18
19

3rd EDITION

PLAYING AS A TEAM!

OVERVIEW OF SOCIAL AND ENVIRONMENTAL INITIATIVES
IN FRENCH PROFESSIONAL FOOTBALL

LFP
LIGUE DE FOOTBALL PROFESSIONNEL

THE COMMITMENT
OF FRENCH PROFESSIONAL FOOTBALL
IN KEY FIGURES

97%
of clubs committed to societal actions

+ 1 million
people benefiting from these societal initiatives

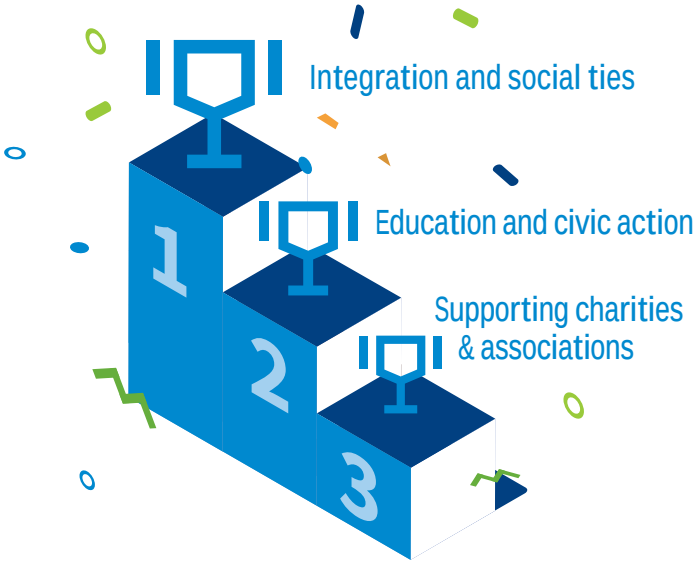
3,000 societal initiatives,
i.e. almost three initiatives off
the pitch for every match played

+ 400,000
tickets allocated to societal initiatives

+ 9,000 hours devoted to societal actions by professional footballers and + 17,000 by other members of club staff (sports staff, club teams, etc.)

Topics in order of priority for clubs:

- Integration and social ties
- Education and civic action
- Supporting charities & associations
- Development of women's football
- Access for disabled persons to practice and to events
- Supporting amateur football
- Cultural support
- Environment

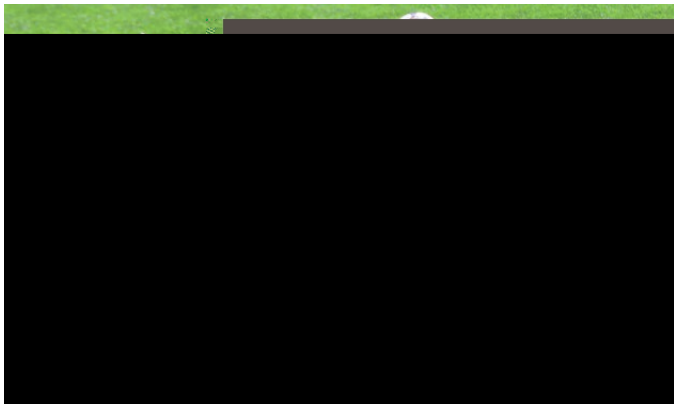


In all, the contribution made by professional football to CSR actions is over **76.8** million euros, i.e. over 4% of the turnover* of the LFP

*1,907 million euros for the 2017/2018 season (excluding transfers – DNCG report)

ORGANISATION
WITHIN THE CLUBS

This season 2018/2019 saw an increasing number of clubs wishing to better structure itself regarding social and environmental initiatives:



Harnessing the media power of football,

of clubs provide visibility for the causes they support.

AMATEUR FOOTBALL

FC NANTES

Cite Foot Plan

Launched in 2013 by the city of Nantes and renewed for 2018-2022, the Cité Foot Plan aims to make the practice of sport, and of football in particular, accessible to all via four key objectives:

- strengthening women's football, with the creation of internships, opportunities to discover the game, and open-door events for young girls and women;
- assistance to families to finance adherence to sporting activities, with the Carte blanche scheme;
- the city's network, through mutualisation, agreements and co-operation between clubs;
- support for the administration and governance of these clubs, via measures ensuring individualized and adapted assistance.

The first cornerstone of support for this initiative involves participation by FC Nantes in the activities of the city of Nantes in order to promote values of citizenship and the development of football for all by improving the structuring of clubs. The club thus regularly welcomes young people to training sessions for its professional players or to games at La Beaujoire stadium. Last season, 15 amateur clubs were presented before nearly 20,000 supporters on the pitch at La Beaujoire.

MONTPELLIER HÉRAULT

On Wednesday, you have training with Coach MHSC!

The key event of the "Orange Hope/Blue Dream" programme set up by Montpellier Hérault SC is called Coach MHSC and involves proposing that all football schools (U8 to U13) wishing to take part can come and train at the Bernard Gasset training centre alongside male and female players from MHSC. This action, initiated in 2013, strengthens ties between amateur clubs in the region and the club, and with its youngest supporters. During 60 operations, 47 different amateur clubs have thus been able to train with the male and female players at MHSC over the last 6 years (beginning in the 2013/2014 season).

STADE DE REIMS

Mathusalem

Set up in the 2018/19 season, the Mathusalem programme at Stade de Reims is aiming to create a win-win partnership with all amateur clubs wishing to join this "club of clubs", regardless of their size or structure. Based on reciprocal agreements, it gives each club member benefits in exchange for their support and the performance of a Solidarity initiative throughout the season. Mathusalem is also a loyalty scheme - "1 ticket purchased for a Mathusalem match = 1 point" enabling cubs to win a number of prizes. Throughout the season, 168 conventions were signed, bringing 168 clubs together with the Stade de Reims (access to training sessions, organisation of a technique day, exchanges with sports coaches, price reductions, etc.).

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

INTEGRATION AND SOCIAL

AJ AUXERRE

365 Acadomia Platform

At the start of the football season, AJ Auxerre, Acadomia and Domanys signed a partnership to provide free access to the 365 Acadomia platform for 4,500 children of tenants of Domanys, the main social housing company in the Yonne department.
365 Acadomia places teaching resources and a teaching team at their disposal to revise their school work and progress steadily from primary school to the baccalaureate in all subjects 7 days a week.
In order to motivate, assist and help the most assiduous students' progress, AJ Auxerre and its Training Centre offer various incentives (match tickets, visits to sports facilities, meetings with professional players, football training courses, and so on).
This initiative is part of a long-standing partnership between Acadomia and AJ Auxerre.

OLYMPIQUE DE MARSEILLE

The Second Chance school

Since 2018, through its foundation, Olympique de Marseille has enjoyed a strong partnership with the École de la 2e Chance (Second Chance School) in Marseille. Their shared ambition is to help youngsters in the priority neighbourhoods to find work. To this end, a number of initiatives have been set up:

Photo credit: © Getty Images / OM

- Funding of sports equipment for the new gym facilities at the Second Chance school used by all students to transmit the fundamental values;
- Regular interventions by the club's collaborators with groups of young people as part of the #OMVOLONTARIAT programme on topics such as group management, health and safety, job coaching, and so on;
- Collaborative work at the OM Foundation's Gala Dinner (selling prize draw tickets, help to prepare meals, etc.);
- Visits to the Orange Vélodrome stadium;
- invitations to matches during the season.

TIES

- Combating exclusion
- Social insertion of young people
- Professional insertion
- Employment
- Support for projects in underprivileged urban areas

ANGERS SCO

"Living side by side"

This year, through its foundation, Angers SCO has developed two complementary key projects revolving around the concept of successfully living side by side. A first project, developed with the indoor football facility of Angers SCO and the association "Les enfants de la Balle" has as its goal the inclusion of children through sport, thanks to which it opens up its academy to bring together children with and without disabilities.
The second project concerns the opening of a Black and White school in Angers (the club's colours), with the aim of enrolling 60 children aged between 7 and 11 years outside school hours for fun, sporting and cultural activities.

AS BÉZIERS

A tournament at the Béziers remand centre

Several players from the professional team of AS Béziers as well as coaches Mathieu Chabert and Stéphane Santini went to the Béziers remand centre. They were able to host workshops and a football tournament where players coached four teams of nine inmates, awarded diplomas and a medal, and signed jerseys for the winning team. This competition was an opportunity for AS Béziers to meet with the inmates over an extended period.

US ORLÉANS

Employment supporters

For the third consecutive year, US Orléans, in partnership with Pôle Emploi, Orléans Metropole and the Rugby Club d'Orléans, is hosting the "Employment Supporters" Forum at the La Source stadium. Open to all audiences, students, people in training for a new profession, job-seekers and employees, this forum provides an opportunity for the organising partners to use their networks to help connect people looking for a job with recruiting companies. In the previous edition, more than 900 job-seekers were received by the 63 companies. This year, 120 companies and 12,000 job-seekers were expected.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

SUPPORTING

CHARITIES & ASSOCIATIONS

- Combating diseases
- Helping underprivileged populations
- Humanitarian aid

8/10 PROFESSIONAL CLUBS APPEAL FOR DONATIONS ON BEHALF OF CHARITIES

ON AVERAGE, EACH PROFESSIONAL CLUB HELPS COLLECT

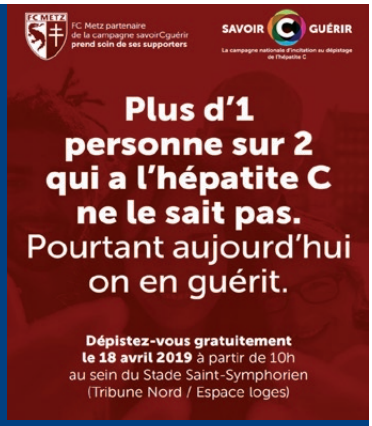
€27,000 FOR CHARITIES

FC METZ

Zéro hépatite C – savoirCguérir

(Zero hepatitis C – knowledge is cure)

In early 2019, the club signed a commitment to become the first "Zéro hépatite C" sports club. In partnership with savoirCguérir, it is striving for the eradication of hepatitis C. This serious illness affects 110,000 people in France, more than half of whom are unaware that they have the disease. However, if treated in time, 95% of cases can be cured. In order to increase awareness among its athletes, staff, sponsors and supporters, FC Metz launched a communication campaign on this topic, followed by a free hepatitis screening campaign. This campaign will be continued next season together with the creation of specific communication tools.



FC SOCHAUX-MONTBÉLIARD

The Julia Beaudrey Prize

At the start of the 2018/2019 season, the club launched the second edition of the "Prix Julia Beaudrey". Created in memory of a female student from Belfort who died in 2016 at the age of 20, the purpose of this study is to reward student associations working in their own way to promote values of solidarity and openness to the world. FC Sochaux-Montbéliard offers this prize to lend visibility to such associations (presence at the kick-off of home games, autograph sessions for the profit of the associations, presence on the club website and social networks, etc.), as well as material resources to assist them in their projects. This year, two initiatives received awards: a humanitarian initiative in Benin carried out by an association from the Besançon Faculty of Medicine, and a disabled multi-racquet tournament organised by the ASCAP (Sports and Cultural Association of the PSA Peugeot Citroën group) in Montbéliard.

OLYMPIQUE LYONNAIS

Call for Supporter projects

To mark its 10th anniversary, OL Fondation launched a call for projects, unprecedented in the world of French and European football.
Funded jointly by male and female players, this call for projects, which involved the entire OL family, was addressed to the community of fans of Olympique Lyonnais to support and enhance their commitments to associations. 80 supporters acted as representatives on behalf of different associations, and 40 associations were assisted by the Foundation in carrying out their projects at the end of the selection process, in which players and coaches were heavily involved.
In all, more than 10,000 people will benefit from the 40 projects.
Over the next 3 seasons, players will be involved in sponsoring the children of the "My Chance Me Too" association, which lodged the winning bid amongst all the projects proposed.
This initiative was awarded the professional Club prize of the Philippe Séguin Trophies of the Fondaction du Football 2019.

RC LENS

Raising funds for the association "Combat des Super Héros"

The Association "Le Combat des Super Héros" ("super hero challenge") was set up to assist a family with two children requiring extremely expensive treatment for serious diseases: leukaemia and giant continental nevus. The association, supported by two groups of Lens fans, was placed in the spotlight by RC Lens twice this season, in particular with a collection of donations: communication on the existence of a prize pool still online, ballot boxes organized, and a ballot held during a match by the Lens supporters, partnership with the joint Transport Union Artois-Gohelle resulting in a contribution of 10,000 € to the collection. 12,500 € were collected in total.

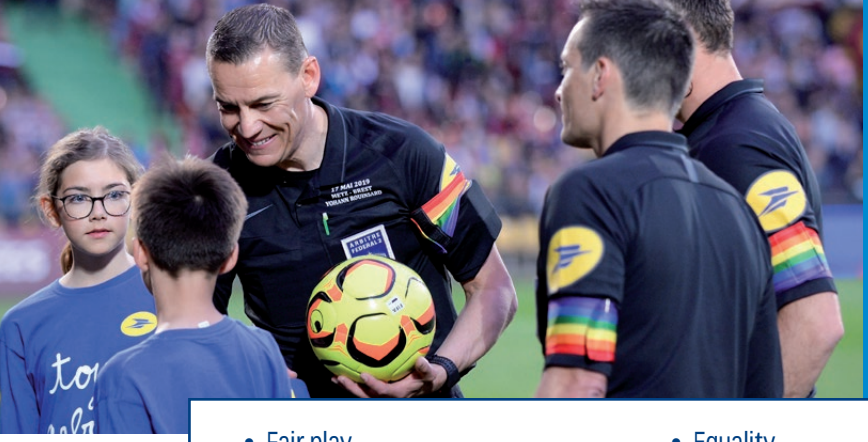
STADE RENNAIS FC

Les Footeux ont du Cœur

(Big-hearted Football Fans)

For the 5th consecutive year, Stade Rennais FC and the Printemps Alma stores launched the "Big-hearted Football Fans" initiative. This initiative takes place as the end-of-year celebrations approach.
For more than a month, it allows new toys (or toys in good condition) to be collected for the children of families helped by the Secours Populaire 35.
1 new toy (or a toy in good condition) = 2 match tickets offered by Stade Rennais FC.
Every year, nearly 500 toys are collected.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.



EDUCATION

- Fair play
- Combating discrimination
- Secularity
- Respect
- Equality
- Diversity
- Addictions/doping
- Volunteer service
- Sport/health
- First aid

AS MONACO

Blood donations

AS Monaco has partnered with the Princess Grace Hospital Centre (CHPG) to support the donation of blood within the Principality. In fact, each year, 5,000 blood donations are necessary for the 800 patients undergoing transfusion in the Principality. Thanks to these blood donations, several lives are saved every day.

To mark its support, the club organized a week of dedicated actions that allowed all players at the club to contribute. In addition to information and communication on the subject, the coach, club employees and supporters were able to participate in the collection via a mobile unit near the stadium. Each donor received a gift and as a result of the draw, one lucky fan had the opportunity of visiting the VIP area of the Stade Louis II at the end of a game and was presented with an AS Monaco shirt.

EN AVANT DE GUINGUAMP

The ELA dictation

For 15 years, the Club En Avant de Guingamp has made one of its players available to ELA (the European Leukodystrophy Association) to meet pupils at an elementary school. This year, Marcus Thuram was invited to read a dictation test to the hundred or so students in the school canteen which had been turned into a classroom for the occasion, followed by a photo/autograph session.

Wherever these dictations are delivered, they provide in particular an opportunity to exchange with the pupils on the subjects of disease, solidarity, respect and disability.

AND CIVIC ACTION

NÎMES OLYMPIQUE

Informing, understanding and combating discrimination the Trimaran

Every year for three years, Nimes Olympique has invited its players to take part in cultural and civic initiatives as part of its socio-educational programme. This year, one of the initiatives focused more specifically on the issue of discrimination with an intervention by the "Le Trimaran" drama company.
Entitled *"Informing, understanding and combating violence, racism, xenophobia, anti-Semitism in and around stadiums"*, the intervention was set up with young footballers in the U17 and U19 teams at the training centre.
The Le Trimaran drama company proposes preventive actions for young people based on interactive theatre, with the aim being to raise awareness of young people and to awaken all groups to a reality different to their own. The workshop conducted within the club began with a theatrical creation by Le Trimaran during which the actors explain reasons for and views about intolerance. The youngsters were then invited to take the message and reformulate it in their own way and in their own words, leading to debates and exchanges with the training staff.

STADE MALHERBE CAEN

Charter against discriminatory behaviour

The SM Caen training centre has been working with the LICRA (the International League against Racism and Anti-Semitism) of Fécamp for 3 years to oppose racism and all forms of discrimination in general. This year, the desire to go further led them to develop a project based on these topics. The 16 U16/U17 players involved in the project were able to work on the drafting of a charter which lays down the 8 rules of practice for a football that respects others regardless of their differences.
The young players signed this Charter and committed never to transgress it throughout their professional careers. Thanks to this initiative, these young people from the Stade Malherbe Caen training centre won LICRA 2019 trophies, which were presented at the Palais du Luxembourg in Paris.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

ACCESS
FOR DISABLED PERSONS
TO PRACTICE AND TO EVENTS

- Blind football and wheelchair football section
- Match days welcome
- Dedicated volunteer assistants
- Adapted signage
- Audio description
- Diversity within clubs
- Support from research and healthcare structures concerning disabilities

On the ground:

- 1 club in 5 has a special section for players with disabilities, such as football for the blind and wheelchair football.

In the clubs and stadiums:

- Nearly 70% of clubs employ disabled staff or use specially selected companies for their services.
- Around 50% of stadiums have carried out accessibility surveys.

Match day:

- 40% of clubs have appointed a person specifically to assist disabled fans
- 40% of clubs have arrangements in place enabling direct purchase of disabled tickets through their website ticketing service
- 8 disabled supporters associations are active within French stadiums
- 1 stadium in 4 has an accessibility guide for disabled persons
- Almost 5,000 disabled places (excluding seats for those accompanying the disabled) are available in the stadiums of professional clubs, with an average of 150 per club

CLERMONT FOOT 63

Flavour workshops

Initiated by four high school students and the Association Coeur d'Auvergnats, the "Flavour workshops" are a culinary experience that aims to bring players of Clermont Foot 63 and disabled young people from the Paediatric Medical Centre in Romagnat together for a little while. In partnership with Le Bus 26, a mobile restaurant in Puy du Dome and Clermont Foot 63, the high school students organised a blind tasting workshop. Guests of Bus 26 for the occasion, children from the Romagnat Centre and four players from the club tried to guess, blindfolded, the different flavours presented to them.

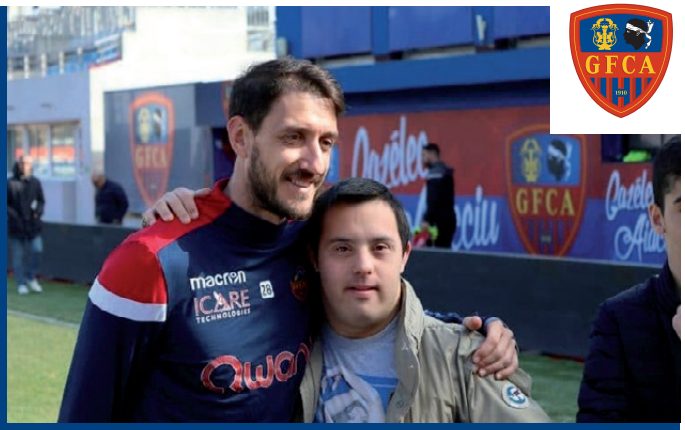
FC LORIENT

Kerpape Endowment Fund

Last year, the FC Lorient and the Kerpape Endowment Fund, created to support innovation at the Kerpape Mutualist Centre, signed a sponsorship agreement lasting three years (until June 2021). This sponsorship underscores the club's desire to develop its social role in and around Lorient. Through this convention which brings together two key players from the city of Ploemeur who are already used to working together, FC Lorient joins the patrons of the Kerpape Endowment Fund and therefore undertakes to support it. Its objective: to contribute to the financing of innovation and research in the field of physical medicine, rehabilitation and disability.

GAZÉLEC FC AJACCIO

Helping associations



Over the 2018/2019 season, Gazélec FC Ajaccio worked closely with various associations seeking to improve the well-being of children and young adults with disabilities. Throughout the year, the club and its players repeatedly hosted the associations Arsea, Inseme, Helio's, Elias (supporting trisomy 21), organizations that work for the inclusion of people who are unwell and disabled in public and shared spaces and for their well-being. The goal for Gazélec FC Ajaccio is to offer these young people exceptional moments as well as to promote the associations. The club organised many days of discovery in the company of their first team as well as donations (material and financial) to aid the development and sustainability of these associations.

OGC NICE

Toi + Moi = OGC Nice

At the start of the 2016/2017 season, OGC Nice and the Departmental Disabled Sports Committee (CDSA 06) launched the programme "Toi + Moi = OGC Nice" *("You + Me = OGC Nice")* for 15 children with a mental handicap from the Henri Wallon Medical-Educational Institute. Since then, each year, at a monthly training session throughout the season, these young sportsmen are "coached" by the U17 team at the gym who help them refine their mastery of football, while they share afternoons of frank good humour with the protégés of Patrick Cordoba (U17 coach). Through this innovative programme, OGC Nice and CDSA 06 are aiming to use football and its universal values to impart a desire for regular sporting activity in young people with mental disabilities – which is not the case today – and to promote the importance of "adapted sport" in an everyday environment, given that that mental handicap currently is simply tolerated rather than accepted. To aid and encourage them, they can count on two first-rate mentors: Olivier Boscagli and Patrick Burn.

STADE BRESTOIS 29

The "disabled sport" and "adapted sport" sections are booming

"Children dream of being part of Stade Brestois"

Since its inception in 2017 by the Fonds Le Saint, the "adapted sport" section of Stade Brestois 29 has been growing steadily. This craze pushed the Endowment Fund to open up to disabled sports and launch two new sections at the start of the 2018 season. The first section is intended for those who have difficulties walking, and more specifically, young people with a motor or sensory handicap. The second is aimed at young people with psychiatric disorders (schizophrenia, behavioural disorders, etc.). Each day, 57 young people are able to enjoy football training sessions coached by a sports educator specialising in adapted physical activities.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

DEVELOPING

- Women's football section within the clubs
- High-level women's team
- Development of amateur women's football
- Gender diversity within clubs
- Attractiveness of football games to female audience

30%

women on the administrative staff of professional football clubs (excluding sporting staff).

90%

clubs include a dedicated female sport section.

RC STRASBOURG ALSACE

Girls with a big heart – Football Women

Team spirit, good humour and commitment have marked the action "of the girls with a big heart". This challenge, at the initiative of the Femmes de Football (Football Women) association, contributed to the development of women's football while raising funds to fight breast cancer thanks to the efforts of the entire team of Racing Club de Strasbourg Alsace (professional staff, the Academy, etc.). Based around multiple sporting challenges (e.g. sports events, penalty shoot-outs, etc.), the participants, divided into 12 teams of 25 challengers, entered onto the pitch at the Stade de la Meinau, where they:

- warmed up to music with the Boooj coaches;
- trained like professionals on the side of the pitch with the professional coaches of Racing and the Academy;
- took part (girls aged under 15) in a Zumba session, overseen by the UGSEL sports coaches.

At the end of the activities, the challengers and the organizing staff met up on the pitch for a group photo, forming a pink ribbon against the green background. The money collected for this edition will be used in particular to finance beauty treatment and well-being care for the women taken under the Senology Department of Strasbourg Teaching Hospitals.

FC GIRONDINS DE BORDEAUX

Girond'in March

This year, FC Girondins de Bordeaux have developed a programme designed to enhance the role of women in football and the Bordeaux community. This programme is organised around several key axes:

- the operation "All together/The women who make up the club", a football tournament for female partners, players wives', season-ticket holders, players in the women's team and club staff;
- a match between FC Girondins de Bordeaux and Olympique Lyonnais bringing together the women's football sections in New Aquitaine and those involved in high-level sport;
- at the FC Girondins de Bordeaux vs. Stade Rennais and FC Girondins de Bordeaux vs. Olympique de Marseille matches, a photo exhibition, "Girond'in March 2019", highlighting the commitment of female supporters the club, was organised in the stadium's corridors by the Bordeaux cultural collective KloudBox;
- a tour in March by the Girondins de Bordeaux women's team in the United States, the homeland of women's football, involving not only with friendlies against the best teams in the US but also meetings and exchanges with the French Consulate and the Embassy in Washington, a speech on women's football at the UN, and an auction with an endowment of $15,000 donated to the Women's Sport's Foundation.

The club hopes to continue this programme in the coming years by repeating these operations each month of March.

WOMEN'S FOOTBALL

See p.26 for National campaign day to promote women's practice

HAVRE AC

Promoting women's football

Riding on the crest of its own hosting of the 2019 FIFA Women's World Cup, France at its stadium, HAC took advantage of this season to further reinforce its actions to promote women's football in three key areas:

- developing its first team with the arrival of international players to accelerate sporting development, local outreach and training of female teachers in the women's section;
- reaffirming its support for amateur women's football through its multiple operations "Sky Blue & Royal Blue Coach" and "Goal Hacademy". These operations allow young female footballers from associated amateur clubs to train at the club's facilities under the supervision of the first-team players;
- enhancing the attractiveness of women's football to spectators, on the occasion of the hosting of the World Cup being at the Stade Océane, the setting up of operations between the club and local authorities, as well as the hosting of a France vs. USA friendly match on 19 January 2020.

PARIS FC

Developing sporting performance in women's football

Paris FC has the largest female section in France in terms of the number of licensees, but it wishes to push even further in this direction. For this, the club's management team has based its project on athletic performance and educational and social assistance. The club focuses on two areas:

- new infrastructures dedicated exclusively to the women's first team at its new training centre, the "ADP group – Paris FC Training Centre", in order to offer its women's team nationally renowned sporting and educational quality;
- an approach that enables sportswomen to reconcile their sporting activity with their professional retraining as part of a "dual project".

CHAMOIS NIORTAIS FC

La Kermesse des Chamoizelles

On the occasion of the FIFA Women's World Cup, France 2019, and in partnership with the New Aquitaine Football League, last April, the women's section of the club organized the "Kermesse des Chamoizelles". On the programme was a Festi-foot, with 5 U6-U13 teams, 3 U14-senior teams, and a huge quiz, as well as the creation of posters in support of the France women's team in the 2019 FIFA Women's World Cup, France. The event was open to all the young girls in the section but also to those thinking of playing football. A total of 75 participants developed their physical, cultural and creative skills throughout the day. The posters created were sent with a video to the French team as encouragement before the World Cup. After this summer's major event, the club section will continue to promote women's football through the organization of regular, open and accessible events.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

ENVIRONMENT

- Transport
- Waste
- Biodiversity
- Energy
- Water
- Food

See p.26 for National campaign day for the launch of the WWF x LFP partnership

97% OF CLUBS ARE COMMITTED TO PROTECT THE ENVIRONMENT

ON AVERAGE, EACH CLUB IS COMMITTED TO UNDERTAKING **10** INITIATIVES IN FAVOUR OF PROTECTING THE ENVIRONMENT

2 PRIORITY ENVIRONMENTAL THEMES:

Reducing waste and lowering the impact of transport

- 45% of clubs now collect and redistribute UNSOLD AND SURPLUS FOOD (+ 10% compared to the previous season)
- 90% of clubs encourage spectators to travel to the stadium on PUBLIC TRANSPORT (+ 5% over the previous season).
  Among the incentives most often used were: discounts (48%) and/or laying on shuttles from the city centre or park-and-ride car parks (42%).
- 90% of club infrastructures (headquarters, training centres, etc.) and 80% of stadiums have introduced WASTE SORTING (+ 10% and + 5% respectively compared to the previous season)
- 90% of clubs have now replaced disposable beakers with REUSABLE BEAKERS (+ 10% compared to the previous season)
- 9 professional clubs are seeking to reduce the environmental impact of player and staff TRAVEL
- 13 clubs are working in favour of BIODIVERSITY (e.g. through the development of areas reserved for local fauna, covering of roofs and facades with vegetation)

AC AJACCIO

A reforestation operation

AC Ajaccio, in partnership with the city of Ajaccio, the National Forest Office (ONF) and a territorial nursery, have developed a project for planting 660 plants in the heart of the city. The site chosen by the city and the ONF will be fully planted over 2 hectares using native island plants acquired through the efforts of the club and its partners. This is a long-term project. Each year, the club will return to the site to maintain this new green area with the support of children from Ajaccio's schools and to raise awareness about environmental protection. This season, 20 schoolchildren from a primary school in Ajaccio accompanied 9 young players training with the club and 8 ONF forest workers to plant the first trees.

GRENOBLE FOOT 38

Métromobilité

Throughout this season, Grenoble foot 38 has promoted its Métromobilité programme. The club has partnered with the SMTC (Joint Public Transport Union) to encourage spectators to travel to the stadium by public transport: a subscription or a match ticket for Grenoble Foot 38 entitles holders to travel free on public transport for up to 2 hours before and 2 hours after the game. The club's players promoted other forms of mobility:

- carpooling, through an advertisement by four professional players (Selim Bengriba, Pape Camara, Pierre Gibaud and Alharbi El-Jadeyaoui);
- cycling, with a video involving three professional players (Brice Maubleu, Pope Camara and Julien Deletraz) and three golfers from D2 (Margaux Bueno, Salomé Elisor and Océane Grange);
- the "On Your Bike" campaign, which offered a match ticket for €10 (vs. the normal price of €15) with a bike check-up and special parking arrangements for anyone travelling by bike;
- "Flexo" (with Captain Maxime Spano-Rahu): a 10-seater shuttle enabling spectators to be picked up directly at their home and then dropped off at home after the game.

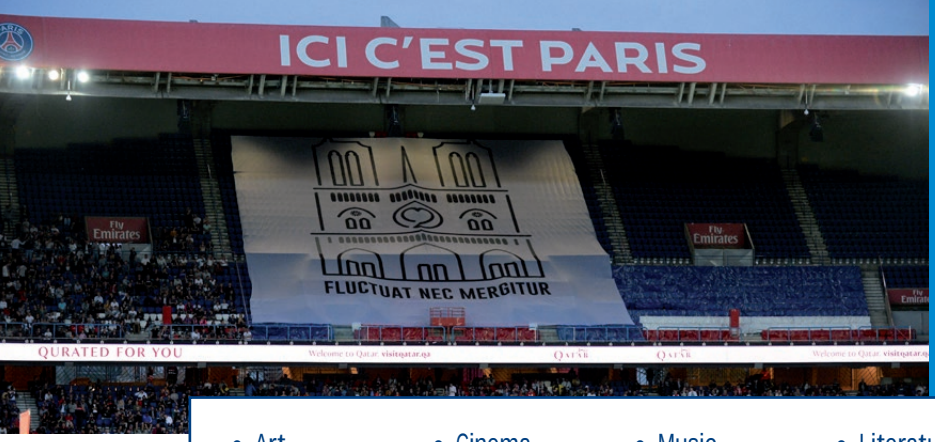
Lastly, in order to reinforce communication on this subject, a partnership was also signed with TAG (Transports de l'Agglomeration Grenobloise), which, in exchange for lots (match tickets, clothing or other items), promotes club matches on its public transport with a common slogan: "GF38 travels on TAG".

PARIS SAINT-GERMAIN

Earth Hour

Paris Saint-Germain this year publicly posted its commitment to the protection of the environment and the planet. After the signing of the Charter of the 15 eco-responsible commitments for sporting events with the Ministry of Sports and the WWF in 2017 by SESE, the exclusive management company belonging to Paris Saint-Germain that manages the Parc des Princes stadium, as well as work in progress to ensure the environmental credentials of the next Paris Saint-Germain training centre, in March 2018 Paris Saint-Germain became a partner of the Earth Hour movement. Launched by the WWF in 2007, Earth Hour is the largest citizen movement for protection of the planet. The purpose of this movement is to remind us how precious our planet is and why it is crucial to protect it. As part of this movement, the outside lights of the Parc des Princes were switched off for one hour, on Saturday, 30 March, from 8.30 pm to 9:30 pm.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.



CULTURAL

- Art
- Cinema
- Music
- Literature
- Theatre
- Dance

AS SAINT-ÉTIENNE

The PEP 42-ASSE Coeur-Vert Literary Prize

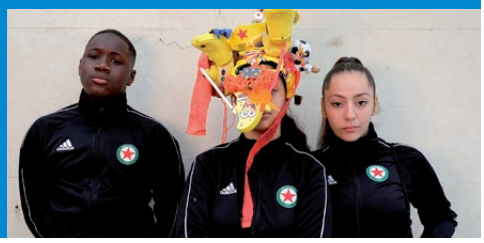
Since 2011, in partnership with the Pupilles de l'Enseignement Public of the Loire - PEP 42 (*Wards of Public Education in Loire Department*), a structure whose mission is to provide material and psychological assistance to needy pupils, ASSE Coeur-Vert has awarded a literary prize for pupils aged 9 to 11 years. The objective of this action is twofold: to encourage reading in the context of the national campaign against illiteracy as well as national education programmes, but also to raise awareness among young people about major social issues. Each year, the PEP 42 ASSE Coeur-Vert Literary Prize, awarded in 2016 by the Fondaction du Football in the category of professional clubs, organises a competition between five books. ASSE Coeur-Vert funds the purchase of nearly 2,000 books to facilitate this operation, sponsored by two professional players from AS Saint-Étienne. Loïc Perrin, emblematic captain of the Greens, and Jessy Moulin were thus involved in the 2018-2019 edition. The pupils' choice was *"Honey in rue Jean Moulin"* by Rémi Courgeon, a book dealing with social integration, while teachers plumped for *"The Horse that Galloped Under the Earth"* by Thierry Dedieu, which highlights the values of fraternity and solidarity while evoking the social history of a town very much like Saint-Étienne.

RED STAR FC

An entity entirely dedicated to cultural support: the RED STAR LAB

Red Star FC's cultural and artistic laboratory celebrated its 10th anniversary in 2018. Its goal is to promote equal access to culture as a central feature of equal opportunities. To this end, the club offers its licensees free opportunities to discover activities and/or professions linking football and culture during the school holidays. The workshops (mixed) are supervised by experienced professionals and artists. The young people produce a collective work which helps strengthen their team spirit, and players from the professional team are invited to take part in the workshop and exchange views with the youngsters. This season, three themes were featured:

- # Styling LAB to discover the profession of stylist through the personalisation and production of a football jersey in partnership with the CASA 93 school based in Saint-Ouen, followed by a presentation of the jerseys and exchanges on the profession with the Marketing Department of Adidas Paris.
- # Football Art Recycling LAB to raise awareness about art and recycling through visits to exhibitions, artists' workshops, cultural venues and a Recycled Materials Centre. A collective work with the amateur club, ACA, under the patronage of the artist Mohamed Bourouissa, will be presented at the "Rencontres Photographiques d'Arles" in July.
- # Video Documentary LAB to discover the process of writing and making a documentary: participation of young people in the choice of themes, narration, framing, sound recording, editing, and so on. The documentary, based on a musical comedy, will be screened in November 2019 in Saint-Ouen.



SUPPORT

LOSC LILLE

International Series Mania Festival

From 22 to 30 March, the centre of Lille swayed to the rhythm of the International Festival of Television Series. Series Mania is an official competition, involving meetings with actors and numerous events to the delight of fans of TV series. The idea behind this project was to make a connection with the event (highlighting the similarities between the general public and players) and to promote it. The players thus answered questions about their favourite series. Two events were planned for the LOSC Lille vs. AS Monaco match with a costume competition involving dressing up like a character in a TV series (the prizes on offer were tickets for the LOSC Lille – Nimes Olympique match) followed by an appearance on the red carpet leading from the square to the stadium by the lookalikes of stars from their favourite series (e.g. *The A-Team*, *House M.D.*, *Orange Is the New Black*...). During the match, the doubles of these TV series stars also appeared on the pitch and took part in the LOSC challenge at half-time.

TOULOUSE FC

Clubs de Cœur

"Génération Pitchouns" (*"Kids' Generation"*) embodies the global citizen and solidarity policy of Toulouse FC and its Foundation, focused on the training of young people, social commitment and aid for football in the Occitanie region. For the 2018/2019 season, TFC wished to create an initiative allowing children from the region's amateur clubs to discover the universe of the stadium "from A to Z": what goes on backstage, the various professions that make it tick, its players, as well as the sporting spectacle. The *"Clubs de cœur"* are football clubs in Occitanie involved in the programme of discovery of the world of Toulouse FC through the sharing of privileged moments at the stadium. After registering on the TFC website, every club was able to enjoy a number of activities during the half-term school holidays: a stadium visit, a training session of the professional team, participation in a dedication session with the professional players, invitation to a Ligue 1 Conforama match, signing of the "Generation Pitchouns" Charter, a supporter kit (flag and poster), discount in the club shop, and so on. During this launch season, nearly 50 clubs and 3,000 children were thus able to discover the world of TFC.

CHÂTEAUROUX

A Very Wide Bridge

For the last 8 years, as part of its cultural support programme, Châteauroux has been developing *"A Very Wide Bridge"* linking football and culture in two halves. The aim of the programme is to highlight parallels between these two worlds. Football is also a spectacle which, like classical theatre, respects the Aristotelian rules of the three unities: unity of time, of place and of action. For the first half, club partners and season-ticket holders (selected by prize draw) are invited to attend a show in the company of one of the professional players given at the Scène Nationale de Châteauroux. In return, for the second half, subscribers of the concert hall are invited to attend a football game at the stadium.

The examples presented are only an overview of the multitude of initiatives carried out by professional football clubs; some similar initiatives may have already been introduced by other clubs.

CSR COMMITMENTS OF THE LFP

+ 1.1 MILLION EUROS DONATED

The 2018/2019 season was an opportunity for LFP, the French Professional Football League, to prioritize two main areas of social and environmental responsibility (CSR):

- CONTRIBUTING TO PROTECTING THE ENVIRONMENT
- COMBATING ALL FORMS OF DISCRIMINATION

These two axes perfectly complement its actions aimed at:

STRENGTHENING THE CONTRIBUTION OF FOOTBALL TO SOCIETY.

During the 2018/2019 season, the LFP donated over €1.1 million to social or environmental bodies, some of which who had been partners for over ten years alongside others supporting new initiatives, in order to work towards CSR priorities. This sum is financed from a budget created from the fines paid by clubs within the framework of the LFP championships.

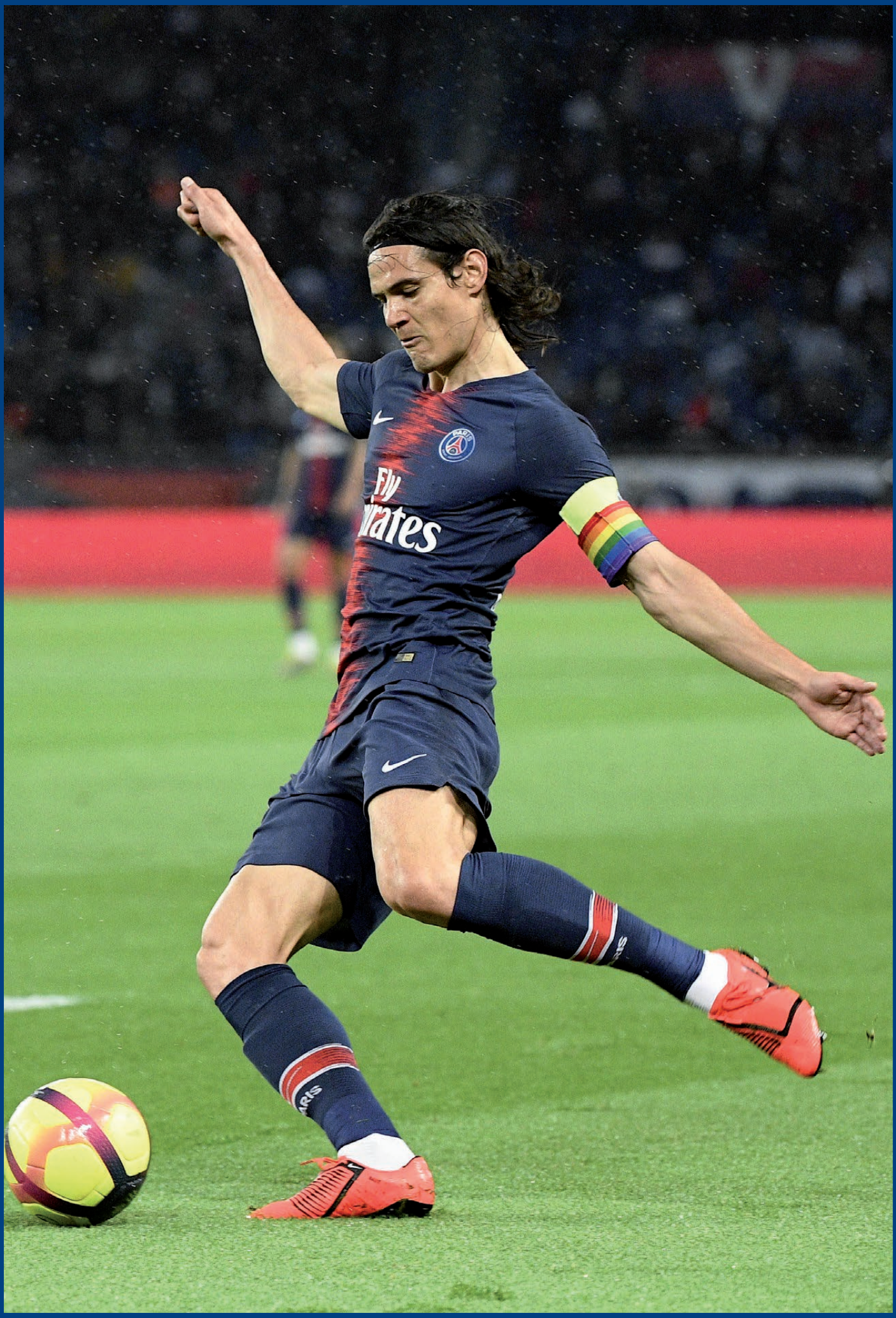

Fly
Emirates

Photo credit: © Maité Baldi / WWF France

CONTRIBUTING

TO PROTECTING THE ENVIRONMENT

In April 2019, the LFP signed a one-year convention with the WWF concerning three key aims:

Raising public awareness about biodiversity and environmental protection issues

During matches on Day 33 of Ligue 1 Conforama and Domino's Ligue 2, an awareness spot was broadcast on the giant screens in the stadiums, the WWF France mascot was present at 5 matches, key messages on biodiversity were transmitted via social networks, and an appeal was made for donations to WWF France (with a matching contribution from the LFP). These different initiatives raised awareness among over 2 million people.

Raising awareness of these same issues among players at training centres

To further strengthen existing actions within the clubs, WWF France helps volunteer clubs raise awareness among young players through activities and outings in the field. Many actions were carried out during the season at professional clubs with the support of the Open Football Club programme of Fondaction du Football and their partner Teragir.

Reducing the environmental footprint of clubs

Practical factsheets on environmental issues specific to the activities of professional football are being prepared to help clubs reduce their environmental footprint, particularly through the reduction of waste and the elimination of plastic. These factsheets will be presented to clubs at a Stadium Manager Seminar in June 2019.

COUPE DE LA LIGUE BKT

In June 2018, in organizing the 25th Coupe de la Ligue BKT Finale, the Professional Football League undertook to respect the Charter of 15 eco-responsible commitments developed by the Ministry of Sports and WWF in an effort to improve the social and environmental impact of the event.
Several initiatives were thus set up in addition to the existing actions (e.g. ticket donations, and so on) such as the setting up of microdonations with the online ticketing agency to enable donations to be made to the *Restos du Cœur* charity on purchasing tickets. In addition, the LFP worked with all its partners to enhance the eco-responsible approach in this particular final.

It worked on the eco-responsible dimension of materials used during the event with its suppliers, such as Umbro, who designed the football used in the game in an environmentally responsible manner with an ECO-PET coating made from recycled plastic bottles.

With the collaboration of the FFSFH (French Federation of Disabled Football Supporters), CAFE (Centre for Access to Football in Europe) and the Stade Pierre Mauroy, the LFP drew up a "Guide for Spectators with Disabilities – Stade Pierre Mauroy" and created a dedicated hosting process.
With the help of the PHENIX Association - which provides a second life for waste products - tarpaulins, carpets and various other materials from the event were collected by local associations for reuse. In addition, 80 kg of food were redistributed through the Father Arthur Friend of the Poor Association, which provides food aid to people in difficulty.

COMBATING
ALL FORMS OF DISCRIMINATION

FIGHT AGAINST RACISM, ANTI-SEMITISM AND DISCRIMINATIONS

Through the signing of a 2019-2022 sponsorship agreement signed on March 25,2019 at the Senat, the LFP and the LICRA (the International League against Racism and Anti-Semitism) launched a strong programme to tackle discrimination in professional football. As one key pillar of this programme, well-defined processes will be implemented to ensure adapted responses from the LPF to any type of discrimination observed within the stadiums. To do so, a specific report form will be developed by the LICRA and made accessible to all, hence enabling both actors to follow up with the appropriate actions based on proven facts.

PROMOTING WOMEN'S FOOTBALL

To boost the development of women's football, the LFP and professional clubs pledged to remit all profits from the FIFA 2018 Men's World Cup to women's Division 1 clubs. On the occasion of International Women's Day on March 8, in conjunction with the Local Organizing Committee of the 2019 FIFA Women's World Cup, France, the LFP organized a day dedicated to promoting women's football at the Ligue 1 Conforama and Domino's Ligue matches on day 28 of the championships. Highlights of the day include the broadcast of a promotional spot for the Women's World Cup on the giant screens of stadiums and all the social networks of the League and clubs, the presence of young girls escorting teams out onto the pitch and working as ball-girls, and kick-off given by the Women's World Cup mascot in several stadiums. In and around the grounds, the host clubs also organized more than 80 actions celebrating International Women's Day and promoting the 2019 FIFA Women's World Cup in France.

HANDICAPZERO

For the sixth consecutive season, the LFP and HandiCaPZéro published a practical guide for Ligue 1 Conforama and Domino's Ligue 2 in braille, large print and audio versions for blind and visually impaired supporters. The essential content (presentation of the season, fixtures, details on clubs, etc.) was filled out over the course the season by a Web news broadcast for championship match days (results and rankings). A Coupe de la Ligue BKT section has also been available since last season.

6,000 GUIDES DISTRIBUTED FOR THE 2018/2019 SEASON

90,000 PAGES VIEWED ON THE INTERNET

COMBATING HOMOPHOBIA

Since the end of 2018, a collective effort has been undertaken between the LFP, SOS Homophobie, Foot Ensemble, the PanamBoyz & Girlz United, DILCRAH and Olivier Rouyer to reinforce the work of prevention and awareness among the entire football community (players, supporters, etc.).
This working group has set out an action plan to combat homophobia in the stadiums:

- raising awareness among spectators and the general public about the impact of casual homophobia through the creation of a dedicated day;
- increasing awareness among young football players at training centres regarding the different forms of homophobia;
- setting up dedicated training for the reference supporter representatives;
- implementing processes for identification and legal action over homophobic acts occurring in stadiums.

"Wether homo or hetero -sexual, we all wear the same jersey"

To symbolize this commitment, day 37 of Ligue 1 Conforama and day 38 of Domino's Ligue 2 were dedicated to the combat against homophobia: captains, coaches, match delegates and referees wore a rainbow armband, the LFP and some clubs set up their logo and websites in the colours of the rainbow, and an outreach clip was broadcast on the giant screens and social networks of the League and clubs alike.

FOCUS ON AWARENESS TOOLS FOR YOUNG PLAYERS

Thanks to the Open Football Club initiative of the Fondaction du Football and SOS Homophobie, more than 18 professional clubs organised an "Awareness of the fight against homophobia" workshop for their young players at training centres. To reinforce this action and to multiply awareness workshops, the Foot Ensemble association now offers various educational tools to raise awareness of the fight against homophobia. These very concrete tools take the form of educational booklets for coaches and leaders, booklets for players and action cards to help organise and supervise events or debates on the subject. Kits comprising these tools were sent out by the LFP to all professional clubs, along with the film *"Footballer and Homosexual: at the Core of the Taboo"* by Yoann Lemaire, directed by Michel Royer and produced by Gael Leiblang of Eléphant Doc.

#JOUONSLACOLLECTIF

1,200 PUBLICATIONS VIA #JOUONSLACOLLECTIF

11 M VIEWS

In order to better promote and publicize the many initiatives by French professional football clubs, in September 2018 the LFP launched the hashtag #JouonsLaCollectif and invited all clubs to use it on their various social networks. Over a 9-month period from September 2018 to May 2019, this hashtag identified nearly 1,200 publications concerning CSR initiatives, resulting in over 11 million views and prompting almost 111,000 reactions (likes, reposts, etc.) among the general public.

STRENGTHENING

THE SOCIAL CONTRIBUTION OF FOOTBALL

REVEAL OUR TALENTS!

Launched in 2017 in partnership with Epic and Simplon, the national programme "Reveal our Talents!" aims to provide free training in the digital professions for people who have strayed away from the world of work, especially young dropouts. For each goal scored in Ligue 1 Conforama and in Domino's Ligue 2, €100 are dedicated to the training and professional insertion of young people.

€180,600 was collected over the 2018/2019 season for "Reveal our Talents!", which represents:

- +21,000 hours of computer code training for young people from underprivileged suburbs or rural areas, equivalent to a class of 25 young people trained and returning to the world of work;
- 1,250 children informed about code training in priority areas and rural areas.

This programme is rolled out locally by professional clubs in contact with Simplon schools throughout France, and in particular by Toulouse FC, Olympique de Marseille, Paris FC and Red Star FC during the 2018/2019 season: code training for young people at training centres, match tickets and stadium visits for Simplon learners, and the organization of an innovative hackathon at Paris FC on the theme of stadium accessibility.

RESTOS DU COEUR

THE OFFICIAL CAUSE OF THE COUPE DE LA LIGUE BKT

Since 2012, the Professional Football League has engaged with the "Restaurants du Coeur", designated the "official cause of the Coupe de la Ligue BKT", by providing 300,000 meals each season, inviting 10,000 people to Coupe de la Ligue BKT games, and offering the association high visibility throughout the competition. New for the 2019 edition: spectators were invited to make a donation to Restos du Coeur when purchasing tickets on the special ticketing site for the Cup Final.

300,000 MEALS PER SEASON

10,000 MATCH TICKETS PER SEASON

FONDACTION DU FOOTBALL

PROMOTING A CITIZEN'S VISION OF FOOTBALL

The LFP has been supporting the Fondaction du Football since 2013 and in particular, three of its flagship programmes: Open Football Club for the implementation of civic and cultural initiatives with young players in training, Puissance Foot, a programme dedicated to assistance with schoolwork within clubs, and the Philippe Séguin Trophies aimed at identifying, supporting and promoting civic initiatives set up by amateur and professional football clubs and players.

100%

OF TRAINING CENTRES INVOLVED IN THE OPEN FOOTBALL CLUB PROGRAMME

LE BLEUET DE FRANCE

On the occasion of Day 13 of Ligue 1 Conforama and Day 14 of Domino's Ligue 2, the LFP and the professional clubs partnered with Le Bleuet de France to help victims of wars and terrorist attacks. To visibly display their support and raise awareness among the general public, 37 clubs printed logos on the jerseys of professional players for one or more games. Many actors at the side of pitch also showed their support by wearing a blueberry flower in their buttonholes. The clubs put these dedicated logo-bearing jerseys up for auction to bring in donations, and to raise awareness about this cause on social networks, via the Internet, and in the stadiums themselves.

37 CLUBS MOBILIZED

9,000 EUROS COLLECTED

OTHER INITIATIVES SUPPORTED BY THE LFP

THE PETITS PRINCES

For the 25th consecutive year, two children from the Petits Princes Association had the honour of walking out onto the pitch with the two team captains at the Coupe de la Ligue BKT final.

www.petitsprinces.com

PREMIERS DE CORDÉE

For the second consecutive year, the LFP supported the Premier de Cordée association, which provides sports lessons for hospitalized children and disability awareness activities for schools, communities and companies.

www.premiersdecordee.org

MY CONNECTED SATCHEL

Thomas, a young high school student who is sick and a beneficiary of the Connected Satchel scheme, attended the Coupe de la Ligue BKT final with his relatives, thereby moving one step closer to cure.

www.moncartableconnecte.fr

TOBACCO-FREE MONTH

For the second consecutive year, the LFP and the clubs have engaged with the French Public Health Authorities to spread the word about the public health operation, Tobacco-free Month; #Mois sans tabac.

https://mois-sans-tabac.tabac-info-service.fr/

SOLIDARITY WITH AMATEUR SPORT

PROMOTED BY PROFESSIONAL FOOTBALL

€20 MILLION DONATED TO THE FRENCH FOOTBALL FEDERATION

Within the framework of the agreement signed between the Professional Football League and the French Football Federation, professional clubs contribute €20 million each year to the development of amateur football. This amount partly finances the Amateur Football Assistance Fund (FAFA), with an annual contribution for the 2018/2019 season by the French Football Federation (FFF) of €16.5 million, aimed solely at the development and structuring of amateur football. The FAFA is able to fund employment, equipment, transport and training for the 13 metropolitan and 9 overseas leagues, as well as 90 districts and 17,000 amateur clubs. For the 2018/2019 season, as in the previous season, FAFA provided additional funding in terms of equipment and employment assistance for troubled areas and for projects related to the heritage programme of the 2019 FIFA Women's World Cup in France.

€43 MILLION PER YEAR FROM TV RIGHTS DONATED TO A VAST RANGE OF AMATEUR SPORTS

Professional football clubs are the main contributors to the so-called "Buffet Tax", introduced in 2000 and levied on retransmission rights for sporting events sold in France. In 2018, the total of this tax on professional football was €43 M. This figure will continue to rise in the coming years, given the increase in national and international broadcasting rights transferred by the LFP for the 2020-2024 cycle.

The majority of this tax is allocated to the National Centre for the Development of Sport (CNDS), a public administrative institution under the supervision of the Minister of Sport and responsible for providing financial assistance to amateur sports movement and to local authorities. In 2019, the goals of the CNDS focused on:

- Social and environmental innovation through sport;
- Sport for all audiences;
- Strengthening support for areas in need.

65% of CNDS resources are channelled into the development of local sports activities.

METHODS & SOURCES / SURVEY AND INTERVIEWS

This overview is based on the declarations of professional football clubs (in the Ligue 1 Conforama and the Domino's League 2 during the 2018/2019 season). It addresses all the societal and environmental actions piloted or supported by the clubs (partnerships and material, human and financial support, etc.) actually implemented during the 2018/2019 season.

All the information used was collected by means of a questionnaire sent out in April and May 2019, followed by telephone interviews with each club to collate the material. The data were then compiled to provide a global vision of the societal and environmental commitment of professional football as a whole, and thus enhance it.

The following sources were used for the other data in this synthesis:

- Match attendance (sources: LFP – Ligue 1 Conforama, Domino's Ligue 2, Coupe de la Ligue BKT, Trophée des Champions);
- LFP turnover (source: Financial report on French professional football – DNCG);
- The Buffet Tax and information on the CNDS (source: CNDS);
- The Amateur Football Assistance Fund (source: FFF);
- Open Football Club and Puissance Foot (source: Fondaction du Football).

comouest Photo Credit: all pictures in this document are the clubs properties / © FFP

IMPRIM'VERT

6, rue Léo Delibes, 75116 Paris, FRANCE
Tel.: +33 (0)1 53 65 38 00
Press Contact: pressoffice@communicationlfp.fr
www.lfp.fr - @LFPfr