

SPORTS | 2017
SEASON | 2018

PLAYING

AS A

TEAM



**SOCIETAL
AND ENVIRONMENTAL
INITIATIVES**

implemented by the French
Professional Football

2ND EDITION



Nathalie Boy de la Tour

President of the French Professional Football League - LFP

I would like to extend my sincere congratulations to all the professional football clubs who once again this season have been involved in numerous societal initiatives. Beyond the pitch, professional clubs have a profound impact throughout their local communities. Thank you all for your deep civic engagement.

This brochure aims to share a few illustrations from among the thousands of actions undertaken by the French professional football as an inspiration to all clubs as well as to all actors beyond the football industry.

This second edition of “Playing as a team” continues to highlight the good practices that are daily implemented by the clubs and the LFP. It has been expanded to include a new feature for the 2017/2018 season, namely a chapter on environmental matters, a key component of sustainability.

The dynamics of this movement will be prolonged into next season, with ever greater desire to enhance and highlight the commitment of French clubs.

Together, we will continue to “play as a team”.

ON THE GROUND

809 matches played in France as part of the competitions organised by the French Professional Football League (LFP)

Over **11.5** million spectators attending the stadiums



THE COMMITMENTS OF THE

97% of clubs committed to societal action

450,000

tickets allocated for societal actions, i.e. almost 6 times the capacity of the Stade de France!

Over **1 million** people benefiting from these societal actions

3,000 societal actions, i.e. almost 3 initiatives off the pitch for each match played

7,500 hours devoted by professional footballers to societal actions and

12,400 hours by other club members (sporting staff, club teams, etc.)

3 key societal themes:

- amateur football
- integration and social ties
- education and civic action

FRENCH PROFESSIONAL FOOTBALL:

On average, each club undertakes **9** actions in favour of environmental protection

2 environmental priorities:

- reducing waste
- improving the impact of transport

97%

of clubs are committed to environmental actions

16 dedicated structures (such as foundation, endowment or association funds) oversee societal projects in **13** professional football clubs, i.e. **+3** new creations since last season.

Ten years after their creation, **+75%** of professional clubs have had at least one entry in the Trophées Philippe Seguin du Fondaction du Football, which award clubs for their involvement in the development of societal actions.

Leveraging on football's media coverage, **79%** of clubs provide visibility for the causes they support through LED panels, giant screens, match programmes, lettering on shirts, etc. The financial value of this donation for the 2017/2018 season was estimated at over **€900,000**.

In all, the contribution of professional football to CSR projects totalled

€73.8 millions

i.e. almost **4%** of the LFP's turnover

SUPPORTING AMATEUR FOOTBALL

- ▶ Operations conducted in tandem with amateur football
- ▶ Involvement of amateur players
- ▶ Financial support
- ▶ Provision of visibility

+ 3,600
AMATEUR CLUBS INVOLVED
DURING THE 2017/2018 SEASON

+ 350,000
AMATEUR PLAYERS INVOLVED,
INCLUDING + 33,000 DURING MATCHES



RACING CLUB DE LENS

Club en nord



To support amateur football and strengthen ties between amateurs and professionals, RC Lens launched a programme dedicated to amateur clubs in the region consisting of special season-ticket price reductions, organisation of match-day events (mascots, half-time challenge, ball-boys, etc.) as well as non-match events (regionwide training, breakfast at the stadium, gifts, etc.). Youth coaches from member clubs were also invited to specific training sessions to assist them with their development. All amateur clubs in the Nord-Pas de Calais league can join simply by sending an e-mail and will be followed up by a dedicated interlocutor throughout the season.



EN AVANT DE GUINGAMP

Stadium bars working for amateur football

The 13 bars at the Roudourou are managed by 8 volunteer sports associations, including 6 amateur football clubs. This approach allows an equitable redistribution system to function: the club, which pays for the products sold (drinks, crisps, sweets) takes 50% of the profit and the other half is divided between the associations. This donation can represent up to half of the budget of certain clubs or associations.



QUEVILLY ROUEN MÉTROPOLE

Operation Cit'Et Foot

During school holidays, the QRM Association organises a five-a-side tournament in different parts of town for children aged between 8 and 14 years, with the presence of professional players and youth coaches: tournaments, events, presence, snacks, etc. This whole event revolves around positive sporting values such as tolerance, integration, respect for others, fair-play and non-violence.



FC METZ

Foot Academy Generation in Dakar



Created in Dakar in 2000 by Mady Touré, a Senegalese ex-professional footballer in France, the Generation Foot Academy has as its main aim the use of football as a vector for professional success and for social reintegration for Senegalese youngsters. FC Metz became a partner in 2003 and supports the development of the Academy, in particular through funding the building of new installations and offering human resources for sports training/coaching as well as ticketing and communication. 75 young people are already admitted to the Academy each year and the short-term aim is to be able to admit 160.

These examples are just a small selection of the many initiatives undertaken by French professional football clubs; some similar initiatives may have already been introduced by other clubs.

INTEGRATION AND SOCIAL TIES

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

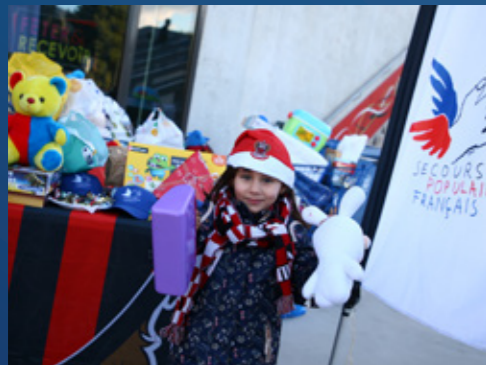


OGC NICE GYM Solidary Programme

Since 2013, in tandem with the Nice Municipal authorities and the Central Bureau for Societal Activities (CCAS), the football club has introduced a programme of activities designed to help the neediest young inhabitants of the town through:

- A donation of €1 for each ticket sold at a special match,
- Collection and redistribution of surplus food after each match,
- Organisation of a Christmas meal attended by several players,
- Collection of donated clothes outside the stadium on match days,
- Collection of donated toys outside the stadium on match days,
- The player of the club, Alassane Plea, patron of the operation for the past 3 years, has decided to contribute 1% of his salary to this programme.

The club won a Trophee Philippe Seguin du Fondation du Football for the 2017/2018 season.



FC GIRONDINS DE BORDEAUX Combating the digital divide

Each day, the Emmaus Connect Association aids individuals in precarious social circumstances and with digital difficulties by providing them with access to the digital world. Since the summer of 2017, the Girondins of Bordeaux and Ulrich Rame, patron of the association, have supported this project by offering the association visibility during the games (training shirt, broadcasting of video on giant screens). This partnership helps make the association's activities known, but above all, it appeals to fans' civic sense through the recruitment of new volunteers in the Bordeaux area.



BOURG-EN-BRESSE 01 A summer of football

In addition to football training courses, FBBP01 and the municipal authorities of Bourg-en-Bresse has set up "A summer of football" operation for young people not able to go anywhere on their summer holidays. A hundred young people from outdoor centres and their families will be invited to each of the two Domino's Ligue 2 matches played at the Verchère Stadium in August. They help organise the pre-match protocol and take part as ball boys. To complete the program, a dozen young people are invited to the training sessions for professional players, to visit the club installations, and to chat with the players.



HAVRE ATHLETIC CLUB HAC My Sponsor

For its 17th edition, the club is seeking to promote social links between generations, suburbs and local actors through football. Directed towards girls and boys aged 8 to 12 years, HAC My Sponsor uses football as a vector for change, instilling a taste for effort as well as respect for the rules and for others through the transmission of educational values. During all school holidays, training sessions are organised, as well as exchanges with youth coaches. These sessions also enable young adults to accompany these children and acquire a first professional experience. After scouring the neighbourhoods of Le Havre, HAC welcomes young people to the HAC My Sponsors operation at the Stade Oceane for a grand finale with playful workshops, mini-matches, and meetings with the professional players.



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SUPPORTING

(CHARITIES & ASSOCIATIONS)

- ▶ Combating diseases
- ▶ Humanitarian aid
- ▶ Help for deprived populations



LILLE OSC

An appeal to the generosity of Lille supporters



The club, which is committed throughout the season to the cause of charities, organised a food collection outside the Stade Pierre-Mauroy for the Restos du Coeur (food banks) at the 1/8th final of the French League Cup. The club appealed to all supporters to bring with them non-perishable foods and drop them off at three collection points set up by the Restos du Coeur around the stadium. All of the food thus collected was then redistributed throughout the Department to provide direct and local assistance to the neediest members of the community.



MONTPELLIER HÉRAULT SC

Playing in pink to combat breast cancer

To promote knowledge and support combat against breast cancer during Pink October, the men's and women's football teams at MHSC swapped their normal orange and blue strips for a pink strip during their respective matches on 15 October 2017.



GAZELEC FC AJACCIO

Ticket sales donated to associations



For the final match of the season, the club launched a special ticketing operation with a single tariff to enable supporters to attend the stadium as family units. The entire ticket sales were shared equally between three charities in Corsica: La Marie-Do, Inseme and Un sourire, un espoir pour la vie (A smile, a hope for life).



ANGERS SCO

Operation "My Connected Satchel"

The SCO Foundation and Le Collectif Association signed a two-year agreement to finance and assist with the "My Connected Satchel" operation at the paediatric cancer unit of the Angers University Hospital. Under the patronage of Abdel Aïssou, Raymond Domenech and Marc Lavoine, the connected satchel is a computer tool enabling children missing school through illness to follow and take part in lessons remotely, thanks to a direct link with their teacher and classmates, thus combining technological innovation and social networks.



US ORLÉANS LOIRET FOOTBALL

Benefit match for "Un Jour Meilleur" (A Better Day)



Together with the "Un Jour Meilleur" Association, the club organised a gala match between its own team and an "All Star" team made up of professional footballers, renowned artists and celebrities. All profits from the event, under the patronage of footballer Cedric Cambon, went to the "Un Jour Meilleur" Association, whose goal is to bring the dreams of severely ill children true and to enable them to live an unforgettable experience by means of a collective effort. In addition to the match, many official shirts of football stars were auctioned at a special gala evening.



TOULOUSE FC

Young trainee players volunteering for charities

One Thursday each month, a small group of 15 players from the TFC training centre gives up one hour of their time to take part in charitable actions such as distributing food alongside associations in underprivileged neighbourhoods of Toulouse.



UNFP

Positive Football



In May 2018, UNFP launched an initiative called "Positive Football" which acts as an initiator, catalyst, promoter and contributor to a football that is more open to society at large and more committed in the terrain of societal action. This inclusive and universal movement seeks to bring provide players with the skills and expertise necessary to successfully carry out meaningful actions within society.

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EDUCATION AND CIVIC ACTION

- ▶ Fairplay ▶ Combating discrimination ▶ Secularity ▶ Respect
- ▶ Equality ▶ Diversity ▶ Volunteer work ▶ Sport/health
- ▶ Awareness about doping

OLYMPIQUE DE MARSEILLE

Colosse aux pieds d'Argile
(Colossus with Feet of Clay)



Born out of the personal experience of Sebastien Boueilh, former rugby player and a victim of paedophilia between the ages of 12 and 16 years, the "Colosse aux pieds d'Argile" Association was formed to promote awareness of and to help combat the risk of paedophilia within sporting environments and in all settings in which children are present. In a single day, players in the CFA and U19 teams, coaches at the training and pre-training centre, the female teams and the interns (U13 to U17) at OM each listened to Sébastien Boueilh discuss his experiences. The young Olympians were issued with a great deal of information to help uncover any potential "predators" and they received advice and information on the need for respectful behaviour, in each case displaying the same level of emotion, intensity and rapt attention.

STADE RENNAIS FC

Quartiers Football Club



Stade Rennais F.C. and the municipal authorities of Rennes worked together to create a programme of events for the underprivileged neighbourhoods of Rennes. "Les Quartiers Football Club" which was deliberately not organised along the lines of a competition or tournament, is a festive and convivial event for schoolchildren aged between 8 and 10 years wishing to take up team sports. Three days of events are organised in three different neighbourhoods, bringing together some 180 children and comprising workshops conducted by young trainees from the Stade Rennais training centre as well as practical workshops held by youth sports coaches. At the end of the three afternoons of events, the finalists played at Roazhon Park.

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PARIS FC

Partnership with the AMOS sports management school

Paris FC welcomed students from the AMOS Business School for Sports Management alongside its teams to give them an opportunity for close professional contact with a high-level club. Through volunteer work, the students take part in the development of projects relating to ticketing, spectator experience, events organisation, and so on.



STADE BRESTOIS 29

Refereeing school



In collaboration with the Finistere District of Football, the Refereeing Committee and the Bretagne Football League, the club created a refereeing school to train future club referees but also to provide specialised training courses for active referees. The first session for the 2018 season took place between 31 March and 2 April at the Armorica Training Centre in Brest and the 5 candidates all passed their refereeing examination with flying colours.



TOULOUSE FC

Discovering the so-called dangerous professions



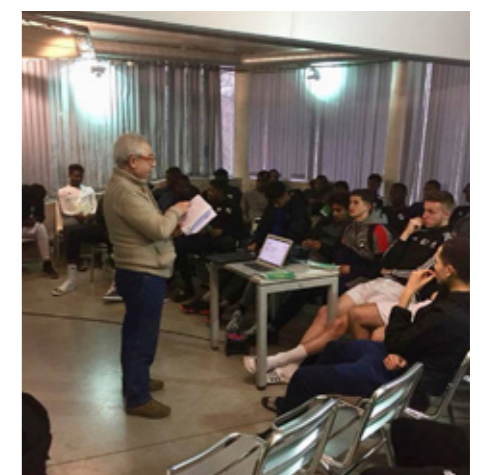
Firemen and riot police gave a presentation to young footballers at the training centre to explain their professions, which are so often misunderstood and yet so important to society. Their key function is to provide protection for citizens, and sport, associated with the footballing profession, has many key points in common with these branches, which may be of real interest to footballers thinking about changing careers.



AMIENS SC

Promoting awareness of racism

As part of the Open Football Club operation, LICRA, the International League against Racism and Anti-Semitism, made a presentation to young footballers at the Amiens SC training centre to promote awareness about the different forms of racism and discrimination that pervade society. This action, which centred around debate and reflection, is also intended to make players aware of secular and Republican values, to inform them about their rights in the event of racism and discrimination, and to help develop good attitudes both on and off the pitch.



ACCESS FOR DISABLED PERSONS TO PRACTICE AND TO EVENTS

- ▶ Blind football and/or wheelchair football ▶ Match day welcome
- ▶ Dedicated volunteers ▶ Appropriate signage ▶ Audio coverage
- ▶ Diversity within the club

ON THE PITCH

1 out of 4 clubs has a section for disabled players, such as blind football or wheelchair football.

MATCH DAYS

- **30%** of clubs have appointed a person specifically responsible for welcoming disabled spectators
- **33%** of clubs allow seats for disabled people to be purchased directly on their ticketing website

INSIDE THE CLUBS

3 out of 4 clubs has disabled employees or uses specialised companies which promotes the integration of disabled persons for their services.

- **Almost 6,000 disabled seats** are available at the stadiums of professional clubs, i.e. an average of 150 per club
- **18%** of clubs provide audio coverage during matches for blind or visually impaired supporters



BERRICHONE DE CHATEAUROUX
HoNDI'CAP FOOT



This event, which was organised for the 12th time this season, is dedicated to persons with a disability. It comprises a football tournament for those with mental disabilities, who received coaching from young professional coaches training at the club, as well as specific theme-based workshops for those with mental and/or physical disabilities not wishing to or not able to play. HoNDI'CAP FOOT is organised at four different sites, including Stade Gaston Petit, and brings together 1,500 people each year. It also pulls together a large number of partners and associations well aware of the challenge and highly committed to providing support for the event.

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ESTAC TROYES

Audio coverage at the Stade de l'Aube

In a bid to make matches played at the Stade de l'Aube accessible to as many people as possible, with the support of the Asaweb association, the Yoolabox company and the French Handisport Federation, the club provides audio coverage in the stands to enable blind and visually impaired supporters to follow the match. Two commentators in the press box provide live match coverage. Spectators are issued with headphones before the match.

ASAWEB

*"Transformer le manque en avantage."**



FC LORIENT

Meeting around unified football



As part of the Open Football Club initiative of Fondation du Football, the U16 and U17 teams at FC Lorient met 40 young adults from various medical-educational institutes (I.M.E.) in the Morbihan region, under the aegis of Special Olympics France, a leading organisation dedicated to self-realisation through sport for persons living with a mental handicap. The programme included meetings, a visit to the training centre, a meal and signing session with two professional players at the club. In the middle of the day, a mixed tournament was also held for young and adult disabled footballers providing a convivial experience of football. It is the goal of unified football to make up mixed teams combining athletes, handicapped people, partners and qualified persons.



AS NANCY LORRAINE

Wheelchair football for the Telethon

As part of the Telethon 2017 programme, a selection of professional players from AS Nancy Lorraine played in a wheelchair football game against the Vandoeuvre Jaguars. The friendly match was held at the Vandoeuvre Sports Park in front of an audience of several hundred primary schoolchildren from the town.



DEVELOPMENT OF WOMEN'S FOOTBALL

- ▶ Women's football section within the clubs
- ▶ High-level women's teams
- ▶ Development of amateur women's football
- ▶ Gender diversity within clubs

30% women on the administrative staff of professional football clubs (excluding sporting staff).

4 clubs with equal male/female administrative staff (excluding sporting staff)



STADE DE REIMS

50 years of women's football at Reims

To celebrate its 50 years of women's football, the club organised a series of events: a premiere of the film "Comme des garçons" (Just like the boys), freely inspired by the history of pioneers at the club who created France's first women's football team, an editorial on the club website, a lap of honour by the 17 pioneering female players as a homage during the men's match on day 34 of Domino's League 2, presence of the female pioneers at the D2F match against FC Metz, etc.



FC NANTES

Accompanying female players training



Each year, the Nantes Sports Training Centre welcomes 166 pupils representing 19 different sports. The school offers general school education, technical education and professional education suited to the constraints on high-level athletes, to ensure twin sporting and educational success. FC Nantes supports training for young female footballers, and it paid the education fees at the centre for 10 pupils for the 2017/2018 season. Thanks to its support, the senior and U18 female teams were able to follow more training courses with a full complement of players. 17 players will receive financial support next season.

These examples are just a small selection of the many initiatives undertaken by French professional football clubs; some similar initiatives may have already been introduced by other clubs.



RC STRASBOURG ALSACE

Femmes de foot (Women in football)

The Association Femmes de Foot - which also welcomes male members - offered a novel experience on match nights with a convivial and festive atmosphere, but also from day to day, thereby enriching one's professional network.

Throughout the year, the Association offers a networking platform that allows exchanges and sharing between members on all subjects. Given the Association's success, RC Strasbourg created specific 100% female season tickets for the 2017-2018 season such as the "Club Kop'In" season-ticket and the "Carre Femmes de Foot" VIP package. A portion of the sales benefits from these season tickets is used to fund charities. This programme won the "Foot pour Elles" Trophy for 2018 in the Trophees Philippe Seguin du Fondation du Football awards.



PARIS SAINT-GERMAIN

Allez les filles! (Come on you girls!)

Since 2012, the club Foundation has been increasingly committed to the women's game with this programme specifically devised for girls aged between 8 and 13 years. It is a tailor-made long-term programme comprising 15 sports and cultural discovery sessions and a one-week holiday. This year, young girls from the 18th arrondissement in Paris took part in a wide range of activities: basketball, dance, football, combat sports, handisport, museum visits, street art and so on. The programme was sponsored by the professional women's players at the club, who were deeply involved. Throughout season, young girls can exchange with these players, as well as attend training sessions and a match. The aim is to allow them to discover different sporting practices, improve their self-confidence and provide them with exposure to sporting values such as team spirit, sense of responsibility, respect for the rules and for others, and acquiring a taste for effort. At the end of the year, young girls are encouraged to continue practising a sporting activity: they select a sport and can obtain sports licence.



FIFA FRANCE 2019
The CSR event policy

The 2019 Women's World Cup will be held in France from 7 June to 7 July 2019 in 9 host towns: Grenoble, Le Havre, Lyon, Montpellier, Nice, Paris, Reims, Rennes and Valenciennes. The local organising committee is implementing a CSR policy based along 9 strategic lines:

- **Societal:** Gender diversity, Health, Access for all, Human resources
- **Environment:** Biodiversity, Waste management, Climate change
- **Economic:** Responsible sourcing, Preference for local actors.

The LFP and professional clubs are working with the local organising committee CSR team towards a common goal: ensuring a long-term legacy for professional football.

ENVIRONMENT

► Transport ► Waste ► Biodiversity ► Energy ► Water

WASTE REDUCTION:

in situ waste sorting for:

80% of club infrastructures (head office, training centre, etc.).

75% of stadiums.

80% of clubs have replaced disposable cups with reusable cups at their refreshment bars.

ENSURING RESPONSIBLE PURCHASING:

52% of clubs use local produce in their catering for the general public.

35% of clubs have included CSR procedures in their purchasing and service contracts.

35% of clubs collect and redistribute unsold and surplus food.

LIMITING THE IMPACT OF TRANSPORT:

85% of clubs encourage their spectators to use public transport to get to the stadium.

64% have set up car-sharing schemes.

42% operate a shuttle service from the city centre or designated car parks.

42% have installed bicycle parking facilities.

36% have set up preferential fare schemes on public transport.

PROMOTING BIODIVERSITY: **44%**

of clubs actively favour biodiversity (for example by introducing dedicated spaces for local fauna, placing vegetation on facades and roofs).

OPTIMISING ENERGY USE:

80% of clubs are working to reduce their energy consumption and

30% of clubs use renewable energy.



OLYMPIQUE LYONNAIS

Honey collection with the OL foundation

Since the spring of 2016, Parc OL has installed 6 beehives on its premises for use as a teaching tool to promote awareness among the younger generations about the vital role played by bees. This action is part of the club's strategy to turn the Parc OL into a place for living together and of general interest known as the "City of Societal Innovation" by means of projects relating to employment, entrepreneurship, societal associations and culture. In addition to its teaching value, this federative action, conducted in partnership with API Environnement, a company specialising in the implantation of beehives, is also of environmental and economic benefit in helping the development of local apiculture.



DIJON FCO

The StadiGO experience

DFCO and Keolis have set up a system of shuttles called StadiGO: 5 bus lines traverse the Burgundy & Franche-Comté regions each match day, setting out for the Gaston-Gerard stadium from different towns across the region. This provides a safe, convivial, practical and inexpensive way for spectators to attend matches. The initiative is also exemplary in limiting the environmental impact associated with spectator transportation.



STADE DE REIMS

Responsible derivative products

For the Christmas period, Stade de Reims joined forces with the 415 brand to design a limited edition pack based on responsible criteria: a biological cotton tee-shirt and a pair of socks made in France.



CHAMOIS NIORTAIS FC

Operation Clean-up for Niort Town Centre

To promote awareness among the inhabitants of Niort about civic respect for the quality of life in the city and about actions to help preserve the environment in the street and in public spaces, each year the municipality of Niort organises a citizens' clean-up day. Young people from the Chamois Niortais training centre work alongside the inhabitants and other young people from schools and apprentice centres on this rubbish clearance operation, with equipment and guidance being provided by municipal workers.



Major French sporting events commit to the environment

In January 2017, as part of the initiative organised by the Sports Ministry and WWF France, the organisers of France's 20 main international sporting events signed up together to the charter "15 eco-responsible commitments for sporting events". In June 2018, a further 40 organisations, clubs, federations and leagues also joined the initiative.

These examples are just a small selection of the many initiatives undertaken by French professional football clubs; some similar initiatives may have already been introduced by other clubs.

CULTURAL SUPPORT

▶ Art ▶ Cinema ▶ Music ▶ Literature ▶ Theatre ▶ Dance



RACING CLUB DE LENS
Welcome Mona Lisa



Following the proposal by the French Minister of Culture about the need to display Leonardo da Vinci's famous Mona Lisa around the country, the Mayor of Lens submitted an official request to receive the celebrated painting at the Louvre-Lens Museum. In support of this initiative, with the assistance of RC Lens and the municipality, the club's supporters unrolled a giant banner bearing a picture of La Gioconda before the match on day 25 of the championship.



AS MONACO
Open Football Club
at the Academy

As part of the Open Football Club programme of the Fondation du football, young players from the AS Monaco Academy met up with people with an atypical life trajectory within the sporting, artistic and cultural fields. Each participant gave a presentation of their particular area of activity, their passion, the course of their career and a live demonstration to provide some perspective on their talk.



STADE MALHERBE CAEN
Meeting with the "Elders"

The young people at the training centre had the opportunity to meet three personalities from the "Elders Social Club" at a specially organised evening. This was a very fruitful exchange for the young people, who were able to glean some knowledge of the club history and of the team whose colours they defend.



AS SAINT-ÉTIENNE
Benefit concert against violence

After various actions to promote awareness amongst youth coaches, young players at the training centre, and training staff working at the summer training courses, ASSE continued with its goal of making as many people as possible aware of the problem of violence, both inside the pitch and beyond. To this end, through its association, the club organised a concert in solidarity on the theme of nonviolence at the Zenith in Saint-Etienne starring the groups Mickey 3D and I Muvrini, and 120 local choral singers, and with club legend Jean-Michel Larqué acting as Master of Ceremonies. All funds raised through the concert tickets will go to charities: the Corsican Umani Foundation, whose main aim is to promote non-violence, and the ASSE Coeur-Vert association, founded in 2011 to work towards goals concerning citizenship, sport for all, environmental preservation and solidarity in the face of illness and handicaps.



NÎMES OLYMPIQUES
Cultural tour for the U17

The club's national U17 team spent a day discovering the town of Nîmes and its principal monuments. The main purpose of this cultural tour was to enable the new boarders at the Training Centre to soak in the culture of the town.



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CSR COMMITMENTS OF THE LFP

In January 2017, the LFP launched a pioneering national programme

"REVEAL OUR TALENTS!"

For every goal scored in Ligue 1 Conforama and in Domino's Ligue 2, €100 are donated to the training and professional insertion of young people.



This programme, voted unanimously by the clubs, was designed to create a national action for the entire season and throughout the whole of France via the excellent Simplon schools network.

Many courses of action relevant to the clubs have already been identified such as welcoming apprentice developers and computer advisers in the clubs, the organisation of mentoring between apprentices and club employees, the creation of 'coding' evenings for the various audiences within the club (young trainees, partners, supporters, etc.), and help with recruiting technical experts.

To set up this partnership, the LFP has identified two partner associations:



Epic is a global nonprofit startup, created in 2014 by Alexandre Mars, a successful businessman and committed philanthropist, which provides solutions to make giving the norm. The singular character of this organisation is based in particular on a unique philanthropy-oriented outlook and a tried and tested process for the sourcing, selection and monitoring of high-impact social organizations.

SIMPLON is an association that offers free intensive training courses for technical professions in the digital industry for audiences in economically deprived regions and with poor work prospects. It is aimed in particular at young people aged under 25 years with few or no qualifications, from underprivileged neighbourhoods and rural settings, for refugees and for people with disabilities.

- 3** pilot clubs since January 2018
- 12** clubs have already held meetings with Simplon on their territory
- 68%** of clubs have expressed interest in taking part
- €108,200** collected since January 2018 for "Reveal our talents!"

OF THE LFP



RESTOS DU COEUR

The official cause of the Coupe de la Ligue

Since 2012, the LFP has been committed to working with Restos du Coeur (food banks), designated "the official cause of the French League Cup", contributing 300,000 meals each season and providing visibility for the cause in stadiums and on social networks. 10,000 match tickets are also set aside each season for people benefiting from the Restos du Coeur, enabling them to attend French League Cup games. This partnership also provides an opportunity to ensure visibility for the Association during matches, via giant screens and LED panels, and by the presence of an information desk at the 2018 French League Cup final in Bordeaux.



+300,000 meals per season
+ 10,000 match tickets per season

FONDACTION DU FOOTBALL

Promoting a civic vision of football



The key missions of Fondation du Football are to develop innovative actions to promote the civic aspect of football, to highlight its educational qualities, and to support societal innovation and sustainability in football.

The LFP has been supporting Fondation du Football since 2013, and more particularly its three central programmes:

► **Open Football Club** assists professional clubs and Poles Espoirs (centres for promising young talents) in setting up civic and cultural actions among young trainee footballers (aged between 13 and 19 years).

► **Puissance Foot** aims to initiate or extend educational assistance in accordance with defined models (creation of a study area, help with homework, learning support) and teaching resources (digital platforms, revision notes, football library, etc.). The system is currently undergoing testing with pilot clubs of Fondation du Football, including 10 professional clubs (Paris Saint-Germain, AS Monaco, RC Lens, Olympique Lyonnais, Dijon FCO, AS Saint-Etienne, AS Nancy Lorraine, ESTAC Troyes, Havre AC, and En Avant Guingamp).

► **The Trophées Philippe Seguin** aim to identify, support and reward civic initiatives already undertaken by amateur and professional football clubs and players.

100% of training centres committed to Open Football Club

10 professional clubs mobilised for Puissance Foot

21 professional clubs awarded with Trophées Philippe Seguin

CSR COMMITMENTS OF THE LFP

ASSISTANCE FUNDS FOR HURRICANE IRMA VICTIMS

€500,000
for reconstruction

In September 2017, the world of French football decided to set up initiatives to help the victims of Hurricane Irma which had struck the islands of Saint-Martin and Saint-Barthelemy. The French Football Federation, together with the Amateur Football League, the Professional Football League, the UCPF, the Premiere Ligue and the UNFP created an assistance fund of €500,000 to help with assistance and reconstruction projects for both islands. This fund has already helped with renovation work at the regional league headquarters in Saint-Martin and with the purchase of computer equipment for the league to enable it to resume its administrative activity.

GOALS FOR THE LADIES

For the second edition, the operation "Goals for the Ladies" initiated by the LFP and FDJ donated €500 for each goal scored on day 29 of Ligue 1 Conforama and Domino's Ligue 2 to promote women's football. With 54 goals, the scorers created a chest of €27,000 to help fund actions in favour of women's football (access to the game for all, diversity, volunteer work and governance, etc.) following an appeal to football clubs for projects.

€27,000
to promote female football

Five clubs were thus awarded financial assistance:

- ▶ SC Maisongoutte
- ▶ Rouen Sapiens FC Grand-Mare
- ▶ Comopolitan Club De Taverny
- ▶ AS Coudoux Football
- ▶ Étoile Mouzillonnaise de Football



PETITS PRINCES

For the 24th year in succession, two children from the Association Petits Princes had the honour of walking out onto the pitch with the team captains at the French League Cup final. This association, set up in 1987, is associated with 150 hospital departments, and has helped make dreams come true for 6,700 very seriously ill children and adolescents. Living their passion and realising a dream helps children find additional energy for the fight against their disease.



Following its creation in 1999 by high-level athletes, the Premiers de Cordee organisation offers an initiation in sports for hospitalised children as well as actions to promote awareness about disability in schools, institutions and companies. Each year, 5,000 hospitalised children receive an introduction to sport, 2,000 follow initiations in sport on weekday evenings in hospitals and 3,000 children take part in the "Get-Away Day". The LFP supports the Association in its development and its actions throughout the country.

5,000
hospitalised children
receiving an initiation
in sport each year

OF THE LFP



For the fourth consecutive season, the LFP and HandiCapZero published a practical guide for Ligue 1 Conforama and Domino's Ligue 2 in braille, in large print and in an audio version for blind and visually impaired supporters. The main contents (presentation of the coming season, match-day calendar, detailed presentation of clubs, etc.) is complemented throughout the season by online updates about match days in Ligue 1 Conforama and Domino's Ligue 2 (results and tables).



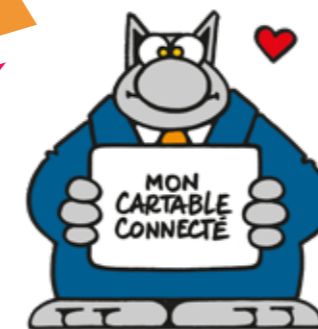
+ 3,500 Ligue 1 Conforama guides distributed
+ 2,000 Domino's Ligue 2 guides distributed



NO-SMOKING MONTH

For the 2017/2018 season, the LFP and the clubs joined forces with the French Public Health organisation to promote the #No Smoking Month public health initiative. Throughout the month of November 2017, 23 professional clubs joined forces in this operation, enabling it to be carried before a potential audience of almost 7.5 million football fans! Numerous excellent initiatives were set up by different clubs, some of which are carrying on with the action, for instance the non-smoking stands in the Stade de la Source of US Orleans and the Stade Marcel-Picot of AS Nancy Lorraine.

+ 23 clubs
taking part in #No
Smoking Month
+7.5 million
football fans alerted



MY CONNECTED SATCHEL

"My connected satchel" is an innovative computer tool enabling hospitalised children to remain in contact with their school classes. To support the Association, LFP President Nathalie Boy de la Tour accompanied the Association cofounders Marc Lavoine, Abdel Aissou and Raymond Domenech during a visit to a child using this unique system. In addition, two families close to the Association received seats in the stands for the final.

+ 1 MILLION EUROS COLLECTED

Throughout the 2017/2018 season, the LFP collected over €1 million for charities associations, consisting of certain partners with whom they have worked for over 10 years as well as others supporting new actions. This sum is funded from disciplinary fines imposed upon clubs during the LFP Championships.

ORGANISATION WITHIN THE CLUBS

The clubs continued their course in terms of societal and environmental actions. The 2017/2018 season was marked by an increase in the number of dedicated structures within the professional clubs, with one in three clubs now having some such structures in place.

6/10 THE PLACE GIVEN OVER TO CSR WITHIN THE ACTIVITIES OF THE CLUBS

16 dedicated structures in charge of CSR projects within 13 professional clubs:

5 foundations



5 associations



6 endowment funds



And very soon:

1 new endowment fund currently being created



5 new entities under review



WITHIN CLUBS, AN AVERAGE OF 2.4 PERSONS NOW SPEND 40% OF THEIR TIME ON CSR MATTERS.

40% OF CLUBS WILL BE CONTINUING TO EXPAND THIS ORGANISATION IN THE 2018/2019 SPORT SEASON.

Priority expectations of clubs concerning CSR:

- ▶ Sharing of good practices between clubs, particularly at seminars
- ▶ Assisting with communication and visibility, serving as a sound box
- ▶ Defining shared commitments and national campaigns

SOLIDARITY OF PROFESSIONAL FOOTBALL WITH AMATEUR FOOTBALL

ANNUAL CONTRIBUTION OF €40 M FROM TV RIGHTS TO A VERY DIVERSE RANGE OF AMATEUR SPORTS

Professional football clubs are the main contributors to the so-called "Buffet Tax", initiated in 2000, on broadcasting rights for sporting events commercialised in France.

In 2017, the professional football sector contributed €41 M to this tax. This figure will rise to €48 M in 2018, given the increase in national and international rights collected by the LFP.

Most of this tax is channelled to the National Centre for Development of Sport (CNDS), a public administrative establishment under the aegis of the Minister of Sports and responsible for providing financial assistance to amateur sports and regional institutions. In 2018, CNDS assignments focused on:

- ▶ Societal and environmental innovation through sport,
- ▶ Sport for all audiences,
- ▶ Additional support for regions in difficulty.

70% of CNDS funds are directed towards the development of local sports activities.

€20 M CONTRIBUTED TO THE FRENCH FOOTBALL FEDERATION

Under the terms of the five-yearly convention between the Professional Football League and the French Football Federation, professional clubs contribute €20 million annually to the development of amateur sport.

Part of this contribution goes to supporting the Amateur Football Assistance Fund (FAFA), an annual contribution by the French Football Federation (FFF) of around €15 million, with the sole purpose of assisting in the development and structuring of amateur football.

The funding may be used to finance jobs, equipment, transport and training for the 13 French metropolitan leagues and the 9 French overseas leagues, the 90 Districts and the 17,000 amateur clubs.

For the 2017/2018 season, FFAFA introduced further funding options for equipment and employment assistance in underprivileged regions, as well as projects associated with the Legacy programme for the 2019 FIFA Women's World Cup.

METHODOLOGY, SURVEY AND INTERVIEW SOURCES

This report was based on statements made by professional football clubs (clubs belonging to Ligue 1 Conforama and Domino's Ligue 2 for the 2017/2018 season).

It presents all societal and environmental actions piloted or undertaken by each club (partnership, or material, human or financial support, etc.) effectively implemented during the 2017/2018 season.

All the various elements were collected by means of a questionnaire sent out in April and May 2018, supplemented by follow-up telephone interviews with the clubs to obtain more detailed information on the returned questionnaires. The data were then compiled in such a way as to provide an overview of commitment to societal and environmental responsibilities throughout the entire professional football sector, and to showcase these efforts.

Other data used in this report:

- ▶ Match attendance figures (sources: LFP - Ligue 1 Conforama, Domino's Ligue 2, French League Cup)
- ▶ LFP revenue (source: Financial report on professional football in France - DNCG, the French National Directorate of Financial Control)
- ▶ Information on the Buffet tax and CNDS (source: CNDS)
- ▶ Amateur Football Assistance Fund (source: FFF)
- ▶ Open Football Club and Puissance Foot (source: Fondation du Football)



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