



#More
than
football



Action week
30.03 – 09.04.2017

Introduction

Why is #Morethanfootball Action Week being launched?

Within the football industry, mainstream media is still primarily focussed on 1st Team matches and players of the European professional clubs. The news about the last game and build up to the next fixtures are always in the spotlights, but almost all European clubs are much more than just the 11 players on the pitch.

Community and Social Responsibility within football is becoming an instrumental role in European Club Football and has evolved into a strategic tool for clubs to demonstrate their accountability and commitment to society, and to protect their reputation, develop brand loyalty and foster competitive advantage. Across Europe, clubs, foundations, Community Trusts, Football Associations and Leagues have a huge impact in their communities with their football based community projects, which are addressing a wide variety of social problems.

The community programmes and innovative initiatives of clubs and foundations struggle to receive attention it warrants and deserves. For this reason, the #Morethanfootball Action Week aims to give the wider European Football Community the opportunity to inform their fans, sponsors and other stakeholders about their Community and Social Responsibility programmes with this formal European Campaign.

What is the #Morethanfootball Action Week

The #Morethanfootball Action Week, will take place for the first time from the 30th March until the 9th April 2017. The annual week long campaign will showcase the social impact of European Professional Football to the European community.

The #Morethanfootball Action Week will be launched by the European Football for Development Network (EFDN), with support of a wide range of European Football clubs, ECA, FIFPro, The Football Club Social Alliance and multiple European Leagues and Football Associations.

The #Morethanfootball Action Week will provide professional football clubs, foundations and Leagues throughout Europe the opportunity to showcase their social activities.



The social impact of the club or organisation can be promoted during the designated period, examples of interaction include presence at your home match of the club in the Action Week and in addition using modern and traditional media such as websites, social media channels, events, videos, banners, billboards, posters and brochures.



Through the use of the hashtag #Morethanfootball all participating clubs, foundations and leagues can promote their own local programmes and activities while being part of this exciting European Campaign. All initiatives of the participating organisations will be captured and published on the More than Football website and social media channels. After the campaign, a key process for EFDN will be to create a report along with our research partners to highlight all facts and figures of the impact of the campaign on national and European level. This will highlight to what extent football can have a positive impact on the society.

Who can participate in the #morethanfootball Action Week?

All European football clubs or their foundations, Leagues, Football Associations and supportive organisations in the Professional Football Society can join the campaign. We welcome all institutions of the European Football Family to participate in the Action Week who are committed to using the power of football to engage and inspire future generations and who are convinced that they are #Morethanfootball.

How can you participate in the #Morethanfootball Action Week

All European Clubs, Leagues and Football Association that would like to participate in the #MorethanFootball Action week can register their organisation by sending an email to actionweek@morethanfootball.eu.

Participation in the Action Week is free. Upon registration you will receive all the campaign information and campaign resources.

During the 1st week of March 2017 we are excited to launch the official Action Week website www.morethanfootball.eu where we will register all participating organisations. We will also publish all the activities being carried out during the week by the participating clubs and organisations.

All local, Regional and National activities will be carried out by the participating football clubs in which ever form you desire during the Action Week highlighting your flagship programmes to new and existing activities.

It is our vision that participating organisations can promote their scheduled community programmes during 1st Team matches and club events by using a variety of traditional or modern media channels and by using the #Morethanfootball to showcase that your club or organisation participates in the More than Football Action Week.

You are #Morethanfootball!

We are convinced that for many years European clubs, Leagues and Football Associations are much more than just a professional football club or organisation of governance.

Many programmes have been launched all over Europe to create a more inclusive society, these programmes and the social impact within society deserves the attention of the wider European community. Clubs, Leagues and Football Associations are responsible for ground breaking programmes that teaches children important values, supports young people with education or employment, Health & social interventions for our Elders, integration programmes for refugees into our societies, and much more.

These achievements make your club, League or Football Association's More than Football and we are going show the European football family and the wider audience what a great contribution and impact you all are having within society! We hope that this positive event will grow organically and be an instrumental feature in the European Football Calendar.

More than Football

**to communicate
to promote
to integrate with
your own community activities**

-
- 1. wordmark**
 - 2. label**

Wordmark #Morethanfootball



Label =Morethanfootball



Example activities to showcase your community activities

During the Action Week, all participating organisations are encouraged to make use of a variety of logos and tools to promote their activities. The choice of which logo or tools you are able to use is entirely your choice which fits your brand and your brand guidelines.

Participating clubs and organisations can promote their community programmes during the home game of events during the #Morethanfootball Action Week in the matchday programme or LED walls, publishing dedicated content about their community programmes on their website and use social media, stadium billboards and website banners to promote the programmes.

In addition, you can create or republish video content on existing programmes or organise a fundraiser for your community activities. Everything is possible, but don't forget to use the #Morethanfootball and send us an overview of your activities!!

Website

The screenshot shows the homepage of the SV Werder Bremen website. At the top, there is a navigation bar with links for SHOP, TICKETS, FORUM, and a search bar. The main banner features the text "WERDER BEWEGT" and the "#Morethanfootball" logo. Below the banner, a large image shows four men standing together. A green overlay on the image contains the text "JUNIOREN" and "MBOM VERLÄNGERT BEIM SV WERDER". At the bottom of the page, there is a "WERDER NEWS" section with a thumbnail image and a "TWITTER" section showing a tweet from 09.02.2017 at 15:02. There is also a "FACEBOOK" section showing a post from 09.02.2017 at 15:00.

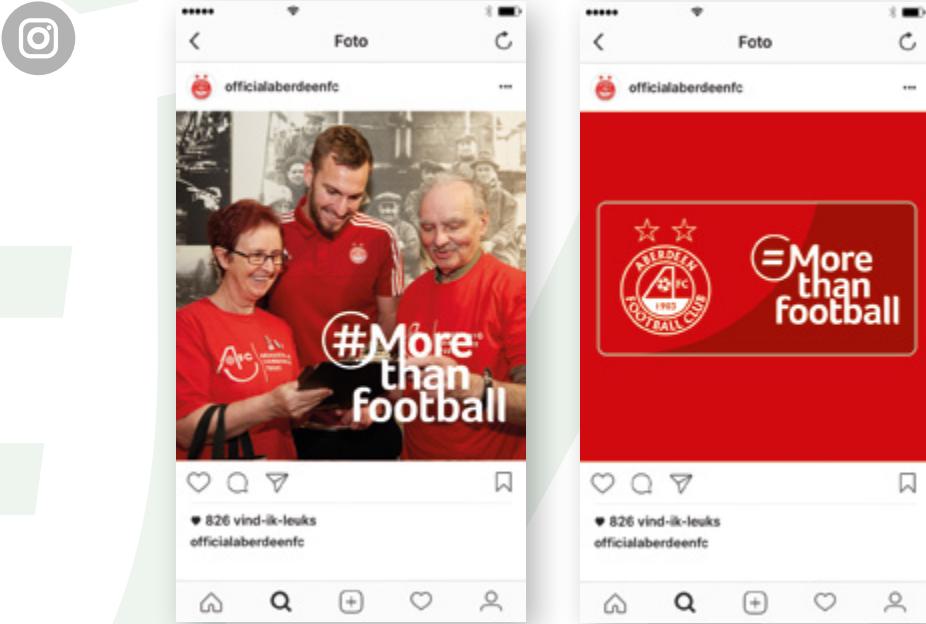
Social media



The screenshot shows a Facebook page for 'INTER Campus'. The main post features three young boys in blue and black striped jerseys, smiling and posing together. The post includes the hashtag '#Morethanfootball'. The left sidebar shows navigation links like 'Startpagina', 'Info', 'Foto's', 'Vind-ik-leuks', 'Video's', 'Evenementen', 'Berichten', and a green button 'Een pagina maken'. The right sidebar includes sections for 'Cause', 'Status', 'Foto/video', 'Schrif iets op deze pagina...', 'Foto's' (with a thumbnail of a group of boys), 'Info', 'Alles bekijken', and 'BERICHTEN VAN BEZOEKERS'.

Using the hashtag Morethanfootball across the different Social Media Channels will call attention to the magnitude of work, which football clubs, foundations and organisations deliver across Europe.

The screenshot shows a Facebook post from 'Feyenoord'. The post features the Feyenoord logo and the text: 'Feyenoord is #Morethanfootball , through community projects that create change.' The post has options for 'Photo/Video' and 'Photo/Video Album'. At the bottom, there are sharing options: 'Public' and 'Post'.



Advertising

(Notice that the design of the advertisement can be in your own corporate identity style)



Rosenborg Ballklub is more than just a football club. Next to being a very successful football club in Norway in terms of sportive achievements, Rosenborg has also developed a strong position within the society through their comprehensive corporate social responsibility strategy. In 2011, the club started the project

Youth@Work to combat youth unemployment in the city of Trondheim. The club developed an employment scheme based on the concept of using football and sport as an instrument for labour inclusion. Rosenborg uses the strong brand of football to build self-confidence and to create working opportunities for the young people.





Walking Football

PSV was one of the first Dutch football clubs that started to use Walking Football in the Netherlands. In October 2013, a number of curious people from the age of 50 years and older, which until recently were out of reach for sport based community organisations, reacted to an ad of PSV, in which the club announced that they were looking for

club members. Now, the group is training weekly and experiencing a variety of positive effects. Not only does the project have health benefits as staying fit and maintaining an active lifestyle but also social benefits. Participants meet new people, avoid being isolated and get the opportunity to volunteer.



LED boarding



Virtuels



Banner

The MorethanFootball logo can be used on banners to promote social community projects.

Displaying the banner at public events will raise awareness for the corporate social responsibility activities.





Morethanfootball Website

There will also be an official #Morethanfootball website and Facebook page, which we will replicate campaign for participating clubs and organisations of the MorethanFootball Action Week.

In the beginning of March 2017 we will launch the official #MorethanFootball Action Week website. Please send us all your activities, photos, videos, Facebook , Twitter, Instagram and LinkedIn messages, so that we can ensure replication on the MorethanFootball Action social media account's and website.



The screenshot shows the homepage of the Morethanfootball website. At the top, there is a navigation bar with links for ABOUT, NEWS, PROGRAMMES, MEMBERS, RESOURCES, and EVENTS. There are also language and sign-in options. Below the navigation is a large banner featuring a group of people and the text '#MORETHANFOOTBALL ACTION WEEK' and 'Action week 30.03 – 09.04.2017'. A 'READ MORE >' button is visible. The main content area has two columns. The left column under 'LATEST NEWS' includes a thumbnail for 'Inter Campus' showing two people on a field, a thumbnail for 'INTER CAMPUS IN NICARAGUA, PART OF THE CHANGE' showing two men smiling, and a thumbnail for 'TOTTENHAM FOUNDATION LAUNCHES YOUR FUTURES PROGRAMME' showing two men. The right column under 'UPCOMING EVENTS' includes a thumbnail for 'LIFE SKILLS THROUGH FOOTBALL STAFF EXCHANGE PROGRAMME HOSTED BY VITESSE, ARNHEM' showing a document, and a thumbnail for '8TH EFDN 'MORE THAN FOOTBALL' CONFERENCE IN LISBON' showing a person speaking at a podium. Both columns have 'All news >' and 'All Events >' links at the bottom.

facebook.com

#More than football

Bericht sturen

Vind ik leuk Volgen Delen

Schrijf iets op deze pagina...

Foto's

#More than football

Info Alles bekijken

076 369 0561

Nu een bericht sturen

www.morethanfootball.eu

Cause

Zoeken naar berichten op deze pagina

Vrienden uitnodigen om deze pagina leuk te vinden

The European Football for Development Network is a new network for professional football clubs and/or their associated NGOs that use football as a tool for social development programs.

BERICHTEN VAN BEZOEKERS >

Alles weergeven:





**Any questions or in need of
further information?**

Please contact us by phone or email:



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