



# #Morethanfootball Action Weeks 2018

## Impact Report

An initiative of



European  
Football for  
Development  
Network

# Introduction



**EFDN** European  
Football for  
Development  
Network

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

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

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

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

From 21<sup>st</sup> of March to 8<sup>th</sup> of April 2018, clubs, leagues, FA's and NGO's worked together in the 2<sup>nd</sup> #Morethanfootball Action Weeks to highlight that Football = More than Football.



## Participating Countries



Austria  
Andorra  
Belgium  
Bosnia  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
England  
Finland  
France  
Georgia  
Germany  
Greece  
Hungary  
Ireland  
Israel  
Italy  
Macedonia  
Monaco  
Norway  
Poland  
Portugal  
Scotland  
Spain  
Sweden  
Switzerland  
The Netherlands  
Ukraine  
Wales

# We are #Morethanfootball

The 2<sup>nd</sup> #Morethanfootball Action Weeks united the European Football family to highlight the flagship community programmes and activities of the clubs, leagues, Football Associations and Player associations. This year's campaign that took place from 21<sup>st</sup> of March until 8<sup>th</sup> of April 2018 was supported by the European Football for Development Network, the ECA and the UEFA Foundation for Children.

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

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

**Next year's #Morethanfootball Action Week will take place from 19 March to 7 April 2019.**

# #Morethanfootball embraces Europe

**30** Countries  
participating

**89**  
Organisations  
involved

**638**  
Total items online

**550**  
Total  
social media posts

**18m**  
Estimated  
social media reach



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

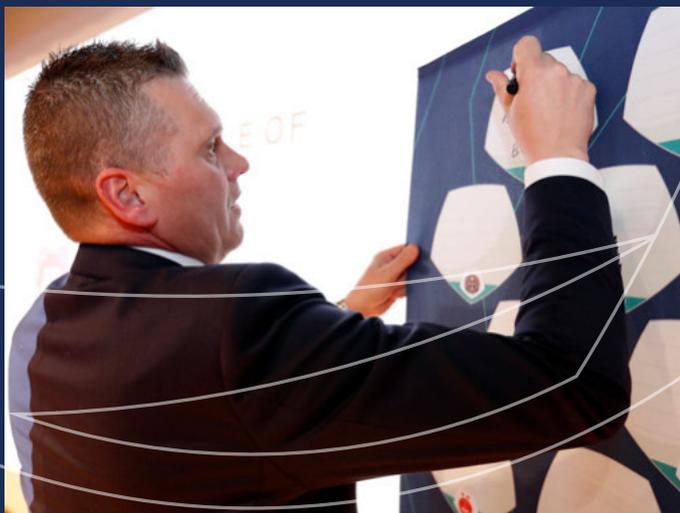
The 2018 #Morethanfootball Action Weeks were structured around different themes which gave organisations the opportunity to stage a wide range of initiatives and activities around CSR programmes focused on topics such as; education, environment and sustainability, social inclusion and integration, employability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

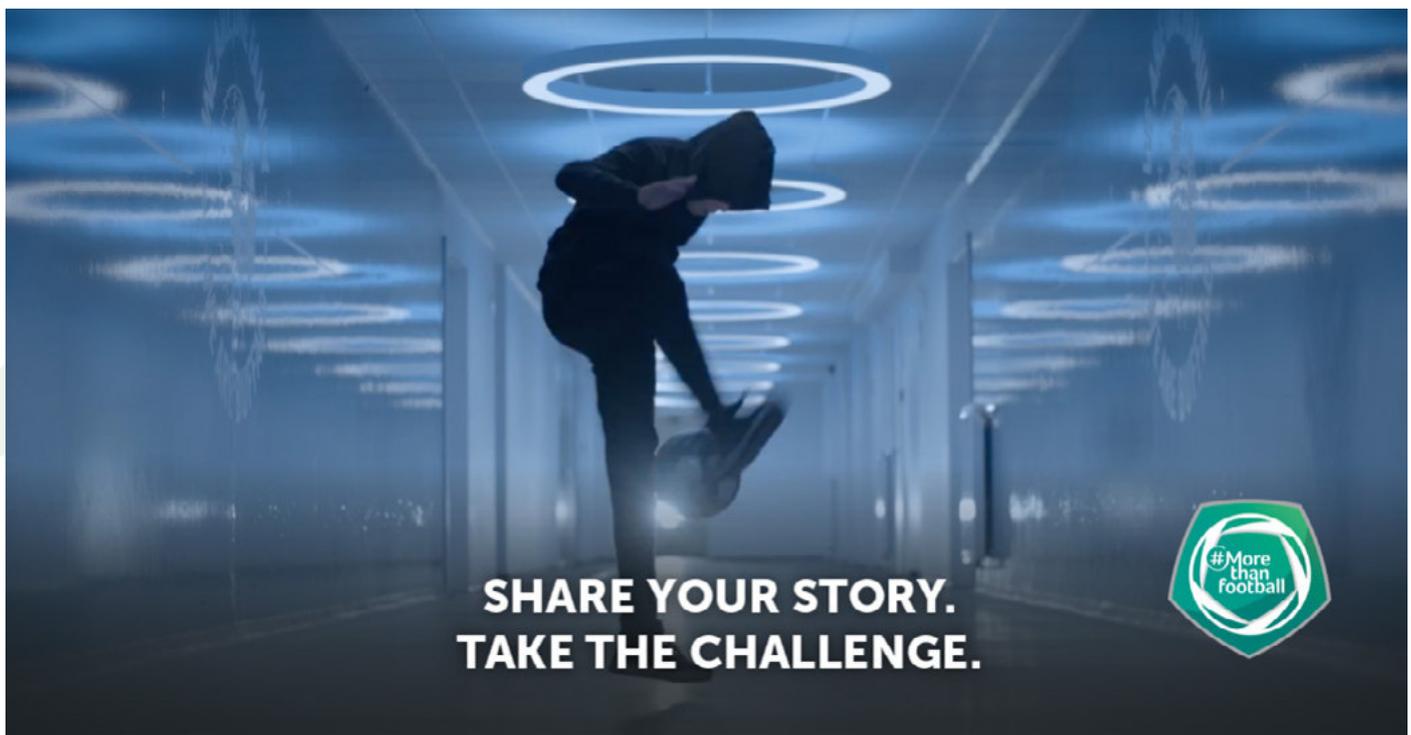
One really unique and inspiring element of this year's #Morethanfootball Action Weeks was the cooperation between the professional clubs, leagues and FA's. These organisations usually all have their separate campaigns and it is not always common for these organisations to work together in one common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

We would like to thank all those involved for making the 2018 #Morethanfootball Action Weeks a truly European initiative.



**the 2018  
#Morethanfootball  
Action Weeks kick-off  
21.03.2018**





# #Morethanfootball 2018 campaign Kick-off

The 2018 #Morethanfootball Action Weeks kick-off event was at the 10<sup>th</sup> EFDN Conference at Parc des Princes, the home of Paris Saint-Germain. The campaign inauguration brought together CSR experts from European football organisations, such as clubs, foundations, community trusts, leagues and federations.

The #Morethanfootball campaign video was launched and encouraged the clubs to take part in the campaign and tell the world why they are #Morethanfootball as well. The video, provided in several languages is subsequently shared with every party who participated in the campaign.

During the launch of the campaign the attending practitioners, project leaders and decision makers from community engaged football organisations as among others Inter Campus, KAA Ghent, Paris Saint Germain Foundation, and Real Madrid pledged to keep being engaged and motivated to use football as a tool for social development by writing their vision of why football is more than football on the #Morethanfootball wall. All digital and social media platforms of #Morethanfootball covered the event to a wider audience and was live web-streamed on the #Morethanfootball Facebook channel. Additionally, the inauguration event was communicated and supported by EFDN, the ECA and the UEFA Foundation for Children through their communication channels.

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

# #Morethanfootball events

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

## Match day events



### GNK Dinamo Zagreb

Croatia, Zagreb

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



### Apollon Limassol

Cypres, Limassol

Apollon Limassol gave exposure to the campaign by showing the #Morethanfootball banner to the fans before their Championship match vs Omonoia Nicosia at Tsirio Stadium (April 4th).



## Legia Foundation

Poland, Warsaw

During its home game against Pogon Szczecin, on 1st of April, Legia Warsaw provided the score boards with the #Morethanfootball advertisement. Also, Legia players wore special #Morethanfootball shirts for their warm-up sessions before the match.



## Anorthosis Famagusta FC

Cyprus, Larnaca

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



## S.B.V. Excelsior & Feyenoord Rotterdam

The Netherlands, Rotterdam

First team players of Feyenoord Rotterdam together with S.B.V. Excelsior asked attention for the campaign by showing the #Morethanfootball banner just before the Rotterdam derby kicked off.



## Ferencvárosi TC

Hungary, Budapest

Ferencvárosi TC showcased their support for the campaign on their LED-boards during home games of the first team.



## Inter Campus

Italy, Milan

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





We are  
#Morethanfootball



# Community events



## FC Shakhtar Donetsk

Ukraine, Donetsk

Campaign Activity:

### Training session with internally displaced children

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



## GNK Dinamo Zagreb

Croatia, Zagreb

Campaign Activity:

### Disability fan experience

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



## Feyenoord Rotterdam

The Netherlands, Rotterdam

Campaign Activity:

**Street League Competition**

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

## AS Monaco FC

France, Bordeaux

Campaign Activity:

**Foundation support**

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





## PAOK Action

Greece, Thessaloniki

Campaign Activity:

**Inclusion of disabled people**



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



## Maccabi Tel Aviv FC Foundation

Israel, Tel Aviv

Campaign Activity:

**Football festival**



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



## Greenock Morton

Scotland, Greenock

Campaign Activity:

**Community Trust's 5 year celebration**



On 31<sup>st</sup> of March, Morton in the Community celebrated their 5<sup>th</sup> anniversary. To celebrate the milestone, the community trust staged a vast variety of activities, including fundraisers, charity dinner, match-day activities and the release of a celebration video.



We are  
#Morethanfootball





# UEFA Champions League and UEFA Europa League

In an extraordinary demonstration of cooperation, this year the UEFA Foundation for Children made it possible that the #Morethanfootball campaign was displayed on LED-boards during European UEFA Champions League and UEFA Europa League matches spreading the message that football is much more than just a game to fans all across Europe.

## UEFA Champions League & UEFA Europa League

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

To provide an impression, besides the huge amount of viewing figures, the matches welcomed the following amount of visitors:



## UEFA Champions League

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Juventus vs Real Madrid .....	40,849
Sevilla vs Bayer Munich .....	40,635
Liverpool vs Manchester City .....	50,685
Barcelona vs AS Roma .....	90,106



## UEFA Europa League

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Lazio Roma vs Red Bull Salzburg .....	42,538
Atletico Madrid vs Sporting .....	53,301
Arsenal vs CSKA Moskou .....	58,285
Leipzig vs Olympic Marseille .....	43,043

# Online events & campaigns



## Club Brugge

Belgium, Brugge

Campaign Activity:

**Clubs social impact**

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



## Juventus FC

Italy, Turin

Campaign Activity:

**#Morethanfootball photo contest**

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

JUVENTUS



## Royal Belgian Football Association

Belgium

Campaign Activity:

**#Morethanfootball social projects**

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



Following

Envie d'en savoir plus sur les projets sociaux de l'URBSFA ? Découvrez vite le rapport annuel CSR et les projets réalisés en 2018 !

[bit.ly/CSR\\_FR](https://bit.ly/CSR_FR)

[#REDTOGETHER](#) [#MorethanFootball](#)

[#Footballplus](#)

Translate from French





## European Football for Development Network (EFDN)

The Netherlands, Breda



Campaign Activity:

### Sustainable Development Goals and Football

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



## Legia Foundation

Poland, Warsaw

Campaign Activity:

### #Morethanfootball jersey contest

Also Legia Warsaw gave her fans the change to win something. As part of the #Morethanfootball campaign, the Polish club encouraged her fans to spread their football story by answering the question why football is more than just a sport on Twitter. The most creative responses received a first team #Morethanfootball warm-up jersey.



## Cardiff City FC Foundation

Wales, Cardiff



Campaign Activity:

### Helping through employability programmes

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

# #Around the World Challenge

As a new feature to give everyone who loves football the opportunity to tell their own #Morethanfootball story, this year, the #AroundtheWorld challenge was introduced. The challenge that promoted the power of football to change lives encouraged football players, fans, coaches and the general audience to share their story on why they believe that football is more than just a game.

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

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

## Patrick Nevin



SHARE YOUR  
TAKE THE C

OUR STORY.  
CHALLENGE.

## FK Sarajevo

Bosnia, Sarajevo



## Legia Foundation

Poland, Warsaw



# #Around the World Challenge

**Hibernian Community** @hibsincommunity · Mar 23  
Our @HFCGirlsAcademy Manager @JLMurray17 sharing her football experiences at @EFDN\_tweets Conference. #morethanfootball #aroundtheworld  
Calling @LisaEvans\_17 @hayleylauder @kimlittle16



**Hibernian**  
Scotland, Edinburgh

**Morethanfootball** @eumorethanagame · Mar 29  
Have a look at the #Aroundtheworld challenge by @BrentfordFCCST, show us your trick and tell us why you believe football is #Morethanfootball  
[stories.morethanfootball.eu](https://stories.morethanfootball.eu)



**Brentford FC  
Brentford Community Trust**  
United Kingdom, London



**N.E.C. Nijmegen**  
The Netherlands, Nijmegen



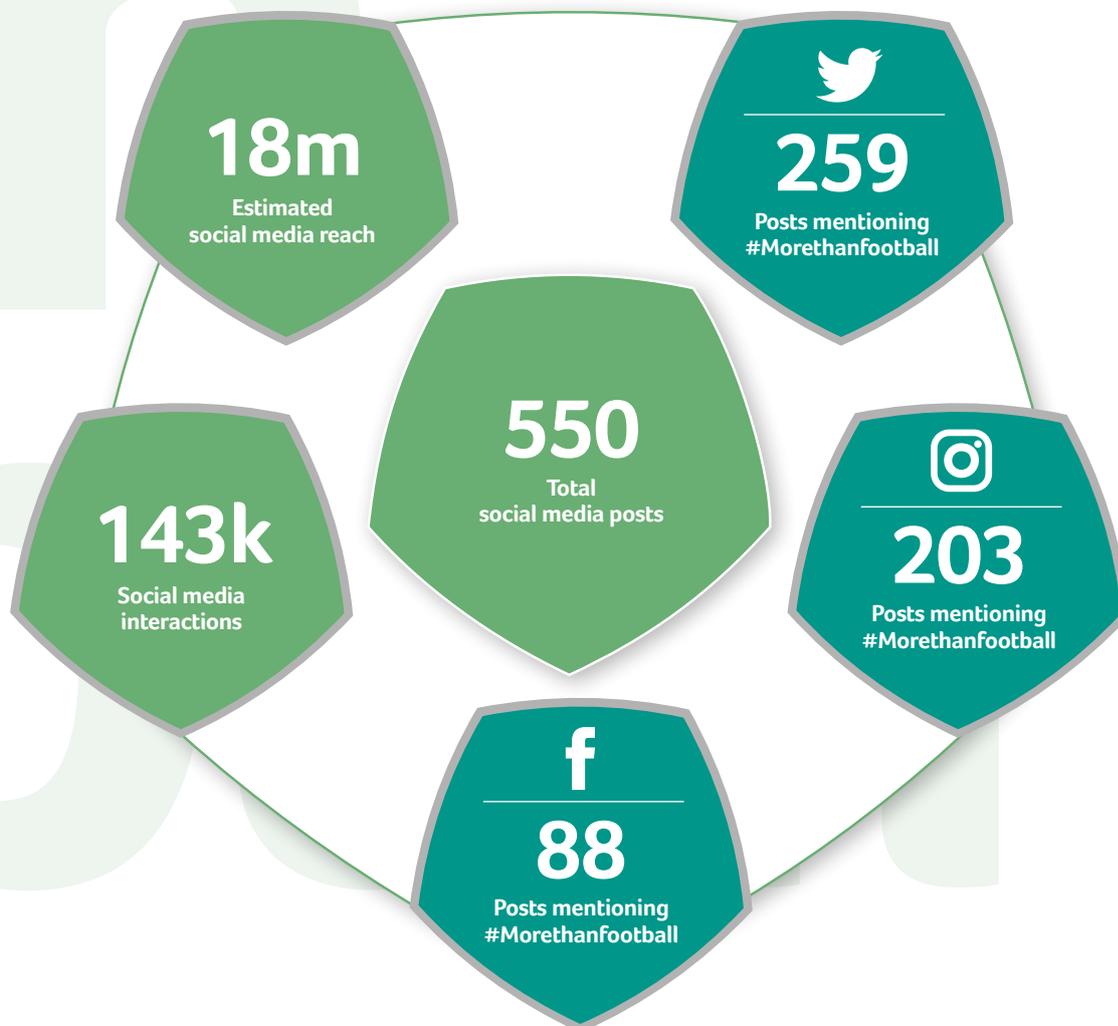
**UNICEF FRANCE**  
France

# #Morethanfootball on Social Media

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

Next to the official participating professional football clubs a lot of other people embraced the #Morethanfootball hashtag such as fan-accounts, amateur clubs, CSR project initiatives, football fans and several other organisations active in the field of football. The number of post and especially the number of social media interactions have grown a lot since the first year; in 2018 638 online items (was 110 in 2017) were posted and 143.000 people (was 38.000 in 2017) interacted in the campaign with a reaction on one or several posts. The total reach of the online campaign even grew from 81.000 in 2017 to more than 18 million in the 2018 campaign.

The social media platforms used in this case includes Twitter, Facebook, Instagram, YouTube and Google+.





# #Morethanfootball Action Weeks on Twitter

Official SSC Napoli and 5 others Retweeted

**UEFA** @UEFA · Mar 23  
Football is for EVERYONE.  
That's why, together with @UEFA\_Foundation, we support the #MoreThanFootball Action Weeks  
RT if you agree

#EqualGame



3 87 203

**Morethanfootball** @eumorethanagame · Mar 29  
The International Day for the Elimination of Racial Discrimination (March 21) saw @kaagentfdn and other local football clubs in Gent saying no to racism and discrimination. #morethanfootball

[morethanfootball.eu/news/kaa-gent...](#)



KAA Gent Foundation and KAA Gent

6 21

**Man Utd Foundation** @MU\_Foundation · Mar 21  
We're pleased to be supporting the #MoreThanFootball action week, here are a few highlights from our recent work with young people across Greater Manchester.



You, Juan Mata Garric, Scott McTominay and 3 others

44 256

**EFL** @EFL · Apr 5  
As part of the #MoreThanFootball action week, we look at some of the groundbreaking work being undertaken by #FFL Clubs.  
All 72 Clubs have been leading by example, most recently on the #EFLDayofAction.



2 55 295

**UEFA Foundation** @UEFA\_Foundation · Apr 5  
We support #Morethanfootball Action Weeks. Together, to do more.



15 60

**JuventusFC** @juventusfc · Mar 30  
Nel calcio nulla è impossibile.  
#JuventusForSpecial #MORETHANFOOTBALL



2 55 295



**BFC Community Trust** @BFC\_Trust · Apr 7

Tiny Tangerines is a football activity session which aims to increase confidence and co-ordination, as well as helping transition from nursery to primary school by giving them the opportunity to engage with other children #MoreThanFootball



2 9



**Morethanfootball** @eumorethanagame · Mar 27

On the EFDN website, the One Goal for Education Practitioner's Guide is available for download. The Guide provides ideas and examples of how to implement education programmes at a club. #Morethanfootball



**EFDN** @EFDN\_tweets

As part of the #Morethanfootball Agenda, EFDN has dedicated the 27th of March to education CSR programmes. To inspire football organisations to deliver educational activities, we have made the One Goal for...



**Rangers Charity** @RFC\_Charity · Apr 2

Did you know the Foundation recently secured our SQA Approved Centre status? We can now deliver a number of accredited qualifications as part of our work in education and employability! [buff.ly/2G274FW](https://buff.ly/2G274FW) #ChangingLives

#MoreThanFootball @EFDN\_tweets



Legia Warszawa liked



**Fundacja Legii** @FundacjaLegii · Apr 11

.@EduardoDaSilva powiedział nam, dlaczego piłka nożna to coś więcej niż sport. Sprawdźcie [📺](#) #MoreThanFootball

Translate from Polish



#More than football

Piłka nożna jest dla mnie wszystkim, całym moim życiem. To marzenie, które stało się rzeczywistością. Każdy chce grać w piłkę nożną i zostać piłkarzem. Zwłaszcza w Brazylii, gdzie jeśli rodzisz się chłopcem, to pierwszym prezentem, jaki otrzymujesz, jest piłka. Nie ma lepszego nauczyciela. Grając w piłkę możesz poznać nowe języki, kultury oraz kształtujesz charakter.

EDUARDO  
Alves da Silva

gotwidopomocy.pl



**FC Viktoria Plzeň EN** @fcviktoria\_en · Mar 29

When your dreams come true...  
Some kids from a local school had a chance to meet & greet a trio of players  
Great experience for both sides!

#Morethanfootball

#fcvp



**UNESCO** @UNESCO · Apr 6

Football has the power to transform, transcend & inspire. What does it mean to you?

Join the [📺](#) contest from #UNESCOJuventus and share your football photo with the world!

Prizes to be won! [on.unesco.org/2lyR9jy](https://on.unesco.org/2lyR9jy) #MoreThanFootball #IDSDF2018



UNESCO Youth and Sports Task Force / Juventus International  
JuventusFC and JuventusFC

8 67 248



**ECA** @ECAEurope · Apr 10

The #Morethanfootball Action Weeks were held from 21st March to 8th April 2018! Thanks to @EFDN\_tweets and all #ECA Member Clubs that participated in this great campaign. Check out some of the highlights! ⚡



#Morethanfootball

ECA @ECAEurope

The #Morethanfootball Action Weeks, an initiative from the European Football for Development Network (EFDN) in partnership with ECA, were held from 21st March to 8th April 2018. Check out so...

Moments

2 7



# #Morethanfootball Action Weeks on Facebook

**Inter** shared Inter Campus's post.  
April 6 at 11:00am · 🌐

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

#InterCampus #ChildrensRights #IDSDP2018 #MoreThanFootball



**INTER Campus**  
April 6 at 10:14am · 🌐

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

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

#UnitedNations #SDGs #InterCampus #FortheRighttoPlay  
#morethanfootball #Childrensrights #brothersoftheworld #nerazzurri #FCIM  
#IDSDP2018

2.1K · 10 Comments · 93 Shares

**UEFA**  
April 2 at 10:47am · 🌐

Every child is unique ❤️  
Every child has the right to play 🙌

Follow [UEFA Foundation for Children](#) 🙌

#EqualGame  
#MatchForSolidarity  
#Morethanfootball

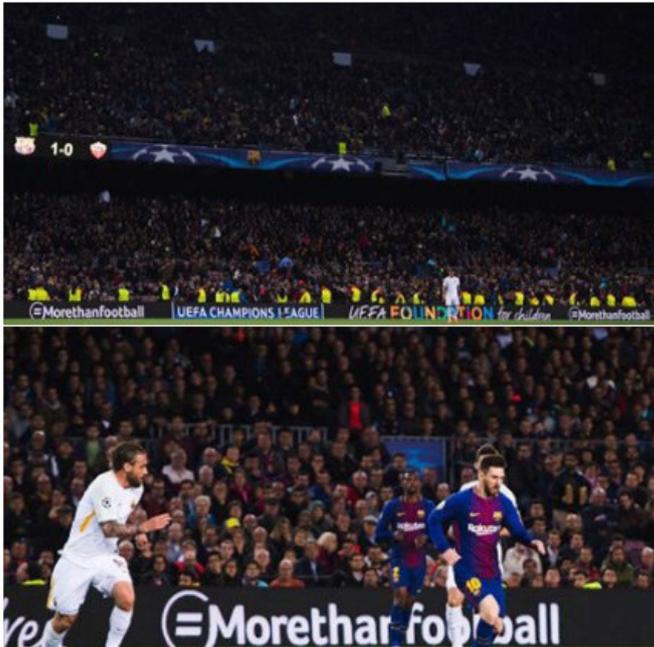


All children have the right to pla

**Morethanfootball** shared European Football for Development Network's post.  
April 6 at 12:11pm · 🌐

Did you catch the #Morethanfootball logo during the UEFA Champions League and UEFA Europa League quarterfinals? 😊

To highlight European Football for Development Network and UEFA Foundation for Children's support for the campaign, both logos shared LED boards at the matches on 3-5 April! 🙌



**European Football for Development Network** added 2 new photos.  
April 6 at 12:00pm · 🌐

Together with UEFA Foundation for Children and the European Club Association, we are proud to support the 2018 #Morethanfootball Action Weeks. 🙌🏆🙌  
Morethanfootball

**Morethanfootball** added 5 new photos. ...  
 March 21 at 6:38pm · €

The #Morethanfootball Action Weeks have officially kicked-off in Paris. From the 21st of March until 8th of April we will celebrate the social impact of European football. Read more about the launch: <http://www.morethanfootball.eu/.../2018-morethanfootball-kic.../>



**SFK 2000 Sarajevo**  
 March 30 at 10:40pm · €

Like Page ...

If you love it, play it!

We support the #morethanfootball Action Weeks 'cause football is our game too! ❤️



213

1 Comment 10 Shares 2.7K Views

**Morethanfootball** shared Athletic Club's video.  
 Published by Susan Garhaus (?) · 28 March at 14:28 · €

Like over 80 other football clubs around Europe, Athletic Club is celebrating the 2018 #Morethanfootball Action Weeks by putting the spotlight on the club's foundation and its community projects.

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



8,616 Views

**Athletic Club**  
 28 March at 11:00 · €

Like as your Page

Athletic Genuine #morethanfootball

**Morethanfootball** shared Legia Warszawa's post.  
 Published by Dan Pham (?) · 11 April at 10:00 · €

Great contest run by Legia Warszawa & Fundacja Legii! 🍌

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



**Legia Warszawa** added 2 new photos.  
 10 April at 17:24 · €

Like Page

Why is football more than sport? We are waiting for your proposals. The most creative answers / photos of reward shirts with signed legionnaires where they rushed to warm up before the game with the chase. Let's go! 🍌  
 #Morethanfootball

Terms <http://bit.ly/regulaminMTF>

**Bayer 04 Leverkusen**  
 March 29 at 9:59pm · €

Like Page ...

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



**#MorethanFootball-Week of action 2018**

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

BAYER04.DE



**Morethanfootball**

March 27 at 4:35pm · €

Today, the #Morethanfootball Action Weeks focus in particular on Education CSR programmes.

As part of the #Morethanfootball initiative, EFDN presents its One Goal for Education Practitioner's Guide.

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

See More



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

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

EFDN.ORG



**FC SHAKHTAR** added 23 new photos.

4 April at 17:12 · €

Shakhtar players conducted a training session involving the internally displaced children within the framework of the UEFA social campaign #Morethanfootball Action Weeks. #Aroundtheworld

For details: [https://shakhtar.com/.../2018/april/4\\_news/4\\_morethanfootball/](https://shakhtar.com/.../2018/april/4_news/4_morethanfootball/)



**Morethanfootball** shared PAOK FC / ΠΑΕ ΠΑΟΚ's post.

Published by Dan Pham [?] · 6 April at 11:43 · €

Beautiful gesture from PAOK FC / ΠΑΕ ΠΑΟΚ! #morethanfootball



PAOK FC / ΠΑΕ ΠΑΟΚ added 5 new photos.

4 April at 15:19 · 🌟

Like Page

Ο Ιησούς και το χαμόγελό του ήταν πρωταγωνιστές στη φωτογραφία της σεζόν. Ο μικρός φίλος του #ΠΑΟΚ με τη βοήθεια του συλλόγου κατάφερε να βάλει πρόσθετα μέλη κα...



**Morethanfootball** shared Anorthosis Famagusta - Official's post.

Published by Dan Pham [?] · 30 March at 21:00 · €

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

Anorthosis Famagusta is #morethanfootball!



**Anorthosis Famagusta - Official**

Sport team

Send Message

Anorthosis Famagusta - Official is with Pileas Kostas and Nikolas Mathaiou.

28 March at 15:11 · €

Like Page

Στο πλαίσιο της εταιρικής κοινωνικής ευθύνης και του Action Week του ευρωπαϊκού οργανισμού #EFDN αντιπροσωπεία της Ανόρθωσης αποτελούμενη από τους Νικόλα Μαθαί...

See more



# #Morethanfootball Action Week on Instagram



**standard\_rscl** • Follow  
Paid partnership with groupe.henry.merc...  
CHU de Liège

standard\_rscl 🙏🙏 Hier, une délégation du Standard (avec @fai\_collins, @marin\_razvan & @m\_marinucci) a livré deux voitures électriques au @chuliege - Gisteren leverde een Standard-delegatie (met @fai\_collins, @marin\_razvan & @m\_marinucci) twee elektrische autootjes aan @chuliege 🙏🙏 #RSCL #Mercedes #community #MoreThanFootball

glannicandian Très beau cadeau...merci pour eux...🙏🙏🙏🙏🙏🙏

1,057 likes  
2 DAYS AGO

Add a comment...



**asmonaco** • Follow

asmonaco Le Président s'engage auprès de la #FondationFlavien | Dmitry Rybolovlev est allé à la rencontre de nos 2 valeureux cyclistes et d'une famille soutenue par la Fondation invitée ce soir pour la finale. #MoreThanFootball #PSGASM

reggae\_boyz\_974 Daghe Munegu toru 🙏🙏  
Go ASM 🙏🙏🙏

luan\_saleslrs Mais um Enzo

sbillups9 @lukequestbvb young lad in search of his hero

lukequestbvb @sbillups9 🙏🙏

sousou.ms25 Vous perdez bandes de fdp philippeumo @sousou.ms25 c est toi le fils de pute pour parler de cette façon le sport n à pas de place pour un individu comme toi

brocklaurent Je suis dégoûté monaco on a

3,730 likes  
MARCH 21

Add a comment...



**football.alliance** • Following  
Beirut, Lebanon

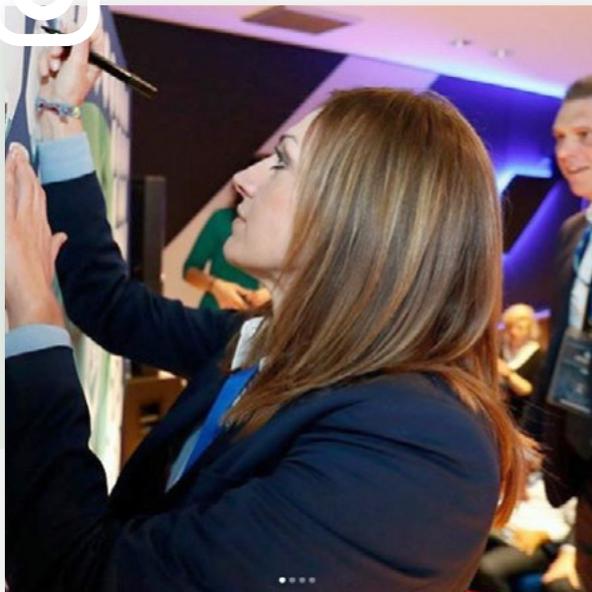
football.alliance Last week's disability session in Lebanon was for many YCs an overwhelming yet amazing experience - they all did great!! 🙏🙏🙏🙏🙏🙏 Congratulations to all of our newly graduated Young Coaches. we are PROUD of you - Together We Inspire!❤️

...

#disability #ability #footballforall #lebanon #inspire #motivate #fbf #fridayfeels #disabilityawareness #disabilityfootball #football #motivation #inspiration #graduate #EqualGame #morethanfootball #family #friends #children #kids #special #happy #proud #pride #footballtraveller #play #nooneleftbehind #abilitymatters #playforall #werderbremen

95 likes  
MARCH 23

Add a comment...



morethanfootballactio... • Following

morethanfootballactionweeks The #Morethanfootball Action Weeks have officially kicked-off. We very much look forward to three weeks entirely devoted to CSR in football. Follow the campaign and learn more about how football changes people's lives.

fernanda\_rocha MorethanFootball W W . U P A R S E G U I D O R E S . COM#0PrMbifAisf BTXHolDq9lioEp\$

25 likes

MARCH 21

Add a comment...



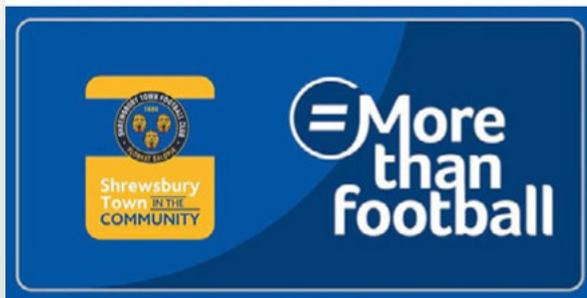
uefa\_foundation • Following

uefa\_foundation Bringing joy to all children, our mission. #WorldHealthDay #Morethanfootball #Awards2017

32 likes

APRIL 7

Add a comment...



stfc\_itc • Follow

stfc\_itc MORETHANFOOTBALL: @STFC\_ITC are supporting the #MoreThanFootball @eumorethanagame action weeks. We've got lots coming up showing the impact that a range of our programmes have #OneClubOneCommunity

19 likes

MARCH 29

Add a comment...





# #Morethanfootball Action Week

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### EFDN CONFERENCE MARKS START OF ACTION WEEKS

The 10th annual European Football for Development Network (EFDN) conference has taken place in Paris, marking the start of the annual #MoreThanFootball Action Weeks.

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

The clubs involved from UK and Ireland this year are Aberdeen, Aston Villa, Bohemians, Celtic, Chelsea, Everton, Fulham, Greenock Morton, Hearts, Hibernian, Leyton Orient, Montrose, Motherwell, Northampton Town, Rangers, Southampton and Tottenham. Others from Europe include Ajax, Barcelona, Benfica, Inter Milan, Juventus, PSV Eindhoven, PSG and Werder Bremen.

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



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

Organisations can visit [www.morethanfootball.eu](http://www.morethanfootball.eu) to register and receive the required information, material and resources.

22 March 2018



#### NEXT ARTICLE



Sensory sport programme breaks new ground  
16 March 2018

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18 April 2018



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Exclusive StreetGames delight at Royal seal of approval  
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Twickenham hosts Project Rugby 'Mixed Ability' match  
17 April 2018

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22 March 2018



Sports Minister hails rugby's 'community champions'  
20 July 2017



Palace programme aims to break cycle of youth violence  
18 April 2018



Expanded format announced for FA Disability Cup  
27 February 2018

**Mais que futebol**

Nos dias 21 e 22 de março, realizou-se em Paris a 10.ª Conferência Internacional da EFDN - European Football for Development Network, a que a Fundação Benfica pertence desde os seus primórdios. Uma organização com mais de cinquenta clubes, pelo mundo de um adepto holandês que conseguiu, com paixão, dedicação e persistência, empreender uma verdadeira plataforma europeia de cooperação social entre os clubes.

Já passou pela Luz esta conferência, faz um ano, mas desta vez a destinação foi a França. Parque dos Príncipes, estádio igualmente grandioso, do Paris Saint-Germain, um dos templos do futebol europeu!

Presenças quase todas os grandes da Europa, Real Madrid, Barcelona, Chelsea, PSG, Ajax, Feyenoord, Tottenham, Galatasaray, Inter de Milão e por aí fora.

**Aqui, os heróis são os povos; os adversários - a pobreza e o radicalismo**

Fundação Benfica | European Football for Development Network

# 10.ª Conferência foi em Paris



**Nova edição de um evento que procura trabalhar na responsabilidade social dos grandes clubes europeus**

**C**riada oficialmente em 2014, a European Football for Development Network é uma rede que reúne alguns dos maiores clubes europeus, não para competir, mas para cooperar em prol do desenvolvimento e da justiça social, da tolerância, dos valores europeus e da sociedade que queremos hoje e para o futuro.

Aqui, os heróis são os povos, os adversários - a pobreza e o radicalismo - o público - as famílias e pessoas de bem, o árbitro, a nossa consciência individual e coletiva.

É de valores e do jogo de vida que se trata, e quando assim é, as bandeiras dos clubes são verdadeiras bandeiras que se erguem para o futuro a mostrar que há muito mais que futebol no futebol, que é esse o verdadeiro poder do grande jogo!



**Benfica Faz Bem.** Cerca de 50 alunos da Escola Francisco Arriaga estiveram, no dia 13, na Sala de Conferências de Inovação do Estádio, onde foram apresentadas as atividades do Hóquei em Patins e da Benfica Olímpica.



**Ação de Sensibilização.** Os atletas dos Iniciados A e dos Berços B estiveram, no passado dia 15 de março, no âmbito do Círculo Futebol Campus para uma iniciativa com o tema "Para lá das 4 Linhas: outras realidades sociais".

importante da área em questão, foi também lançada a #IniciadosAtivos #BerçosAtivos 2018. Esta iniciativa tem por objetivo destacar o bom trabalho desenvolvido pelo futebol como o contexto de criar impactos positivos nas comunidades em que se encontram inseridas.

Paris destacou-se porque o trabalho em cooperação no âmbito da rede que ultrapassa em grande medida a participação em conferências, concentrando-se na realidade em projetos comuns. Grandes exemplos disso mesmo são a realização de intervenções

**O SL Benfica através da sua Fundação entrou para esta comunidade em 2015**

de jovens e de profissionais, assim como projetos de maior dimensão como o Volong Football e o Futebol Adaptado, nos quais a Fundação Benfica atua constantemente em oportunidades locais.

Teram assim dois dias em que alguns dos grandes clubes europeus disseram "sim" aos valores importantes e fundamentais da sociedade. Utilizar o desporto como instrumento para o desenvolvimento não sempre uma boa forma de cooperar nas áreas mais carenciadas e responder aos seus problemas.

**theScore** SERI FIXTURES NEWS TABLE LEADERS

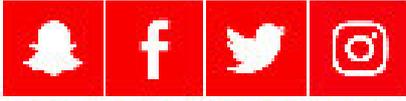
**#More than football**

JuventusFC @juventusfcen

In football, there are no limits or barriers. #MORETHANFOOTBALL

Zóé ago · Juventusfcen on twitter

# FOOTBALL STORIES



## Deux supporters de Monaco se sont rendus à vélo à Bordeaux pour la finale de la Ligue pour la bonne cause

par Lucie Bacon 13 semaines ago

C'est une belle histoire qui nous concerne Philippe, un jeune supporter du Monaco en voyage à Bordeaux, pour la finale de la Ligue pour la bonne cause. Philippe et son ami, principal héros, nous racontent leur histoire.



**AS Monaco** @AS\_Monaco

Après avoir le finale de la Ligue pour la bonne cause, Philippe et son ami ont pu participer à la finale de la Ligue pour la bonne cause. Philippe et son ami ont pu participer à la finale de la Ligue pour la bonne cause.



**AS Monaco** @AS\_Monaco

Le Président de l'AS Monaco s'est rendu à Bordeaux pour la finale de la Ligue pour la bonne cause. Philippe et son ami ont pu participer à la finale de la Ligue pour la bonne cause.

Le Président de l'AS Monaco s'est rendu à Bordeaux pour la finale de la Ligue pour la bonne cause. Philippe et son ami ont pu participer à la finale de la Ligue pour la bonne cause.





## Шахтер присоединился к социальной кампании УЕФА #Morethanfootball Action Weeks

Рейтинг публикации ★★★★★ 5 апреля 2018, четверг. 16:59



Також читайте українською: [Шахтар приєднався до соціальної кампанії УЄФА #Morethanfootball Action Weeks](#)

Шахтер присоединился к социальной кампании УЕФА #Morethanfootball Action Weeks. Данную информацию подтверждает официальный сайт клуба.

Шахтер наряду с другими ведущими клубами Европы уже не впервые принимает участие в акции #Morethanfootball Action Weeks, которая в этом году проходит с 21 марта по 8 апреля по инициативе European Football for Development Network (EFDN), Ассоциации европейских клубов (ECA) и UEFA Foundation for Children. Цель кампании – развитие массового футбола, популяризация здорового образа жизни, занятий спортом и образования среди детей и молодежи.

4-го апреля на поле УТК имени Банникова к тренировке горняков присоединились дети-переселенцы из Донецка.

В течение полутора часов гости наблюдали за упражнениями команды, а затем и сами вышли на газон, чтобы поиграть с ними в футбол.

Напомним, что оранжево-черные [продолжают подготовку к матчу 26-го тура Чемпионата Украины против Вереса](#).

Футбол Онлайн	БАВАРИИ РЕАЛ	ЛАНСНАУ АУГМАД	МАЙСЛЬ ЗАЛЬЦЬ	ЛИВЕРПУЛ ЧЕЛСИ
Livescore	21:45  Фут. 2	20:04  Фут. 1	20:04  Фут. 2	20:04  Фут. 2

## Ігроки Шахтера провели тренiровку с дiтьми-переселенцями

Додано: 04.04.18 16:59  
 Источник: ФН "Шахтер"



Ігроки «Шахтера» в рамках европейської соціальної кампанії УЄФА #Morethanfootball Action Weeks провели тренiровку с дiтьми-переселенцями.

«Шахтер» наряду с другими ведущими клубами Европы уже не впервые принимает участие в акции #Morethanfootball Action Weeks, которая в этом году проходит с 21 марта по 8 апреля по инициативе European Football for Development Network (EFDN), Ассоциации европейских клубов (ECA) и UEFA Foundation for Children. Цель кампании – развитие массового футбола, популяризация здорового образа жизни, занятий спортом и образования среди детей и молодежи.

4 апреля на поле УТК имени Банникова к тренировке горняков присоединились дети-переселенцы из Донецка. В течение полутора часов мальчишки и девчонки наблюдали за упражнениями кумиров, а затем и сами вышли на газон, чтобы поиграть с ними в футбол.

### Тимофей Рокочов, 10 лет:

– «Шахтер» – моя любимая команда. Я знаю всех игроков, а больше всего нравятся Маркос, Тайсон и Фред. Очень ждал встречи, волновался, ведь впервые так близко вижу настоящих футболистов. Так рад, что познакомился с ними, поиграл в футбол, – самый классный день! Теперь в школе всем расскажу об этом, а если не поверят, то покажу фото с игроками и тренерами.

### Дарина Яковлева, 9 лет:

– Я люблю и смотреть футбол, и играть. Дома мне не разрешают гонять мяч, а вот во дворе бегает все: мальчишки и девчонки. Очень хотела встретиться с Андреем Пятовым. Видела его по телевизору – он такой большой, сильный, хорошо защищает ворота. Всегда серьезный, а вот сегодня с ним было весело и интересно играть! Теперь у меня есть фотографии с ним и автографы на футболки.

### Людмила Яковлева, бабушка Дарины:

– Для детей это огромное событие! У нас трое (две девочки и мальчик) обожают футбол: в Донецке постоянно ходили на стадион, старались не пропустить ни одного матча, а с знакомстве с кумирами ноги только мечтать. Сегодня мечта осуществилась! Для девочек номер один – Андрей Пятов. Да и все ребята не только хорошие футболисты, но и прекрасные люди: никому не отказали в фото, смеялись, играли с детками, каждому уделили внимание. Это замечательно!

Хорошим настроением заразились и сами «горняки», проведя с юными фанатами настоящий матч. Ярослав Ракицкий активно руководил обидки командки, Иван Ордец и Николай Матвиенко помогли в обороне и атаке, а вот Андрей Пятов не смог отстоять на ноль, пропустив в самом конце мвин-игры.

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[#MorethanFootball \(Απόλλων\)](#)

## #MorethanFootball (Απόλλων)

Αθήνα 04/04/2018 08:54

FOLLOW US ON  
**TWITTER**

Ο Απόλλωνας συμμετέχει στην προσπάθεια #MorethanFootball, η οποία θα διαρκέσει μέχρι και την Κορυφή του Πόδα (04/04).

Δείτε το βίντεο που κοινοποίησαν οι «απόλλωνες» μέσω του Apollon Web TV

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Trending in #MorethanFootball Action Weeks 2018

24 MAR 2018 | SOURCE: UEFA

### 2018 #MORETHANFOOTBALL ACTION WEEKS KICKED OFF IN PARIS

Media

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On 21st of March, the 2018 #MorethanFootball Action Weeks were kicked off in Paris. The beautiful stadium Parc des Princes provided a fantastic setting for the launch of the European-wide campaign that is an initiative of EFDN, the ECA and the UEFA Foundation for Children.

The inauguration was attended by around 120 practitioners, project leaders and decision makers from community engaged clubs, foundations, football associations and leagues. Among others representatives of the EPFL, Inter Campus, Saints Foundation, Barcelona Foundation, Paris Saint-Germain Foundation, FC Schalke 04, Real Madrid, Tottenham

# From annual Action Weeks to Movement



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

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

Compared to the 2017 edition, the 2018 #Morethanfootball campaign was more focused on the organisation and delivery of special Morethanfootball events and activities for specific local target groups. In the future, we would like to support even more organisations to develop and deliver local or national #Morethanfootball activities, events and campaigns while being part of a European campaign. Additionally, we would like

to develop the two week long #More than football Campaign in a #Morethanfootball movement that professional football organisations in Europe will use to promote the power of football throughout the year.

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

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

Lastly, we would like to thank all Football clubs, foundations, community trusts, leagues, football associations and organisations that participate in this year's #Morethanfootball Action Weeks contributing to the success of the initiative.

# Participants 2018

#More than football



ABERDEEN FC



ANDORRAN FOOTBALL FEDERATION



ANORTHOSIS FAMAGUSTA



APOEL FC



APOLLON LIMASSOL



ARIS THESSALONIKI FC



AS MONACO FC



AS ROMA



ASTON VILLA FOUNDATION



ATHLETIC CLUB BILBAO



BAYER 04 LEVERKUSEN



BELGIAN RED DEVILS



BENFICA FOUNDATION



BIG HEARTS COMMUNITY TRUST



BLACKPOOL FC COMMUNITY TRUST



BOHEMIAN FC



BRENTFORD FC COMMUNITY SPORTS TRUST



CARDIFF CITY FC FOUNDATION



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CHELSEA FOUNDATION



CLUB BRUGGE



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ECA



EFDN



ENGLISH FOOTBALL LEAGUE



EUROPEAN HEALTHY STADIA



EVERTON IN THE COMMUNITY



FC BARCELONA FOUNDATION



FC DINAMO TBILISI



FC RED BULL SALZBURG



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FOOTBALL ASSOCIATION OF IRELAND



FOOTBALL PLAYERS ASSOCIATION OF FINLAND



GNK DINAMO



HIBERNIAN COMMUNITY FOUNDATION



HJÄRTA UNITED



HJK NAISET



HNK RIJEKA



IF ELFSBORG



INTER CAMPUS



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CAA GENT  
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KRC GENK



LECH POZNAŃ



LEGIA FOUNDATION



LINKS PARK  
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SHREWSBURY TOWN  
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COMMUNITY  
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STANDARD DE LIÈGE



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VFL WOLFSBURG



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