



UEFA Football and Social Responsibility compact course

ACADEMY

A photograph of two men shaking hands outdoors. The man on the left has dark curly hair and a beard, wearing a grey and white patterned sweater. The man on the right has dark curly hair and is wearing a light blue jacket. They are both smiling. The background is a blurred outdoor setting with green grass and trees. A green semi-transparent rectangle is overlaid on the image, containing white text.

A STATE-OF-THE-ART
PROGRAMME FOR
FSR PRACTITIONERS
LOOKING TO ENHANCE
THE STRATEGIC
APPROACH TO SOCIAL
RESPONSIBILITY IN
THEIR ORGANISATIONS

FOREWORD

As the world's most popular game, football has an invaluable role to play in driving sport for development. It is therefore essential for UEFA to work with its internal and external stakeholders to adopt a football and social responsibility (FSR) strategy that enhances the value of their core business, while managing their social, economic and environmental impacts. The strategy is based on the belief that social responsibility activities need not come at the expense of profit, but that revenues should be generated in a socially and environmentally responsible manner.

Our aim is to promote social responsibility at all levels of football and in all areas of the game. The UEFA FSR compact course provides key FSR practitioners with the necessary skills and knowledge to continue developing and integrating FSR into football activities across Europe.

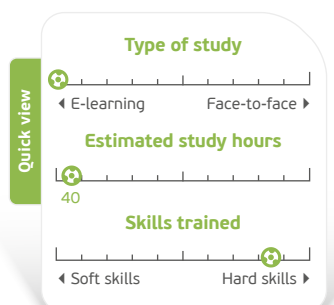
Theodore Theodoridis
UEFA General Secretary



UEFA Football and Social Responsibility (FSR) compact course

The UEFA FSR compact course provides state-of-the-art and in-depth knowledge of FSR, facilitating a strategic approach to this issue.

The UEFA FSR compact course is specifically designed to enable FSR practitioners to enhance their knowledge, networks and skills, ultimately helping them to better develop FSR practices within their football organisations. This unique course brings together leading academics and FSR experts for a comprehensive and practical five-day learning experience.



Programme overview

The course enables FSR practitioners to apply a strategic approach to social responsibility in their organisations. The programme was developed by the Institute for Business Ethics at the University of St. Gallen in close collaboration with UEFA. It is delivered through academic lectures, pre-course tasks, practical case studies and peer-to-peer learning. The intensive programme includes several sessions, project development tasks, group discussions, and presentations of participants' personal projects on the final day.

By the end of the course, participants should be equipped with the tools and knowledge to ensure their football organisations can make a difference in sport and society.

Due to the impact of Covid-19, this year the course will be exceptionally delivered online. It will still remain an interactive and informative learning experience. To adapt to the situation, it has now been extended to five days.

Takeaways

- Better understanding of contemporary FSR principles
- Greater awareness of current FSR trends
- Acquire skills to develop and implement FSR practices within an organisation
- Knowledge of good FSR practices in other football organisations
- Network of fellow FSR practitioners working in or connected to football



Who

FSR practitioners or senior executives working in national associations, clubs, leagues, players' unions and other football-related organisations



When

24-28 August 2020



How long

5 days



Where

Online



Price

€3,400



Number of participants

22



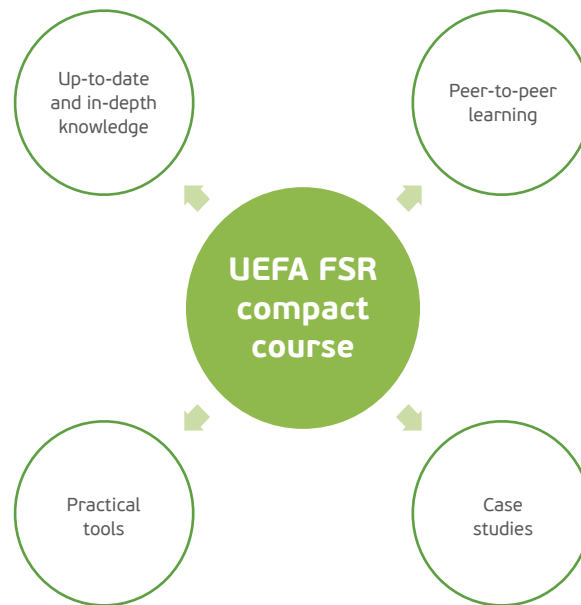
Academic certification

Certificate of completion,
3 ECTS credits



Language

English



DAY 1 AN INTRODUCTION TO SOCIAL RESPONSIBILITY

The first day addresses the concept of social responsibility, including how and why it is relevant to football organisations. Participants will have the opportunity present their own work in the field and to test their understanding of FSR.

DAY 2 KEY ELEMENTS OF SOCIAL RESPONSIBILITY & KNOWLEDGE APPLICATION (PART 1)

Participants review the key elements of social responsibility, such as stakeholder consultation, issue management and the materiality matrix. Following a presentation of good practices, participants start working on their personal projects, applying their new knowledge.

DAY 3 KEY ELEMENTS OF SOCIAL RESPONSIBILITY & KNOWLEDGE APPLICATION (PART 2)

Further examples of good practices are presented along with additional key social responsibility issues, such as compliance, integrity, monitoring and evaluation. This new knowledge is then applied as participants continue to work on their personal projects.

DAY 4 PRESENTATIONS OF PERSONAL PROJECTS

The fourth day of the course brings together the aspects covered throughout the week. A first group of participants present their personal projects and receive immediate feedback from the experts and their peers.

DAY 5 PRESENTATIONS OF PERSONAL PROJECTS

The last day of the course has the second group of participants present their personal projects. All successful participants will be sent a certificate of completion.

Testimonials



“The UEFA FSR compact course exceeded my expectations of what it means to be socially responsible through the prism of football. With experts in their field on hand to help and guide your thinking, there are ample opportunities to apply FSR theories and principles to your own organisational setting. This allows for invaluable interactions with other participants. I highly recommend this course to practitioners who need a framework to develop a strategic FSR plan.”

■ Funke Awoderu, Senior Inclusion and Diversity Manager, English Football Association



“It was a very interesting course that exposed us to a great deal of positive energy and ideas. We not only learned from various experts who presented their strategic approach to different FSR issues, the course also provided us with a forum to learn from and exchange ideas with the other participants. This course gives you all the right ingredients to create your own strategic FSR approach back at home.”

■ Hedeli Sassi, CSR Coordinator, Royal Belgian Football Association





Academic partner



The UEFA FSR compact course is delivered in collaboration with the Institute for Business Ethics at the University of St. Gallen, Switzerland. Successful participants receive a certificate of completion worth 3 ECTS credits, which is acknowledged by all European universities.

Based in St. Gallen, the Institute for Business Ethics was founded in 1989, making it one of the longest-running business ethics institutes in the world. It has been collaborating with UEFA since 2016 on various initiatives to promote FSR good practice in the football industry.

Application process

To apply for the UEFA FSR compact course, please complete the application form on UEFAacademy.com and submit it to academy@uefa.ch along with a curriculum vitae by **30 June 2020**.

The applications will be reviewed by UEFA and the University of St. Gallen, with a final decision on the successful candidates made by **mid-July 2020**.

About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives it has established over the last decade, the UEFA Academy seeks to inspire and educate individuals and organisations to continuously elevate the game of football.



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Contact us

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