

ECA Awards 2024 | Categories

ECA Football Award

Objective: To award an ECA Member Club, which has shown exemplary efforts prioritizing the non-sporting aspects of football, recognizing that the development, well-being, and education of players and coaches are integral to their long-term success both on and off the pitch.

Entries will: be a club-driven project or initiative, which..

- highlights initiatives and programs aimed at nurturing the overall development of players, including physical, mental, and emotional aspects.
 - showcases efforts to promote player well-being and mental health support within the club environment. Illustrate innovative approaches to player education, including academic support, vocational training, and life skills development.
 - emphasizes a culture of inclusivity, diversity, and equality, ensuring equal opportunities for all players regardless of background or circumstance.
 - demonstrates a commitment to fostering positive relationships between players, coaches, and support staff, creating a nurturing and supportive team environment.
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ECA Visiting Supporters Experience Award

Objective: To award an ECA Member Club, which has made a significant effort and investment to provide visiting supporters with a memorable matchday experience.

Entries will: be a club-driven project or initiative which..

- highlights special initiatives aimed at enhancing the overall matchday experience for visiting supporters
 - illustrates measures taken to ensure the safety, security, and well-being of visiting supporters
 - showcases activities made to enhance the matchday experience for supporters with a wide range of disabilities
 - demonstrates a strong effort to improve customer service in the visiting supporter section, i.e. availability of information, responsiveness to inquiries, enhancement of facilities.
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ECA Sustainability Award

Objective: To award an ECA Member Club, which has shown exemplary efforts in contributing positively to the environment and society.

Entries will: be a club-driven project or initiative, which..

- showcases initiatives or projects aimed at fostering sustainability
- actively contributes to promoting sustainable practices within the local community where the club is based.
- demonstrates tangible and positive outcomes that benefit the local community in terms of sustainability.
- has the characteristics of a longer-term project showing continuity and sustainability, rather than a one-off event (charity is not sustainability).



ECA Commercial Award

Objective: To award an ECA Member Club, which has shown exemplary efforts leveraging creativity, technology, and strategic partnerships to enhance their commercial standing.

Entries will: be a club-driven project or initiative, which..

- showcases outstanding commercial activities undertaken by the club.
- highlights innovative approaches in the realm of commercial ventures.
- demonstrates how these initiatives have contributed to the overall growth and sustainability of the club.
- illustrates how the club's commercial endeavors have positively impacted its stakeholders, including fans, sponsors, and the broader community.
- emphasizes creativity, strategic thinking, and effective execution in commercial activities.
- explores innovative categories or sectors not traditionally associated with football and/or sport.

ECA Club Management Award

Objective: To award an ECA Member Club, which has shown exemplary efforts in outstanding efficiency, innovation, and excellence in the operational aspects of club management

Entries will: be a club-driven project or initiative, which..

- highlights exemplary club management practices.
- showcases innovative approaches to leadership, governance, and administration within the club.
- demonstrates strategic planning and implementation of initiatives/processes/tools aimed at improving club operations and performance.
- illustrates how effective club management has positively impacted various aspects of the club, including sporting achievements, fan engagement, and financial sustainability.
- emphasizes a commitment to professionalism, transparency, and accountability in all aspects of club management.

Application Guidelines & General Criteria

- All ECA Member Clubs are invited to apply for the ECA Awards.
- The entry submitted must be in line with the award category definitions and criteria outlined above.
- All projects/initiatives/partnerships must have been created during the past three seasons.
- All projects/initiatives/partnerships must serve as inspiration and best practice for all ECA Member Clubs **regardless of club size and budget**.
- Each participating ECA Member Club is requested to fill out, digitally, the official application form.
- Each ECA Member Club can submit one entry per category – please fill out one application form per award category you would like to apply for.
- Deadline for submission of the entries is **Friday 28 June 2024**.
- Should you have any questions, please contact: members@ecaeurope.com

Shortlisted entries will be announced in the summer and promoted on all ECA channels. A dedicated jury will assess the shortlists and the winners of each category will be announced at the ECA General Assembly taking place in October 2024.