

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:
1ST Half

THE BALL 2022 to 2023:
2ND Half

How can YOU get involved?



Pledgeball

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 6th 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



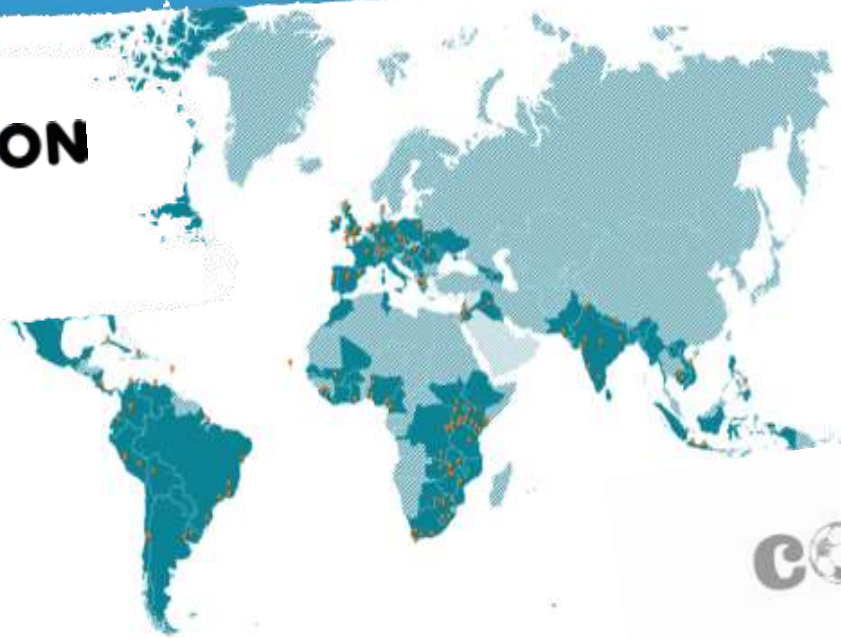
Why do we care?
FairPlay with people and planet!



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."



ONE BALL, ONE WORLD 

 Spirit of Football  Pledgeball

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."





 Spirit of Football  Pledgeball

FOOTBALL FOR FUTURE 


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."



ONE BALL, ONE WORLD 

 Spirit of Football  Pledgeball


FOOTBALL FOR FUTURE 



FUNDA ÖZTÜRK

General Manager from Yuvarım 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."



ONE BALL, ONE WORLD 

 Spirit of Football  Pledgeball

FOOTBALL FOR FUTURE 

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), + Football for All Vietnam (Location: Hue city – Thua Thien Hue province), Common Goal & Werder Bremen





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**

Day 1 // 09:00 Start

WARM-UP + INTRO

Team games + getting to know

INPUT CLIMATE//

Facts, Change, Action!

FAIR PLAY FOOTBALL// to 17:00

Playing fair football together.

Day 2 // 09:00 Start

UNDER THE CLIMATE MICROSCOPE

Our sport & our environment!

WORLD CAFE//

Exchange of ideas & network / project development

FEEDBACK // to 17:00

Day 3 // 09:00 Start

WORLD CAFÉ + FAIR FOOTBALL//

Explain and practice methods with guests – co-led by participants

PLEDGE & SIGN THE BALL to 12:00

Make your climate pledge and Sign The Ball



FOOTBALL FOR FUTURE

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



Cambodia March 19 to 29 2023



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



Cambodia: March 2023



Possible Partner ZEROW: Sochenda has set-up ZEROW, a community to make it easy for the generation to be informed, be inspired, and become zero-wasters

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: Metro Manila (Philippine Football Federation), Baguio City, 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



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**



UNSW
SYDNEY



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 CO₂e savings pledged

New Zealand



Pledgeball

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 CO₂e but hard to quantify.
- Plant some trees**
Saves CO₂e but hard to quantify. ([More information](#))

Diet

- Plant your own vegetable garden to increase food security**
Saves 250 kg of CO₂e per year. ([More information](#))
- Reduce meat consumption by 50% (especially beef and lamb)**
Saves 617 kg of CO₂e per year. ([More information](#))
- Commit to organic farming instead of using pesticides to grow crops**
Saves CO₂e but hard to quantify.
- Reduce dairy consumption by 50%**
Saves 414 kg of CO₂e per year. ([More information](#))
- Go vegetarian or vegan, or try it for two days a week**



The Story So Far

50

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777,131

kg/year CO₂e 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
Follow us here: <https://linktr.ee/spiritoffootball>