



# THE FOOTBALL FOR GOOD GAMEPLAN



**HOW TO USE FOOTBALL TO TACKLE SOME  
OF SOCIETY'S BIGGEST CHALLENGES.**

**AUTHORED BY OVER 100 ACTORS ACROSS THE FOOTBALL SECTOR IN LONDON.**

# THE WARM UP

**IT'S WONDERFUL TO BE ABLE TO SHARE THE GAMEPLAN AT THE END OF THE YEAR WHICH SAW THE GREATEST SUCCESS FOR ENGLISH FOOTBALL IN A GENERATION.**

The Lionesses' victory in the WEUROs and the corresponding collective joy - combined with their call to action for greater representation and opportunity for girls in response - was a reminder of the power of football to transform lives for the better. As former Chair of the Sport for Development Coalition and now as Chair of Football Beyond Borders, I have seen the impact of hundreds of organisations doing this work first-hand over many years.

The *GamePlan* is a process map, tactical plan and reflection tool - an indicator of how we want to progress. When the professional game takes the lead and inspires action, we are emboldened. The important issues discussed through the *GamePlan* are not the only challenges we have to overcome. We must take the lead as a sector of individuals and organisations working in football and commit to co-creating, collaborating and coming together.

Football is fundamentally about team spirit and togetherness, and it's in that vein that the Football For Good Summit was born and the *GamePlan* was created. I hope you enjoy reading about the team talks. A vast range of individuals and organisations were involved in driving towards some brilliant recommendations - it is now our joint responsibility to take them forward. Welcome to the movement.

Matt Stevenson-Dodd, Chair of Trustees, Football Beyond Borders



# THE GOAL

This conversation started with Football Beyond Borders becoming one of Common Goal's 175 strong partner organisations. FBB and Common Goal are two organisations with two different aims:

Football Beyond Borders exists to support young people from areas of socio-economic disadvantage who are passionate about football but disengaged with their education to help them finish school with the skills and grades to successfully transition into adulthood.

Common Goal exists to unite the football community in tackling the biggest challenges of our times.

One thing in particular unites us: belief in the power of

# FOOTBALL FOR GOOD

The Football For Good Summit brought together individuals and organisations who also share this faith. Through a series of workshops - which we labelled 'team talks' - we began conversations about the current state of play and how best we can use football for driving positive change across a range of topics:

**MENTAL HEALTH**  
**LGBTQ+ INCLUSION**

**RACIAL JUSTICE**  
**CLIMATE ACTION**

**GENDER EQUITY**  
**EDUCATION**

We invited leaders from across the sector to deliver the team talks and then created space for dialogue. We want these conversations to be continuous.

The Summit gave us the space to co-create the *GamePlan*. This document can support governing bodies, grassroots organisations and individuals interested in using the power of football to tackle some of the biggest issues in society.

The feelings derived during the summit can be recreated in every corner of the movement using football for good. We want to encourage individuals and organisations to take action themselves and share their learnings and experiences with the wider movement. The *GamePlan* is a guide, but like any game plan, it can be adapted, shaped and moulded to the demands of the moment.



# THE CONTRIBUTORS

ALIVE AND KICKING  
ALL ONE MEDIA  
BLOOMSBURY FOOTBALL FOUNDATION  
CHANCE TO SHINE  
COMMON GOAL  
CONTINUUS SPORTS  
CSM SPORT & ENTERTAINMENT  
DAWBELL PR  
DAZN  
FOOTBALL BEYOND BORDERS  
FOOTBALL FOR FUTURE  
GIRLS SUPER LEAGUE  
HILL+KNOWLTON STRATEGIES  
ICONS.COM  
INMOTION  
LAUREUS SPORT FOR GOOD  
LEWES FC  
LIGHTBULB TRUST  
LONDON BEES  
LONDON YOUTH  
LUCOZADE  
MINUTE MEDIA

PALACE FOR LIFE FOUNDATION  
PARTNERSHIP FOR CHILDREN  
PRESTON DYNAMOS  
RESTORATIVE JUSTICE FOR ALL  
SALESFORCE  
SAVING SOULS FC  
SC ELITE CONDITIONING  
SPORTS INTERACTIVE  
SQUAD SPORTS MANAGEMENT  
STREETGAMES  
STUDS  
TACKLEAFRICA  
THE PLAYER CARE GROUP  
THINKPUBLIC  
UNIVERSITY OF EAST LONDON  
UPSHOT  
VERSUS  
WHAT'S YOUR PURPOSE  
YOUTH BEYOND BORDERS  
...AND SO MANY MORE



# THE TEAM TALKS

WE INVITED SIX EXPERTS TO DELIVER SIX TEAM TALKS IN WHICH THEY DEFINED SOME OF THE PROBLEMS THEY SAW IN SOCIETY ACROSS THEIR SPECIALIST AREA - MENTAL HEALTH, RACIAL JUSTICE, GENDER EQUITY, LGBTQ+ INCLUSION, CLIMATE ACTION AND EDUCATION.

We then discussed as groups how we felt football could be used to help solve these problems, before coming up with our own solutions and producing recommendations for individuals, organisations and policymakers.



Elliot Worsop's Team Talk on Climate Action

ELLIOT WORSOP

LIZ WARD

MARVIN SORDELL

MAGGIE MURPHY

JACK REYNOLDS

KELVYN QUAGRAINE



## SOME OTHER TACTICS TO TRY...

### POLICY MAKERS

- YOUNG PEOPLE TO HAVE MORE AGENCY IN WHAT THEY LEARN ABOUT
- OFFER DIFFERENT PATHWAYS, PROMOTE OPPORTUNITIES OTHER THAN UNIVERSITY
- POLICY PLEDGES MADE WITH SCHOOLS AND LOCAL AREA PARTICIPATION. BRING POLICYMAKERS INTO THE CLASSROOM

### INDIVIDUALS

- FOOTBALL IS ALIVE WITH FEELING. USE POWERFUL FEELINGS TO CREATE MOMENTS OF LEARNING THROUGH REFLECTION
- MAKE SURE REFERRALS ARE MADE AND CONCERNS RAISED WHEN YOUNG PEOPLE GET INVOLVED IN THINGS THAT WILL NEGATIVELY IMPACT THEIR FUTURE
- ACT AS A ROLE MODEL AND MENTOR TO A YOUNG PERSON

### ORGANISATIONS

- EARLY INTERVENTION AND ASSESSMENT OF YOUNG PEOPLE'S CARE NEEDS
- TRAIN MENTORS FOR THE LONG-TERM SO THEY CAN INFLUENCE YOUNG PEOPLE WITHIN SCHOOLS
- ALLYSHIP. CHAMPIONS WITHIN ORGANISATIONS FOR CHARITY PARTNERSHIPS/INITIATIVES
- PEOPLE WITH INFLUENCE TO CONNECT BUSINESSES WITH THE YOUNG PEOPLE FOCUSED GROUPS WITHIN COMMUNITIES
- SCHOOLS, CLUBS AND FAMILIES TO COLLABORATE
- SCHOOLS WHICH ALLOW YOUNG PEOPLE TO EXPRESS THEMSELVES CREATIVELY AND SOCIALLY
- INTERESTING GUEST SPEAKERS
- REAL WORLD PROJECTS LED BY YOUNG PEOPLE
- HOLDING ORGANISATIONS TO ACCOUNT TO HAVE PROPER IMPACT SYSTEMS TO HOLD PROJECTS ACCOUNTABLE
- MAKING SURE THAT EVERYONE HAS EQUAL EXPERIENCES AND OPPORTUNITIES ACROSS GENDER (TRULY INCLUSIVE EDUCATION)
- DIVERSITY OF THOUGHT AT SENIOR LEVELS WITH GREATER UNDERSTANDING OF YOUNG PEOPLE

# EDUCATION



FACILITATED BY

**JACK REYNOLDS,  
CHIEF EXECUTIVE, FBB**

### TEAM TALK

FBB was set up to use football as a tool to support vulnerable students. This team talk focused on the ways in which FBB conceive of football as an educational tool across four pillars:

- Engaging disengaged students
- Creating safe spaces for the expression of emotions
- Football as a useful container for building trusting relationships and having shared experiences.
- Metacognition in practice (learning how to learn)

Within this, two key principles emerged:

- That learning is emotional - emotion creates memory and feelings encode learning.
- That learning is relational - we learn through our relationships with others. Teenagers' brains are hyper-sensitive to peer approval.

### THE PROBLEMS WE ARE TRYING TO SOLVE

Only 1 in 20 young people who are excluded from school get their GCSEs

Education is often perceived as boring, abstract and theoretical so learning doesn't stick

Great relationships are formed by shared experiences and longevity, and teachers often can't create these conditions with young people for reasons outside of their control.

Long term mutual connection is required for great relationships to thrive and competitive sport can be an issue for this.

### THE TOP TACTICS WE DISCUSSED

- Build an expert educational workforce who understand the emotional, relational and embodied nature of learning, in line with FBB's approach.
- Teacher to teacher support systems. Make sure educators have the maximum support and motivation to voice what they think, creating an ecosystem of support which prevents isolation.
- Youth voice in policy making e.g on school boards and within the Department for Education and Local Authorities. Long-term roles that ensure young people are represented at all tiers to affect policy.



# MENTAL HEALTH

FACILITATED BY

**MARVIN SORDELL,  
EX-PRO AND FOUNDER OF ONEIGHTY**

## TEAM TALK

Marvin's career as a professional football player was cut short when his mental health deteriorated. The professional football industry failed to support him and activities which helped with his mental health were "discouraged by the system in favour of performance."

Marvin later attempted to take his own life.

## THE PROBLEMS WE ARE TRYING TO SOLVE

Suicide is the biggest killer of men under 45. There is a lack of mental health support for young people in their early, formative years which enables stigma about opening up to develop in football and wider society.

The pandemic and cost of living crises have exacerbated mental health issues in the UK

There is a lack of awareness of exit options if you drop out of academies which can lead to identity issues for footballers.

This extends to people with a passion for football who want to work in the industry in non-playing roles but don't know how.

## THE TOP TACTICS WE DISCUSSED

- Develop peer support networks which empower journaling, reflection and sharing individual stories.
- Ensure football organisations have mental health first aid trained personnel involved in decision making. Develop best practice charters for working with young people.
- Establish a framework or regulator informed by best practice and publicly available data. Improve insight into the mental health state of the nation.

## SOME OTHER TACTICS TO TRY...

### INDIVIDUALS

- THERE IS POWER IN INDIVIDUAL STORIES. SHARE YOURS BECAUSE IT CAN INFORM THE NARRATIVE AND SHAPE A LIFETIME
- BE OPEN AND EMPATHETIC
- LISTEN, EMPATHISE AND RECEIVE INFORMATION
- FIND PURPOSE
- FIND CREATIVE OUTLETS
- FOCUS ON SMALL WINS
- FOCUS ON YOURSELF AND THE SOLUTIONS THAT MIGHT WORK FOR YOU
- START WITH PREVENTING SELF STIGMA/SHAME AMONG YOUNG PEOPLE AROUND OPENING UP ABOUT THEIR EMOTIONS
- PEER TO PEER SUPPORT IS IMPORTANT. NORMALISE TAKING TIME TO CHECK IN ON PEOPLE

### POLICYMAKERS

- DEVELOP EMOTIONAL INTELLIGENCE IN COACHES AND ENSURE QUALIFICATIONS INCLUDE MENTAL HEALTH COURSES
- MAKE COUNSELLING AVAILABLE THROUGH CLUBS
- MENTAL HEALTH FIRST AID TRAINED VOLUNTEERS AT ALL CLUBS
- CHANGE THE LANGUAGE SURROUNDING MENTAL HEALTH IN FOOTBALL TO BECOME STRENGTHS/ASSET-BASED

### ORGANISATIONS

- ALL FOOTBALL CLUBS SHOULD DELIVER WORKSHOPS PROMOTING EDUCATION ABOUT CAREER PATHWAYS, EITHER IN THE GAME OR OUTSIDE AND INCLUDE EXTERNAL ORGANISATIONS IN THE CONVERSATION
- DIVERSIFY PLAYERS' INTERESTS AND MAKE OTHER ROLES APPEALING FOR ASPIRING FOOTBALLERS. CELEBRATE ALL CLUB STAFF AND IMPROVE AWARENESS WITH JOBS BOARDS
- CREATE HEALTHY ENVIRONMENTS WHERE PEOPLE CAN COMMUNICATE SAFELY
- ENCOURAGE HOBBIES, INTERESTS AND IDENTITY OUTSIDE OF FOOTBALL
- TAKE TIME TO UNDERSTAND PEOPLE'S BACKGROUNDS AND ASPIRATIONS

## SOME OTHER TACTICS TO TRY...

### POLICY MAKERS

- MANDATE INCLUSION OF SALARIES IN JOB DESCRIPTIONS
- REDIRECT FUNDS TOWARDS ANTI-RACIST TRAINING.
- MAKE THIS A STATUTORY/ SECTOR REQUIREMENT

## ORGANISATIONS

- ENSURING BOARD AND SENIOR LEVELS ARE REPRESENTATIVE OF AUDIENCES AND STAFF AT JUNIOR LEVELS. DEVELOP PATHWAY STRUCTURES/MAP OUT NEXT STEPS FOR EMPLOYEES TO PROGRESS
- SILENT BURSARIES TO SUPPORT INDIVIDUALS WITH TRAVEL AND EXPENSES.
- BRANDS AND ORGANISATIONS TO FOCUS ON LONG TERM EQUITY OVER REACTIVE SOLUTIONS/MOMENTS
- ELEVATE RELATABLE ROLE MODELS FROM DIVERSE BACKGROUNDS
- REVERSE MENTORING
- DIVERSITY IN PANELS/BOARDS E.G. YOUTH BOARDS
- INTERNAL AUDITS ON RACE. DIVERSITY/ RACIALISED PAY-GAP REPORTING
- HOST EVENTS TO BRING COMMUNITIES TOGETHER AND BUILD NETWORKS
- BUILDING STRONG RELATIONSHIPS AND TRUST WITH BRANDS AND ORGANISATIONS TO SUPPORT THEIR INVESTMENT IN DIVERSE COMMUNITIES
- SUPPLIER AND VENDORS TO INCLUDE BLACK-OWNED BUSINESSES. ONBOARD NEW ONES AND SUPPORT GROWTH
- PRIORITISE INTERSECTIONALITY. BRANDS AND ORGANISATIONS CAN'T JUST BE SEEN TO BE DIVERSE, THEY NEED TO BE DIVERSE
- CLUBS TO TAKE RESPONSIBILITY FOR REVIEWING RACIST INCIDENTS. CLUBS REPRESENT COMMUNITIES AND SOCIETY AND NEED TO CONFRONT INCIDENTS INVOLVING PLAYERS OR FANS

## INDIVIDUALS

- TAKE PERSONAL RESPONSIBILITY FOR BRINGING RACIAL EQUITY TO YOUR INDUSTRY.
- SHARE RESOURCES WHICH EDUCATE AROUND RACIAL JUSTICE
- DEVELOP NETWORKS TO ENCOURAGE LEARNING OUTSIDE OF IMMEDIATE SOCIAL CIRCLES.
- WORKSHOPS/WORKING GROUPS TO SUPPORT COLLEAGUES WITH ALLYSHIP AND TRAIN ANTI-RACIST PRACTICE
- REVIEW INTERNAL/EXTERNAL LANGUAGE AROUND RACE AND HOW IT IS DISCUSSED

TALK 3

# RACIAL JUSTICE



FACILITATED BY

**KELVYN QUAGRAINE,  
HEAD OF BRAND, AOF & BOARD MEMBER, YBB**

### TEAM TALK

Using football media as a lens to reflect wider issues in wider society, a number of barriers were outlined which prevent young people from global majority backgrounds entering the industry. These include:

- Lack of relatable role models and representation
- Lack of conversations within school and home about available industries
- Lack of networks or cultural competency to access opportunities
- Transactional organisational relationships with people from global majority backgrounds. Inequity in the take-up of roles.
- Lack of senior level accountability and commitment to solving racial justice issues.

### THE PROBLEMS WE ARE TRYING TO SOLVE

Systemic racism pervades all aspects of society. Lack of representation within industries makes access more difficult for people from global majority backgrounds. There is a lack of adequate support to ensure roles are retained.

Opportunities are not equitably shared across all young people eg. Families in affluent areas with more resources dominate opportunities.

Young people need assistance to take up opportunities as often, privilege prevails.

A lack of trust and investment from organisations in staff from global majority groups.

Players find it difficult to speak about racial incidents when the Board and Chairs within football are predominantly older white men. Intersectional challenges aren't considered.

### THE TOP TACTICS WE DISCUSSED

- Holistic programmes for building active allyship through education, reading, workshops and networking. Support coworkers with active listening. Accept people's truths.
- Budget to be attached to organisational equity agendas, along with time, teams and resources, with decision making authority also a key feature.
- Improve creative subject teaching and provide alternative pathways giving them more time and awareness. Young people need to be represented and they need role models and awareness of available opportunities.



# GENDER EQUITY

FACILITATED BY

**MAGGIE MURPHY,  
CEO, LEWES FC**

## TEAM TALK

The 50 year ban on women's football in England ended in 1971. After this, there were a further 20 years where the women's game had no resources. 70 years of neglect has had key consequences:

- Lack of investment in womens football and many barriers to access playing/consuming
- Widespread stereotypes and discrimination
- Stadia that aren't inclusive
- Toxic football culture

The othering of women in this way has led to the formation of beautiful inclusive communities. Lewes FC have taken steps to ensure decision making is more transparent and equitably led by women. The ground has been detoxified by making it a community asset and their #CallHimOut campaign involves men in solutions.

## THE PROBLEMS WE ARE TRYING TO SOLVE

Harassment, name-calling, catcalling and higher standards for women in football. The 'othering' of women.

Pitch availability for women.

Lack of gender equity in pay/prize money (when broadcasters began covering football, women's ban was still in place)

Lack of sponsorship interest in womens football.

Systemic issues reflect inequality in society and the importance of tackling perceptions in young people.

## THE TOP TACTICS WE DISCUSSED

- Allyship. Pay attention to language, men must speak up when they hear injustice. Advocate and be visible, encourage the girls / women in your life to take an interest / part in football. Promote via social media.
- Demonstrate the power of role models. Women should be represented in video games. Show real people in sports from grassroots to professional levels, and have campaigns/ ambassadors. Put men and women on the same page, story, stage and platform.
- Learn from good practice in other countries, such as the Title IX law in the USA which prohibits sex-based discrimination in any school or education program that receives government funding.

## SOME OTHER TACTICS TO TRY...

### POLICY MAKERS

- ACCESS FOR ALL IN SCHOOL AND MIXED SPORT IN SCHOOL GUIDELINES. EDUCATION THAT DE-GENDERS SPORTS WITH REDUCED RED TAPE/BARRIERS ALIGNED WITH A COMMITMENT TO IMPROVING GIRLS' PHYSICAL AND MENTAL WELL BEING
- CREATE LOCALLY OWNED SPACES FOR GIRLS WITH MANDATORY LOCAL REPRESENTATION
- GREATER FUNDING FOR COMMUNITY SPORT ACROSS ALL LEVELS WITH OPEN ACCESS, BETTER FACILITIES AND SPACE

### INDIVIDUALS

- INVOLVE MEN IN THE WOMEN'S GAME AND INCREASE VISIBILITY OF THIS. INTEGRATE MEN'S AND WOMEN'S TEAMS TO DISCUSS DEVELOPMENT/STRUGGLES AND BOND (MEALS, AWAY DAYS, TRAINING)
- FAMILIAL SUPPORT. DRIVE OPENNESS AND EDUCATION WHICH ALLOWS FAMILIES TO ENCOURAGE AND BE ROLE MODELS

### ORGANISATIONS

- BROADCASTERS TO INCLUDE MEN AND WOMEN WHEN DISPLAYING STATS E.G. GOALS SCORED AT WORLD CUPS / INTERNATIONAL CAPS ETC
- PRIME TIME MATCHES ON BBC AND ITV INCLUDING DURING THE 3PM BLACKOUT
- UNTICK THE ENTRENCHED RULES IN BROADCASTING FOR BETTER VISIBILITY
- PARTNER WITH EQUITY GROUPS TO BOOST AUDIENCES
- SHARE RESOURCES
- SCHOOL/ACADEMY CAREER DAYS, APPRENTICESHIPS AND INTERNSHIPS
- SCHOOLS TO BE REWARDED FOR POSITIVE PRACTICE/ FEMALE FOOTBALL PROGRAMMES
- FOOTBALL INDUSTRY WORK EXPERIENCE, MENTORSHIP PROGRAMMES, WORKSHOPS AND CONSULTANCY
- MEET YOUNG GIRLS OF COLOUR WHERE THEY ARE. TAKE OPPORTUNITIES TO THE DOORSTEP OF GLOBAL MAJORITY COMMUNITIES INVESTING IN RACIAL JUSTICE AND CREATING PATHWAYS
- LONG TERM DEVELOPMENT IN WOMEN'S PROGRAMMES. IDENTIFY INVESTMENT OPPORTUNITIES AND TAKE TIME/RESOURCES TO RESEARCH. ALLOW SUFFICIENT TIME FOR RETURN ON INVESTMENT
- INVEST MORE IN SCHOOLS IN LOW INCOME AREAS, HAVE BUDGET SET ASIDE, MAKE SURE THEY HAVE GOOD FACILITIES AND CURRICULUM
- CLUBS WITH GENDERED TEAMS SHOULD ENCOURAGE SPONSORS TO USE WOMEN'S TEAMS



## SOME OTHER TACTICS TO TRY...

### INDIVIDUALS

- BE MINDFUL OF ASSUMPTIVE LANGUAGE AND PRONOUNS, ESPECIALLY JOURNALISTS AND COMMENTATORS
- SPECIALIST ROLE MODELS AND CONTENT FOR LGBTQ+ PEOPLE WHICH DIVERSIFY AUDIENCES
- EDUCATION, OPENNESS AND WORKSHOPS ALL TARGETED TOWARDS CALLING OUT ANTI-LGBTQ+ BEHAVIOUR/LANGUAGE E.G 'MAN-UP' WHICH GIVE SPACE FOR PEOPLE TO UPSKILL
- UTILISE YOUR PLATFORM TO ELEVATE THOSE WORKING TO BREAK DOWN BARRIERS

### POLICYMAKERS

- POLICIES THAT ALLOW TRANSGENDER PEOPLE TO PLAY
- GRASSROOTS INCLUSION POLICIES THAT WORK THROUGHOUT THE WHOLE FOOTBALL PYRAMID

### ORGANISATIONS

- REMOVE STIGMA AGAINST FOOTBALL PLAYERS CAMPAIGNING AND THE IDEA IT AFFECTS PERFORMANCE
- RAINBOW LACES TO BE OPT-OUT IN LINE WITH THE POPPY ON REMEMBRANCE DAY
- BUILD TRUSTING OPEN ENVIRONMENTS WITH POSTERS ON OFFICE WALLS AND A DEDICATED LGBTQ+ MONTH
- PRIORITISING RECRUITMENT IN FOOTBALL AND HAVING WIDER TALENT POOLS, DIVERSE AGENCIES AND RETHINKING LANGUAGE FOR MARKETING MATERIALS TO MAKE IT INCLUSIVE AND NON-GENDERED
- INCLUSIVE CLUBS/LEAGUES WHICH CELEBRATE DIFFERENCES WITH THE RESPONSIBILITY NOT ONLY SITTING WITH THE PLAYERS - E.G NWSL RAINBOW NUMBERS
- ORGANISATIONS TO CALL OUT DISCRIMINATORY BEHAVIOUR AND RESTRICT DISCRIMINATORY LANGUAGE ON THEIR PLATFORMS
- RETHINK STRATEGY AND POLICY WITH DISCRIMINATION IN MIND
- ENSURE REPRESENTATIVE LEADERSHIP TEAMS WITH ACTION PLANS, ACCOUNTABILITY AND TARGETS FOR INCLUSION

TALK 5

# LGBTQ+ INCLUSION



FACILITATED BY

**LIZ WARD,  
DIRECTOR OF PROGRAMMES, STONEWALL**

#### TEAM TALK

The Rainbow Laces campaign is nearly ten years old and has achieved four main things:

- New Partners and Audiences (a prominent gambling company), Premier League and the FA
- Allies and Role Models - Leah Williamson armband, Jordan Henderson rainbow laces
- Consistency & dedication - still a way to go to as LGBTQ+ hate crime is still on the rise
- Success - we now know what success looks like when targeting bigotry. We must remember goals along the way (i.e. every premier league team wears rainbow laces)

But, there is still a long way to go. 8/10 LGBTQ+ people have heard or witnessed homophobic behaviour or abuse within their sport and 1/3rd wouldn't come out in their team because they didn't feel safe. It can be life-saving for LGBTQ+ youth to see LGBTQ+ people thrive with positive stories.

#### THE PROBLEMS WE ARE TRYING TO SOLVE

How do we make football a genuinely safe and inclusive space for LGBTQ+ people?

How do we make football everyone's game? Toxic masculinity persists and prevents the development of mixed and male-only safe spaces for LGBTQ+ people.

In 2017, 26% of football fans thought homophobic chants or banter was acceptable - this is down to 14% as of 2022.

Issues pervade within the men's game about choosing between being out and being able to play football. This is much less prevalent in the women's game.

Partners inability to work together due to conflict of interests (e.g. Adidas and NIKE)

#### THE TOP TACTICS WE DISCUSSED

- Call out homophobic, transphobic and discriminatory behaviour and creating safe spaces for all
- Prioritise recruitment in football with wider talent pools, diverse agencies and rethink language used in marketing materials
- Governing bodies to create mandates for all affiliated clubs to implement a code of conduct & inclusion policy which includes accountability and standardised compulsory training for club officials. Zero tolerance approach and consequences for discrimination.



# CLIMATE ACTION

FACILITATED BY

**ELLIOT WORSOP,  
FOUNDER, FOOTBALL FOR FUTURE**

## TEAM TALK

Whilst we know we need to become more sustainable, last year saw the second highest increase in carbon emissions on record. By 2050:

- It is possible there will be 1.2 billion climate refugees worldwide.
- 25% of stadiums in professional men's football clubs in the UK will experience either temporary or permanent flooding on an annual basis.

Climate change is the defining issue of our generation, and the future of football is going to be affected too.

## THE PROBLEMS WE ARE TRYING TO SOLVE

Despite the unequivocal evidence which highlights the scale and immediate nature of the climate emergency, individuals, organisations and policymakers have been slow to react and adapt their practices. The response is disproportionate to the severity of the crisis.

## THE TOP TACTICS WE DISCUSSED

- Be consistent with sustainable practices and spread the word through climate outreach, engage in the "ripple effect" and take conversations into all aspects of life.
- Ensure organisations have dedicated, well resourced sustainability strategies embedded in each department to ensure cultural responsibility. Review ethics of sponsorships and partnerships and deliver more due diligence and strategic thinking about where things are sourced.
- Rules that people follow on environmental sustainability/regulation/licensing which prevents clubs' greenwashing. Consider the relationship between sustainability in football, and financial fair play. Strategic governance linked to international frameworks such as the UN Sports For Climate Action Framework, but with sanctions and rewards attached. Currently voluntary but could be made compulsory

## SOME OTHER TACTICS TO TRY...

### INDIVIDUALS

- REDUCE, REUSE, RECYCLE
- ENGAGE WITH SUSTAINABILITY INITIATIVES YOU COME ACROSS AND RAISE AWARENESS
- GET INVOLVED WITH PLEDGEBALL
- EVERYONE HAS A UNIQUE POSITION OF POWER AND RESPONSIBILITY. BREAK THE STIGMA AND START TALKING ABOUT THE CLIMATE EMERGENCY
- START A SUSTAINABILITY WORKING GROUP AT YOUR EMPLOYER'S OFFICES
- FIND SUSTAINABLE WAYS TO LIVE YOUR LIFE
- BE MORE CRITICAL OF OFFSETTING
- DRIVE CHANGE IN YOUR OWN CLUB BY ASKING WHAT THEY'RE DOING TO RESPOND TO THE CLIMATE CRISIS AND PUSH THEM TO SHARE ON SOCIAL MEDIA

### ORGANISATIONS

- BUILD A WORKPLACE CULTURE FOR SUSTAINABILITY WHICH EDUCATES STAFF - *"MOVE IN UNITY, TOGETHER"*
- CUT DOWN ON UNNECESSARY RESOURCES AND CONSUMPTION (IS THE ALTERNATIVE SHIRT REALLY NECESSARY?)
- COMMUNICATION IS KEY. SOME ORGANISATIONS HAVE THE BIGGEST MEDIA OUTLETS IN THE WORLD AND CAN TAP INTO PLAYERS' SOCIALS. IF FANS SEE PROMINENT STARS ADVOCATING FOR SUSTAINABILITY THEN PEOPLE WILL LISTEN
- AVOID UNNECESSARY RESOURCES AND COMMODITY CONSUMPTION: IS ALL THE MERCH NECESSARY? LAST YEAR NAPOLI LAUNCHED 13 SHIRTS

### POLICY MAKERS

- IMPLEMENT AN ENVIRONMENTAL POLICY AND COMMUNICATION STRATEGY WHICH HIGHLIGHTS THE IMPORTANCE OF THE CLIMATE EMERGENCY
- RADICAL COLLABORATION
- HOLD GREENWASHING STATES AND ORGANISATIONS TO ACCOUNT
- NEED MORE FUNDING FOR SOLUTIONS. SOME CLUBS ARE NOW "UNINSURABLE" DUE TO FLOODING

NEXT STEPS



JOIN THE MOVEMENT USING  
FOOTBALL FOR GOOD



THANK YOU

TO THE FOOTBALL  
COMMUNITY,



PARTNER: @COMMONGOALORG  
VENUE: @TOCASOCIAL  
DESIGN: @PYWOWAR  
ILLUSTRATIONS: @YEYEWELLER / @A\_HUMAN\_AGENCY  
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