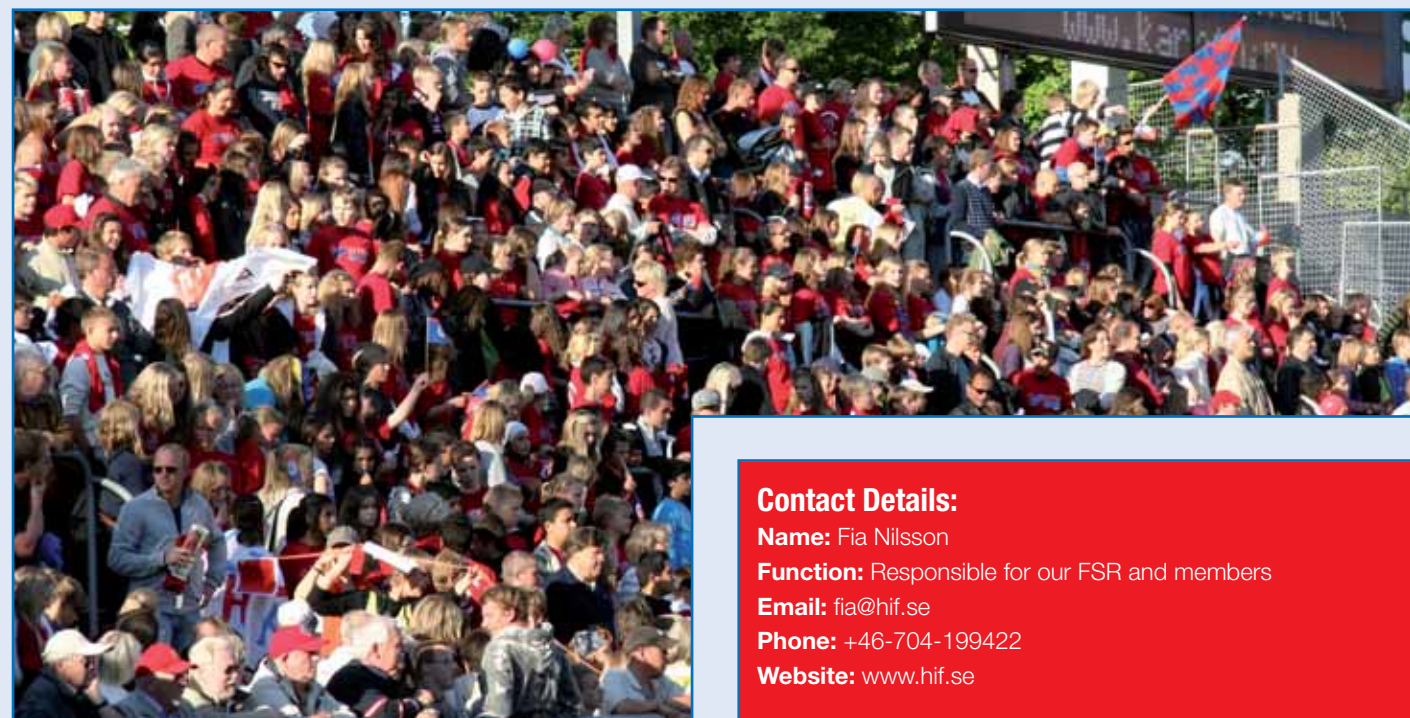
STAGE 1: We begin the project by visiting schools and addressing the children in the classroom. We give exciting talks with the help of value clarification exercises and pre-recorded material

in which our players provide their views on our topics of discussion. We discuss food, exercise, friendship, doping, eating disorders, fair play, how to support your team sensibly, etc.

STAGE 2: The next stage, sees the students make class visits to Olympia Stadium where they learn about the club and its history. They also get to meet the players and watch them practice.

STAGE 3: In the concluding stage, we gather all the students and teachers in the academic year (approx. 1,500 per academic year), at Olympia stadium on a match day. We try to attract children from all cultural groups by offering extra tickets to parents whose cultural values make them reluctant to let their daughters join the rest of the class. This is how we promote unity and integration

We are proud to say that the project has engaged more than 7500 sixth-graders. What makes the project unique is that every single pupil comes into contact with HIF on three occasions. This ensures that the child gains a personal relationship with Helsingborgs IF.



Contact Details:

Name: Fia Nilsson
Function: Responsible for our FSR and members
Email: fia@hif.se
Phone: +46-704-199422
Website: www.hif.se



"This is a brilliant project that we are very much looking forward to every year. Thank you for caring about our students."

The teachers at Laröds school, Helsingborg



"It gives me the greatest pleasure to see all the young people that we have talked to at our schools gathered together on match day to help manifest the destiny of our project."

Paul Myltenberg – Managing Director Helsingborgs IF

"The project was very interesting and I learned a lot"

Student at one of the participating schools



BSC Young Boys Foundation for Talents

Category: Education

Background:

The foundation aims to promote football in general and to support young players in Switzerland in particular in the canton of Bern. It supports performance-oriented youth sports and helps young athletes achieve their sporting and professional goals. The foundation may grant subsidies to clubs, organizations and institutions that are active in the promotion of talented young football players.

Main objectives of the project:

- To support youth football (female and male) in the region of Bern
- To support performance driven young athletes throughout Switzerland
- To harmonize education and sport through partnerships with local schools

Project Description:

The foundation aims to promote football in general and to support young players in the canton of Bern in particular. It supports performance-oriented youth sports and helps young athletes achieve their sporting and professional goals. The foundation may grant subsidies to clubs, organizations and institutions that are active in the promotion of talented young football players.

The foundation is a non-profit organization and has no earnings or self-help purposes. The foundation was founded by the members of Presidents Club BSC YOUNG BOYS. President of the foundation is Adolf Ogi, former Federal Councillor and former UN Special Adviser on Sport. The foundation was founded in July 2011.



Contact Details:

Name: Baumann Beat
Function: Member of the Foundation
Email: beat.baumann@teradata.com
Phone: +41 44 839 33 01 / +41 79 422 39 14
Website: www.foundation-for-talents.ch

Women involvement within the club's social responsibility activities

Category: Education

Background:

Developing sport clubs in various branches that contribute added value to the economy and society on the back of productive and sustainable growth strategies. Fenerbahçe Sports Club not only concentrates on its mission to sports activities, it also extends the club's commitment to social responsibility areas. In other words, the club has the target of constantly creating social values for society in its activities. In order to enhance and sustain society's quality of life along these lines, FB sports club gives crucial support to projects in education, culture, health, arts, integration and that environment that represent the corporate culture and broadens the vision of individuals and the community.

Main objectives of the project:

- To create enhanced awareness of sports for youth among the public by taking educational considerations into account
- To help the personal and academic development of youth team players and also to spread these social responsibility activities through the clubs' local football schools for the benefit of the local community where the club has its roots
- To provide project continuity and sustainability



rounded player who can also create "added value" to an increasingly valuable social commodity (local community relations, understanding of society, self-awareness, and media relations etc). Therefore, the club women members' social responsibility activities such as supporting education and integration with the society offers young talents a platform to develop their football talent in conjunction with the added "incentive" of engaging in alternative academic and/or vocational pursuits.

The project of supplementing young talent academic education for personal development and fair-play has been initiated as a club-driven project. The club is a long-term supporter of student sport activities that also reflect values of CSR. Establishing the local football schools within the club aims to play a central role in raising creative and inquisitive individuals who are talented, and also, involved in the football, while continuing to participate in national education. Since 2005 FB sports club has been providing annually scholar-ships for the education of clubs' players. FB sports club, via its own primary, elementary and high schools, provides solid support to education, culture, sport functions and arts in Turkey and takes on leading role in sustainable initiatives in these areas. So far, 39 young talents have received the scholarship for their education from the FB sports club.

In this regard, with the form of this pilot project 162 youth football players will be receiving private education and training in terms of the individuals' needs such as supporting lessons (maths, literature, foreign language, psychological assistance etc) in line with the national education model.

In short, the project aims to provide young talented football players in both the youth development programme (youth teams) and the club's local football schools with the necessary equipment and facilities to help those in need of educational and personal supports to continue their education and personal development.

Project Description:

Football within Turkey, traditionally the preserve of poor families, is undergoing great changes. The game is now attracting players from different backgrounds. In Turkey formal structures for the development of young talent have been established to enhance the development of talent within the football environment.

This often means that player leave home to relocate to the club's training programme before learning the life skills necessary to support an independent existence. Competitive football and interscholastic / academic achievements are perceived predominantly as separate entities. Time allocated to one area is viewed as diminished time in the pursuit of success within other.

Establishing a professional playing career in tandem with academic success is a difficult proposition. Furthermore, there is no guarantee that a young player will make a successful career out of football. The more humanistic and holistic concepts of development emphasise a more caring and nurturing environment in order to encourage the development of the "whole" individual. Educational elements of the developmental process not only provide opportunities for life after football but also facilitate the production of a more

Contact Details:

Name: Turgut Acar
Function: Director of Foreign Affairs
Email: tacar@fenerbahce.org
Phone: +905554492665
Website: www.fenerbahce.org

One of the aims of the project is to raise social awareness about education, producing role models to demonstrate what education can bring, drawing attention to sports, including football which is one of the fundamentals in raising healthy generations.

It is important to bear in mind that this project is also about encouraging the young to be interested in football with the support of their parents. The project is launched in coordination with the presidency of the club, board members, women members of the general assembly, young talents programme development management, the local football schools management and trainers. The club driven and women members leading project aims at bringing together volunteers associated with the club and teachers to provide voluntary help to those in need according to the needs determined by the project working group. In addition to scope of project, participants, history (background information) project description is also included more details on the organization of the project, practical implementation, time frame, achievements and so on.



Sight will come through sound

Category: Integration

Background:

The project was launched in order to allow sight impaired fans to have access to news about Galatasaray SK. Selected articles and news from the monthly Club Magazine are made available as audio files on the Club's website. Thus, anyone who is sight impaired has the chance to have the latest updates about the sports world, listen to the articles and interviews.

Main objectives of the project:

- To give everyone an equal chance of being updated about the Club and the sports world.
- As a pioneering sports club that has achieved many "first's", Galatasaray SK aims to print the first audio magazine in Turkey.
- To try to expand knowledge and interest of sports culture among sight impaired citizens.

Project Description:

The latest news printed in the monthly magazine and on the club website are made available as audio files which can easily be accessed on the Club's website. Each month, an article or an interview is chosen to be read by a celebrity. The two most famous anchormen and journalists of Turkey, Ali Kırca and Mehmet Ali Birand, have both been a part of this project. The audio files get 20.000 clicks per month.



Contact Details:

Name: Sara Aykar
Function: Communication Group Coordinator
Email: sara@galatasaray.org
Phone: +90 (532) 272 61 68
Website: www.galatasaray.org

Galatasaray
GALATASARAY SPOR KULÜBÜ RESMİ İNTERNET SİTESİ

GSSTORE

ANASAYFA
 TÜRK TELEKOM ARENA
 KULÜP HABERLERİ
 FUTBOL 2011/2012
 FUTBOL TAKIMI
 İDARİ VE TEKNİK KADRO
 FUTBOL AKADEMİSİ
 KUPALAR

BASKETBOL
VOLEYBOL
SU SPORLARI
AMATÖR ŞUBELER
SPOR OKULLARI
MP SAĞLIK RAPORU
KULÜP
GALATASARAY TARİHİ
TARAFTAR
WWW.GSSTORE.ORG
GSBİLYONER
 İDDAA
 GSBONUS
 GSMOBİLE
 GSSİGORTA HDİ
 GSNET
 GSTV
GALATASARAY DERGISİ
 ARŞİV
 RÖPORTAJLAR
GS PAZARLAMA A.Ş.
GS SPORİF A.Ş.
SUPERLEAGUE FORMULA
MAÇ ALBÜMÜ

GALATASARAY DERGISİ
TARAFTARIN RUHU

GALATASARAY DERGISİ 104. SAYI BAYİLERDE...

01.09.2011 00:00

Galatasaray Dergisi 104. Sayısı Bayilerde

Galatasaray Dergisi Eylül sayısı, aramızdan ayrılışının 20. yılında, Taçsız Kral Metin Oktay temalı bir kapak ile çıkıyor. Dergi, Taçsız Kralımızın posterini de okurlarına armağan ediyor.

Galatasaray Dergisi, özgün üslubuyla fark yaratan ünlü spor yazarı İslam Çupri'nin Metin Oktay'ın fotoğrafları için yaptığı benzersiz yorumları 42 yıl sonra tekrar gün ışığına çıkarıyor. Çoğu yıllar sonra ilk kez yayınlanan müthiş Metin Oktay fotoğraflarından oluşan dosyada, Ömer Madra'nın doyumsuz Metin Oktay makalesi de yer alıyor. Ahmet Çakır'ın yakında piyasaya çıkacak Metin Oktay Kitabı da dosyanın bir bölümünü oluşturuyor.

Geçtiğimiz sayımızda yenilenen logo ve tasarımı Galatasaraylılarla buluşacak dergimizin 104. sayısı, bugün bayilerdeki yerini aldı.

Galatasaray Dergisi'nin Eylül sayısında, futbol takımımızın 2011-2012 sezonu öncesi Slovenya'nın doğal güzelliklerle bezenmiş Bled kasabasında gerçekleştirdiği hazırlık kampından tüm ayrıntılar ve fotoğraflar yer alıyor.

10 adet Galatasaray forması ve Aral Ticaret'ten bir adet bilgisayar oyununun armağan edileceği Galatasaray bulmacaları bulunan ve Metin Oktay özel poster hediyelediği Galatasaray Dergisi'nin 104. sayı içeriğinde yer alan konuların bir kısmı şöyle:

Metin Oktay
13 Eylül 1991'den bugüne, tam 20 yıl geçti. Aramızdan ayrılışının 20. yılında O'nu en güzel anlatan iki yazarın, Ömer Madra'nın ve İslam Çupri'nin kaleminden Taçsız Kralımızı bir kere daha hatırlayalım. Galatasaray'ın Taçsız Kralı Metin Oktay'ın...

444 0 905
Hemen ara!

GALATASARAY DERGISİ
ABONELİK İŞLEMLERİ

“I would just like to thank all
54 ECA Member Clubs
that have submitted a project
making this publication
an extremely worthwhile
and fulfilling initiative.”

Michele Centenaro
ECA General Secretary

