



Always Part of a Team
Make diversity your project!



www.heroesoffootball.eu



@heroesofftb



#heroesoffootball



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Marieke Slinkert
Editor in chief

Jose van der Mark
Project manager

THE MISSION

We believe everyone should be treated equally and is respected and valued on and off the pitch.

Heroes of Football is a European initiative to ensure that everybody who loves football or takes part in the game enjoys with unhindered pleasure, and can completely be themselves no matter what their sexual preferences are.

Heroes of Football makes sure football is a welcoming and inclusive place for all.



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EUROPEAN PARTNERS

by YOURSELF !!



Football associations present 9-11-2017



Scotland



Belgium



Netherlands



North Ireland



England



Italy



Hungary



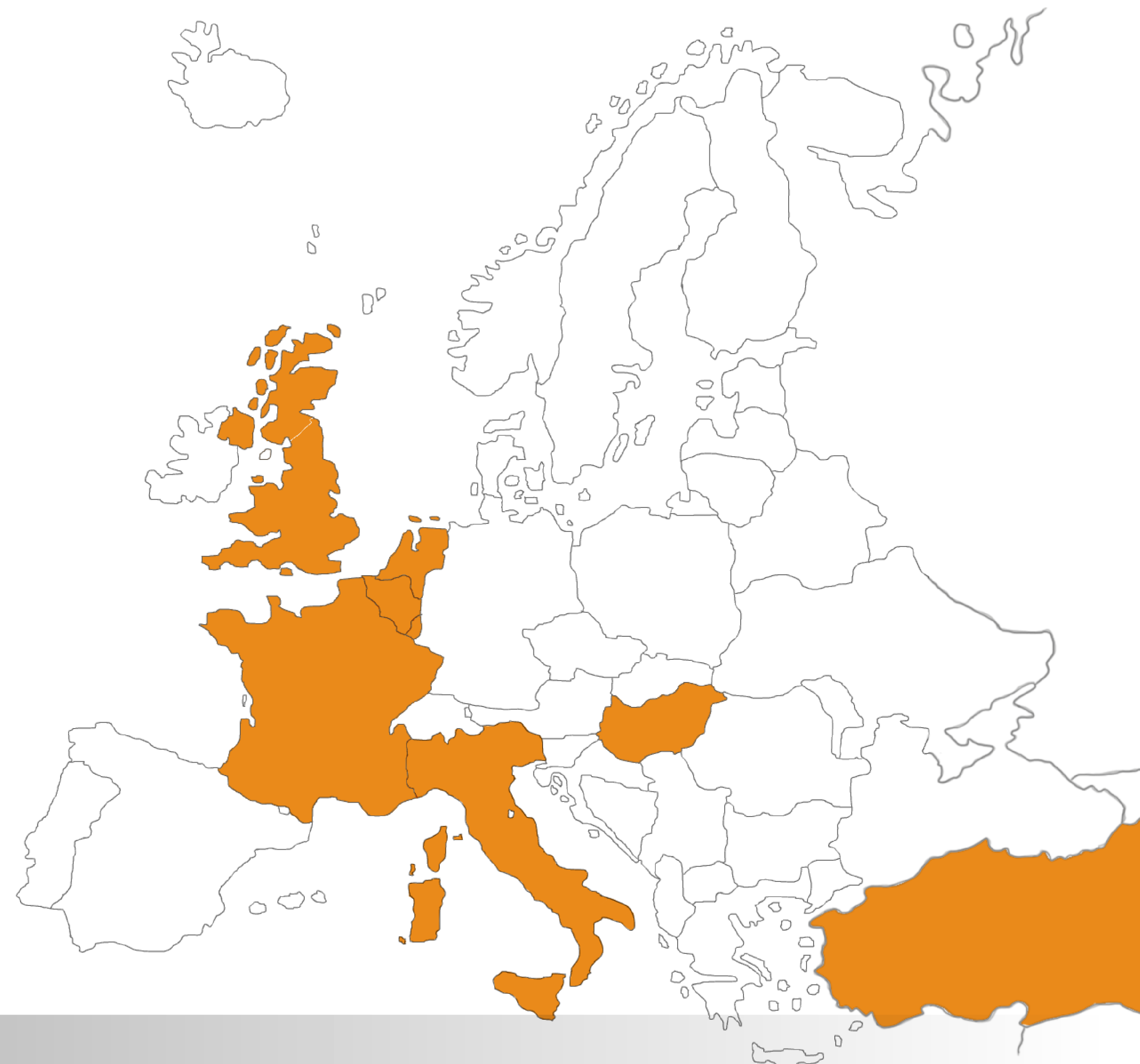
Turkey



Luxembourg



France



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Football associations present 9-11-2017



Scotland



Belgium



Netherlands



North Ireland



England



Italy



Hungary



Turkey



Luxembourg



France

Football associations open to join:



Germany



Estonia



Greece



Austria



Spain



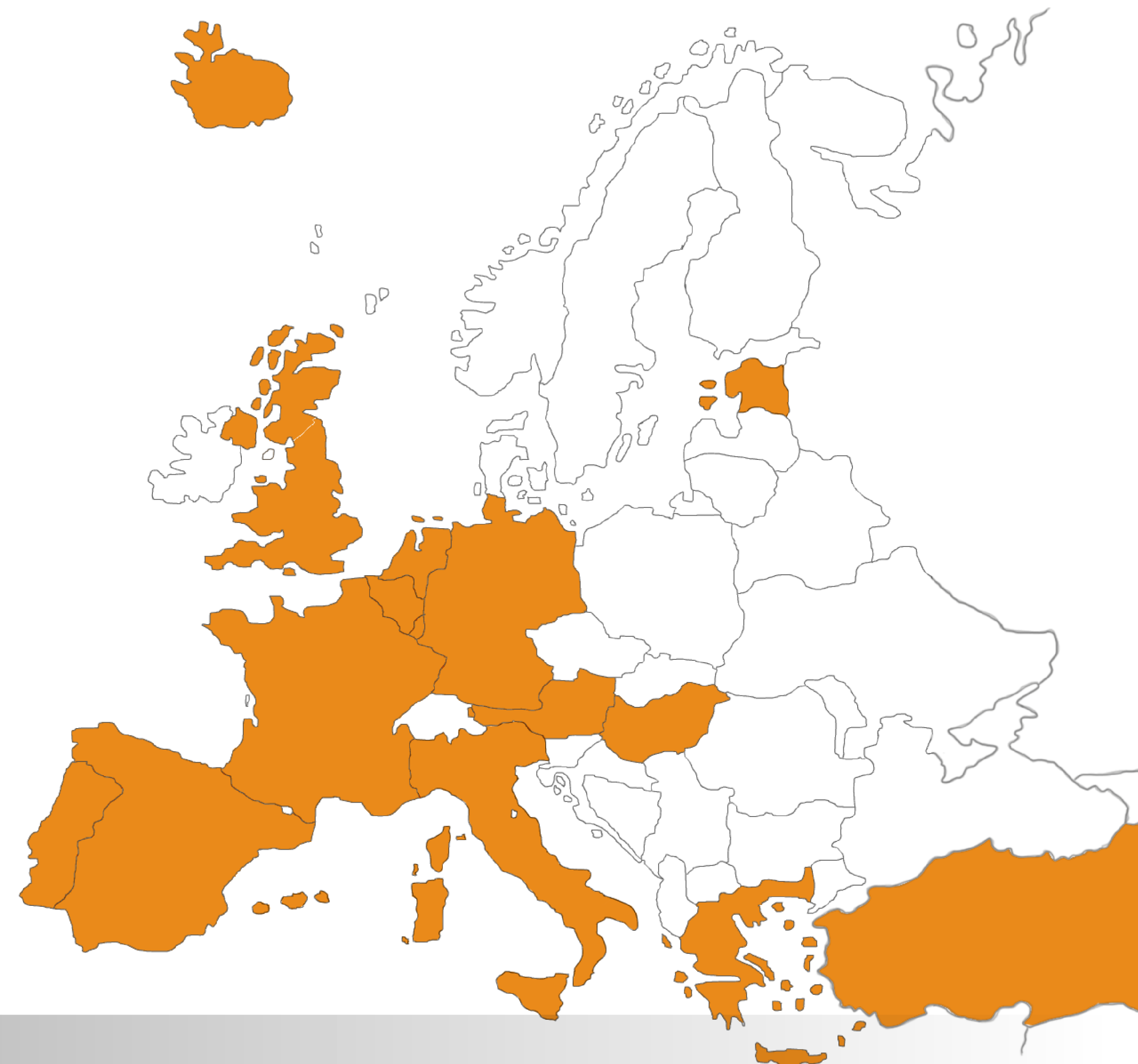
Liechtenstein



Portugal



Iceland



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Royal Belgian Football Association
Gérard Linard, Acting General Secretary
145, Avenue Houba de Strooper
1020 Brussels
Belgium

Your reference	Your correspondence of	Our reference	Date
		NFSR/gas/nam	14 October 2016

Heroes of Football campaign

Dear Mr Linard,

We refer to the Heroes of Football campaign, which will start shortly with the aim to encourage amateur and professional clubs to open up the discussion around sexual diversity in football.

UEFA welcomes this initiative to make football more openly diverse and inclusive. We hope that many UEFA member associations and other organisations among the European football family will support the campaign.

Please also note that the UEFA HatTrick IV regulations for social responsibility projects enable member associations to submit this type of project for UEFA funding.

We wish you every success with this campaign, and look forward to receiving progress reports from the URBSFA. This will allow us to help raise awareness for the project via the UEFA communication channels.

Yours sincerely,

U E F A

A handwritten signature in blue ink, appearing to read 'Patrick Gasser', is written over the UEFA text.

Patrick Gasser
Senior FSR Manager

CC An de Kock, URBSFA Corporate Social Responsibility

SUPPORTING PARTNERS



Government of the Netherlands





Co-funded by the
Erasmus+ Programme
of the European Union

KNVB Media

10 november, 15:45



“you have my support”

Frans Timmermans



“This is a historic moment”

Michael van Praag

What educational tools does Heroes of Football use to tackle homophobia in football?



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1 European Media Campaign

- To start up the discussion on homophobia in football
- To build a community
- To reach as many people as possible
- To provide educational tools, available on the website heroesoffootball.eu



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Football is a team sport,
so you want to be part of a team.



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European impact:

- (Free) publicity : Talkshows / Newspapers / Radio / Social Media
- Support from European Football Associations and clubs



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2 Virtual Reality Experience

- Designed to reach the youngsters (players and fans)
- To start a discussion on homophobia on grassroots level on and off the pitch



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European impact:

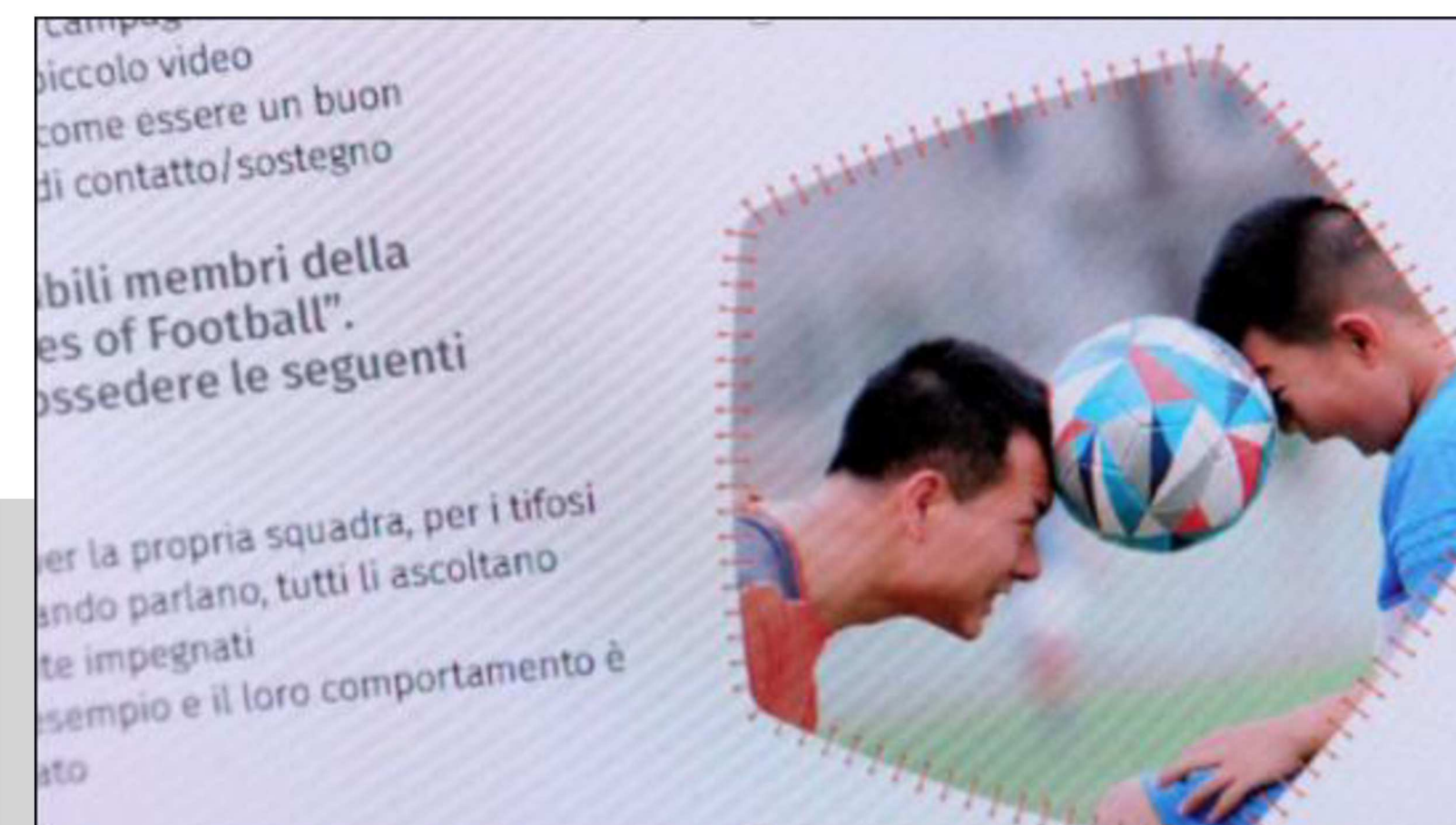
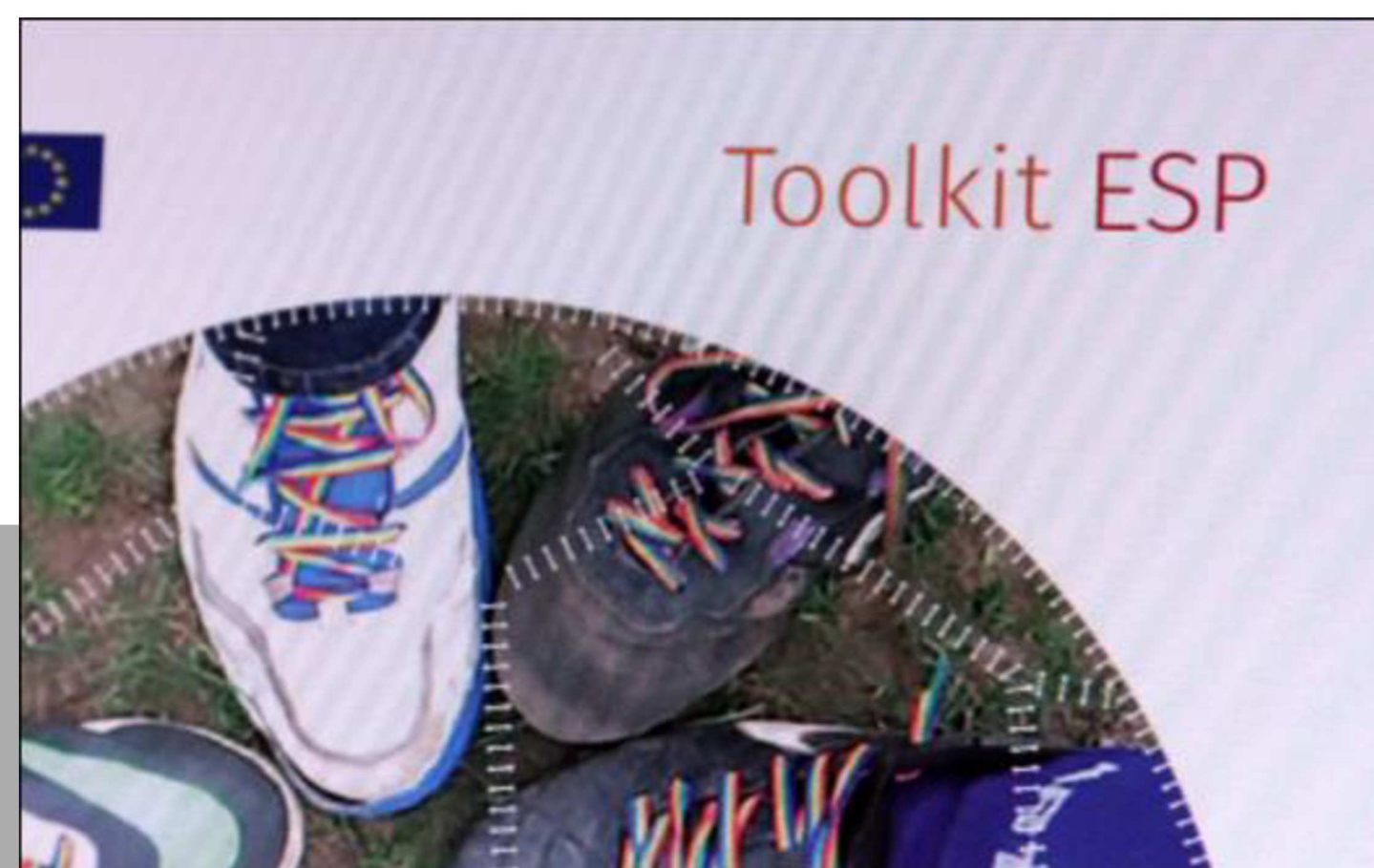
- Start the conversation on inclusion directly on and off the pitch.
- To experience the feeling of being excluded.
- Visibility of the topic



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3 Educational Tool kit

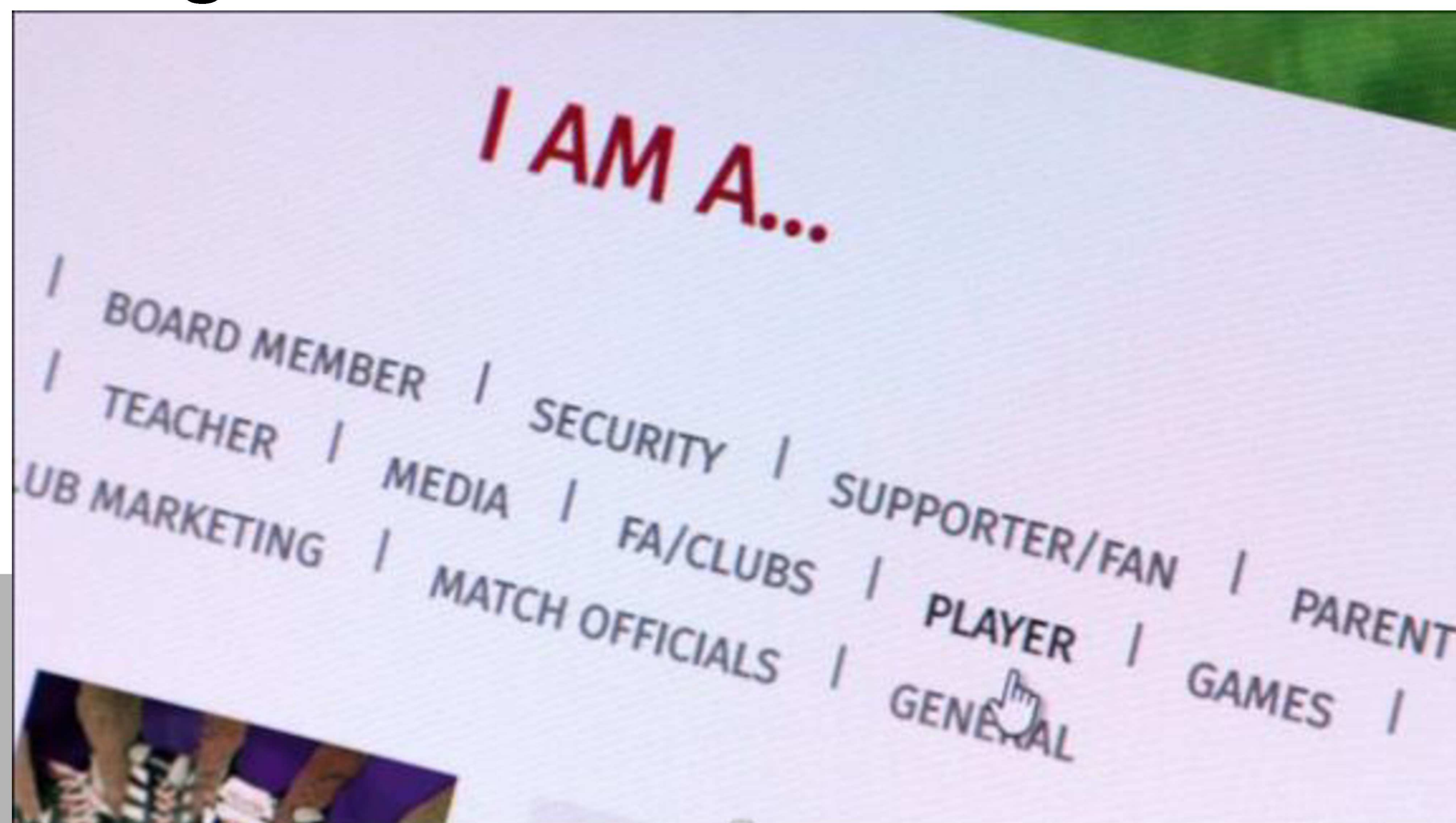
- To inform and educate young football players, parents, coaches, trainers, etc.
- To use for workshops at Football Federations and Clubs.



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European impact:

- The knowledge of the topic available for everyone online.
- The tool kit makes the topic simple and accessible via games to play during training.



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4 International Documentary

- To create impact in Europe and push forward to change.
- To give answer to 2 questions:

Why are there no openly gay professional football players in Europe?

Is Europe ready for the first professional gay football player to come out of the closet.



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- **We played a good match this year,
but we still have a long way to go -**
- **We need professional football players to stand up and speak out
in a positive way: "It's oke to be gay."**
- **We need coaches and trainers to say "You are always
part of our team".**
- **We need sponsors and clubs to say "If you come out you still have
the contract".**
- **We need role models in the world of football who are openly gay.**



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The future of Heroes of Football

- **Second conference, October 2017 hosted by UEFA and the KBVB.**
- **Involve more FA's and keep diversity on their agenda.**
- **Involve more partner organizations to work with.**
- **Continuing the yearly Heroes of Football campaign with stories of semi prof players next year and prof players the year after.**
- **Work with FA's and PFA's and provide them with our knowledge, experience and tools.**
- **Organize talkshows and start the discussion at clubs and schools.**
- **Show more stories of role models in the world of football.**



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Are you part of our team?



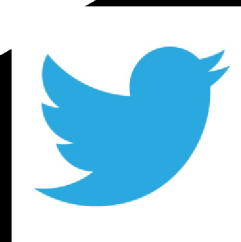
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