

COMMON GOAL



**ONE BALL, ONE WORLD**

July 2022 (London) – July (Auckland) & August 2023 (Sydney)  
Supported by the Swedish Postcode Foundation



## MATCH PLAN



## ONE BALL, ONE WORLD

### Goals of the project:

- Further develop and test education materials about sustainability
- Understand gender equality and sustainability through the lens of sport
- Understand what **your community** is + could be doing in terms of **gender equality** and **sustainability**
- **Inspire and take personal and collective action on gender equality and sustainability for you, your organization and your community**

ABOUT:  
Spirit of Football

THE BALL 2022 to 2023:  
1<sup>ST</sup> Half

THE BALL 2022 to 2023:  
2<sup>ND</sup> Half

How can YOU get involved?



**FOOTBALL** ★  
**FOR FUTURE**

# COMMON GOAL



EUROPEAN  
CITIZEN'S  
PRIZE  
2018



## ABOUT Spirit of Football...



**Spirit of Football (SOF) e.V.:** since 2005

Since 2005, SOF uses football as a tool to tackle the most pertinent challenges facing societies and the planet.

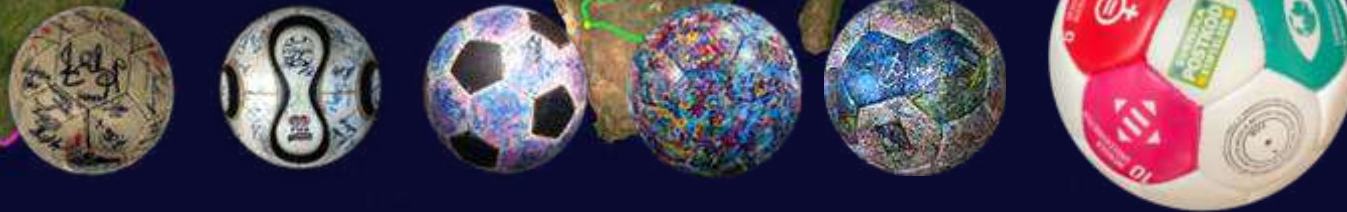
Three pillars of “diversity”, “respect” & “teamwork”.

**Education:** Fair play, integration, gender equity, inclusion.

**International humanitarian:** training of trainer programmes in the Middle East, Turkey, Greece and Germany.

**It is not just any ball, it is The Ball:  
Football's Equivalent to the Olympic Torch**

**ABOUT  
THE BALL...**



**The Ball: Five World Cup journeys, 50,000+ signatures, 50+ countries, since 2002  
The 6<sup>th</sup> journey in 2022 – 2023 goes to the 2023 FIFA Women's World Cup**

# The Ball's 6th journey: Gender Equality & Sustainability

From England to the 2023 Women's World Cup  
in Australia and New Zealand



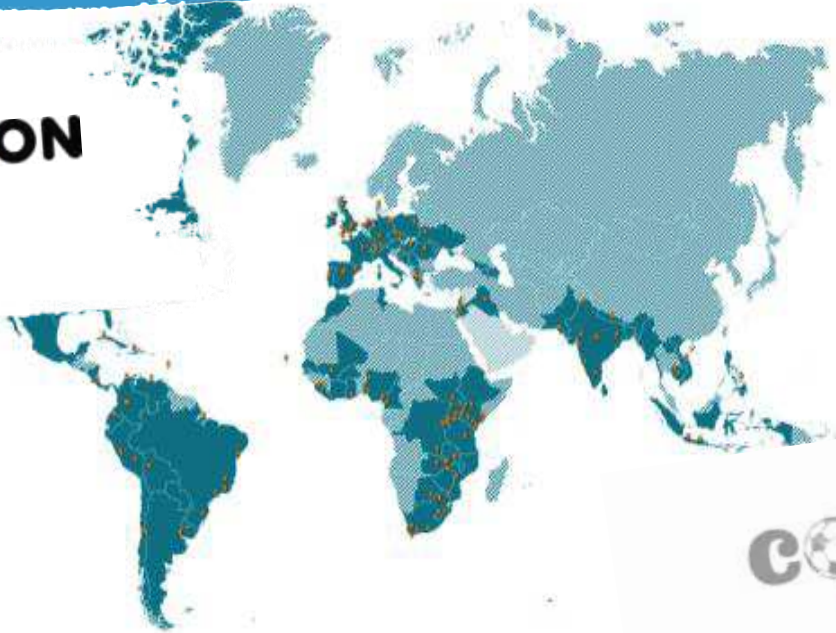
Why do we care?  
FairPlay with people and planet!



**THE BALL 2022 to 2023**  
**1st half: March – December 2022**  
*Resource development & testing in selected countries*

## The Ball 2022 to 2023: England to the 2023 FIFA Women's World Cup in Australia and New Zealand

**COMMON  
GOAL**



**COOL  
DOWN**  
the sport for climate action network



### Sustainability and Fair Play partners:

**Common Goal:** Collaboration on education resource development and delivery

**Cool Down:** The sport for climate action network brings actors in the field of sport and climate together

“Together we want to get this fair play ball rolling. It is a ball for us all. Be part of our team. Everyone can play. **Respect your teammates, your opponents and the environment.** One Ball, One World.”

– Jürgen Klopp, Spirit of Football's Fair Play Ambassador + Common Goal Supporter



### Goals of education resource development:

- Understand sustainability through the lens of football
- Understand what the **football community** is + could be doing in terms of **sustainability**
- **Inspire + take personal & collective action on gender equality and sustainability** for you, your organisation & your community



# The Ball on the road: July to December 2022



**England:**  
20 days,  
5 cities,  
15 partners,  
3 workshops.  
750+  
signatures and  
pledges



**Germany:**  
30 days,  
2 workshops in  
Bundesliga  
clubs,  
1 all-star match,  
1 x regional bike  
tour  
**500+ signatures  
and pledges**



**Turkey:**  
50+ signatures  
and pledges -  
including the  
Mayor of Sisli,  
Istanbul.  
Education  
resource  
exchange with  
Yuvam Dünya in  
Istanbul



**USA:**  
13 days,  
3 states,  
13 events,  
3 x university  
workshops,  
1000+  
signatures

## The Ball on the road: July to December 2022



**France:**  
Education  
resource  
exchange  
between SOF  
and Football  
Ecology France  
in Lyon.



**France:** School  
holiday  
workshop with  
SOF together  
with **Football  
Ecology France**  
in Paris.



**UAE:**  
7 days  
1 conference,  
Getting ready  
for COP 28 in  
Dubai with  
Gender  
Equality  
workshops.



The **Pledge  
Wall** at an  
event in **Abu  
Dhabi, UAE:**  
What are  
you going to  
do?

# The Ball on the road: July to December 2022



**Germany:**  
The Ball in a theatre role-play at a school sustainability workshop in Sachsen Anhalt, Germany



**Egypt:**  
The Ball at the UN Climate Action Hub at COP27 in Egypt in November 2022



**Jordan:**  
The Ball at the Azraq Refugee Camp, November – December 2022: Exploring creative + sustainable solutions in a refugee camp.



**Germany:**  
The Ball, training of trainers for sustainability network RENN in Erfurt, Germany in December 2022

### KAREN DOBRES

Elected Director FC Lewes  
29.7.2022, London

"We are currently doing a scoping project to prioritise what our main climate actions are going to be. We think it is going to be about travel to and from games and encouraging people to use public transport rather than cars. We have also got lots of solar panels. And we have a community garden where we are going zero waste with our women's lunches and growing vegetables and composting in the garden. We think it is very important that we all take responsibility for climate change. We are the only club in the world to be gender equal: treating women and valuing them the same as men, because the future is really female in terms of sustainability."



### BODO RAMELOW

Prime minister of Thuringia  
17.8.2022, Erfurt

"We need regenerative energy: decentralized, regional and renewable. And we have to get away from fossil energy. I will continue to work for that."



## Examples of pledges collected

### GARY GILLIAM

former NFL Player and  
Founder of The Bridge, 'Eco-Villages'  
08.09.2022, Harrisburg, Pennsylvania

"Our pledge [here at The Bridge] is to show a real world example, how when you bring together all 17 of the SDGs that it does indeed create a sustainable development. Here at The Bridge that means longevity. Sustainability is not just about solar panels, water collection or bio waste food digesters but it is about education, holistic thinking, bringing together a community for the betterment of its neighborhood. Our pledge is to continue to do exactly that. I think this means SDG 17, right, partnership for the goals to accentuate the rest of them."



### FUNDA ÖZTÜRK

General Manager from Yuvam Dünya,  
Istanbul  
02.09.2022, Istanbul

"As everyone knows, during the workshop I decided to sell my car and try to use more public transportation. It's going to happen, I promised it. Our organization's main aim is to inform everyone about the effects of climate change. We will keep doing that and we will also do it in a better way with workshops. I learnt a lot here today. And also as a team we decided to decrease our travel emissions all together."



# The Ball & the USWNT



We pledge to play for gender equality and equal pay!



**2nd half: March – August 2023**

*The Ball from Vietnam through S/E Asia & Oceania  
to the 2023 FIFA Women's World Cup  
New Zealand and Australia*



The Ball from Vietnam through S/E Asia &  
Oceania  
to the 2023 FIFA Women's World Cup  
New Zealand and Australia

Vietnam: March 6 to 18



**Partners:** Friedrich Ebert Foundation Vietnam + Academy for Journalism and Communication (Location: Hanoi), SC Werder Bremen + Football for All Vietnam (Location: Hue city – Thua Thien Hue province), Common Goal & Werder Bremen

**COMMON  
GOAL**

**FRIEDRICH  
EBERT  
STIFTUNG**  
Vietnam Office







## MATCH PLAN & INFORMATION

**SAVE THE DATE //**  
**VENUE TBC**

**Day 1: 9.3.2023 09:00 to 17:00**  
**Day 2: 10.3.2023 09:00 to 17:00**  
**Day 3: 11.3.2023 09:00 to 12:00**

### Goals of the workshop:

- Enjoy playing a fair version of football
- Understand sustainability through the lens of sport
- Understand what **your community** is + could be doing in terms of **sustainability**
- **Inspire and take personal and collective climate action for you, your organization and your community**



**20 places available, reserve your place in the starting line-up by sending an email to: xxxxxxxxx@xxxx**



# Impressions from the Workshop in Hanoi



Cambodia March 19 to 29 2023



Partners: The US Embassy Phnom Penh + Indochina Starfish Foundation (ISF)



U.S. EMBASSY PHNOM PENH



Cambodia: March 2023



បំបែកសំណល់ចុះតាមរបស់អ្នកនៅផ្ទះ  
ជីកំប៉ុសដើម្បីចូលរួមលុបបំបាត់ការកសាង  
ចំនួន 70% នៅទីលានចាក់សំណល់!

Turn your kitchen waste  
into compost and eliminate  
70% of your contribution  
to the landfill!



Input from partner Compost City & Comped

Cambodia: March 2023



Kids Play International in Siem Reap

Thailand: end of March to  
16 April 2023



Partners: ASA Foundation (Beach clean-ups), Friedrich Ebert Foundation Thailand (training in Bangkok)



Philippines: April 17 to 30 2023



**Itinerary:** Workshops and events with Gawad Kalinga SipaG Youth Leadership Program, US Embassy in the Philippines and PAG-ON in Manilla. Further visits and events in Baguio City and Cebu City



Singapore: May 1 to 7 2023

2022



Partner: Borussia Dortmund (BvB)

Possible activities with Lion City Sailors FC Women: <https://www.lioncitysailorsfc.sg/women/>

Football Plus Football Academy Singapore: <https://www.footballplus.org/>

We are aiming to run a session with their coaches.



Malaysia: May 8 to 14 2023



**Partners:** ASA Foundation + Malaysian Youth Delegation (MYD) & Youth for Climate (KAMY): Malaysian Youth Delegation (MYD) is the only youth-led organisation in KL, Malaysia, which focuses on climate change policy and negotiations



Indonesia: May 15 to June 6 2023



**Possible partners:**

Jakarta: GENOA Global Ecovillage Network Oceania and Asia, anindhaloka hub, Mutiara Hati Foundation

Bali: Green School Bali & Brandon McDonald

General partners: ASA Foundation + Common Goal Network.

\*Under 20s FIFA Men's World Cup – stars of the future.



The Pacific: from June 7 2023



Possible Training of Trainers with representatives from the Fiji Football Association



New Zealand: July 2023



**Sharing the methods: Workshop with our partner Earth Diverse in New Zealand**  
Experiential learning: Gender inequality and climate change felt through playing football.  
**The Ball will be in New Zealand during the first 2 weeks of the 2023 FIFA Women's World Cup.**



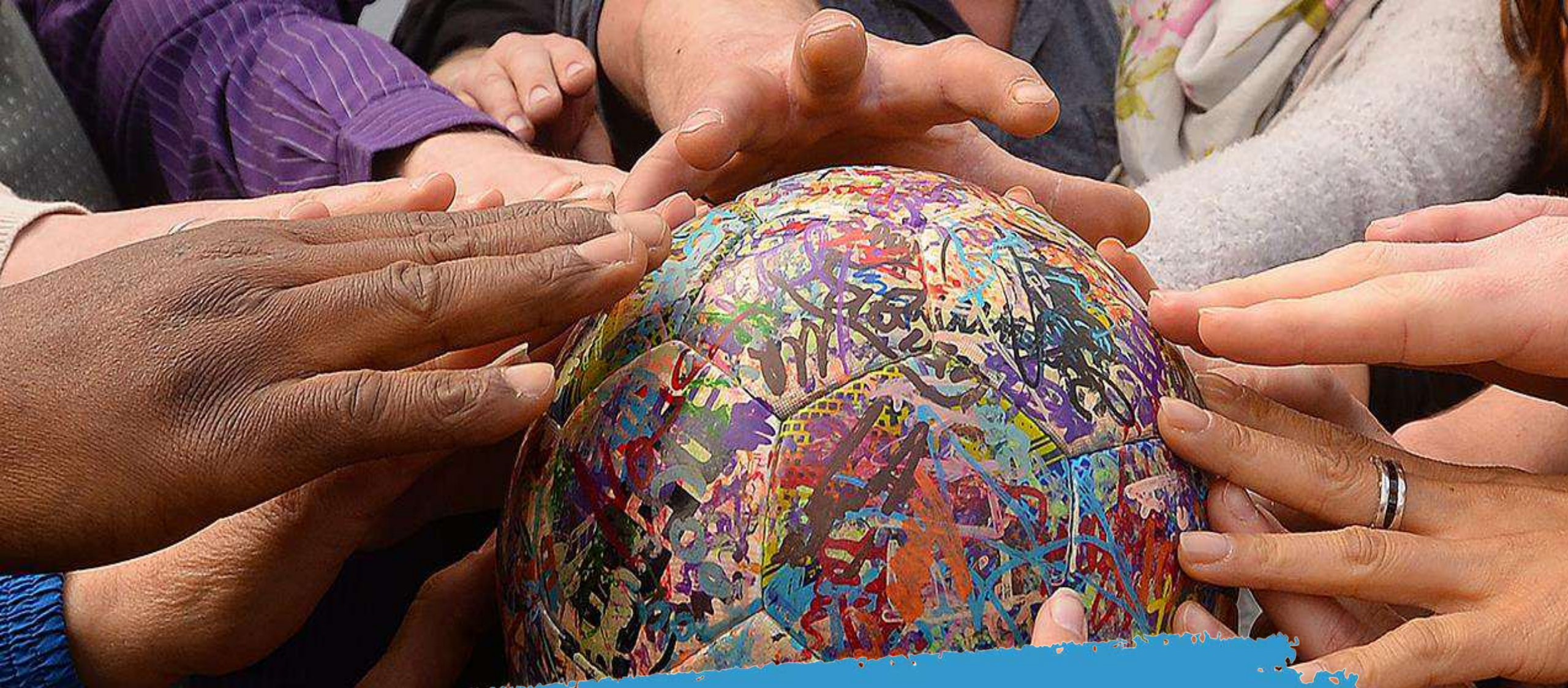
Australia: August 2023

Football United is saving  
the World!



**Melbourne:** from 1 to 5 August with Western United FC and Melbourne City FC  
**Football United** is organizing **Festival 23** in **Sydney, Australia** from **6 to 13 August** during the 2023 FIFA Women's World Cup.  
**Perth:** 14 to 20 August with **Football Futures**





**Extra Time:**  
How YOU can get involved...

What can YOU do with The Ball?  
Play with it!



### Step 1:

Take **The Ball** into your community and **invite everyone to play with it!**

#TheBallisForAll



What can YOU do with The Ball?  
Sign it!

**Step 2:**

Invite **everyone** to sign **The Ball**:

Sign-up to support gender equality and sustainability under the motto of “One Ball, One World”.



What can YOU do with The Ball?  
Make a statement!



“We are the only club in the world to be gender equal: treating women and valuing them the same as men...”

Karen Dobres, Elected Director, FC Lewes  
- 29.7.2022, Equality Summit, London



### Step 3:

**Invite everyone to make a pledge** – a commitment in support of fair play, gender equality and sustainability for you and your community.

What can YOU do with The Ball?  
Make a statement with it!



**Cindy Parlow Cone, President of US Soccer, talked about the groundbreaking equal pay contract:**

“This didn’t happen over night. This was a long process. 2 years in the making. Just thinking about everything that it took to get us here. About 60 people at US Soccer who helped get this over the line.”

DONATE

Be a part of it!  
Pledge action  
around the world!

2022-2023

EVENTS

THE MAP

THE METHOD

SPIRIT

CONTACT



The Story So Far

50

Partners

25

Events

777,131

kg/year CO<sub>2</sub>e savings pledged



**Choose your sustainability pledge!**  
*Select pledges from the dropdown menu and join the movement*

### Choose Your Pledges

Thank you for supporting Spirit of Football and Pledgeball - and helping the planet too!

- Calculate your carbon footprint and make the change that reduces it most**  
Saves CO<sub>2</sub>e but hard to quantify.
- Plant some trees**  
Saves CO<sub>2</sub>e but hard to quantify. ([More information](#))

### Diet

- Plant your own vegetable garden to increase food security**  
Saves 250 kg of CO<sub>2</sub>e per year. ([More information](#))
- Reduce meat consumption by 50% (especially beef and lamb)**  
Saves 617 kg of CO<sub>2</sub>e per year. ([More information](#))
- Commit to organic farming instead of using pesticides to grow crops**  
Saves CO<sub>2</sub>e but hard to quantify.
- Reduce dairy consumption by 50%**  
Saves 414 kg of CO<sub>2</sub>e per year. ([More information](#))
- Go vegetarian or vegan, or try it for two days a week**



### The Story So Far

**50**

Partners

**25**

Events

**777,131**

kg/year CO<sub>2</sub>e savings pledged



**Pledgeball**

Make your pledge here:



Get in touch with us...



**A Ball to Action** - Please get in touch:  
Email - Andrew Aris: [andrew@spiritoffootball.de](mailto:andrew@spiritoffootball.de)  
Follow us here: <https://linktr.ee/spiritoffootball>