



Communications

UEFA EURO 2012 Football and social responsibility
Campaign factsheet

UEFA EURO 2012 Football and Social Responsibility

Overview

UEFA EURO 2012 football and social responsibility activities use the immense attention generated by the tournament and football as a whole to drive specific social issues that affect our game and the social platform on which it is played.

UEFA set out to establish a programme that, through its projects, has an impact within the borders of Poland and Ukraine and beyond, as well as leaving a long-lasting legacy in the two host countries.

UEFA invited key stakeholders in Poland and Ukraine to propose and develop a joint football and social responsibility programme. This programme implies a commitment from the governments, host cities and national football associations of both host nations to implement a select group of football and social responsibility projects under the banner of UEFA's RESPECT campaign.

UEFA's direct financial contribution to the UEFA EURO 2012 football and social responsibility projects is some **€3,000,000**.

Projects

The following four main projects will be implemented within the framework of UEFA's RESPECT campaign during UEFA EURO 2012:

Projects	UEFA contribution	Summary	Partner Organisations
RESPECT Fan Culture	€580,000	The project aims to provide information and services targeted at football fans and to foster communication between fans and authorities/institutions through the creation of fan embassies that promote a positive and peaceful fan culture and thus contribute to a festive atmosphere at UEFA EURO 2012.	Football Supporters Europe (FSE)
RESPECT Diversity	€500,000	The project's activities concentrate on minimising the risk of racist incidents during the tournament, as well as on a promotion of anti-discrimination measures in order to celebrate diversity and the power of football to unite and address the social and political undercurrents of any form of discrimination.	Football Against Racism in Europe network (FARE) Implementing partner: Never Again association
RESPECT Your Health – Euroschoools 2012	€1,000,000	By organising five-a-side football the objective is the joint promotion of a healthy lifestyle and civic involvement, as well as to help local NGOs become multipliers in health education. This project will also	Streetfootballworld (SFW)



		support the promotion of UEFA EURO 2012 as a tobacco-free event.	
RESPECT Inclusion –		The project aims to promote the integration of disabled people and build up public awareness of the need for disabled people to exercise their rights and enjoy opportunities. It is divided into three sub-projects: 1/ Football with No Limits will support the local organising committees in both host countries in the delivery of accessible stadiums for UEFA EURO 2012. It will also provide reliable access information for disabled fans and visitors to the region as well as support local businesses in providing improved facilities and services for disabled people during and after the tournament 2/ Showcase games at the quarter-finals will offer playing opportunities to four different groups of disabled players. 3/ The tournament charity will raise funds for future activities to improve access for disabled people. UEFA has pledged €3,000 per goal scored at EURO 2012.	Centre for Access to Football in Europe (CAFE), Disability Alliance, TUS Foundation
- Football with no limits	€360,000		
- Showcase games	€160,000		
- Tournament charity	€240,000		

For additional information please contact:

UEFA Media Services
T: +41 848 04 27 27
@: media@uefa.ch
UEFA.com