



CAFE

CENTRE
FOR ACCESS
TO FOOTBALL
IN EUROPE

CAFE Week of Action 2016

Total Football Total Access
Summary report

Supported by



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Total Football - Total Access
CAFE Week of Action | www.cafefootball.eu

Executive summary

Since its creation in 2009, the Centre for Access to Football in Europe (CAFE) has worked with UEFA and other key stakeholders to improve access and increase disability awareness using the unique power of football. As part of the continuing legacy of UEFA EURO 2012, which saw accessible host venues created across Poland and Ukraine, CAFE ran a successful 3 year legacy project in the region. As part of this, CAFE launched the CAFE Week of Action initiative to enable national associations, leagues, clubs, disabled fans and non-disabled fans to come together and celebrate access and inclusion.

CAFE has delivered the CAFE Week of Action in Poland and Ukraine annually since 2013. The initiative has exceeded all expectations and provided great exposure for the topic and our works. The CAFE Week of Action has received the support of disabled fans, and other stakeholders across Poland and Ukraine, and during last season's initiative CAFE was approached by representatives from other European countries, keen to participate.

For the first time, the CAFE Week of Action 2016 expanded beyond Poland and Ukraine. A total of 13 countries have taken part, with additional activities planned in another country outside of the CAFE Week of Action timeframe.

Highlights have included:

- All top-flight matches in Croatia were preceded by a Total Football Total Access ceremony, with players entering the field carrying a CAFE Week of Action banner. The players then lined up behind the banner as a message in support of the initiative was read by stadium announcers.
- Disabled fans in France came together to establish a national disabled supporters group to represent all French disabled fans. Further activities took place at a number of Ligue 1 clubs, with CAFE Week of Action banners installed at stadiums across the country.
- The message of Total Football Total Access spread beyond Europe, with a CAFE Week of Action celebration taking place in Brazil.

There have been many great successes under the umbrella of the CAFE Week of Action over the past four years, and CAFE believes that the initiative will continue to grow organically and result in a vastly improved landscape for disabled football fans. The CAFE Week of Action is a unique opportunity to showcase the benefits of good access and wider inclusion, and Total Football Total Access continues to gain momentum.

CAFE would like to extend many thanks to the participants in the previous four CAFE Weeks of Action, and we look forward to continuing this celebration in 2017 with even more countries taking part. CAFE views the CAFE Week of Action as a sustainable project for disabled fans groups and stakeholders to take ownership of, and to continue to deliver the initiative locally.

Background

The CAFE Week of Action – Total Football Total Access – is an annual initiative that celebrates access for all and promotes the wider inclusion of disabled people in football.

Since 2013, the CAFE Week of Action has seen a significant rise in awareness around access and inclusion both in football and the wider society. Activities have taken place across Poland and Ukraine to promote Total Football Total Access, resulting in many clubs and stadiums making improvements and implementing accessible services, and the empowerment of disabled fans.

Year-on-year, the CAFE Week of Action has continued to build on prior successes and activities have continued to grow. The project has been an overwhelming success in helping to overcome many pre-existing attitudinal and infrastructural barriers.

CAFE was delighted to announce that the fourth CAFE Week of Action would take place from 2-10 April 2016. Disabled fans groups, clubs, leagues and national associations were invited to join us in celebrating the initiative and promote both an accessible matchday and non-matchday experience for all disabled people.

The CAFE Week of Action 2016 was coordinated from the CAFE Head Office in London, with the support and cooperation of partners and stakeholders from across Europe. CAFE was delighted with the positive response that the CAFE Week of Action received, and the following sections provide more detail about the activities that took place under the umbrella of Total Football Total Access.

Participating countries

For the past three years, the CAFE Week of Action has been delivered only in Poland and Ukraine, as part of CAFE's legacy project following UEFA EURO 2012. During the CAFE Week of Action 2015, additional countries including Croatia and FYR Macedonia expressed a keen interest in participating. It was therefore decided that countries across Europe would be invited to celebrate the CAFE Week of Action 2016.

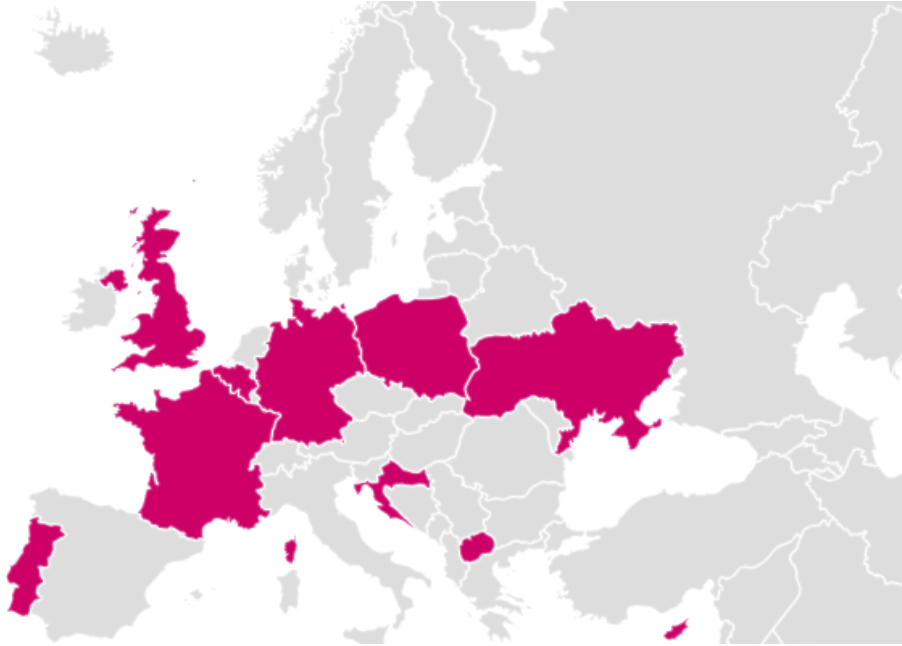
Both Croatia and FYR Macedonia held a series of activities to celebrate Total Football Total Access during the CAFE Week of Action 2016. Activities also continued to take place in Poland and Ukraine.

Additionally, the CAFE Week of Action was celebrated in Belgium, Cyprus, England, France, Germany, Portugal and Wales.

Level Playing Field – CAFE's partner in England and Wales that represents disabled fans on a national level – aligned their annual Weeks of Action with

the CAFE Week of Action to celebrate access and inclusion on a European scale.

Celebrations of Total Football Total Access also spread beyond Europe for the first time, with activities taking place in Brazil to mark the CAFE Week of Action 2016.



Map showing reach of CAFE Week of Action 2016 (not shown: Total Football Total Access celebrations also took place in Rio de Janeiro, Brazil)

This represents a significant expansion of the CAFE Week of Action, and we expect that the initiative will continue to expand across Europe in future years.

Activities

A wide variety of activities took place in a total of 12 countries during the CAFE Week of Action 2016, including in Poland and Ukraine where the CAFE Week of Action has been successfully delivered for the past three seasons.

In **Poland**, the celebrations were led by Klub Kibiców Niepełnosprawnych (KKN). KKN is Poland's largest disabled supporters group, representing disabled Slask Wroclaw fans. During last season's CAFE Week of Action, KKN helped to set a Polish record for the number of disabled fans attending a single match, when over 1000 disabled fans came to Stadion Miejski to watch the team. This season, KKN welcomed over 200 disabled fans to the stadium for their match against Cracovia Krakow. Slask Wroclaw's media team interviewed a number

of disabled fans at pitchside about their matchday experiences, and promoted the activity via the club's official YouTube channel.



Celebrations in Poland were led by KKN at Slask Wroclaw, including pitch-side interviews with some of the club's disabled fans

KKN members have been instrumental in the creation of Federacja Kibiców Niepełnosprawnych (FKN) – Poland's national disabled supporters group. FKN are keen to host a series of events to celebrate next season's CAFE Week of Action, and support our message of Total Football Total Access.

In **Ukraine**, a series of activities have taken place at clubs across the country to celebrate the CAFE Week of Action 2016. In previous seasons, the CAFE Week of Action has received widespread media attention in Ukraine, with pre-match ceremonies and high-profile ambassadors offering support. This year, activities were hosted by Dynamo Kyiv, Dnipro Dnipropetrovsk and FC Oleksandriia to promote the wider inclusion of disabled people in Ukrainian football. Dmytro Chygrynskiy, a Ukrainian international defender previously of FC Barcelona, also held a meet-and-greet session in Dnipropetrovsk, answering questions from a group of young disabled fans. This event was coordinated in cooperation with the disabled supporters group at Dnipro Dnipropetrovsk.



Dmytro Chygrynskiy meets with disabled fans in Dnipropetrovsk

It had also been planned to launch the Ukrainian national disabled supporters group during the CAFE Week of Action 2016. This event will now take place outside of the CAFE Week of Action, but will be promoted actively via www.cafefootball.eu, the CAFE newsletter and our social media channels in the near future.

This is the fourth successive season that the CAFE Week of Action – Total Football Total Access – has been celebrated in Poland and Ukraine and CAFE would like to thank our stakeholders in both countries for their continued support and cooperation.

In **Croatia**, the CAFE Week of Action 2016 received the full support of the Football Federation of Croatia (HNS). HNS had expressed their interest in becoming involved with the CAFE Week of Action last season, and this year arranged for all top-flight matches (1.HNL) played on one weekend to be preceded by a Total Football Total Access ceremony.



Pre-match Total Football Total Access ceremonies take place at all 1.HNL matches, including at NK Lokomotiva Zagreb vs NK Slaven Belupo (left) and NK Rijeka vs NK Zagreb (right)

The teams all entered the pitch carrying a CAFE Week of Action – Total Football Total Access – banner as stadium announcers read a statement in support of the initiative. Statements were also provided on the HNS and 1.HNL websites, with match preview articles all making reference to the CAFE Week of Action. HNS, 1.HNL and Croatian clubs provided significant social media attention to the CAFE Week of Action 2016, raising greater awareness in Croatia.

In **FYR Macedonia**, the CAFE Week of Action 2016 received the support of the Football Federation of Macedonia (FFM). The FFM hosted a disability access and inclusion workshop to celebrate the CAFE Week of Action, with representatives from all Premier League clubs, the Macedonian Olympic Committee (MOK) and Mobility – FYR Macedonia's largest disability

organisation – in attendance. The workshop included a session on the Disability Access Officer role, which appears in article 35bis of UEFA Club Licensing regulations, and was followed by a football match between Mobility and MOK.



FFM International Department's Irena Bakrevska Miloshevska discusses the Disability Access Officer role (left) and representatives from MOK and Mobility line up behind the CAFE Week of Action banner prior to a match

In addition to the previous participating countries and those that had already expressed an interest in taking part, the CAFE Week of Action 2016 was also celebrated in a number of other countries. This included **France**, where CAFE is currently delivering the official UEFA EURO 2016 Respect Access for All project. During the CAFE Week of Action 2016, French disabled fans came together to establish Fédération Française de Supporters de Football Handicapés (French Federation of Disabled Football Supporters - FFSFH). FFSFH will represent disabled fans across France and work to improve access and inclusion for all. This is a hugely positive step, and CAFE congratulates all involved and wishes FFSFH the very best for the future.

Activities also took place at a number of French clubs to celebrate the CAFE Week of Action 2016. CAFE Week of Action banners were installed at Parc des Princes (Paris Saint-Germain), Matmut Atlantique (Girondins de Bordeaux) and Stade Velodrome (Olympique Marseille) by the respective clubs' disabled supporters groups. The banner at Parc des Princes in particular received widespread exposure, as it was visible on worldwide television during Paris Saint-Germain's UEFA Champions League match with Manchester City. Elsewhere, disabled fans from Olympique Lyonnais brought a CAFE Week of Action banner to a training match involving the club's Ladies team, and were joined by club legend and former French international Gregory Coupet who offered his support to the initiative.



Disabled French fans come together to establish a national disabled supporters group (left) and the CAFE Week of Action is celebrated at Parc des Princes, Paris (right)



The CAFE Week of Action 2016 is celebrated inside stadiums in Marseille (left) and Bordeaux (right)



Lyon legend Gregory Coupet joins the CAFE Week of Action celebrations (left) and disabled supporters from Saint-Etienne come together to celebrate Total Football Total Access

The activities that have taken place in France as part of the CAFE Week of Action 2016 have been hugely positive, and demonstrate a greater

understanding around access and inclusion ahead of UEFA EURO 2016. The creation of a national disabled supporters group will have a long-term positive impact for disabled French fans, and CAFE anticipates a legacy of improved access for all.

Another country participating in the CAFE Week of Action for the first time this season was **Cyprus**. Apollon Limassol, one of Cyprus' most well-known clubs, carried a CAFE Week of Action – Total Football Total Access – banner onto the pitch prior to their match with Omonia Nicosia. The match ball was also held on a specially-designed stand with CAFE Week of Action branding, and the 'I Am A Football Fan' video first launched at the CAFE International Conference 2015 was played before kick-off. The club is also going to publish an article from a disabled fan, discussing their typical matchday experience.



Apollon Limassol players take a team photograph with the CAFE Week of Action banner, and the match ball is positioned on top of a stand with CAFE Week of Action branding

Level Playing Field – CAFE's partner in **England and Wales** that represents disabled sports fans – arranged for its own Weeks of Action to coincide with the CAFE Week of Action 2016, joining the celebrations of access and inclusion on a European level. Manchester United very generously donated Level Playing Field Weeks of Action banners to all clubs in the Premier League and Championship, which clubs were encouraged to use in addition to any other activities they had planned. Manchester United installed a banner on their wheelchair user platform, and ballboys carried an additional banner around the perimeter of the pitch. Ballboys at their match with Aston Villa also wore

Level Playing Field Weeks of Action branded t-shirts, and an article in support of the initiative was published in the matchday programme.

Celebrations have taken place at all levels of the game, with over 50 clubs and disabled supporters groups getting involved.

Amongst these activities, disabled Manchester City fans formed a guard of honour for the players as they entered the pitch prior to their match with West Bromwich Albion. A similar activity took place at MK Dons, where the club also provided accessible stadium tours for disabled fans followed by a question and answer session with first-team manager Karl Robinson and members of the first team squad. Sunderland led a celebration focused around fans with autism, whilst Newport County hosted the inaugural Welsh Regional Forum with representatives from four other Welsh clubs. The Football Association and the Football League also gave their support to the Level Playing Field Weeks of Action.



Disabled fans, advocates and representatives from Level Playing Field attend the inaugural Welsh regional forum (left) and disabled players take part in a match prior to a Premier League fixture at Norwich City



Disabled mascots at AFC Bournemouth celebrate Total Football Total Access (left) as the Level Playing Field Weeks of Action coincide with the CAFE Week of Action 2016

Elsewhere around Europe, the CAFE Week of Action has received widespread support and exposure. In **Belgium**, the Royal Belgian Football Association (KBVB) published a statement of support on its website and encouraged disabled fans to attend Belgium's upcoming friendly matches with Finland and Norway ahead of UEFA EURO 2016. Their statement said, "Several countries support this Week of Action, and also Belgian football would like to express its support for this initiative. The Belgian FA welcomes wheelchair users to every one of our Red Devils games, as well as partially sighted and blind fans because we want to give everyone the opportunity to support our national team".

In **Scotland**, both the Scottish Football Association and the Scottish Professional Football League issued a statement of support. SPFL Chief Executive Neil Doncaster said, "The Scottish Professional Football League is pleased to give its full support to the Centre for Access to Football in Europe's (CAFE) Week of Action 2016. We know our member clubs undertake a huge amount of work to promote access to SPFL matches for all and congratulate them on these ongoing efforts". The Scottish Disabled Supporters Association – the country's national disabled supporters group, also issued a statement of support on behalf of its committee and members. Disabled fans from Dunfermline FC also used the CAFE Week of Action 2016 as an opportunity to re-establish their disabled supporters group, and publicised this in the club's matchday programme.

The national disabled supporters association representing fans in **Germany** - Bundesbehindertenfanarbeitsgemeinschaft (BBAG) – also issued a statement in support of the CAFE Week of Action 2016. BBAG's statement said, "An estimated 500 million disabled people around the world have never been to a live sporting event or other public event. BBAG is therefore pleased to support CAFE and CAFE Week of Action 2016 with this declaration".

In **Portugal**, the Portuguese Football Federation hosted a Disability Access Officer workshop during the CAFE Week of Action. Disability Access Officers from across Portugal came together to discuss some of the issues commonly faced by football fans in the country. Portuguese Supporter Liaison Officers (SLOs) also attended the event, and items discussed included replacing seats in Portuguese stadiums and standardised format of providing information prior to matches.

Further afield, the CAFE Week of Action 2016 was also celebrated in one of the game's most passionate and successful nations – **Brazil**. Prior to a recent match, Brazilian club Vasco da Gama invited partially sighted and blind athletes to carry a Total Football Total Access banner around the pitch to promote the wider inclusion of disabled people within the world's most popular

game. This was supported by Urece – CAFE's partner in Brazil – who thanked the club for being supportive and welcoming. Urece's Mauana Simas described it as a great opportunity for the partially sighted and blind fans to familiarise themselves with the stadium, and said that they look forward to organising other campaigns and actions with other clubs and stadiums, to spread the message of Total Football Total Access in Brazil.



Blind and partially sighted athletes carry a CAFE Week of Action banner around the pitch at a Vasco da Gama match

Legacy and next steps

This year's activities and celebrations have been very well-received, and the CAFE Week of Action 2016 has played an important role in promoting wider access and inclusion for disabled people within the game. CAFE is continuing to promote the CAFE Week of Action with ever-increasing interest across Europe and wider.

The CAFE Week of Action continues to be seen as a unique opportunity for national associations, leagues, clubs, disabled fans and non-disabled fans to come together to celebrate access and inclusion. CAFE considers the CAFE Week of Action to be a sustainable project, owned and delivered by local stakeholders across Europe and beyond.

With each year, improvements continue to be made and the experiences of disabled people, both on matchdays and non-matchdays, are becoming more positive. Disabled people and their access requirements are not an afterthought, and clubs, leagues and national associations across Europe are embracing the topic. There is a greater understanding and awareness around access, and this continues to grow.

The interest in the CAFE Week of Action 2016 has demonstrated that many countries are keen to get involved with the initiative and promote Total Football Total Access. CAFE expects the CAFE Week of Action to grow organically and raise greater awareness of access and inclusion year-on-year.

Many great initiatives continue to take place outside of the CAFE Week of Action, with the Irish FA now planning a celebration of disabled Northern Ireland fans in May, and the creation of a disabled supporters group at RC Lens in France, empowering disabled fans of the club.

CAFE plans to host the CAFE Week of Action 2017 around a similar time of the year, and hopes that the message of Total Football Total Access will continue to spread across Europe and beyond. We have already been contacted by national association representatives from countries yet to participate in a CAFE Week of Action, who are keen to get involved next year.

Finally, With many many thanks to everyone who was taken part in the CAFE Week of Action 2016 and in previous years. Football has a unique power to bring about positive change and improve the lives of many disabled people across Europe and beyond. Initiatives such as the CAFE Week of Action are hugely important in promoting the vital roles that disabled people can play in the game.

Contacting CAFE

There are a number of ways that you can contact CAFE with any questions, queries or comments that you may have:

- **Email:** info@cafefootball.eu
- **Telephone:** +44 (0)20 8621 2405
- **Tweet:** @cafefootball
- **Facebook:** Search CAFE – Centre for Access to Football in Europe

Alternatively, you can write to us at the following address:

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About CAFE

Disabled people are the largest minority group at >15% and rising (World Health Organization) and it can be fairly assumed that many of the one billion disabled people living today will be football fans – the world's most popular sport. Many can still only aspire to watch live football with many stadiums around the world not yet accessible and inclusive.

The Centre for Access to Football in Europe (CAFE) was established in 2009 with support from UEFA to improve access and inclusion across the game using the special influence of football. CAFE works with national associations, leagues, clubs, disabled fans, fans groups, NGOs and key stakeholders to ensure a more accessible and inclusive matchday experience for disabled fans across Europe.

Further, by raising awareness and sharing best practice solutions, CAFE aims to improve access and inclusion across the game so that disabled people can take their rightful places as spectators, players, volunteers, coaches, administrators, and as leaders and decision makers.

www.cafefootball.eu

Alternative formats of this document are available on request

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