

UNLEASH

THE POWER OF FOOTBALL – FOR GOOD



THREE MAIN TOPICS

1. **BEYOND CHARITY:
FOOTBALL FOR GOOD**
2. **CLOSING THE LOOP:
OBLIGATION & OPPORTUNITY**
3. **BEYOND THE BLAME GAME:
WE ALL HAVE A ROLE TO PLAY**





BEYOND CHARITY: FOOTBALL FOR GOOD

HUNDREDS OF ORGANISATIONS in communities all over the world using football as a tool for social transformation

MILLIONS OF LIVES impacted by sophisticated programmes featuring football as an essential part of the solution

BILLIONS IN SAVINGS for our national economies and increased well-being by integrating marginalised youth into mainstream society

– BUT –

FOOTBALL DOES NOT LEVERAGE THIS POWER



CLOSE THE LOOP: OBLIGATION & OPPORTUNITY

ONE-WAY STREET:

- Consumer (fan) **INVESTS**: media, tickets, merchandise
- Money flows **ONE WAY**: broadcast rights & sponsorship packages to run the show (60% players' wages)
- The **RESULT**: damage to product, alienated consumers, no increase in quality of performance

– AND –

NO CONSISTENT CONTRIBUTION TO SOCIETY





BEYOND THE BLAME GAME: WE ALL HAVE A ROLE TO PLAY

OLD POWER VS. NEW POWER

We can actually wield influence—we just have to want to and get organised.

SUCCESS VS. VALUES

Aren't we part of this broken system if we don't redefine success?

TEAM PLAY TOWARDS A COMMON GOAL

To solve the real problems of our times, we must overcome our ego-, brand- and profit-driven agendas and stay relevant.

HISTORIC CHANCE FOR FOOTBALL

Not just for reform within, but to lead a revolution that's focused on what really matters.



AND WE'RE ON OUR WAY

GLOBAL NETWORK OF QUALITY PARTNERS

Hundreds of community based organisations are already delivering and the network is growing.

INNOVATION LAB

With Unleash Football we started to build a platform for everybody to help make football a greater force for good.

THE 1% COMMON GOAL FUND

With this fund we establish an independent home strategic investment in football for good. To get started, we request 1% of revenues in football.

- PROJECTED IMPACT -

At least 5 million marginalised young talents per year start contributing to society and everybody wins.



A close-up photograph of a young boy with dark hair and eyes, wearing a blue t-shirt. He is smiling and giving a thumbs-up gesture with his right hand. The background is dark and out of focus.

WE ARE ALL PART OF THE SOLUTION

WE JUST HAVE TO WANT IT ENOUGH

streetfootballworld.org - unleashfootball.com - [@juergen_sfw](https://www.instagram.com/juergen_sfw)