

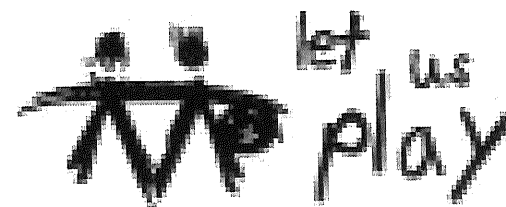
UEFA  
COMMUNICATIONS &  
PUBLIC AFFAIRS

William Gaillard





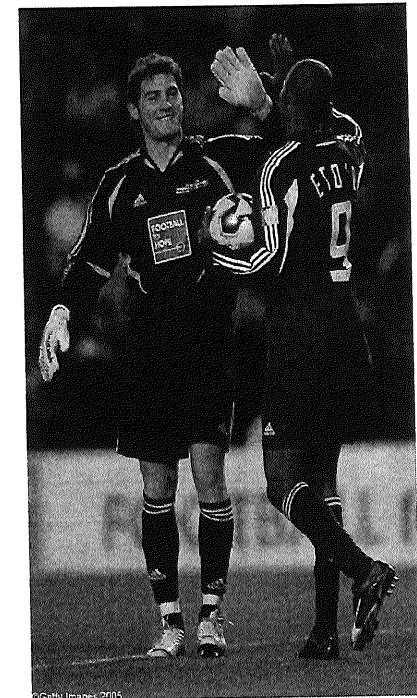
# Football: Peace and Conflict





## Objectives

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

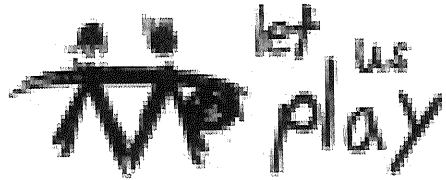




## **Football: Peace and Conflict**

### **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



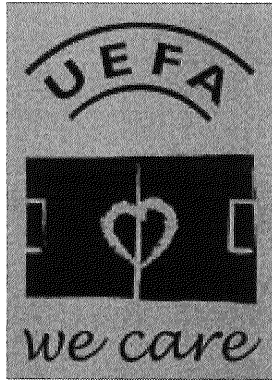


## Football Against Racism in Europe (FARE)



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*