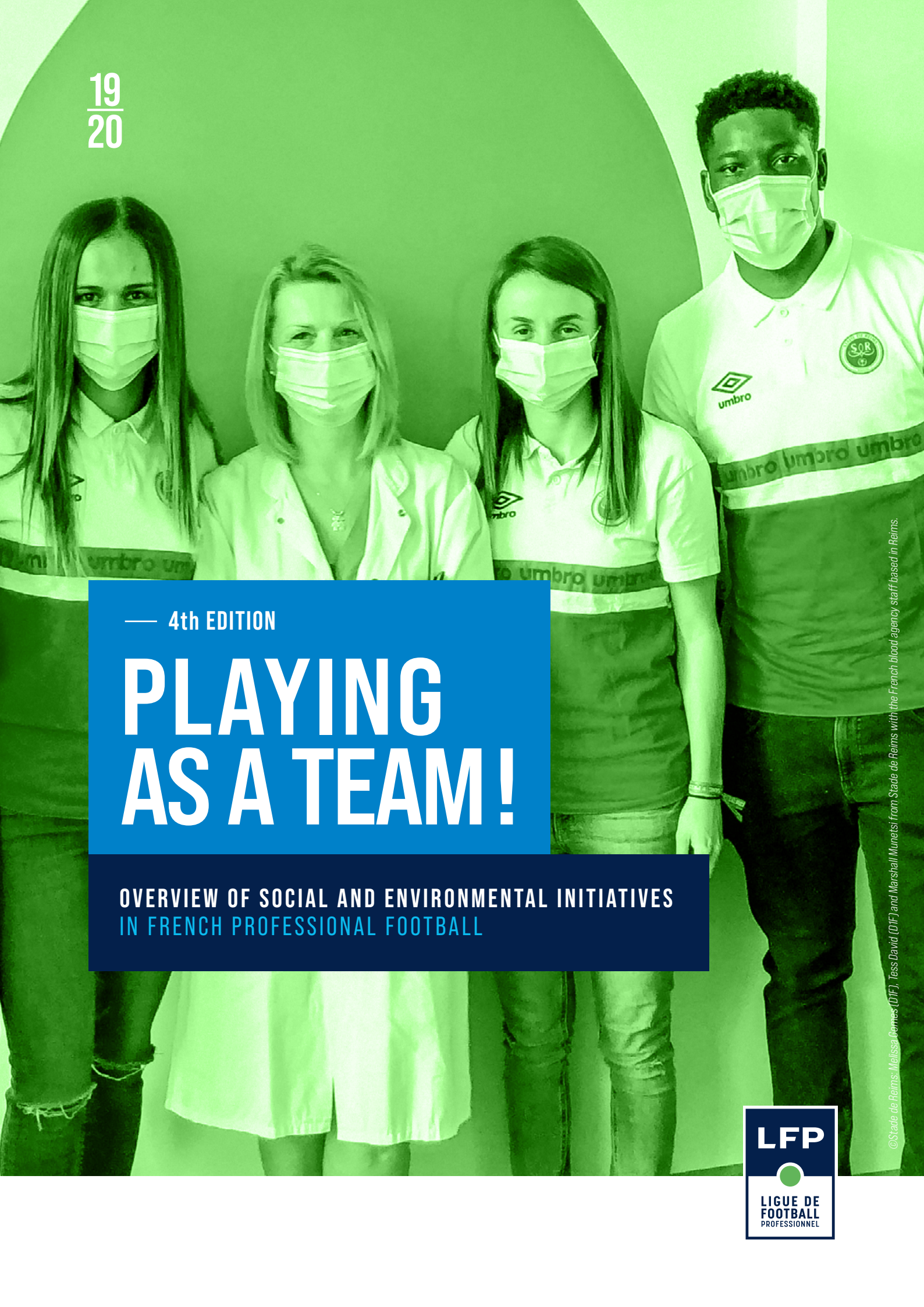


19
20



— 4th EDITION

PLAYING AS A TEAM!

OVERVIEW OF SOCIAL AND ENVIRONMENTAL INITIATIVES
IN FRENCH PROFESSIONAL FOOTBALL



©Stade de Reims - Melissa Bomes (LFP), Jess David (LFP) and Marshal Muneisi from Stade de Reims with the French blood agency staff based in Reims.

CONTENTS

EDITORIAL	05
THE COMMITMENT OF FRENCH PROFESSIONAL FOOTBALL	06
PROFESSIONAL FOOTBALL FACED WITH THE COVID-19 PANDEMIC	08
SUPPORTING AMATEUR FOOTBALL	10
INTEGRATION AND SOCIAL TIES	11
SUPPORTING CHARITIES & ASSOCIATIONS	12
EDUCATION AND CIVIC ACTION	14
ACCESS TO TRAINING AND MATCHES FOR PEOPLE WITH DISABILITIES	16
CULTURAL INITIATIVES	17
FIGHTING DISCRIMINATION ON ALL FRONT	18
ENVIRONMENT	20
CSR COMMITMENTS OF THE LFP	22



EDITORIAL

Sadly, the 2019-2020 season will continue to be marked by the COVID-19 pandemic that has hit our country so hard. In the face of this unprecedented crisis, professional football clubs have rallied more than ever by multiplying innovative initiatives, tailored to local requirements. Thanks to financial donations, online fundraising, raffles and solidarity auctions, more than 3 million euros have been collected by the clubs for health workers and people in precarious situations on the front line during the pandemic.

The solidarity of the clubs has also resulted in food donations, making buses and infrastructure available, and production of masks. Many players, coaches and club presidents have also contributed to this outpouring of solidarity, through club programs but also through their own initiatives. This solidarity did not simply stop at the end of confinement and many further initiatives have continued to emerge.

Thus, this fourth edition of «Playing as a Team» differs from its predecessors: it illustrates both the long-term Corporate Social and Environmental Responsibility (CSR) programs undertaken by clubs, but also the unwavering solidarity of clubs towards their communities in times of crisis.

Like every other season, professional football clubs are committed to supporting amateur football, integration and social ties, education and civic action, ensuring access to training and entertainment to people with disabilities, the environment, support for cultural activities, charities and combatting discrimination. All clubs also rallied during designated matchdays to fight racism and violence against women.

As part of our «1 goal and off to bed!» programme, in partnership with the French Hospital Federation, more



Nathalie Boy de la Tour

President of the French Professional Football League (LFP)

than 130,000 euros have been donated to paediatric units in hospitals throughout France to fund family beds and thus improve the reception extended to the families of young patients.

To help clubs reduce their environmental footprint, in particular through reduced generation of waste and use of plastic, we have also developed practical and concrete tools hand in hand with WWF France.

This season more than ever, given this very unusual context, our football clubs have indeed been able to «**play as a team**». Thank you all for your efforts!

THE SOCIAL AND ENVIRONMENTAL COMMITMENT

OF PROFESSIONAL FOOTBALL IN FRANCE IN KEY FIGURES

100 %

of clubs engaged in social or environmental initiatives

3.8 million

people benefiting from these initiatives

2,500

club members mobilized
1,200 professional players and 1,300 members of sporting staff, club teams, etc.

2,800

CSR initiatives carried out over the season, i.e. almost as many as the previous season (3,000), despite the reduced number of matches

+200,000 seats

reserved for responsible initiatives

To make a grand total of more than

16,000 hours

devoted to social and environmental initiatives

THE KEY CSR THEMES

FOR CLUBS DURING THE 2019/2020 SEASON:



EDUCATION AND CIVIC ACTION



INTEGRATION AND SOCIAL TIE



SUPPORTING CHARITIES & ASSOCIATIONS



SPECIFIC ACTIONS RELATING TO COVID-19



SUPPORT FOR AMATEUR FOOTBALL

In conclusion, the professional football sector has contributed to CSR initiatives throughout this highly particular season over

60 million euros

ORGANISATION WITHIN THE CLUBS

Clubs continue to structure themselves to better implement CSR strategies: 60% of clubs are considering changing their internal CSR organisation, with three key areas being envisaged: the creation of a dedicated structure as a priority, followed by strengthening of human resources, and structuring of CSR strategy.

ON A SCALE OF 1 TO 10, THE AVERAGE CSR SCORE FOR PROFESSIONAL CLUBS OVER THE 2019/2020 SEASON WAS 6.

17 structures overseeing CSR projects in **12** professional clubs:

5 corporate foundations



8 endowments funds



4 associations



Although they have no dedicated CSR entity, **3** clubs also have specific programs to implement their CSR initiatives



+6 clubs

are currently exploring the possibility of creating a new entity dedicated to CSR.

Within the clubs, 2.4 people on average spent 40% of their time managing CSR issues during the 2019/2020 season.


All club stakeholders are involved in these CSR strategies: the vast majority (between 75% and 95%) involve their community or region, their supporters' associations, their partner companies and their employees in their CSR programmes, depending on the initiatives and themes in question.

Using the media power of football, **90% of clubs** offer visibility to the causes they support via LED panels, giant screens, match programs, messages printed on team strips, etc. The financial value of this donation over the 2019/2020 season is estimated at **over 1.6 million euros**.


PROFESSIONAL FOOTBALL FACED WITH THE COVID-19 PANDEMIC

In the face of the COVID-19 pandemic and during the confinement period, professional football clubs have mobilized and shown solidarity, multiplying initiatives in an innovative way and tailored to meet the local needs: financial donations, food donations, lending of buses, provision of infrastructure, donations of computer tablets, masks, protective gowns, relaying prevention messages and providing recreational activities for children as well as adults on social networks, etc.

+ 3 MILLION COLLECTED BY PROFESSIONAL CLUBS FOR HEALTHCARE WORKERS AND PEOPLE IN PRECARIOUS SITUATIONS



AS SAINT-ÉTIENNE
80,000 virtual places



ACHETEZ VOS PLACES VIRTUELLES LA FINALE DE LA COUPE DE FRANCE
FAITES UN DON SUR ASSE.FR/DON-COVID
POUR SOUTENIR LA COMMUNAUTÉ DE CHercheURS ENGAGÉS DANS LA LUTTE CONTRE LE COVID-19

The club, together with its association ASSE Cœur-Vert, mobilized its supporters and partner companies to raise funds for the community of researchers engaged against COVID-19. 80,000 virtual places at one euro each were up for sale for the final of the Coupe de France. The initiative ended 10 days later, raising 88,058 euros. All donations have been donated entirely to the University Hospital of Saint-Etienne, which is active in the European Discovery research programme dedicated to the fight against the virus



DIJON FCO
Long-term support for health professionals

The club donated 200,000 euros to the Dijon and Besançon University Hospitals to help develop research on COVID-19. This sum has helped to support remarkable work carried out by specialists in intensive care, infectious diseases, pulmonary disease, internal medicine and virology, as well as providing assistance for professionals mobilized since the beginning of the crisis. In addition, in partnership with the «Du Pain pour Demain» bakery, the club has offered 3,600 personalized pastries to hospital services. In order to sustainably support healthcare professionals, Dijon FCO has appealed to the whole community for donations: for every donation made to the Dijon Burgundy University Hospital, the club grants a benefit equivalent to 10% of the amount donated (e.g. as a voucher at the DFCO Store for supporters).





ESTAC TROYES
Solidarity tour among seniors

To show its attachment to MyESTAC members over 70 years old, the club decided to deliver to them food baskets made up by the Intermarché store at Saint-Julien-les-Villas, an official club sponsor. The food baskets provided seniors with a bottle of cider, canned goods, a club scarf, food and chocolates. The club's teams, directors and employees took parcels to the bedside of 280 people.









NÎMES OLYMPIQUE
Collector's shirt

Several clubs have put up for sale a collector's shirt for the benefit of healthcare workers. 650 Nîmes Olympique shirts sporting the phrase «WITH YOU» and the logo of Nîmes University Hospital on the front were offered for sale, and all profits were donated to the city's university hospital.



OGC NICE
Gym Solidaire and the Red and Black Defence against COVID-19

The entire OGC Nice family has worked alongside local medical and social actors on the front line of the epidemic, trying to be as practical as possible and to meet immediate needs: regular deliveries of food treats to medical staff at the Nice University Hospital, repeat donations of basic foods and hygiene kits to local social structures working among the most vulnerable groups, contribution to the emergency opening of the «Women's House» of the MIR association to welcome women in distress, donations of computer tablets to combat isolation, donations of personalized pouches created especially for the Nice University Hospital to provide «confinement kits» for COVID-19 patients coming out of hospital, donations of masks and disinfectant gels to local social care associations and to the French Blood Agency (EFS), and weekly relaying of information on blood donation campaigns organized by the EFS, etc.





PARIS FC
In support of AP-HP

The club wished to support healthcare staff by offering 200 meals for the Hospitals of Paris (AP-HP). Developed by the club's provider, Toques Concept, these meal trays provide a means for the club to support and thank healthcare workers.





RC LENS
Solidarity auctions

Racing Club of Lens and the Lens United Federation, a group of club supporters, organized the «Solidarity Auctions» operation in favour of the Pasteur Institute and the hospitals of Lens and Bethune. Thanks to generous donors, shirts worn by past and present RC Lens players were put up for sale every day on the Federation Lens United Facebook page, thus raising almost 33,000 euros.






STADE DE REIMS
Let's all play at home!

The club used its home top and replaced the name of its sponsor, «Maison France Confort», with the key message: «Stay home». On sale at 60 euros exclusively through the club's online store, it serves a dual purpose: to underscore a collective message that must not be trivialized while providing financial support to the Reims University Hospital. This initiative was conducted hand in hand with the leaders of the HEXAOM Group, a major partner of the Stade de Reims. Thus, for each of the 200 tops sold, Stade de Reims donated 100% of the proceeds, while Maisons France Confort (HEXAOM Group) donated an equivalent amount, so that 200% of sales were in fact donated to the Reims University Hospital.





Let's all play as a team to fight COVID-19

To support the fight against COVID-19, the LFP, in collaboration with the professional clubs, organized a solidarity raffle for all Ligue 1 and Ligue 2 supporters. For a donation of 5 euros to the «Standing United Against the Virus» Alliance, fans had an opportunity to win an autographed shirt of their beloved club.

The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

SUPPORTING AMATEUR FOOTBALL

+ 3,100 AMATEUR CLUBS MOBILIZED ON THE 28 MATCH DAYS OF THE 2019/2020 SEASON

+ 355,000 AMATEUR PLAYERS INVOLVED, INCLUDING 73 000 ON MATCH DAYS

OLYMPIQUE DE MARSEILLE Creation of FC La Castellane

OM Foundation helped create a football club affiliated with the French Football Federation in the city of Castellane, Marseille: FC La Castellane (FCC). The club consists of 8 teams, 64 players and 9 coaching staff playing at levels between U6 and U11. This project seeks to promote the practice of sport but also has a strong educational and civic dimension. The club's equipment supplier, Puma, as well as the federal authorities (the Mediterranean Football League and the District of Provence) are supporting the project. Actions carried out by OM Foundation in support of the club include: legal and administrative support of the club, involvement of the marketing department (graphic identity of the club) and media (creation of a dedicated website), provision of medical services at the start of the season by OM doctors, licensing, donation of equipment for each child and coach, monthly training sessions at OM Campus, monthly training sessions at the Castellane club taken by OM coaches, training of FCC facilitators, monthly homework help sessions by club employees, inclusion in OM Next Generation programmes and meetings with players from other clubs, invitations to the Orange Velodrome (matches, concerts, stadium visits, etc.), Escort Kids on match days, etc.



OM doctors, licensing, donation of equipment for each child and coach, monthly training sessions at OM Campus, monthly training sessions at the Castellane club taken by OM coaches, training of FCC facilitators, monthly homework help sessions by club employees, inclusion in OM Next Generation programmes and meetings with players from other clubs, invitations to the Orange Velodrome (matches, concerts, stadium visits, etc.), Escort Kids on match days, etc.

STADE BRESTOIS 29 Green Card

The club honoured the winners of the Green Card for the 2018/2019 season. Since its inception, the Green Card has emerged as a real distinction aimed at encouraging and identifying positive attitudes as well promoting exemplary behaviour on the pitch. The winners, from 17 different Breton clubs, had the honour of being welcomed to the ground by the elected representatives of the Brittany Football League and the teams of Stade Brestois 29 in an official ceremony ahead of the match between Stade Brestois 29 and Amiens SC.



INTEGRATION AND SOCIAL TIES



GRENOBLE FOOT 38 Sport Dans la Ville

The club set up a partnership with Sport dans la Ville (Sport in the City), an association for integration through sport that works mainly in sensitive urban areas, to welcome five groups of five to six children aged 8-9 years (accompanied by two companions) to the stadium and to the club's premises with the aim of writing a newspaper on the club and its various themes. The project took place over 10 weeks and each group was able to come to the club for 1 hour a week. During the last session, each group conducted an interview with a player from the club.

FC NANTES The SEGPA Project

The club created a partnership with the SEGPA section of the Durantière College, and in particular the 4th class (secondary year 9), throughout the season as part of a career awareness program. The first meeting between the sponsors of the project and this class took place at the college with Marcus Coco and Imran Louza, and this provided an opportunity to talk with the students about their future and the career of the players. Students also had the privilege of visiting the Jonelière Sports Centre with a look behind the scenes of the Stade de la Beaujoire. A total of seven matches were held over the season with club players and employees. This partnership will be renewed next season.



RC STRASBOURG ALSACE Summer of Football 2019

This season, the club organized the 6th edition of «Summer of Football», a summer event revolving 100% around football within the municipalities and districts of the Eurometropole, sponsored by Dimitri Lienard, in collaboration with



its partners Ophéa and Habitation Moderne. This event enables many young girls and boys under the age of 13 to take part in a tournament in which they represent a nation. For a month, the young footballers play against one another at five grounds (Fegersheim, Oberhausbergen, Neudorf, Cité de l'III, and Neuhof) and try to qualify for the final phase at Racing Mutest Académie with the grand finale at the Meinau stadium, in a curtain-raiser for the RCSA-MHSC match. Many prizes are awarded to participants, and this year, a «blue card» will be awarded to teams for fair play.

The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

SUPPORTING CHARITIES & ASSOCIATIONS



AS MONACO Solidarity initiative with OL

AS Monacoeur and OL Fondation teamed up on the first day of Ligue 1 to provide an unforgettable moment for two children. Lenny, treated at the HFME Hospital in Bron, itself supported by the OL Foundation, was welcomed by Enzo, who is supported by the Flavien Foundation, which in turn is supported by the AS Monacoeur programme. Lenny, an OL supporter, and Enzo, a supporter of AS Monaco, were accompanied by Bouba during the fictitious kick-off of the match. At the end of the match, Lenny had a slightly broader smile on his face than Enzo, but the value of this shared day was much higher the score on the scoreboard. AS Monaco and Olympique Lyonnais have regularly collaborated in this type of operation in recent seasons through AS Monacoeur and the OL Fondation, opponents on the field of sport perhaps, but partners in the field of solidarity.



EN AVANT GUINGAMP Teddy bear toss at Roudourou

Like other clubs, En Avant Guingamp, together with Kalon EAG, organized a «Teddy Bear Toss» event to be given to the Les P'Tits Doudous charity. During a pre-Christmas match, fans attending the match were invited to throw stuffed animals in good condition onto the stadium pitch.



FC GIRONDINS DE BORDEAUX «Girond'In March 2020» Trophies

As part of the activities organised for Girond'In March (an event centred around International Women's Rights Day), the club organised a «Girond'In March 2020» trophy presentation following the call for projects for women on two themes: health/prevention and inclusion through sport. Of the 20 projects examined, two prizes were awarded: to the University Hospital of Bordeaux for its project concerning women with endometriosis, and to Oval Citoyen for its Wontanara Festival project and the creation of a women's team including asylum seekers and/or refugees and LGBT people, but also people with cancer as part of a fitness campaign in partnership with the Bergonié Institute. The latter wished to share its endowment (3,000 euros) with the 3 other candidates in this category. All these projects and their initiators will be followed and accompanied by FCGB and the «Navy Blue and White Heart» program.



FC LORIENT «The Hake» have a big heart!

For the last three seasons, the club has been a partner of the Lorient Restos du Cœur and has led several initiatives to support the association: free seats for the beneficiaries of the association for matches at the Stade du Moustoir and monthly visits by professional players to the association centre. Each season this partnership mobilizes all members of the club - players, employees, supporters and partners.

During the Christmas holidays, the club organizes the «The Hake have a big heart» operation by mobilising their supporters (the «hakes») and organizing the collection of toys and basic necessities, food and healthcare products, according to the needs of the association, to improve the daily life of its beneficiaries. Each donation given to the club's official shop allows the donor to take part in a raffle to win gifts in the colours of FC Lorient.



STADE MALHERBE CAEN Pink October

The club once again opted to support the François Baclesse Cancer Centre in Caen as part of Pink October. During the match between SM Caen and VAFC, players wore a pink top to raise awareness about breast cancer screening. Sales of these collector's tops after the match to the general public, partners and players, as well as a large solidarity raffle, raised the sum of 12,933 euros for research in the fight against breast cancer.



STADE RENNAIS FC Mobilising in favour of children's rights

On the occasion of the 30th anniversary of the International Convention on Children's Rights, the club organized several initiatives to promote children's rights: organizing information workshops and promoting children's rights with UNICEF 35 for more than 100 children during the first stage of the Erminig Kup, an indoor football tournament attended by young players from the Red and Black Clubs (amateur clubs in partnership with the Stade Rennais FC); conducting a photo shoot with the club's players and staff to recreate the UNICEF poster showing the various children's rights and thus raise awareness among the club's supporters of the existence of these rights through extensive relaying of information on the club's media and on giant screens during the SRFC - ASSE match.



CONVENTION INTERNATIONALE
DES DROITS DE L'ENFANT



US ORLÉANS Support for children with diabetes

The club invited ASPEED, a local association for the Support of Parents and Friends of Diabetic Children, which brings together the families involved and tries to improve the daily lives of children. Twelve children and their families were invited to the USO-VAFC match. The children acted as the match mascots. In addition, the parents operated a diabetes awareness stand and organized a paid raffle for prizes donated by the club (signed jerseys, football, scarf, etc.).



VALENCIENNES FC Mobilising for blood donations

The club became a partner of the French Blood Agency (EFS) at the beginning of the 2019/2020 season to raise awareness about blood donations and encourage supporters to donate blood. For two Saturdays in September, the Valenciennes Gift House was decorated in the colours of VAFC, and for every donation made, two match tickets were donated to beneficiaries of the Cultures of the Heart association.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

EDUCATION AND CIVIC ACTION



AJ AUXERRE

The 2019 graduates of the AJA Acadomia Centre in the spotlight

Recent graduates of the AJA Acadomia Training Centre were honoured at half-time during the match between AJA and HAC. Concerned about the three-fold «sports, school, human» project set up at the training centre, AJA wished to promote and present to the public all students who obtained their certificate or bachelor's degree at the end of the last school year. The 19 young apprentice footballers from AJA Acadomia aged 14 to 18 years were presented by the Director of Acadomia, the President and Director of the club, and the Director of the AJA Acadomia school with a glass plaque with their name inscribed on it, a diploma and the grade achieved, which was a veritable recognition for these young athletes.



HAVRE AC

HAC My Sponsor

Through this program, the club reaches out to young boys and girls aged 8 to 12 coming from the priority districts of Le Havre, to enable them to discover the benefits of sport and the values it conveys, such as fair play, promotion of respect for rules and for others, solidarity, self-esteem, surpassing oneself, listening to others, and diversity. 300 unlicensed children receive structured training in the 5 territories of



the city for one month. Inter-neighbourhood matches are organized. The club's professional players act as sponsors of the operation and come to visit the children. Also offered are courses on awareness of civil behaviour on public transport, refereeing, the educational value of football, and so on. The final takes place every year at the Oceane Stadium. The club is also seeking to reach out to young adults by offering them specially adapted training and follow-up by the Local Mission.



ANGERS SCO

Black & White school

In November 2019, the club opened a Black & White School, an ambitious project motivated by the ideal of «living in harmony together». It is a special school for 60 children, aged 7 to 11 years and with social or family difficulties, operating during extracurricular hours and school holidays, 5 days a week. The children enjoyed an innovative program based on fun, and cultural and sporting activities revolving around strong values of solidarity, mutual aid and sharing, and which was organised by the sport educators.



LE MANS FC

Support for Le Bleu et de France

On the occasion of the dedicated Ligue 1 and Ligue 2 Championship day in support of the Bleu et de France (see page 23) during the commemorations of 11 November, the club, in partnership with the National Office of Veterans and Victims of War (ONACVG), invited 12 wards of the Nation and their parents to the match between Le Mans FC and Grenoble Foot 38. During the warm-up, the Bleu et de France logo and the call for solidarity were broadcast on the giant screens of the stadium. The presenter announced the presence of the young pupils in the stadium, who displayed their support and thanks to the club and to the Bleu et de France upon their entry into the stands with a large banner proclaiming: «They support us - we support them.»



AS NANCY LORRAINE

Fair play Trophy with MMH

Each spring, the club organizes a football tournament associated with citizen workshops for young people from social housing districts, neighbourhoods in which MMH, a social landlord and club partner, is present. The event takes place throughout the department with the valuable support of dozens of associative, cultural and institutional partners, and enjoys the support of local football clubs and municipalities. Since its inception by MMH and ASNL in 2008, 16,000 girls and boys aged 6 to 14 have competed to promote respect for civic values within football. Each team must prove itself in the field and test its skills in a citizen village where theme-based workshops on civic values are given by local associations and institutional representatives (CPAM, communities of communes, etc.). The ranking of this tournament takes into account not only the sporting results but also those in the civics workshops. The grand finale is played at the Stade Marcel Picot.



TOULOUSE FC

TFC players mobilize for club foundation

The club's players mobilized to support the TFC Corporate Foundation through the launch of an online auction of jerseys worn on Ligue 1 match nights. The concept is simple and innovative: after the final whistle of matches, some players sign and give away their match top. This top is then auctioned online for the benefit of the TFC Foundation. The proceeds go towards the funding of all educational, charitable and social activities carried out by the TFC Foundation through its «Generation Pitchouns» (Kids' Generation) programme. TFC is the first club in France to introduce this operation.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

ACCESS

TO TRAINING AND MATCHES FOR PEOPLE WITH DISABILITIES



BERRICHONNE DE CHÂTEAURoux

Breaking down the barriers of disability

As part of its major project HONDI CAP'FOOT, an event dedicated to people with disabilities, the club involved young people of the Training Centre. These young people were alerted of the organization of the event and were helped to better understand mental disability so as to «change their way of seeing and allow better adaptation» before the event. A meeting at a specialized institute was also organised so that people with disabilities could give young footballers an insight into their skills on the principle of «Do what I do». A real meeting - a real exchange. Conversely, young people at the Training Centre welcomed people with disabilities, organised specially «adapted» training for them, and toured the facilities.



CHAMOIS NIORTAIS FC

Welcoming the France Wheelchair Football team

Highly committed to the practice of Foot Fauteuil (Wheelchair Football), the club, in partnership with the city of Niort, welcomed the France Wheelchair Football team for preparation sessions from March 2 to 6. Several key moments involving the public were organized: a discovery day in midweek with open-doors training followed by discussion and autograph signing; an introduction to the practice of wheelchair football for young members of the Chamois Niortais FC football academy, as well as a match between the players of the French national team and the Chamois Niortais FC wheelchair football team.



CULTURAL INITIATIVES



AC AJACCIO

Committed to restoration of the Fesch Patrimonial Library

As part of the Ligue 1 and Ligue 2 championship day dedicated to the European Heritage Days (see page 23), the club organised events in favour of the Fesch Library in Ajaccio. This heritage building requires extensive restoration work and forms part of the projects supported by the Fondation du Patrimoine. The professional team played a match against Le Mans FC with a collector's top bearing a visual representation of the Palais Fesch which houses the Patrimonial Library. These jerseys featured in a large raffle, with all profits being donated to the Fesch Library.



FC CHAMBLY OISE

Mobilized for Heritage Day



As part of the Ligue 1 and Ligue 2 championship day dedicated to the European Heritage Days (see page 23), the players visited Stanislas Square in Nancy, a UNESCO World Heritage Site.



FC SOCHAUX-MONTBÉLIARD

3rd edition of the Julia Beaudrey Prize

The club created the «Julia Beaudrey Award» in memory of a 20-year-old student from Belgium who died on November 28, 2016. This award offers the opportunity for a student association defending values of solidarity and openness to bring its actions before the spotlights with the help of FC Sochaux-Montbéliard. For this third edition, the chosen project was that of the Be Clothe association, founded and managed solely by students. Their aim is to propose an innovative production model, thanks to an initiative combining environmental protection with social impact. The association collects used clothes directly from schools and businesses which are turned into fresh articles by vocational workshops. These items are then sold in pop-up shops to finance humanitarian projects through donation of the entire profits. Over a single year, Be Clothe recovered 2 tons of materials, produced 350 tote-bags and generated 3,500 euros in profits to finance humanitarian programs.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

FIGHTING DISCRIMINATION ON ALL FRONTS



CLERMONT FOOT 63

Players against racism

On the dedicated Ligue 1 and Ligue 2 championship day against racism (see page 25), the club and its professional team wished to send out a strong message concerning their complete opposition to racism and to all forms of discrimination (sexism, homophobia, Islamophobia, anti-Semitism, etc.). During the pre-match proceedings, the players came together and took a knee - a gesture popularized by US athletes Colin Kaepernick and Megan Rapinoe to express a common combat - to say no to racism, and to promote tolerance and living peacefully with one another.



FC METZ

All together to combat violence against women

The club made a public stand against violence against women during the dedicated Ligue 1 and Ligue 2 championship day for International Women's Rights Day (see page 25) and throughout the preceding three weeks in a movement involving the entire ecosystem of the club. To raise awareness among the club's supporters, Solidarite Femmes association's «Inside» clip was played on the stadium's giant screens and three associations involved in this issue at local level were given the spotlight: Planet Adventure Organisation, which organizes sports events dedicated mainly to women in order to raise funds and help female victims

of violence to take a break from their difficult daily reality; Krav Maga Women Protect, which helps women learn about self-defence techniques; and Inform'elles, a shelter in the Moselle region for women who are victims of violence anonymously and free of charge. During the FC Metz-Olympic Nimes match, the match was kicked off by Planet Adventure Organisation, the Escort Kids and the ball boys were young female football students, and a video was broadcast about all the women who either go to or work at the Stade Saint-Symphorien.



PARIS SAINT-GERMAIN

Paris Saint-Germain Foundation and Fondation des Femmes

The Paris Saint-Germain Foundation supports the Fondation des Femmes (Women's Foundation), which offers nationwide support for women and children who are victims of domestic violence, placing its pedagogical, sporting and educational know-how at the service of the women and children it assists. The Paris Saint-Germain Foundation works on the ground and in places in which beneficiaries can find emergency housing as they attempt to improve their daily lives. Certain of the club's partners and sponsors are also involved in this project in response to their desire to become more closely involved in the club's social and charitable projects (Nivea, Amex, Deliveroo, McDonald, and others).



FONDATION
DES FEMMES



OLYMPIQUE DE MARSEILLE

First anti-discrimination tournament

The club organized a football tournament at OM Campus involving supporters' associations and anti-discrimination associations. Ten teams competed for this first event, bringing together anti-discrimination associations, LICRA, Foot Ensemble, SOS Homophobie, MUST (Marseille United Sport for All) and PanamBoyz and Girlz United, as well as various supporters' associations of Olympique de Marseille such as the Dodgers, the Fanatics, les amis de l'OM (friends of OM), the MTP and the HandiFan Club, in addition to OM employees and stewards. Throughout the day, football matches were played and discussions took place on and off the pitch in a very friendly and warm atmosphere. After the pool stage, followed by the final stages, the Fanatics eventually emerged as tournament winners.



RODEZ AVEYRON FOOTBALL

Bring your girlfriend along!

For several seasons now, the club has organised the «Bring your girlfriend along!» operation in football schools to raise awareness of football among young women. Each licensed member of the team is asked to invite a female classmate of her own age to take part in a training session. On the menu: discovering football and workshops, but above all, good humour and sharing. Open days are also held at the beginning of each season.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; furthermore, some similar initiatives may have also been carried out by other clubs.

2 ENVIRONMENTAL THEMES REMAIN A PRIORITY:

REDUCING WASTE AND LESSENING THE IMPACT OF TRANSPORT



IMPROVED WASTE SORTING IN STADIUMS

65 % of clubs now provide dual-stream bins for the general public, with **25 %** of them being used in the treatment of biowaste.

WASTE REDUCTION

45 % of clubs have committed to one or more initiatives to reduce the amount of waste produced during a match, with 7 out of 10 clubs actively seeking to reduce the amount of single-use plastic used.

RESPONSIBLE SOURCING

9/10 clubs select local products for their VIP /Hospitality services, while **7/10** select local catering services for spectators and players alike.

REDUCING THE IMPACT OF TRANSPORT

2/3 clubs would consider making trips lasting under 4 hours by bus, or are indeed already doing so.



AMIENS SC

Our Goal: «Zero Waste»

In September 2019, the club introduced a project to reduce the generation of waste at its stadium on a daily basis and on match days. In consultation with the Metropole, ADEME, WWF France and the LFP, a roadmap has been drawn up, with daily weighing of all waste over a three-month period; replacement of disposable dishes with biodegradable corn starch containers; recovery of unused food using reusable lunch boxes for players' and administrators' meals that are subsequently redistributed to associations by the Food Bank on match nights; installation of sorting bins throughout the stadium; creating a «zero waste brigade» to avoid sorting errors; provision of reusable cups available at the bar against a deposit; use of personal reusable water bottles by players during training, etc.



LOSC LILLE

Climate Neutral Now

The club is committed to the eco-responsible Climate Neutral Now initiative launched in 2015. This commitment aims to combat global warming by ultimately aiming for carbon neutrality in the activities of organizations. In accordance with the United Nations Framework Convention on Climate Change, the club has had the ecological impact of its daily activities measured, including travel by its various teams (Pro, Pro 2, Women) using methodologies approved by the United Nations. After ensuring that this impact has been controlled and reduced, LOSC is also now committed to offsetting the carbon footprint of its activities by contributing to the funding of a UN-certified compensation project.



MONTPELLIER HÉRAULT SC

“1 goal scored = 5 trees planted”

For each goal scored in Ligue 1 during the 2019/2020 season, 5 trees were planted by the club. At the end of each month, the total number of goals was converted to trees and the trees were planted the following month in a different commune. A total of 175 trees were donated and planted in 6 different municipalities throughout this season.



OLYMPIQUE LYONNAIS

“Garden for a Hero”

The club designed and financed the creation of an educational garden measuring 550 m² at the site of the Groupama Stadium. In collaboration with the Pistyles cooperative society of general interest (SCIC), this garden was designed according to the principles of permaculture, which will also define how it is to be maintained and managed. Each week it will host fun and educational workshops - planting, picking, discovery of permaculture, tasting of old-style fruit or vegetables - for various audiences: primary schools in the territory, social centres, amateur partner clubs and young people at the OL Academy, associations partnering with the OL Foundation, club supporters, young people and adults with disabilities in partnership with ALGEDs (centres for medical assistance to patients with major handicaps) and several IMEs (medico-educational institutes), elderly people from nearby institutions, etc. On the social side, minors from the Judicial Youth Protection (PJJ) scheme took part in the construction of the site and thus developed skills in the development of green spaces. They will be able to continue their involvement in maintenance thereof if they wish.



HELPING SUPPORTERS TO TRAVEL MORE RESPONSIBLY

To help clubs reduce their transport-related environmental impact, the LFP has partnered with StadiumGO, the first carpooling platform entirely dedicated to sporting events. StadiumGO offers every supporter the opportunity to share a ride with other devoted supporters to their club's matches via a simple and secure app.



StadiumGO

THE LFP'S CSR COMMITMENTS

The 2019/2020 season provided the LFP with an opportunity to strengthen its existing initiatives, particularly its anti-discrimination action plan and its commitment to the environment on the one hand, and on the other, to develop a new programme, «1 goal and off to bed!». Although cut short, this season has seen **more than 1 million euros** donated to social and environmental structures, with some partners being associated for more than ten years and others supporting new actions, in order to work on priority CSR projects. This amount is financed out of the budget of disciplinary fines paid by clubs in connection with the LFP championships.

“1 GOAL AND OFF TO BED!”

In partnership with the French Hospital Federation, the LFP launched a new national CSR programme at the start of the 2019/2020 season entitled «1 goal and off to bed!» to improve conditions for children in hospital. For each goal scored in Ligue 1 and Ligue 2, 100 euros are paid to finance accompanying beds in paediatric units in hospitals within the French Hospital Federation network, thus allowing parents to stay with their child throughout the duration of their hospital stay. 90% of Ligue 1 and Ligue 2 clubs work closely with hospitals in their own region.



FOR THE 2019/2020 SEASON: **+130 k€** were collected thanks to goals scored **167 accompaniment beds** were funded in **20 paediatric units** throughout the whole of France

CONTRIBUTING TO ENVIRONMENTAL PROTECTION

As part of its partnership with WWF France signed in April 2019, the LFP was able to provide clubs with three practical guidance sheets specifically adapted to the issues of professional football to help them reduce their environmental footprint in three key areas: **Towards a zero-plastic match, Towards responsible food, and Towards a zero-waste club.** Each sheet provides an overview and background concerning environmental issues. It also defines three levels of commitment: from a «minimum» commitment level (level 1), through the «intermediate» commitment level (level 2) aligned with the charter of 15 eco-responsible commitments of the Ministry of Sport and WWF France, to the «exemplary» commitment level (level 3). It then offers concrete recommendations, that take into account the realities on the ground actually encountered by professional football clubs. It also provides key resources. LFP and WWF France will continue to help clubs implement these measures in the coming seasons.



#JOUONSLACOLLECTIF

In order to enhance and promote the many initiatives of French professional football clubs, the LFP launched the hashtag #JouonsLaCollectif in September 2018 and invited all clubs to use it on their various social networks. Over the 2019/2020 season, this hashtag has enabled **more than 2,000 publications** on CSR initiatives to be identified (up 26% from the previous season), with **over 26 million views** (up 72%), and **more than 467,000 reactions** (likes, reposts, etc.) elicited from the general public.



THE FONDACTION OF FOOTBALL SPEAKING CONTEST

The LFP has been supporting the Fondation du Football since 2013 and in particular, three of its flagship programmes: **Open Football Club** for the implementation of civic and cultural actions with young players in training; **Puissance Foot**, a programme dedicated to school support within clubs; and the **Philippe Séguin Trophies** aimed at identifying, supporting and valuing civic initiatives implemented by amateur and professional football clubs.

This season, with the support of the LFP, the Fondation du Football and the Prometheus Educational Association organized a **speaking contest** in the form of debates between young people from the training centres of 4 professional clubs: Paris Saint-Germain, Olympique de Marseille, AS Saint-Etienne and Olympique Lyonnais. This competition, an extension of Open Football Club, involved some fifteen residents at each training centre over 6 months. Finals are held at each club to elect the best speaker. This initiative will be renewed next season with the involvement of new training centres.

PROFESSIONAL FOOTBALL IN SUPPORT OF NATIONAL HERITAGE

On the European Heritage Days, the LFP and the clubs partnered with the Fondation du Patrimoine to raise awareness among supporters of the need to preserve their local heritage. Several clubs multiplied local initiatives in favour of projects supported by the Fondation du Patrimoine and its «Never again!» campaign, and alerted matchgoers to the need to preserve the local heritage.



THE DAYS OF 11 NOVEMBER DEDICATED TO LE BLEUET DE FRANCE



On the 13th day of Ligue 1 and the 14th day of Ligue 2, the LFP and the professional clubs teamed up with Le Bleuët de France association to help victims of wars and terrorist attacks. To demonstrate support and raise awareness among the general public, **37 clubs** implemented more than **230 initiatives**: printed messages on team jerseys, wearing of the symbolic blueberry flower, appeals for donations, posts on social networks, auctions, awareness workshops, special personality kick-offs, etc. In total, awareness was boosted among more than 4 million viewers and 200,000 spectators in the stands, with more than 70 million followers being reached via social networks.

OTHER INITIATIVES SUPPORTED BY THE LFP:

HandiCapZéro HANDICAPZERO

For the sixth consecutive season, the LFP and HandiCapZéro published a practical guide for Ligue 1 and Ligue 2 in Braille, in enlarged characters and with audio for blind and visually impaired fans. The content is supplemented throughout the season by a web news programme on championship match days (results and rankings). A Coupe de la Ligue BKT section is also available.

RESTOS DU CŒUR MAJOR OFFICIAL CAUSE EMBRACED BY THE COUPE DE LA LIGUE BKT

Since 2012, the Professional Football League has been committed to the Restos du Cœur foodbanks, designated «The Major Official Cause embraced by the Coupe de la Ligue BKT», contributing 300,000 meals each season, inviting 10,000 people to matches, and providing a public platform for the association throughout the competition.

premiers de cordée PREMIERS DE CORDÉE

For the third year in a row, the LFP is supporting the Premiers de Cordée association, which provides the first steps in various sports activities for children in hospital as well as disability awareness activities for schoolchildren, communities and businesses.

MON CARTABLE MON CARTABLE CONNECTÉ

Partner of the association for several years now, the LFP this year provided support to the association for its organisation of a large-scale auction of players' shirts.

COMBATING DISCRIMINATION IN ALL ITS FORMS

IN MAY 2019, THE PROFESSIONAL FOOTBALL LEAGUE ORGANISED ITS PLAN TO COMBAT ALL FORMS OF DISCRIMINATION IN THREE KEY AREAS:

COMBATING RACISM, COMBATING HOMOPHOBIA AND DEFENDING WOMEN'S RIGHTS.

LFP'S EXPERT PARTNER ASSOCIATIONS

This program, like all LFP initiatives, is being built in close collaboration with expert partner associations:



Foot Ensemble is an association created by Yoann Lemaire in 2017, the aim of which is to widen the debate on homosexuality in sport and especially in football. The LFP and Foot Ensemble have been working together on this subject since the making in November 2018 of Lemaire's film «Footballer and Homosexual: at the Heart of the Taboo».



DILCRAH, The Interministerial Delegation to the Combat Against Racism, Anti-Semitism and Anti-LGBT Hatred coordinates national policy to combat racism, anti-Semitism and, since 2016, anti-LGBT hatred.



The aim of the **Le Refuge** Foundation is to prevent loneliness and suicide among young LGBT people, aged 18 to 25, victims of homophobia or transphobia, and in situations of family breakdown. It hosts and guides these young adults towards emotional and material reconstruction.



LICRA - the International League Against Racism and Anti-Semitism - is one of the oldest activist associations around the world against racism, anti-Semitism and discrimination. The LFP and LICRA signed a sponsorship agreement in March 2019, for the period 2019-2022.



PanamBoyz & Girlz United is a 100% inclusive football club, open to diversity, that plays in Paris and fights discrimination as close as possible to the realities on the ground.



The National **Solidarite Femmes** Federation fights against all forms of gender-based violence, particularly sexual violence (physical, moral, sexual, psychological, economic and other) against women and children, especially within the couple and the family. The Federation unites, leads and coordinates a national network of associations that provide assistance to thousands of women and children each year (psychological, legal, social assistance, help with employment and housing) at its reception and accommodation centres.



SOS Homophobie, the national association against lesbophobia, gayphobia, biphobia and transphobia, is convinced that the fight against homophobia requires the establishment of an ambitious preventive policy: explaining diversity, providing reassurance, raising awareness about and acceptance of sexual orientation and gender identity.

THE LFP ACTION PLAN IN THE FIGHT AGAINST DISCRIMINATION

The action plan of the LFP and its partner associations includes many awareness and prevention operations introduced since the 2018/2019 season and renewed each year:

- Over a single season, three championship days are dedicated to the fight against discrimination to raise awareness among the general public: one day against racism, one against homophobia, and one against violence against women; the LFP gives a boost at national level and provides clubs with the necessary resources (video clips, language items, custom visuals, local contacts, ideas concerning initiatives, etc.), enabling clubs to mobilize within their own territory;
- Seminars to raise awareness for the different audiences within the clubs: Supporters Liaison Officers, CSR coordinators, safety and security directors, or directors of training centres in partnership with the Fondation du Football;
- Awareness workshops for young professional players in club training centres as part of the Fondation du Football's Open Football Club programme;
- The creation of a working group that meets once a month with the LFP's expert partner associations;
- The creation of a cross-sectional group linked to all the bodies of French professional football that meets every two months to progress in harmony;
- The development of educational tools for educators, coaches and young people (instructional booklets, films and serious games) with partner associations;
- Meetings between supporters' associations and anti-discrimination associations.

NEW INITIATIVES INTRODUCED DURING THE 2019/2020 SEASON

A REPORT ABUSE FORM ACCESSIBLE TO ALL

In partnership with LICRA, the LFP has developed a **report form** to combat all forms of racism and discrimination inside stadiums. Accessible to all via the link www.licra.org/lfp, this device aims to allow anyone present in stadiums, whether witness or victim, to report any act of discrimination (racist, anti-Semitic, homophobic, sexist, or other). All reports trigger a well-defined procedure between the LFP and the LICRA.

VARIETES CLUB DE FRANCE AND CHARITY MATCHES TO LEND A HAND IN THE FIGHT AGAINST DISCRIMINATION

The LFP is a long-standing partner of the Varietes Club de France (VCF). This season, it lent particular support to the gala match organized by the VCF in collaboration with Foot Ensemble in Charleville-Mezieres. This event, sponsored by LFP President Nathalie Boy de la Tour, was preceded by the hosting of a fan zone to discuss and raise awareness of the issue of combating homophobia and discrimination. All profits from the match helped finance concrete projects on homophobia awareness in the city of Charleville-Mezieres and at national level.



NATIONAL CAMPAIGN «TOGETHER, LET'S KEEP GAINING GROUND AGAINST RACISM»



On the 20th day of Ligue 1 and Ligue 2, the entire world of French professional football mobilized to fight racism in stadiums through an awareness campaign using the message: «In football, the only colours that counts are your team colours». Visuals and a 30-second animated film (230,000 views) were widely shared in stadiums and on the social networks and websites of the LFP and clubs. 34 clubs took part in this initiative, reaching out to 2.8 million people via social networks.

PROFESSIONAL FOOTBALL MOBILISES TO COMBAT VIOLENCE AGAINST WOMEN

On the 28th day of the Ligue 1 and Ligue 2 championships, and on 8 March, International Women's Rights Day, the world of French professional football, in partnership with Solidarite Femmes, acted to raise awareness among all fans by broadcasting the clip «Inside», made by Solidarite Femmes, in stadiums and on the social networks and websites of the LFP and clubs. They also organised out many local events on the ground.

LE FOOTBALL PROFESSIONNEL SE MOBILISE CONTRE LES VIOLENCES FAITES AUX FEMMES



OPEN FOOTBALL CLUB AWARENESS WORKSHOPS

This programme, proposed by the Fondation du Football, aims to support professional football clubs in bringing about civic and cultural actions among young players (aged between 13 and 19 years) during training sessions. Over the 2019/2020 season, 403 workshops were held (an average of 13.4 per structure), including 52 workshops on anti-discrimination themes, 177 on gender equality and against sexism, 16 against homophobia and 19 against racism and anti-Semitism.

The season also marked the establishment of a dialogue between the ANS, the national supporters' association, and the LFP regarding these issues. In addition, the LFP participated in the «Fighting Discrimination» working group of the INS - National Institute of Supporters movement - led by the Ministry of Sports. Finally, a major campaign was planned for 17 May 2020, on the International Day Against Homophobia, but had to be postponed due to the COVID-19 pandemic

SOLIDARITY WITH AMATEUR SPORT

31 MILLION EUROS FROM TV RIGHTS DONATED TO THE DEVELOPMENT OF SPORTS FOR ALL



Professional football clubs are the main contributors to the proceeds of the so-called «Buffet Tax», introduced in 2000, on broadcasting rights for sporting events sold in France. As a result of the COVID-19 pandemic and the ending of the 2019/2020 season on the 28th day, the amount of this tax was decreased for this season. Nevertheless, it is expected to rise again next season in view of the increase in national and international broadcasting rights contributed by the LFP for the 2020-2024 cycle.

The majority of this tax is now allocated to the National Sports Agency (ANS). Created in 2019, the ANS has two main functions:

- The development of high-level and high-performance activities, especially in view of the 2024 Paris Olympic and Paralympic Games,
- Funding and organising sport in France to develop access to and participation in sports for all.

15 MILLION EUROS DONATED TO THE FRENCH FOOTBALL FEDERATION



As part of the agreement drawn up between the Professional Football League and the French Football Federation, professional clubs contribute to the development of amateur sport. Based on TV rights, this amount has fell to 15.1 million euros this season as a result of the COVID-19 pandemic.

This sum is used in part to fund the Amateur Football Assistance Fund (FAFA), an annual contribution made by the French Football Federation to promote investments vital to the development of Amateur Football.

During the 2018/2019 season, FAFA helped fund 754 projects: 563 projects related to equipment (making safe facilities, clubhouses, changing rooms, synthetic turf pitches projects), 46 projects involving new practices, 130 women's football projects, 126 projects in the territories, co-financing of 118 minibuses, helping to create 145 jobs, and investing 2 million euros in training coaching staff and directors.

METHODOLOGY & SOURCES / SURVEY AND INTERVIEWS

This report was based on statements made by professional football clubs (clubs belonging to Ligue 1 and Ligue 2 for the 2019/2020 season). It addresses social and environmental initiatives piloted or undertaken by these clubs (partnership, or material, human or financial support, etc.) effectively implemented during the 2019/2020 season.

All the various elements were collected by means of a questionnaire sent out in May 2020, supplemented by follow-up telephone interviews with the clubs to obtain more detailed information on the returned questionnaires. The data were then compiled in such a way as to provide an overview of commitment to social and environmental responsibilities throughout the entire professional football sector, and to showcase these initiatives.

The sources of other data used in this report are as follows:

- Match attendance figures (sources: LFP – Ligue 1, Ligue 2, French Champions' Trophy, Coupe de la Ligue BKT)
- LFP revenue (source: Financial report on professional football in France – DNCG, the French National Directorate of Financial Control)
- Information on the Buffet tax and the ANS [French National Sports Agency] (source: ANS)
- Amateur Football Assistance Fund (source: FFF)
- Open Football Club (source: Fondation du Football)



6, rue Léo Delibes, 75116 Paris
Tel.: +33 1 53 65 38 00
Press contact: elsa.gueroult@lfp.fr
www.lfp.fr - @LFPfr

