UEFA
COMMUNICATIONS &
PUBLIC AFFAIRS

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Football: Peace and Conflict

let us play
Objectives

- Make a difference by providing sustainable support
- Improve credibility and consistency of responses
- Improve image of football
Football: Peace and Conflict

UEFA Action & Partnerships

- International Committee of the Red Cross (ICRC)
- Danish Cross Cultural Project Association (CCPA)
- Special Olympics (SOEE)
- Football Against Racism in Europe (FARE)
The International Committee of the Red Cross (ICRC)

*On the basis of the Geneva Conventions, carries programmes to protect and assist the victims of war world-wide*

- Media support for the world-wide anti-landmine campaign
- Financial support for mine awareness and limb fitting projects in Armenia, Bosnia-Herzegovina, Georgia, the Former Yugoslav Republic of Macedonia, Croatia and Russia in Europe and Afghanistan in Asia and Uganda/Angola in Africa.
- Media support in favour of « Children in War » campaign (since 2002), launched during the Meridian Cup 2002 in Egypt
- Partnership taken to a different level through the successful « Children in War » campaign within the framework of UEFA EURO 2004 in Portugal
- Media support for the « Protect Children in War » campaign including the Champions League TV spots during the UCL football season 2004/2005
- Financial support for programmes in favour of victims of war with focus on European conflicts in the Caucasus (North/South) and the Balkans
Danish Cross Cultures Project Association: Open Fun Football Schools *(Promoting Peace)*

Promoting tolerance and social cohesion by implementing grassroots football schools for children from antagonistic populations groups in South Eastern Europe
Special Olympics (SOEE)

Promoting Football Programmes for mentally-handicapped children
Football Against Racism in Europe (FARE)

Association of European football networks, organising campaigns against racism throughout Europe
UEFA

Putting ideas and theories into practice and helping to develop football in less-wealthy nations

Using football as a source for broader benefit in society

Using its potential to influence attitudes and behaviour beyond the confines of the stadium