



CAFE CENTRE
FOR ACCESS
TO FOOTBALL
IN EUROPE

Total Football #TotalAccess – Total Sense

3rd International CAFE Conference

16-17 November 2018
Estadio San Mamés, Bilbao

#TotalAccess

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Total Football Total Access - Total Sense

The Centre for Access to Football in Europe (CAFE) was established in 2009 with support from UEFA to improve access to football stadia across Europe using the special influence of football. To deliver this ambition, CAFE works with national associations, leagues, clubs, disabled fans, fans groups, NGOs and key stakeholders to ensure a more accessible and inclusive match and non-match day for disabled people across Europe.

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

CAFE is pleased to welcome you to its 3rd International Conference on 16 – 17 November 2018 to celebrate access and inclusion within football. This CAFE Conference takes place at the iconic Estadio San Mamés, home to Athletic Club and a host venue for UEFA EURO 2020.

The CAFE Conference provides you with the unique opportunity to network and share best practice solutions, experiences and knowledge with colleagues across a multi-stakeholder platform with experts and key stakeholders from around the world coming together to promote Access for All.

Presentations and panel sessions will take place on a wide range of topics, including access and inclusion at recent and future FIFA and UEFA tournaments and Finals, the development of the Disability Access Officer role and how the unique power of football can be used to further empower disabled people both as supporters and employees within the game. The Conference will deliver one clear message – Total Football Total Access - Total Sense.

The conference will also be live-streamed on the CAFE website:

www.cafefootball.eu/en/conference-live-stream

We invite you to join the discussion on social media using the hashtag #TotalAccess. You can also follow our updates on Facebook and Twitter @cafefootball and on Instagram @cafefootball.eu

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Thursday 15th November	Time
<p>Arrivals / check-in to hotels Evening free, at leisure.</p>	
Friday 16th November	Time
<p>Conference registration and refreshments</p>	8:15-8.50
<p>Welcome CAFE Film. Joanna Deagle, Managing Director, CAFE Official welcome from Athletic Club representative Address from Joyce Cook, Chief Member Associations Officer, FIFA</p>	9.00
<p>The value of Disabled Supporter Associations and importance of user-led feedback Panel Q & A session: Michael Fitas, Vice-President, Klub Kibiców Niepełnosprawnych; Ruth Hopkins, Access and Development Manager, Level Playing Field; Felix Rodriguez Perez, President, Atletico Sin Barreras; Anthony Joy, Chairman, Arsenal DSA. Moderator: Amy Wilson, Fans Liaison Access and Administration Officer, CAFE</p>	9.20
<p>More than seating - implementing inclusive services and facilities Panel Q & A session: Morgan and Stephen Parry, disabled fan and advocate; Håkan Leydner, Event and Security, Hammarby Fotboll AB; Axel Ackermann, Disability Access Officer and Supporter Liaison Officer, RB Leipzig. Moderator: Amy Wilson, CAFE</p>	10:00
<p>#EqualGame - promoting diversity and inclusion Sam Tarn, Content and Channel Coordinator, UEFA Communications; Maaïke Scholten, Corporate Communications Specialist, UEFA Communications</p>	10:45
<p>Refreshment Break</p>	11.00
<p>Major tournaments and Finals – an opportunity for legacy Panel Q & A session: Kathryn Albany Ward, Founder, Colour Blind Awareness; Patrick Gasser, Head of Football and Social Responsibility, UEFA; Paula Gabriela Freitas, Senior Sustainability Manager, FIFA. Moderator: Joanna Deagle, CAFE</p>	11:30

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Friday 16th November continued ...	Time
Lunch	13:00
<p>Audio-descriptive Commentary in action</p> <p>Michael Rice, Media and Communications Manager, CAFE; Alan March, Expert Member, CAFE Audio Descriptive Commentary Network</p> <p>Panel Q & A session: Alan March, Expert Member, CAFE Audio Descriptive Commentary Network; Liubomyr Pokotylo, Expert Member, CAFE Audio Descriptive Commentary Network; Professor Hannah Thompson, Director, Humanities and Arts Research Institute (HARI); Julien Ronca, Audio-descriptive Commentator, Olympic Marseille (UEFA EURO 2016 volunteer). Moderator: Michael Rice, CAFE</p>	14:30
<p>CAFE Week of Action - celebrating inclusion and raising awareness</p> <p>Panel Q & A session: Albert Alvarez, Disability Access Officer, Barcelona FC; Beverley Mayer, Disability Access Officer, St Johnstone FC; Elena Popova, Disability Access Officer, Russian Football Union; Owain Davies, Chief Executive, Level Playing Field. Moderator: Michael Rice, CAFE</p>	15:00
Refreshment Break	15:30
<p>Collaboration – the key to total access and inclusion?</p> <p>Panel Q & A: Ben Veenbrink, Managing Director, The Stadium Consultancy; Jon Dyster, Disability Access Manager, Tottenham Hotspur Football & Athletic Co; Alexander Harðarson (Iceland), Disability Access Officer, Football Association of Iceland. Moderator Joanna Deagle, CAFE</p>	16:00
CAFE Access and Inclusion Champions Award Ceremony	17:10
Close	17:30
Evening social event	18:00

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Saturday 17 November 2018	Time
Welcome refreshments served	8.30 - 8.50
Welcome back Joanna Deagle, CAFE	9:00
The impact of the Disability Access Officer Alexis Angelopoulos, Club Licensing Coordinator, UEFA Panel Q & A session: Alexis Angelopoulos, Club Licensing Coordinator, UEFA; Iva Cigrovskij, Disability Access Officer, GNK Dinamo Zagreb; Elena Popova, Disability Access Officer, Russian Football Union; Pilar Castillo Cid, Disability Access Officer, Real Betis Balompie. Moderator: Jochen Kemmer, DAO Project Manager, CAFE	9:10
Ensuring Access and Inclusion in the digital world Robin Christopherson, Head of Digital Inclusion, AbilityNet	10:15
Refreshment Break	11.15
Football – an accessible workplace? Panel Q & A session: José Soares, Founder, Football For All Leadership Programme; Diane Lightfoot, CEO, Business Disability Forum; Jaimie Dorward, Disability Access Officer, Bradford City FC; Sergey Afanasenko, President, Invasport Moldova. Moderator: Esther Jones Russell, Eastern European Development Officer, CAFE.	11:45
Conference round-up & closing speech Joanna Deagle, CAFE	12:30
Lunch Served and Departures	12.45-14.00

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Using the unique power of football to encourage wider inclusion across society

There are over one billion disabled people alive today, which is more than at any time in history and this number will only continue to rise.

With football being the world's most popular sport, it can be fairly assumed that many disabled people will be football supporters. As people live longer lives, more non-disabled people become disabled in later life. This may mean that a significant percentage of a club's fanbase may become disabled fans in the future.

Football has a unique power to change the lives of many disabled people. It is the responsibility of everyone connected to the game to ensure that it is as welcoming and inclusive for all people as it possibly can be.

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.

Initially focusing primarily on the experiences of disabled football supporters, CAFE's works have developed across all areas of the game.

Disabled people, as with many non-disabled people, may harbour aspirations to work within the game and they are no less entitled to do so.

Likewise, there is no reason why disabled people shouldn't have the opportunity to climb the footballing hierarchy. From the grassroots to the boardroom, we believe that everyone within football has a duty to ensure that disabled people are able to take their rightful places within the game, as spectators, players, volunteers, coaches, administrators, leaders and decision makers.

Access is a basic human right and a fundamental pillar of social justice. Social justice is about the acceptance of people as individuals and about access to fair and equal opportunities to participate fully in social life. A truly accessible environment is one where people are able to express their independence, and where all barriers to integration have been removed.

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