

As the world's most popular game, football has an invaluable role to play in driving sport for development. It is therefore essential for UEFA to work with its stakeholders inside and outside of the organisation adopting a Football and Social Responsibility (FSR) strategy that enhances the value of the organisation's core business, while managing its social, economic and environmental impacts. The strategy is based on the belief that social responsibility activities, which include environmental sustainability, need not come at the expense of profit, but rather that social responsibility is about how revenues are generated.

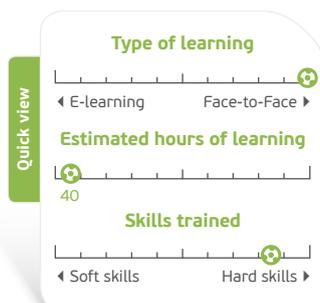
The aim is to promote social responsibility throughout all areas and all levels of football. This is one of the main reasons why the UEFA FSR compact course was launched, ensuring that key FSR practitioners are provided with the skills and knowledge to continue developing and integrating FSR into football activities across Europe.

Theodore Theodoridis
UEFA General Secretary



UEFA Football and Social Responsibility (FSR) compact course

The UEFA FSR compact course provides state-of-the-art and in-depth knowledge of Football and Social Responsibility, facilitating a strategic approach to this issue.



The UEFA FSR compact course has been specifically designed for FSR practitioners to further enhance their knowledge, network and skills in the field of FSR, which will ultimately help to better develop FSR practices within their respective football organisations. This unique course will bring together leading academics and experts in the field of FSR to ensure a comprehensive and practical four day course at UEFA headquarters.

After completing the UEFA FSR compact course, participants will have:

- a better understanding of contemporary FSR principles
- a greater awareness of current FSR trends
- a better knowledge of good FSR practice in other football organisations
- the knowledge to develop FSR practices within their own organisations
- a network of fellow FSR practitioners working in or connected to football

Testimonials



“In our daily activities we frequently focus only on reaching targets and results and sometimes overlook what impact each activity has on the whole chain, in both the short and the long term. This course puts things into perspective and reminds us that in every activity we undertake we should take the end results into account so that we continuously improve in our mission to provide a good game based on strong ethical foundations.”

■ Diturie Hoxha, Head of Marketing and Public Relations, Football Federation of Kosovo



“The UEFA FSR compact course was very informative and this knowledge will definitely be at the forefront of thinking when creating new programmes. In addition to extremely knowledgeable speakers, there were representatives from different football associations, which led to a lot of sharing of ideas and perspectives, which I found made for an enriching experience.”

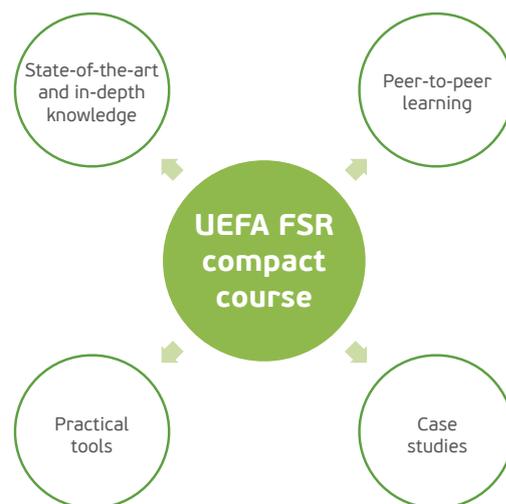
■ Rob Franklin, Football Development Manager, Football Association of Wales

Programme overview

This course aims to enable FSR practitioners to apply a strategic approach to social responsibility in their organisation.

The programme has been developed by the Institute for Business Ethics at the University of St. Gallen (HSG) in close collaboration with UEFA. In addition to academic lectures and practical case studies, this four-day course at UEFA headquarters emphasises peer-to-peer learning. The intensive programme includes a range of lecture-style seminars, project development sessions, group discussions, and presentations of a personal project on the final course day.

By the end of the course, participants will be equipped with the tools and knowledge to ensure their organisation can make a difference in sport and society.



Who

FSR practitioners or senior executives working in national associations, football clubs, leagues, players' unions and other football-related or partner organisations



When

24 – 27 September 2019



How long

4 days



Where

UEFA HQ, Nyon, Switzerland



Price

€3,800 (covered by UEFA for representatives of national associations)



Number of participants

22



Academic certification

Participation certificate, 3 ECTS credits



Language

English

Application process

To apply for the UEFA FSR compact course, applicants must complete the application form on UEFAacademy.com and submit it to academy@uefa.ch before the deadline of the **28th June 2019**.

The applications will be reviewed by UEFA and the University of St. Gallen with a final decision on the successful candidates made in **mid-July**.



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