



Definition:

CSR is a process to achieve sustainable development in societies.

CSR in football is a systems approach that strives to increase social responsibility in all aspects of the game with all of its key economic, social, financial and environmental stakeholders.

CSR is not at the expense of profits – is about how profits are made.



Institutional framework

- Anti-doping unit
 - Anti-corruption unit
 - Club licensing scheme
 - Social dialogue
 - Financial Fairplay
 - HR; equal opportunity recruitment policy
 - Protection of minors
 - Institutional discrimination
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UEFA Football and Social Responsibility Strategy 2012-17



Portfolio*	Core 2012-2017 (5 years) min. contribution, per strategic theme € 200 K	Associated partners (limited 5 years) max. contribution €150 K
Strategic themes	Strategic core partners	Strategic associated partners
Racism & Discrimination	Football Against Racism in Europe (FARE)	Homeless World Cup
Peace and Reconciliation	Cross Cultures Project Association (CCPA)	
Football for All (abilities) portfolio	IBSA, CPISRA, SOEE, EDSO etc.	Centre for Access to Football in Europe (CAFÉ)
Health (public health issues)	World Heart Federation (WHF)	
Football First Portfolio (UEFA we care)		La Ligne de vie
Environment		WWF, for a living planet
Football for Development		Swiss Academy for Development http://www.sportanddev.org

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	Annual donations	Time line
UEFA awards	beneficiaries	2012-13
Monaco charity award	Stefano Borgonovo Foundation	2012
"Team of the Year" uefa.com award	International Committee of the Red Cross	2012
Natural disaster grants		
UEFA member associations	FPF-Algarve, FA of Wales	2012/13
Ad-Hoc donations	various	
"Eat for Goals"	Parents & kids	since 2005 with WHF
Other Projects/Events		
UEFA competitions	World Heart Federation	UEFA Women's EURO 2013 FSR project

UEFA Football and Social Responsibility: strategic topic Health

	Promote an active healthy life style	Implementing partners and experts in the
Event - Project	Slogan	Partners - timing
UEFA EURO 2012 Poland and Ukraine	RESPECT your Health EUROSCHOOLS 2012	Streetfootballworld, WHF, Muuvit, Cross Cultures, HS: June 2012
post UEFA EURO 2012 Poznan	RESPECT your Health Eurocamp 2012	Streetfooballworld, European Commission: August 2012
UEFA EURO 2012 Poland and Ukraine	Tobacco free	WHF, WHO, UEFA EURO-2012: June 2012
WEURO 2013*	Make a healthy heart your Goal	Swedish Heart and Heart Foundation, Swedish FA, WHF, Muuvit, HS, UEFA: July 2013
UEFA Champions League*	"Get Active"	UEFA, European Commission of Health: Season 2007/08



RESPECT



Cardiovascular disease, which includes heart disease and stroke, is the number 1 killer of women worldwide. Help to reduce your risk by playing football, other sports and being physically active.

In celebration of UEFA Women's Euro 2013 "Make a healthy heart your goal" and find out how you can lead a longer, better, more active life:
www.worldheart.org/womenseuro #EURO2013

