



EFDN

TOGETHER

We are

#Morethanfootball

More than Football Action Weeks Webinar 14-02-2022



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WHAT ARE THE ACTION WEEKS?

- EFDN initiative supported by UEFA Foundation for Children and ECA
- Started in 2017
- First year: reach 83.000 people, 2021 over 22 million people!
- The biggest campaign to create visibility of CSR in European football
- 2020: 41 million people online
- Highlighting community initiatives of clubs, leagues and FAs
- Promotion during matchdays, events and online

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Flashback to 2021

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#MORETHANFOOTBALL ACTION WEEKS

30
countries

114 clubs, leagues and FAs

Award winner:
Big Hearts
(Heart of Midlothian FC,
Scotland)

22 million people reached online

3,386
social media
posts

45 million
impressions



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MORE THAN FOOTBALL ACTION WEEKS

- 2021: 5th year Anniversary of the Action Weeks
 - More participating organisations
 - Different reach & impact due to Covid restrictions and online Conference
 - Not only focusing on visibility but also as a fundraising campaign



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MORE THAN FOOTBALL ACTION WEEKS

- From 22 March until 18 April 2021
- Various Action Days highlighting the different topics of CSR in European Football
- 13 & 14 April: 15th EFDN Conference (online)
- More than Football Award ceremony
 - 16th EFDN Conference in Breda, the Netherlands (9-10 November 2021)

European Football for



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2022

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REGISTRATION & PARTICIPATION

#Morethanfootball Action Weeks 2022

- Clubs, leagues, and FAs within Europe can sign up as participants for free
- Registration on the [Morethanfootball.eu](https://www.morethanfootball.eu) website
- Participants receive Toolkit and updates on the campaign
- Use the hashtag #morethanfootball and visuals in your communications
- EFDN Members can apply for #Morethanfootball Award 2022



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#MORETHANFOOTBALL VISUALS

- Use our editor on the website ([here](#))
- Download the multimedia kit from the campaign website
- Share the visuals from 15 March onwards
- Use Instagram filters/ GIFs
 - Search: Morethanfootball





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#MORETHANFOOTBALL VISUALS

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ABOUT NEWS JOIN THE TEAM PARTICIPANTS **CREATE YOUR VISUALS** PARTNERS RESOURCES EFDN.ORG

CREATE YOUR VISUALS AND BANNERS

STEP 1. CHOOSE YOUR VISUAL SIZE AND PLATFORM

You can easily create your #Morethanfootball visuals and banners for social media, websites and LED walls in the stadium. Start with picking the size of the visual that you would like to create.

INSTAGRAM STORY
1080 x 1920 pixels

INSTAGRAM PORTRAIT
1080 x 1350 pixels

FACEBOOK
1080 x 1080 pixels

TWITTER
880 x 440 pixels

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CAMPAIGN MATERIAL

- New flyers will be sent to all participants including special Social Inclusion and #Footballforpeace Flyers
- Create your branded campaign material with the multimedia kit
- Request campaign material by contacting us
- Use the material for photos, videos and events



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Action Days Schedule

- **21.03.2022** – Launch of the #Morethanfootball Action Weeks with “We are #Morethanfootball” Flyers / Rainbow Flyer action (SDG 4-10-16-17)
- **25.03.2022** – STEM Education – Action Day (SDG 4)
- **30.03.2022** – Refugees and Social Inclusion – Action Day (SDG 3-10)
- **01.04.2022** – SDG Awareness Day (SDG 1-17)
- **02.04.2022** – World Autism Awareness Day (SDG 10)
- **04.04.2022** – Awareness Action Day (SDG 10)

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Action Days Schedule

- **06.04.2022** – International Day of Sport for Development and Peace (SDGs logo) - Action Day (SDG 16-17) : Attention Special Flyer coming up!
- **07.04.2022** – World Health Day (SDG 3)
- **09.04.2022** – Anti-Discrimination – Action Weekend using **Red Cards** (SDG 5-10)
- **11.04.2022** – Gender Equality Action Day (SDG 5)
- **13.04.2022** – Sustainability and Climate Change Action Day (SDG 6-7-11-12-13-14-15)
- **14.04.2022** – Mental Health Action Day (SDG 3)



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- Join us on April 6th: International Day for Sport for Development and Peace





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KICK-OFF (21st of MARCH)

- Share “Together we are #Morethanfootball” messages
- Explain why you are #morethanfootball
- Use the hashtag
- Nominate other (partner) organisations to join
- Encourage people to join as participant or volunteer



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MORE THAN FOOTBALL AWARD



- Honouring the best CSR project in European football
- [Criteria](#): Quality, Impact, Creativity, Replication and Promotion
- Request application form [\(when registering\)](#)
- Win a branded mini-pitch powered by Musco Lighting!



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MORE THAN FOOTBALL AWARD



- Application from 22 March on ([more info](#))
- Deadline: 5 May, 6pm (CET)
- Longlist and shortlist
- Four applications on shortlist
- Presentations at 16th EFDN Conference
- EFDN members select winner via voting



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Award Schedule

- **21.03.2022** – Start of the application period
- **29.04.2022** – Deadline for the More than Football Award application
- **10.05.2022** – Announcement of the More than Football Award shortlist during 17th Conference in Liverpool
- **14-16.11.2022** – More than Football Award ceremony during 18th EFDN Conference in Budapest, Hungary





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Winner #MorethanFootball Award 2021 **Big Hearts**





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AMBASSADORS

- Name three or more ambassadors
- Staff, participants, players, volunteers, coaches or club representatives
- Send the name, role and a statement (use the form)
- Ambassadors will be displayed on the #Morethanfootball website





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OUR NEXT STEPS

1. Provide you with presentation and toolkit
2. Send you the #Morethanfootball flyer
3. Teaming up with participants and partners
4. Announce fundraiser and your ambassadors
5. Create visibility for the campaign and your activities



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Contact us

Our email: actionweek@morethanfootball.eu

Stijn Slaats



Luise Fiedler



Ot te Dorsthorst



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Visit our website

More information: www.morethanfootball.eu



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