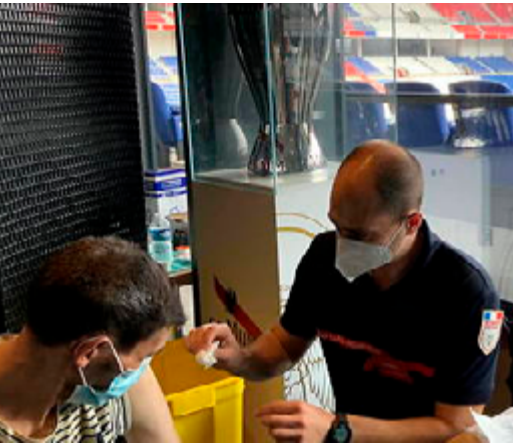




20
21



PLAYING AS A TEAM !

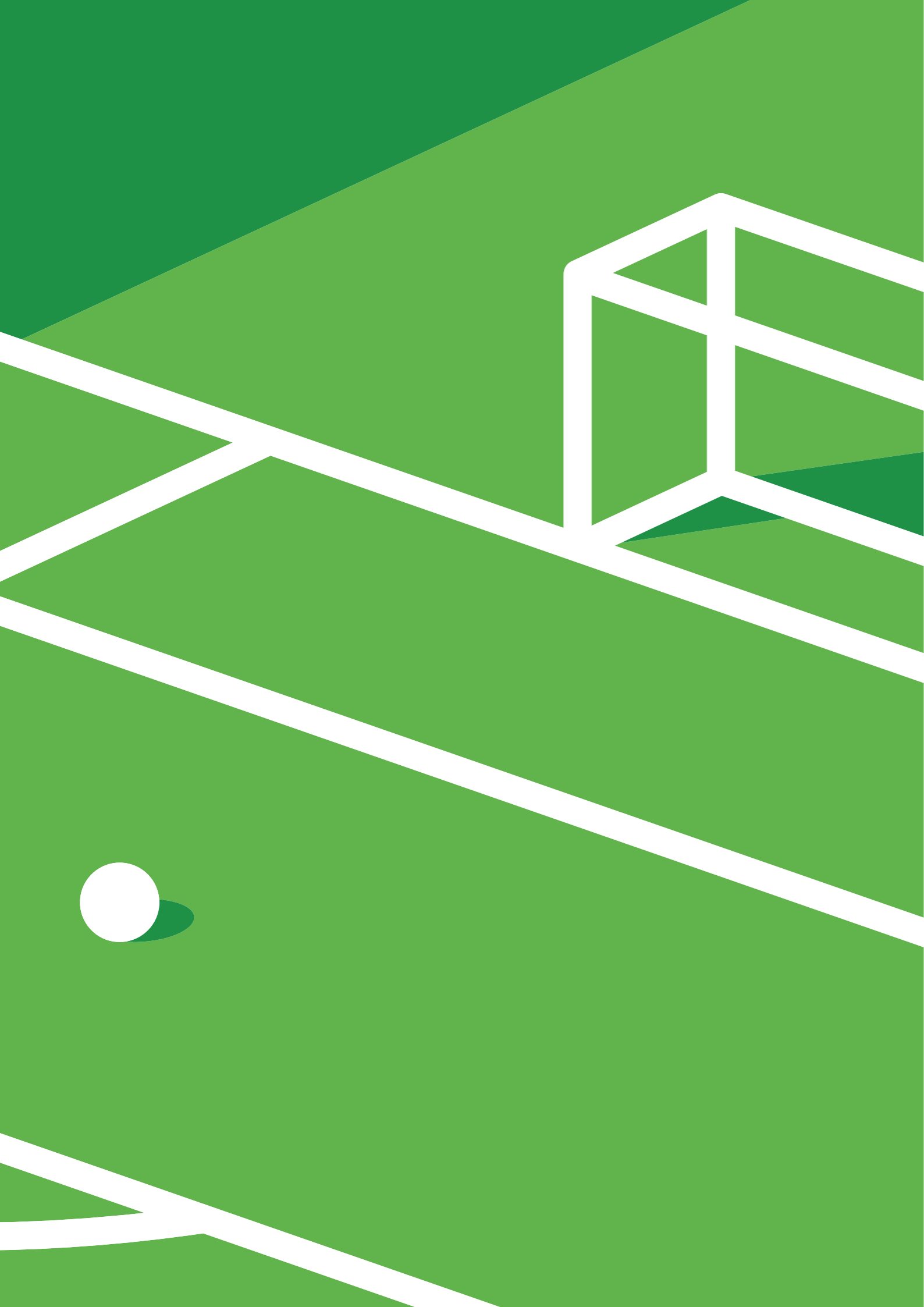
OVERVIEW OF SOCIAL AND ENVIRONMENTAL INITIATIVES
IN FRENCH PROFESSIONAL FOOTBALL — 5TH EDITION



SUMMARY

THE COMMITMENT OF FRENCH PROFESSIONAL FOOTBALL	06
PROFESSIONAL FOOTBALL FACED WITH THE COVID-19 PANDEMIC	08
PROTECTION OF CHILDHOOD	10
FIGHT AGAINST DISCRIMINATION	12
INTEGRATION AND SOCIAL TIES	12
EDUCATION AND CIVIC ACTIONS	13
ACCESS TO TRAINING AND MATCHES FOR PEOPLE WITH DISABILITIES	13
PROTECTION OF THE ENVIRONMENT	14
SUPPORT FOR AMATEUR FOOTBALL	15
SUPPORT FOR CHARITIES & ASSOCIATIONS	16
CSR COMMITMENTS OF THE LFP	18





Sadly, the Covid-19 had a very strong impact on the 2020/2021 season: reinforced health protocol in the organisation of matches, impossibility of deploying an event programme, short-time working and telecommuting for the administrative staff of the clubs, and of course, the heavy silence in the stands in the absence of the fans. The economic context of professional football has also caused concern amongst the clubs. This particular context has had a strong impact on the implementation of CSR actions: no fictitious kick-off or escort kids on match days, no gift tickets, no get-together is for exchanges with the players, no moments of communion, all of those moments that make up the essence of football... The lack of human and financial means is also a strongly-felt brake.

In this difficult environment, the clubs have continued to work hard and have been imaginative and innovative in their efforts to support their associations. It's worth noting that 20% of the clubs even report that they have been able to undertake more actions than in previous seasons! In order to adapt, CSR initiatives became very digital during this unusual season: videoconferencing, video sharing on social networks, virtual meetings, or online auctions.

For the first time in the history of professional football, 13 clubs, and the LFP, used a specialised platform MatchWornShirt to organise auctions of jerseys to benefit associations: as such, 447 jerseys were sold to collectors and fans around the world, raising a total of more than €280,000 for the partner associations of professional football!

Naturally, several clubs shifted their CSR strategy this season to focus primarily on the issues arising from the pandemic: support for care workers, for people in long-term care facilities, and for students hard hit by this crisis. As always, the clubs are at the heart of their ecosystem and are adapting to provide the expected support within their area.

The LFP also continued the roll-out of its CSR approach. To increase its effectiveness and impact, it set up a CSR Panel, bringing together a number of clubs and experts, whose mission is to identify the key issues, assess the impact of the implemented actions and guide the CSR strategy of professional football. Throughout the season, multiple videoconferences were scheduled to coordinate dedicated days and common actions. This unit enabled French professional football to be ranked as the world's second most responsible league*.

This fifth edition of "Playing As a Team" provide details of the best practices implemented in the clubs, their organisation, the priority themes, the encountered obstacles, etc. The strategy implemented by the LFP and the common actions on the national level are also presented. This fifth edition reflects the way in which the clubs and the LFP have been able to adapt and maintain their social and environmental commitments despite a very particular health and economic context.

Because, once again and more than ever, in the midst of a complex season, the clubs were able to play as a team!

*2020 Responsiball Ranking: The 2020 RESPONSIBALL Ranking is here! – Responsiball

THE SOCIAL AND ENVIRONMENTAL COMMITMENT

OF FRENCH PROFESSIONAL FOOTBALL IN KEY FIGURES:

100% of clubs

engaged in social or environmental initiatives for the second consecutive season

2,100

CSR initiatives carried out over the season

1,630

organisations supported: associations, amateur clubs, causes or other types of organisations

The impact of the health crisis strongly affected the roll-out of CSR initiatives: -24% during the sports season. 2/3 of clubs acknowledge having been unable to undertake as many CSR initiatives as in previous seasons, mainly due to the impossibility of organising in-person actions.

The clubs maintained their mobilization and supported their ecosystem :

97% of clubs

successfully mobilized their professional players

73% of clubs made donations

in an overall amount of **2 million euros**, comparable to the donations during the 2020/2021 season

79% of clubs

issued calls for donations on behalf of associations

94% of them offer in-kind donations:

jersey or stadium visibility, advertising, sports equipment, etc., all estimated at **more than 1 million euros**, although often with little or no financial assessment.

LIGUE 1 UBER EATS RANKED **2ND IN THE WORLD** FOR CSR COMMITMENTS ACCORDING TO THE RESPONSIBALL RANKING



SUPPORT FOR CHARITIES

THE MOST IMPORTANT CSR THEMES

FOR THE CLUBS IN THIS 2020/2021 SEASON:



SPECIFIC ACTIONS RELATED TO COVID-19



EDUCATION AND CIVIC ACTIONS



INTEGRATION AND SOCIAL LINKS



SUPPORT FOR AMATEUR FOOTBALL

This season, specific projects related to COVID-19 became part of the daily life of clubs, becoming the second priority amongst CSR projects.

ORGANISATION WITHIN THE CLUBS

Clubs continue to structure themselves to better implement CSR strategies: 73% of clubs are considering changing their internal CSR organisation, with three key areas being envisaged: strengthening of human resources as a priority (for 58% of the clubs), creating a dedicated structure such as an endowment fund, or structuring the strategy.

20 dedicated structures overseeing CSR projects at **14** professional clubs:

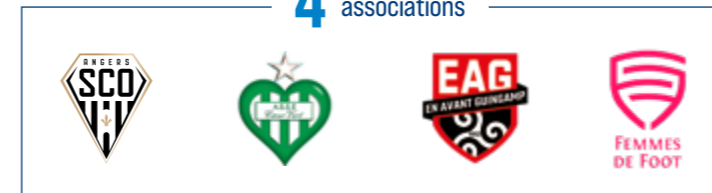
6 corporate foundations



10 endowment funds



4 associations



With or without a dedicated entity, **6** clubs also have clear programmes to implement their CSR activities, other than their foundation.



+6 clubs

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

Within the clubs, 2 people on average spent 45% of their time managing CSR issues during the 2020/2021 season.

The clubs identified three barriers to developing their CSR projects: lack of human resources, lack of financial resources, and the particular context linked to the health crisis.

All club stakeholders are involved in these CSR strategies: the vast majority (between 55% and 70%) 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.

PROFESSIONAL FOOTBALL FACED WITH THE COVID-19 PANDEMIC

Once again this season, by contributing in an innovative and varied way through financial donations, appeals for donations, solidarity auctions or donations of meals, tablets, or protective equipment, close to the needs on the ground:

+ 1.9 MILLION EUROS COLLECTED BY PROFESSIONAL CLUBS FOR HEALTHCARE WORKERS AND PEOPLE IN PRECARIOUS SITUATIONS




A J A U X E R R E

Unfailing solidarity

The club and all of its members have been very generous over the last 15 months in helping the nursing staff within the department of the Yonne. Thanks to donations from James Zhou, AJA's majority shareholder and president, and to logistics provided by the club, many pallets of medical equipment were delivered to the hospital in Auxerre: in April 2020, 100,000 protective masks, 30,000 PCR tests and 3,000 protective gowns; in March 2021, 810,000 protective gloves and 10,000 protective gowns. 50,000 masks were also donated to the Yonne Prefecture for use in the department's secondary schools in February 2021. Several operations were carried out in support of nursing staff: tribute during a match "Tous en blanc pour remercier les soignants", 1,100 seats offered to the medical staff of the Yonne department, donation of €1 per mask and 50 cents per mask clip sold at the AJA shop for the benefit of the hospital in Auxerre and organisation of a fundraising campaign by the AJA professional personnel to offer 50 hot meals to the hospital's nursing staff for 15 days.






E S T A C T R O Y E S

VIP meal distribution

Upon learning that its home game against Valenciennes FC (J8 of Ligue 2 BKT) would in the end be played behind closed doors, the ESTAC Troyes took the initiative to distribute the meals initially planned for the VIP lounges of its stadium in the Aube department. Four establishments, including a clinic and a fire station, received free meal trays.






O L Y M P I Q U E L Y O N N A I S

The OL supports students

The club and several of its service providers and partners mobilized in order to provide answers to the various issues faced by students during the health context: food insecurity, isolation, professional prospects. 3,000 meals were distributed over 3 days in university restaurants and residences. The teams travelled to three campuses to meet with these students, some of whom had been isolated for several months, with the support of the OL's service providers (catering, security, entertainment). In addition to the meals, the students met with the temporary employment agencies Adéquat and Crit, partners of the OL, to apply for event jobs at the Groupama Stadium when activities resume. Match tickets were also offered to students for the 2021-2022 season, in an effort to offer cheerful prospects in these times of health constraints.

Mobilization also went digital: relaying work placement and work-study opportunities to make it easier for students to make their way, organising webinars specifically for students, private meetings between students and club employees to present jobs, and creating a "Mon Petit Gazon" league to bring students together in a local community and have fun around Ligue 1 matches.






A S M O N A C O

Masks for school children

In order to make wearing a mask at school more fun and to emphasise the right way to use barrier measures, the club distributed masks bearing the effigy of its mascot Bouba to all primary school children in Monaco. Mascot Bouba and Benjamin Lecomte, AS Monaco's goalkeeper, met with the children of one of the schools in the Principality.






O L Y M P I Q U E D E M A R S E I L L E

Vaccination centre at the Orange Velodrome

On 15 March 2021, the Orange Velodrome became the first French stadium to be converted into a vaccination centre. For this exceptional public health event, the OM Foundation made the stadium's facilities available to the Regional Health Agency (ARS), the City of Marseille, the Marseille Marine Fire Brigade and the AP-HM (Assistance Publique - Hôpitaux de Marseille). ONET, the club's historical partner, is participating in the collective effort by ensuring the cleaning of the vaccination centre. 5,000 vaccines are administered every day and several hundred thousand people have been vaccinated.





R C S T R A S B O U R G A L S A C E

17,000 gifts in long-term care facilities

More than 4,000 Advent calendars in the club's colours were sold to fans and supporters of this solidarity project. In the context of the Covid-19 pandemic, that has particularly affected the residents of long-term care facilities, the club and the Femmes de Foot association decided to make them the first beneficiaries through several intergenerational actions. 17,300 elderly people from 200 long-term care facilities in Alsace received a gift for Christmas. Other surprises were also anticipated to enable the support staff to organise festive and joyful moments within the facilities.






S T A D E B R E S T O I S 2 9

Welcoming high school students

The club, with the agreement of the community, for several weeks provided access to its VIP areas at the Francis le Blé Stadium, located right in front of the high school, for use as a self-service restaurant for the 600 students in order to provide a change from their usual self-service restaurant and to better respect the sanitary rules in force in schools.





R O D E Z A V E Y R O N F O O T B A L L

The Socially Responsible Raf

The traditional RAF calendar, published each year for the Christmas period, took a new direction this season. As the health context prevented group photos, each member took a selfie at home, wearing her/his best RAF outfit and with a message for caregivers. All of the photos were collected in this way. This calendar brought a smile to the faces of the residents, who were happy to wear the RAF outfits provided for this purpose. All of the money collected from the sale of the calendar was distributed to the nursing staff of the six long-term care facilities of the city of Rodez.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; other clubs too have already implemented similar initiatives.

PROTECTION OF CHILDHOOD

AC AJACCIO Thousands of toys!

Thanks to the mobilization of everyone within the club, the ACA was able to help Century 21 Actif Immobilier, a real estate agency in Ajaccio, to collect toys for distribution to associations, thus making children happy and offering a second life to the toys. This year, due to the health crisis, the toys were isolated, cleaned, and sorted before being given to Secours Catholique in order to be offered to families in need. The club succeeded in collecting more than 600 toys in a few days thanks to everyone's efforts.



AMIENS SC Hospitalized children virtually present at the stadium



For the last home games of the season, the club set up a screen so that children in the Amiens-Picardy University Hospital would be able to be virtually present at the stadium and to be closer to the players. The children were able to watch the pre-match video conference, have a look behind-the-scenes during the match, accompany the players as they arrived at the stadium, follow the warm-up and the exit from the changing rooms before the kick-off. They were also able to talk directly to their favourite players.

FC NANTES Jerseys turned into gowns

To make hospitalization more cheerful for children, the FC Nantes Foundation and Santé Atlantique transformed 150 football jerseys into gowns thanks to the help of 3 students in styling at the MJM Graphic Design school in Nantes. A first batch of jerseys was handed over in May 2021, in the presence of Santé Atlantique staff, its director, hospitalized children and 2 FC Nantes players.



AS SAINT-ÉTIENNE Virtual Christmas tree

Deprived of the opportunity to host numerous events, the club's association, ASSE Cœur-Vert, reinvented itself to maintain its annual visit to young patients in hospitals in Saint-Etienne. It organised a digital Christmas tree that overflowed with emotion. Using a videoconference system set up at Geoffroy-Guichard stadium and in the various paediatric departments of the Saint-Etienne University Hospital, 40 hospitalized children were able to talk for nearly an hour with the club's professional players, Jessy Moulin, Wahbi Khazri, Mathieu Debuchy and Romain Hamouma, accompanied by Gwladys Debache and Audrey Chaumette, who play for the team that leads the D2 championship. To continue this Christmas tree, actor Jérémy Coraud performed the "Nom d'une bûche" children's Christmas tale while having the children participate in his performance from a distance. Before snack time, Santa Claus got a bit of a head start by dropping off presents at the hospitals in Saint-Etienne.

HAVRE AC Solidarity in December

For many years the club and Secours Populaire, via its branch in Le Havre, have been working together on socially responsible themes. Throughout the month of December, the HAC players wore the Secours Populaire logo on their jerseys. A big toy drive was organised: club fans were able to drop off new and used toys at the club shop. The club's employees, players and partners also contributed to this collection. All of the toys were then collected by volunteers from the local branch of the Secours Populaires.



LOSC LILLE Our little everyday heroes

Since 2019, the LOSC Endowment Fund and the Oscar Lambret Centre have been collaborating in the fight against paediatric cancers. This season, supported by the Dugardin/Hyundai Group, a Club partner, they mobilized for "Our little everyday heroes", an operation that involves providing young patients with paediatric gowns in the colours of the LOSC, in order to reduce anxiety in the operating room. Several hundred LOSC jerseys were transformed in the premises of the solidarity-based economy association MODE ESTIME, which uses sewing to enhance the value of people and professional integration. LOSC is also working to raise awareness of the importance of research into childhood cancer, to offer exceptional moments to young patients, and also to collect and donate funds for this cause.

OGC NICE Partner of the association "Les Papillons"

The objective of the association "Les Papillons" is to combat child abuse. Its aim is to install mailboxes in all schools and sports clubs so that abused children can contact the association if they feel the need, and find support. OGC Nice, which has made "Childhood" one of the priorities of its civic-minded policy, has become a partner of this association. A mailbox has been installed in its football school. At the same time, an awareness-raising campaign on how to react if they are victims or witnesses of violence or harassment has been set up. The association "Les Papillons" will be able to count on the sponsorship of Morgan Schneiderlin.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; other clubs too have already implemented similar initiatives.

FIGHT AGAINST DISCRIMINATION

Clubs are concerned about an increase of acts that are racist (according to 25% of clubs), homophobic (19%) and sexist (13%) within the general public on social networks. 40% of clubs indicate that one or more of their members have been harassed on social networks. The LFP has put in place a policy to combat online hate speech in response to these risks (see page 20).



PARIS FC No to racism

Paris FC wore a special jersey when receiving the Grenoble Foot 38 team on Saturday 20 March at 8 PM at the Charléty stadium. In partnership with the Kingdom of Bahrain, Paris FC's shareholder and main partner, the words "Victorious Bahrain" on the front of the jersey were replaced by "No to racism", thus giving high visibility to this message that goes beyond football. Paris FC chose to play this match in black and white so as to highlight the fight against racism through the symbolism of the colours. These unique jerseys were then put on sale on the MatchWornShirt platform. All profits were donated to the school fund of the City of Orly in order to subsidize actions aimed at fighting racism and all forms of discrimination. In addition, Paris FC teamed up with the Paul Eluard school in Orly to create a 7-metre long banner at the Charléty stadium.



INTEGRATION AND SOCIAL TIES



PARIS SAINT GERMAIN Access to sport in refugee camps

The Paris Saint-Germain Endowment Fund partnered with the Dutch start-up KLABU ("club" in Swahili), that works to promote access to sport in refugee camps, and to develop sports centres for thousands of young refugees and the communities living in or near the camps. With the collaboration of United Nations High Commissioner for Refugees, the first project will be launched in the world's largest refugee camp: Cox's Bazar, Bangladesh. Managed by the local community, these sports centres will operate on the same model as libraries: children will have access to sportswear and equipment and will be able to participate in training or tournaments, watch games, play video games or enjoy Internet access. This project is accompanied by the launch of an international awareness campaign to bring a fresh perspective to the challenges associated with refugee crises. The Paris Saint-Germain Endowment Fund and KLABU also specially created a collection of products to raise funds and awareness for this cause.



EDUCATION AND CIVIC ACTIONS



BERRICHONNE DE CHÂTEAURoux Raising awareness of the dangers of using mobile phones while driving



As part of the Open Football Club civic and cultural programme of the Fondation du Football, the players at the Training centre took part in the workshop arranged by the association "STEF CARES" to provide awareness of the dangers of being on the phone while driving: call or drive, you have to choose! The professional player Romain Grange was also present and took part in the workshop: a technical course with ball control, a pass, and gathering information before shooting into a coloured goal. First timed run, in real time under "normal" conditions. Second run still in real time and timed, but with an extra something: replying to a text message and sending it at the same time, before finishing the course. The logic is clear: the concentration isn't the same, the ball control is more hesitant, it takes twice as long to complete the course... These exercises were then redone with the group from the Training Centre. Filmed during their runs, the young people were then able to compare their behaviour without and with their mobile phones, leading to a debate and exchanges on the impact of mobile phone use.



STADE RENNAIS F.C. On the move!



Last May, the club launched its On the Move! programme with the aim of addressing a major issue: fighting against sedentary lifestyles and promoting an active lifestyle. This programme includes three major axes: raising public awareness of the issues involved in combating sedentary lifestyles and physical inactivity; training of field workers; support for sports activities in Brittany. Starting in May, the programme offered 8 weeks of live, one-hour sports classes, completely free of charge, and accessible on the club's Twitch channel. Several awareness-raising tools (quizzes with players, exclusive interviews, testimonials from fans, etc.) can also be found on the website dedicated to the programme. At the start of the summer, the football-health training course created by the club, the Rennes Sport and Health Centre and the Brittany Football League will offer more sports-health slots to people with little access to physical activity. Finally, during the 2021/2022 season, the collaborative school sports project, "Bouge! ta classe" (Move! your class), will be rolled out to increase sports participation at school.

ACCESS TO TRAINING AND MATCHES FOR PEOPLE WITH DISABILITIES



ANGERS SCO Children of the Ball

Created in Lille in 2016, "Les Enfants de la Balle" (Children of the Ball) fights for the sports-based inclusion of children with disabilities. For better inclusion, the association came up with the idea of involving a child with a disability and an individual coach (or sports life assistant) with a group during the sessions to allow her/him to be stimulated and to create a relationship with other children. For 2 years, the association has provided sports accompaniment to 25 children with disabilities at the SCO academy with the help of a sports life assistant thanks to the SCO Foundation. It receives financial aid equal to 1/4 of the children's contribution. The SCO Foundation also covers the cost of supervision and organises some events for the children: Christmas tree, participation in a match at the Raymond-Kopa stadium, etc.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; other clubs too have already implemented similar initiatives.

PROTECTION OF THE ENVIRONMENT

**FOCUS ON THE PROJECTS UNDERTAKEN
WITHIN THE CLUB'S INFRASTRUCTURE (TRAINING CENTRE, OFFICES, ETC.):**

100% of clubs

have already implemented waste sorting in their own facilities, or have plans to do so in the 2021/2022 season (19%), and a quarter of them also treat biowaste.

63% of clubs

have implemented initiatives to reduce food waste within their infrastructures

35% of clubs

have already installed flasks (reusable bottles) to replace disposable plastic bottles within their facilities and 42% have already planned to do so for the 2021/2022 season

84% of clubs

have integrated local and seasonal products in their internal food supply, and 56% certified products (AB and/or fair trade)

FC METZ

A biomass boiler at the training centre

A biomass boiler has been installed and has been operational for several months at the FC Metz training centre. Through a clean heating network, it provides domestic hot water as well as the heating of the buildings and the grounds of the site. It will be fed by wood chips from sustainably managed forests located within a maximum perimeter of 50 kilometres around Marly.



FC GIRONDINS BORDEAUX
Opération Gourdes du Cœur

The players of the football school and the training centre have been provided with water bottles (flasks) bearing the club's logo. The aim is to reduce the use of plastic bottles during training sessions. Made of 100% biosourced polyethylene from sugar cane, these bottles were sold and the proceeds were donated in full to Restos du Coeur, the equivalent of 1,189 meals.

SUPPORT FOR AMATEUR FOOTBALL

+ 3,100 amateur clubs
mobilized despite of the health context

+ 220,000 amateur players
involved in these actions

DIJON FCO

Auction to benefit amateur clubs in the Côte-d'Or



Amateur clubs have been particularly hard hit by the health crisis and may face financial and organisational difficulties, even to the point of jeopardising their existence. Aware of this delicate situation, the DFCO, working with the Côte-d'Or Football District, decided to support the amateur world. The club approached each Ligue 1 Uber Eats club to donate two match-worn jerseys and also approached former club players who are still active to obtain their current jerseys. Amongst the jerseys collected were those of Benin's Saturnin Allagbé, Nayef Aguerd, Alfred Gomis, Baptiste Reynet, Pierre Lees-Melou, Benjamin Lecomte, Lois Diony, Romain Philippoteaux and Florent Mollet. The auction raised €13,630, which will be topped up by the club to €20,000. All profits will be used to finance training equipment for every amateur club within the department.

EN AVANT GUINGAMP

Solidarity Clubs 22

At the end of the 2020/2021 season, EAG offered its subscribers and partners a refund for the 5 home games that could not be played due to the health crisis. Amongst the subscribers and partners who did not want to be reimbursed, most donated what they were owed to a large solidarity operation intended for Costa Rican football clubs, that have inevitably been affected by the crisis. 86,000 euros were raised. A donation of €46,000 was given to the District de Football du 22. A large solidarity operation was also organised at the Roudourou Stadium, where each amateur club was invited to receive an allocation of balls. 8,000 balls were distributed to support 200 sports associations.



PAU FC
Women's Open House

From March to June, PAU FC opened its doors every Saturday afternoon to all girls between 5 and 15 years old. No level or equipment conditions applied, the club enabled everyone to discover football in its women's centre, in compliance with the health conditions in force.

FC LORIENT
The Moustoir in your colours

In order to share the club's values and maintain the special link with amateur football, the club called on the region's amateur clubs and members of the Armada, the FCL's socio-educational programme that brings together more than 212 partner clubs and 38,200 members. The objective of this operation "The Moustoir in your colours" is to highlight the clubs of Morbihan, South Finistère and Côtes d'Armor by exhibiting their shirts during the match between FC Lorient and Girondins de Bordeaux. 67 clubs responded to the appeal from the Merlus and the 2,200 collected jerseys were displayed in the stands during the match. A club president participating in the operation was randomly drawn and was able to attend the match and hand over the match ball to the referee before the match kicked off. Some 20 clubs sent videos of encouragement to FC Lorient players, which were broadcast on the club's social networks and on the giant screens at the Moustoir before the start of the match.



SUPPORT FOR CHARITIES & ASSOCIATIONS



CHAMOIS NIORTAIS

Activation of solidarity-based partnership

On the occasion of their match with Toulouse FC, the Chamois wore a special jersey: Macif, the club's long-standing partner, decided to donate its place on the shirt to the Emmaüs association. In this way, the Emmaüs logo was honoured on the blue tunic of Chamois Niortais. The players' jerseys were then auctioned on the Label Emmaüs platform, the association's online sales site. 100% of the profits from these sales were donated to Emmaüs.



RC LENS

A Chance for Children

The ambition of Gervais Martel, former president of RC Lens, is to take 10,000 underprivileged children from the Hauts-de-France region to the Olympic Games in Paris with the association La Chance aux enfants (A Chance for Children). The association enables young people from disadvantaged backgrounds to change their daily lives by taking them to sports events. It benefits from the support of RC Lens, that provided it with a cheque for nearly 14,000 euros to help the association, on the occasion of the RC Lens-Lille derby, i.e. 50% of the profits from the sale of "covid" masks.



STADE DE REIMS

Solidarity in the blood

For several years now, Stade de Reims has been supporting the Établissement Français du Sang (EFS). Last June, the unveiling of its new logo was an opportunity to join the cry of alarm launched by the EFS, whose blood stocks were below the warning threshold, through an unprecedented communication campaign. Several blood drives are organised at the Auguste Delaune Stadium each year, at Christmas and in June. This partnership took concrete shape at the end of the season with the signing of a partnership agreement intended to promote blood donation in the city and the region.



GRENOBLE FOOT 38

Everyone mobilized for Pink October

Every year in October, the campaign against breast cancer organised by the Pink Ribbon association proposes to fight against breast cancer through information, dialogue and mobilization. This year, the GF38, together with the company Argent & You and hand in hand with the Ligue contre le Cancer and the Groupe Hospitalier Mutualiste, wanted to support and invest in this cause.

Several large-scale awareness-raising actions were carried out in October: dressing of the club's social networks, a pink warm-up shirt, a personalised wrist armband or official pink clothing for matches organised in October, an awareness campaign

in the stadium and on the giant screens, and a specific pin worn by the management as well as the technical and administrative staff. The exclusive jerseys were then offered either for purchase by the professional players for their own jerseys, or as prizes in a large raffle for the public or in an auction for the club's partners. €16,820 were raised for the Ligue contre le cancer.



STADE MALHERBE CAEN

Globe Trotters Football

Created by a young man from Caen, the Globe Trotters association promotes social and solidarity-based football: the association collects football equipment so as to give it a second life all over the world. The club supported this project by donating the outfits of the Escort Kids from the previous season, that will be sent to villages in underprivileged countries. The club also made the stadium available for a photo shoot, prior to the sale of a unique collection for a football school project in Benin.



MONTPELLIER HSC

Solidarity Advent calendar

The club's endowment fund, Espoir Orange et Rêve Bleu, reinvented itself in the face of the challenges posed by the pandemic, by launching its Solidarity Advent calendar: 24 "good deeds" carried out each day between 1 and 24 December 2020, with 24 different beneficiaries and a budget of €25,000 mainly from supporters' donations (ticketing credit notes waived for the 19/20 season). Hundreds of gifts and special items were distributed in hospitals, long-term care facilities, to the most vulnerable populations, and also in environmental actions.



TOULOUSE FC

11+1

On the 10th anniversary of its Foundation, TFC joined a new programme of solidarity actions carried out by the 11+1 label, winner of the Philippe Séguin Trophy of the Fondation du Football. Each month for a year, a cause will be highlighted by the Foundation, that will organise various solidarity operations and collect donations for an association. As such, "11+1" will include: 1 cause in the spotlight, 1 solidarity product for sale, 1 local beneficiary association, 1 partner anchored in the Occitan region, 1 male player and 1 female player and 1 young pitchoun as project ambassadors, 1 event at the Stadium. Actions that involve all of the club's stakeholders.



FC SOCHAUX MONTBÉLIARD

Organisation of an annual blood drive

The club organised a one-day blood drive at the Bonal Stadium, in partnership with the établissement Français du Sang (EFS) and with the collaboration of Crédit Agricole Franche-Comté. 64 participants came to donate blood, including 14 new donors. This operation is repeated every year to build donor loyalty and recruit new donors.



USL DUNKERQUE

Solidarity Ticketing

While fans are away from the stadiums due to the health crisis, the USLD launched an unprecedented operation for the Hauts-de-France derby against Amiens. To support the "Blue and Whites", the club invited all of its supporters to fill the Tribut stadium virtually by buying a €2 ticket. 338 supporters participated for a total of €507. The club wished to complete this donation by giving €1,000 to the Restos du Cœur. This operation also enable supporters to post their messages of support on the stadium's LED panels.



The above examples provide just a glimpse of the multitude of initiatives introduced by professional football clubs; other clubs too have already implemented similar initiatives.

CSR COMMITMENTS OF THE LFP

The 2020/2021 season provided the LFP with an opportunity to strengthen its existing initiatives: its anti-discrimination action plan, its commitment to preserving the environment, as well as the “1 goal and off to bed” programme.



“1 GOAL AND OFF TO BED!”

En partnership with the French Hospital Federation, the LFP launched a large-scale national CSR programme in August 2019, 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 are paid to finance accompanying beds in paediatric units in hospitals within the FHF 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.

IN TOTAL OVER THE LAST TWO SEASONS: **+325k euros** were collected thanks to goals scored
396 lits or chairs were funded
in **45** paediatric units throughout all regions of France

These donations enabled to acquire:

- ▶ 15 beds for the Hospital of Vichy
- ▶ 11 seats for the Hospital of Saint-Brieuc
- ▶ 5 seats for the Hospital of Ajaccio
- ▶ 5 beds and 4 seats for the Teaching Hospital of Nancy
- ▶ 19 beds for the Teaching Hospital of Lille
- ▶ 17 seats for the Hospital of Valenciennes
- ▶ 10 seats for the Hospital of Lens
- ▶ 5 seats for the Hospital of Gonesse
- ▶ 2 beds et 1 seat au for the Hospital of Falaise
- ▶ 5 beds for the Hospital of Guéret
- ▶ 4 seats for Bassin de Thau Hospitals
- ▶ 7 seats for the Hospital of Grasse
- ▶ 3 seats for the Hospital of Le Mans
- ▶ 1 bed for the Hospital of Montargoise agglomeration
- ▶ 10 beds for the Hospital of Nevers
- ▶ 8 seats for the Teaching Hospital of Saint-Etienne
- ▶ 8 seats for the Hospital of Niort
- ▶ 5 beds and seats for the Hospital of Cayenne
- ▶ 17 beds and seats for the Teaching Hospital of Angers
- ▶ 5 beds and seats for the Teaching Hospital of Amiens
- ▶ 10 beds for the Teaching Hospital of Bordeaux
- ▶ 7 beds for the Teaching Hospital of Caen
- ▶ 18 beds for the Hospital of Dax
- ▶ 4 beds for the Hospital of Annecy-Genevois
- ▶ 13 beds for the Hospital of Sud Essonne
- ▶ 5 beds for the Hospital of Laval
- ▶ 17 beds for the Hospital Group of Bretagne sud - Lorient
- ▶ 5 beds for the Hospital of Lunéville
- ▶ 6 beds for the Hospital of Mont de Marsan
- ▶ 5 beds for the Hospital of Montauban
- ▶ 10 beds for the Teaching Hospital of Reims
- ▶ 7 beds for the Hospital of Saint-Malo
- ▶ 10 beds for the Teaching Hospitals of Strasbourg
- ▶ 12 beds for the Hospital of Valence
- ▶ 6 beds for the Hospital of Gaille Anthonioz
- ▶ 10 beds for the Intercommunal Hospital Centre of André Grégoire
- ▶ 2 beds for the Hospital of Bourg-en-Bresse
- ▶ 0 beds for the Intercommunal Hospital Centre of Fréjus Saint-Raphaël
- ▶ 2 beds for the Hospital of Centre Bretagne
- ▶ 9 beds for the Hospital of Boulogne-sur-mer
- ▶ 6 beds for the Hospital Lucien Husselet
- ▶ 30 beds for the Hospital of Avignon
- ▶ 36 beds for the Hospital of Sud Seine-et-Marne
- ▶ 5 beds for the Hospital of Laval
- ▶ 16 beds for the Hospital of Cannes

ALL SUPPORTERS OF CAREGIVERS!

On the occasion of the 3rd day of the Ligue 1 Uber Eats and Ligue 2 BKT championship, the whole of professional football mobilized to support and thank all of the medical staff mobilized throughout the health crisis. In the stadiums, a minute's applause was orchestrated at the end of the protocol. Captains, coaches, club presidents, referees, delegates and match officials wore a “Caregivers Supporter” armband. A video clip, with messages of thanks from the players, was widely distributed on the websites and social networks of the clubs and the league. In addition to the initiatives planned on the national level, the professional clubs also mobilized on their home ground on match day. In addition to this dedicated day, throughout the season, the clubs increased their support for caregivers.



#PLAYINGASATEAM

In order to better promote and publicize the many initiatives of French professional football clubs, the LFP launched the hashtag #PlayingasaTeam in September 2018 and invited all clubs to use it on the various social networks. Over the 2020/2021 season, this hashtag led to **1,600 publications** on CSR initiatives, reaching **nearly 26 million views** and generating **than 300,000 reactions** (likes, repost, etc.) from the general public.

CONTRIBUTING TO ENVIRONMENTAL PROTECTION

As part of its partnership with WWF France, the LFP in 2019 provided clubs with three practical guidance sheets specifically adapted to the issues of professional football, so as to help them reduce their environmental footprint in three key areas: **towards a zero-plastic match, towards responsible food, towards a zero-waste club**. The 2020/2021 season was an opportunity to organise videoconferences with clubs and WWF France experts to discuss these sheets, the actions to be implemented and the obstacles encountered by clubs in the field.

81% of the clubs that attended these workshops found that they contributed to the club's progress.



THE DAYS OF 11 NOVEMBER DEDICATED TO LE BLEUET DE FRANCE

For the 3rd consecutive year, the whole of French professional football teamed up with the Le Bleuët de France association to help the families of victims of wars and attacks. This season, the initiative was supported by Frank Leboeuf, Ambassador of Bleuët de France alongside the LFP. A minute's silence was observed in all French football stadiums, while 36 clubs wore unique jerseys emblazoned with the Bleuët de France crest for the occasion. During the various matches, referees and delegates also wore armbands bearing the Bleuët (blueberry) logo, and the Bleuët flower was worn by everyone on the side of the pitch, from coaches to journalists accredited for the matches, to the media managers of the clubs.



GUIDES ADAPTED FOR BLIND AND VISUALLY IMPAIRED SUPPORTERS

For the 8th consecutive season, the LFP made a commitment to blind and visually impaired fans. In partnership with HandiCapZéro, the LFP makes available each season guides for the Uber Eats Ligue 1 and BKT Ligue 2, available free of charge in Braille, with large characters and audio. All of the essential information to experience the season to the fullest is included: presentation of the season, calendar of matches, presentations of clubs and personnel, referees... The guides are also completed by dedicated sections on the website handicapzero.org with the news of the championship days (results and rankings). This year, with the support of professional clubs of the Ligue 1 Uber Eats and Ligue 2 club BKT, the LFP and HandiCapZéro are making information available to people with disabilities with regard to stadium accessibility: ticketing, routing, reception, allocated seats, services and devices such as audiodescription... This information is regularly updated and completed.



PUBLIC SPEAKING CONTEST BY THE FONDATION DU FOOTBALL



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 **Trophées Philippe Séguin** aimed at identifying, supporting and promoting civic initiatives implemented by amateur and professional football clubs and players.

For the second consecutive season, with the support of the LFP, the Fondation du Football and the Prométhée Educational Association organised a **public speaking contest** in the form of debates between young people from the training centres of 10 professional clubs: AS Saint-Etienne, ESTAC Troyes, AC Le Havre, Lille LOSC, Olympique Lyonnais, Olympique de Marseille, Paris Saint-Germain, Stade Malherbe Caen, Stade de Reims and Valenciennes FC. In all, more than male and female 150 players from these 10 training centres received, from the start of the season, 5 to 7 coaching workshops (i.e. more than 60 workshops in total) by nearly 20 student volunteers from the Prométhée Educational association. 11 internal finals were organised in the participating clubs with a national final on Wednesday 2 June 2021 at the Ministry of Sports in Paris during a final oral presentation before a jury composed of personalities from the world of football and the media and in the presence of the Minister of Sports, Roxana Maracineanu.

BKT, A COMMITTED PARTNER

BKT BIKE OPERATION

As part of the Ligue 2 BKT partnership, BKT has donated nearly 150 bicycles to associations supported by the Ligue 2 BKT clubs: the Velocita association supported by AC Ajaccio, the IME Georgette Berthe supported by Pau FC, the Secours populaire français - Havrais supported by le Havre AC, the Agora association, supported by Rodez AF, the Kalon association of the EA Guingamp, Les Fées Papillons association supported by SM Caen, the association for the development of the Esche C11 valley supported by FC Chambly, various local associations supported by Grenoble Foot 38, the Kiwanis association and the AFEJI supported by USL Dunkerque, the Collectif Ensemble Entraide et Solidarité, Emmaüs and the Handicomtois association supported by FC Sochaux, the Beaulieu socio-cultural centre supported by Berrichonne de Châteauroux, the Hauts-de-France Polytechnical University supported by Valenciennes FC, the Secours populaire 94 supported by Paris FC, the Departmental children's home supported by ESTAC Troyes and the Talents des Vergnes supported by Clermont Foot.



"CHRISTMAS DREAM" INITIATIVE

Et Christmas time, in partnership with the clubs of Ligue 2 BKT and their associations, BKT gave support to young fans facing illness and precarious situations. BKT donated 500 € to each partner associations of the clubs, and offered gifts to their beneficiaries such as official signed jersey and personalized video messages wishing happy holidays, messages then relayed on the social networks of the clubs.



ARBITRATION DAYS 2020

As the partner of football, rugby, handball and basketball's federations and professional leagues since 2007, La Poste has committed this year again to promote the work of elite and amateur referees as well as trainees to the general public, to support them in their missions and to participate in the recruitment and training. Indeed, for the 19th Arbitration Days and the 11th matchday of Ligue 1 Uber Eats and Ligue 2 BKT, La Poste has mobilized players, clubs and spectators around a common event showcasing referees and their services to the game. Events and celebrations were organized before, during and after the matches.

NATIONAL PLAN FOR FIGHTING AGAINST DISCRIMINATION

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

- ▶ COMBATING RACISM AND ANTI-SEMITISM,
- ▶ COMBATING HOMOPHOBIA AND COMBATING SEXISM,
- ▶ AND VIOLENCE AGAINST WOMEN.

LFP'S EXPERT PARTNER ASSOCIATIONS

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



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 raising awareness among the general public;
- **Seminars to raise awareness** for the different audiences within the clubs;
- **Awareness-raising workshops in training centres** for young professional players as part Open Football Club programme of the Fondation du Football;
- A **working group** that meets once a month with the LFP's expert partner associations;
- The **development of educational tools** for educators, coaches and young people (instructional booklets, films and serious games) accompanied by the partner associations;
- Meetings between supporters' associations and anti-discrimination associations.

The LFP was nominated for this programme in the category CSR Sport Actor of the "Trophées Sport & Management". Since 2013, these trophies award projects and actors for their innovation to place sport as a key factor for social, educational, digital, economic or strategic performance.

WORKSHOPS FOR PROFESSIONAL PLAYERS AND MANAGEMENT

Under the impetus of the CSR Panel, awareness-raising workshops for professional players and management (technical staff, coaches, managers, administrative staff, etc.) are currently being finalised and will be offered to volunteer clubs as of the start of the 2021-2022 season. Two priority themes will be addressed: **moral and sexual harassment, and discrimination.**

Led by experts and designed according to formats adapted to the target audiences, these workshops will provide information on legal aspects and give everyone a chance to speak about these key issues.

FIGHT AGAINST ONLINE HATE SPEECH

Football players, coaches, managers, presidents, referees, etc., have become the target of increasingly frequent and intense hate speech on social networks, even to the point of personal threats. To protect them, the LFP has set two priorities: make social networking platforms more accountable and support professional actors to better protect themselves. The LFP has initiated working groups with Facebook on the one hand and Twitter on the other, and action plans are being implemented. Awareness-raising workshops were organised for clubs. For several years, the partnership between the LICRA and the LFP has also made it possible to initiate legal proceedings.

NATIONAL "STANDS AGAINST VIOLENCE" CAMPAIGN

On the 12th day, in partnership with Solidarité Femmes, the LFP decided to offer a **platform against violence** to all those who fight against violence against women. Through a militant song by female supporters, bringing together more than thirty voices, professional football wished to raise awareness of the reality of violence against women and to make the 3919 helpline better known to both witnesses and victims. Recorded in the studio and using a videoconferencing application, the clip was massively relayed on social networks thanks to the mobilization of professional clubs, partner associations but also many influencers and media. As of 30 November 2020, the clip had over 66,000 views and over 200,000 impressions. This call was also heard by viewers during matches (except multiplex) during the minute before the kick-off of the second half of each match thanks to the support of broadcasters beIN SPORTS, CANAL+ and Téléfoot La Chaîne. This campaign won the Silver prize at the 2021 Engagement Communication Strategies Grand Prix, in the Corporate Image category.



NATIONAL CAMPAIGN "FIGHTING RACISM AND ANTI-SEMITISM: LET'S KEEP GAINING GROUND"

In collaboration with the LICRA, a national campaign to raise awareness of the fight against racism and anti-Semitism is organised once each year. For the 2020/2021 season, the 30th days of the Ligue 1 Uber Eats and Ligue 2 BKT were an opportunity to once again raise awareness among fans and the general public about the fight against racism and anti-Semitism, as part of the education and action week against racism and anti-Semitism (21 to 28 March 2021). The professional clubs mobilized to reach as many people as possible by broadcasting the awareness-raising clips and visuals made available to the LFP. Combined with the accounts of the competitions, this represents a media platform of over 43 million followers on the various social networks. The awareness-raising clips were viewed more than 168,000 times and the initiative generated more than 30 million impressions and over 18,000 engagements on the web. On the field, before the start of the matches, players and referees got together to carry the same message: "Against racism and anti-Semitism, let's continue to make headway".



“GAY OR STRAIGHT, WE ALL WEAR THE SAME JERSEY” NATIONAL CAMPAIGN

On the occasion of the International Day against Homophobia on 17 May, the 37th day of Ligue 1 Uber Eats and the 38th day of Ligue 2 BKT, and with the support of the LFP's partner associations, professional football brought a strong message to all of its supporters and the general public to raise awareness about the fight against homophobia. The short film, « *Un Samedi sur la terre* » [A Saturday on Earth], directed at no cost by Fabien Onteniente and based on an original idea by Foot Ensemble and PanamBoyz & Girlz United, was seen by 390,000 people on the LFP's social networks. It was also broadcast on several television channels.

All of professional football also widely displayed the rainbow flag, a symbol of peace, diversity and above all the symbol par excellence of the LGBT movement, and the call for respect and tolerance: “Gay or straight, we all wear the same jersey”. On all pitches, players and referees gathered around a sign bearing this message. Referees, match delegates, coaches, TV journalists and even some captains showed their support by wearing the rainbow armband. For the first time ever in France, clubs emblazoned their players' shirts with rainbow-coloured numbers, thereby raising the awareness of all football fans regarding this cause.

After the matches, players from 37 clubs agreed to donate their jerseys and 105 jerseys were auctioned. A gross amount of more than €57,000 was collected and will be redistributed (excluding transport and logistics costs) to Foot Ensemble, PanamBoyz & Girlz United and SOS Homophobie.



THE OPEN FOOTBALL CLUB AWARENESS WORKSHOPS

This programme, proposed by the Fondation du Football, aims to support professional football clubs and the Pôles Espoirs by setting up civic and cultural actions for young players in training (aged between 13 and 19). In the 2020/2021 season, 3,600 male and female players participated in one of the 580 workshops organised. 60 workshops focused on anti-discrimination: 18 for gender equality and against sexism, 22 against homophobia and 20 against racism and anti-Semitism. 2 collective actions were also undertaken, despite of the pandemic context (the “Telethon” Challenge and the national collect for the French Food Bank) mobilising more than 40 clubs. Finally, more 90 social educators were trained through 7 workshops (media training, fight against homophobia, social media, etc.).

NEW STUDY AT THE TRAINING CENTRE

In partnership with the LFP and the Fondation du Football, the association Foot Ensemble published a new study on the perceptions and attitudes of young male and female football players towards homosexuality in society and more particularly in football. Among the key findings of the survey, nearly 8 out of 10 young people (78%) find homosexuality acceptable and 67% of young people believe that it is important to fight homophobia in football and in stadiums.

METHODOLOGIES & 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 2020/2021 season). It presents all social and environmental initiatives piloted or undertaken by each club (partnership, or material, human or financial support, etc.) effectively implemented during the 2020/2021 season.

All of the various elements were collected by means of a questionnaire sent out in May 2021, 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 the social and environmental commitment of professional football, and to showcase these initiatives.



6, rue Léo Delibes, 75116 Paris - France
Tel : +33 (0)1 53 65 38 00
Press contact : elsa.gueroult@lfp.fr
www.lfp.fr - @LFPfr

