



CAFE

CENTRE
FOR ACCESS
TO FOOTBALL
IN EUROPE

Total Football Total Access

CAFE Week of Action 2017 – Information pack



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CENTRE FOR ACCESS TO
FOOTBALL IN EUROPE

Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

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CAFE Week of Action 2017

Total Football Total Access

The CAFE Week of Action is a unique opportunity for clubs, venues, federations and supporters groups to celebrate disabled people and the important role they can play in both football and the wider society.

This season's CAFE Week of Action will take place between 4 – 12 March 2017 and we will again be using the hashtag #totalaccess to share stories from across Europe and beyond. Our aim for this season's initiative is for even more countries to get involved and join the celebrations of access and inclusion.

We invite all of last season's participants to join us again in conveying the message of Total Football Total Access.

Furthermore, if you haven't joined in with the CAFE Week of Action celebrations previously then this is a great opportunity to get involved!

Why get involved?

The impact that the CAFE Week of Action can have

The CAFE Week of Action is about celebrating inclusion in the game that we love, and working towards ensuring disabled people can take their rightful places amongst their peers within football - from the grassroots to the boardrooms - as spectators, players, coaches, administrators, volunteers, and decision makers.



The CAFE Week of Action belongs to you, our key stakeholders – disabled fans and their groups, football clubs, leagues and the national associations. This is a great opportunity to present a positive story of inclusion and access.

The message of Total Football Total Access has continued to spread across Europe and beyond, with an ever-growing number of disabled people enjoying live football.

Total Football Total Access is not just a motto – it is what the game should be aspiring to achieve.

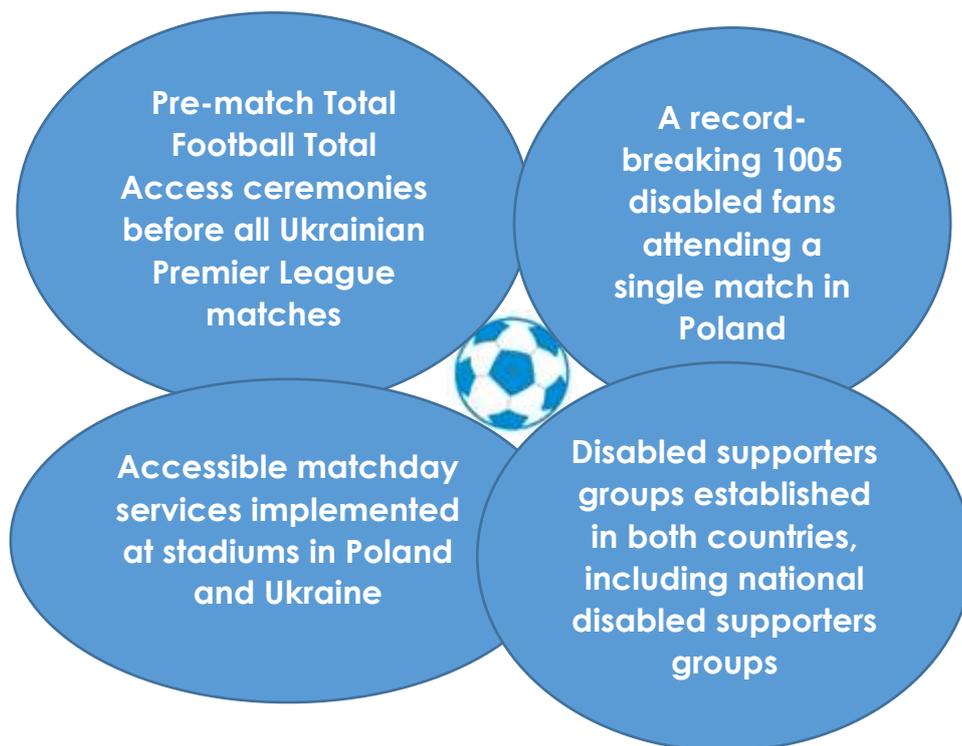
CAFE is pleased to promote and celebrate the activities and initiatives who share our belief in Total Football Total Access. We can also help and advise you on any events and projects you may be planning and we will be pleased to share them widely amongst our networks to help further raise awareness.

About the CAFE Week of Action

The success stories of the CAFE Week of Action

In 2013, CAFE launched the CAFE Week of Action in Poland and Ukraine, in legacy of our works around UEFA EURO 2012. The initiative has been hosted successfully in each season since.

The CAFE Week of Action proved to be hugely popular in Poland and Ukraine, with support for the initiative provided by national associations, leagues, clubs and their disabled fans groups. Highlights have included:



After three seasons of ever-increasing activity, a number of other countries also expressed an interest in taking part in the initiative.

For the 2016 CAFE Week of Action, the message of Total Football Total Access was celebrated in a total of 14 countries. CAFE has also been contacted by stakeholders from other countries keen to take part in 2017.

Suggested activities

How your club, group, venue or association can get involved this season

We encourage you to be creative when planning your activities and initiatives for the CAFE Week of Action 2017. The most effective actions are often those that live long in the memory, and the more inventive ideas are sure to do this.

Some of the activities that have taken place during the CAFE Week of Action have included:

1. Welcoming more disabled people to attend a live match
- 2. Pre-match and half time ceremonies with a statement of support from the team captains**
3. Players entering the field wearing CAFE Week of Action t-shirts and carrying Week of Action banners
4. Dedicated articles published on websites, in matchday programmes and club magazines
- 5. Creation of new disabled supporters groups or events hosted with existing groups**
- 6. Improvements to accessible stadium facilities and implementation of accessible matchday services for disabled fans, including audio descriptive commentary for partially sighted and blind fans**
7. Disability inclusion and etiquette training seminars for club personnel
8. Appointment of local CAFE Week of Action ambassadors
9. Updates to club/stadium websites to include user-friendly information, in an accessible format, about getting to your stadium on matchdays as a disabled person and the accessible facilities and services you offer
- 10. Publishing disabled fans' stories about their typical matchday experience, e.g. 'a day in the life of a disabled supporter'**
11. Promotion and raised awareness about accessible facilities
- 12. Showing a video of the works your club does with disabled supporters, or a video promoting access and inclusion, on stadium screens**
13. Disabled fans selected as matchday player escorts / mascots, or to 'kick off' the match



14. Disabled fan of the season competitions, or recognition of a member of staff, a steward or volunteer who has worked hard to assist disabled fans in the last year (or nominate someone to receive a CAFE Week of Action award)
- 15. Inviting disabled people from a local school, rehabilitation centre or association to a match (they may in turn become lifetime fans)**
16. Working with local disability organisations and charities to encourage new disabled fans

Or you could do something completely new and different!

If you would like to discuss your ideas further with CAFE, feel free to contact us by email to info@cafefootball.eu, or call +44 (0)20 8621 2405.

Introducing Max Access

The CAFE Week of Action mascot

During the CAFE Week of Action 2017, CAFE's dedicated mascot Max Access will be helping to promote events and activities taking place under the banner of Total Football Total Access.

Max is a partially sighted young fan who loves nothing more than attending live football matches. Max always wears his CAFE football kit, and takes his headphones with him to every match to listen to audio-descriptive commentary.

Max also enjoys hearing about the experiences of other disabled fans when they attend matches. Max is a strong believer in access for all and promoting an inclusive game that everybody can enjoy.

If you would be interested in having Max join your CAFE Week of Action celebrations please email CAFE Media & Communications Manager, Michael Rice at michael@cafefootball.eu.



Total Football Total Access Awards

Celebrating the champions of access and inclusion

In previous seasons, CAFE has presented a number of awards during the CAFE Week of Action to clubs, venues and individuals who have gone above and beyond in providing an accessible experience for disabled people.



This season, we wish to celebrate the 'champions' within the game who do most to improve access and inclusion for disabled people.

The CAFE Week of Action awards are subject to successful nomination.

If you wish to nominate an individual, club or association for a CAFE special recognition award - to be presented during the Week of Action - then please see complete the nomination form which can be found in the enclosed Appendix. **Nominations must be received by Friday 16 December 2016 to info@cafefootball.eu.**

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.

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Appendix

I – Total Football Total Access Awards: nomination form

Category: *(venue / club / national association / individual / disabled fan)*

Name of nominee:

Nominee's email address:

Nominee's contact telephone number:

Reason for nomination:

Your name:

Your email address:

Your contact telephone number:

Alternative formats of this document are available on request

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