



**GEORGIAN FOOTBALL FEDERATION**  
**FOOTBALL SOCIAL RESPONSIBILITY STRATEGY**  
**2023 – 2026**

## FOREWORD

It is with immense pride and a sense of purpose that I introduce the future-focused initiatives and aspirations outlined in the forward-thinking strategy of the Georgian Football Federation (GFF). As President of GFF, I am honored to present a roadmap that reflects our unwavering commitment to fostering excellence, inclusivity, and progress in football.

Page | 2

Football is more than just a game; it is a source of inspiration, unity, and positive change. Our strategy embodies this spirit as we chart a course toward elevating Georgian football to new heights on and off the field. Through strategic collaborations, impactful programs, and an unyielding dedication to our core values, we aim to leave an indelible mark on the sport we hold dear.

At the heart of our strategy lies a commitment to inclusivity. We recognize that the power of football transcends societal boundaries, and we are steadfast in our mission to create pathways for every aspiring talent to flourish. Whether it's nurturing young minds through our Football for Children with Intellectual Disabilities program or fostering the dreams of those in orphanages, our commitment remains unshakeable.

As a testament to our dedication to progress, we are embarking on groundbreaking initiatives like walking football and blind football. These innovative endeavors underscore our belief that football is for everyone, regardless of physical abilities. Through these programs, we aim to redefine traditional notions of the game and inspire a new generation of players who overcome challenges with resilience and passion.

The importance of safeguarding our players, particularly our female athletes, cannot be overstated. We are diligently crafting policies and programs that ensure the well-being of all participants, fostering an environment of trust, respect, and support. With a deep sense of responsibility, we are weaving these principles into the fabric of our strategy, placing the welfare of our athletes at the forefront.

Environmental sustainability is another cornerstone of our strategy, reflecting our commitment to preserving the world we play in. We are acutely aware of our responsibility to contribute to a greener future, and we are dedicated to pioneering initiatives that promote eco-consciousness within our football community.

I extend my sincere gratitude to all who have contributed to shaping this visionary strategy – our stakeholders, partners, staff, players, and supporters. Your unwavering dedication fuels our drive to create positive change and drive football to new horizons. Together, we have the opportunity to make an indelible impact, one that reverberates far beyond the confines of the pitch. Let us stand united in our pursuit of excellence, inclusivity, and progress, as we proudly march forward with the Georgian Football Federation's bold and transformative strategy.

President: Levan Kobiashvili

## CONTENTS

INTRODUCTION

ASSESSMENT AND ALIGNMENT

OUR STRATEGIC VISION - MISSION – VALUES

OUR STRATEGIC FRAMEWORK

STAKEHOLDER ENGAGEMENT

ANTI-RACISM

CHILD AND YOUTH PROTECTION

EQUALITY AND INCLUSION

FOOTBALL FOR ALL

HEALTH AND WELL-BEING

REFUGEE SUPPORT

SOLIDARITY AND RIGHTS

CIRCULAR ECONOMY

CLIMATE AND ADVOCACY

EVENT SUSTAINABILITY

INFRASTRUCTURE SUSTAINABILITY

## ASSESSMENT AND ALIGNMENT

In the domain of Football Social Responsibility (FSR) in Georgia, the odyssey embarked upon in 2015 represents the initial phase of a transformative journey, and it is essential to note that this strategy has been developed in accordance with 5 Areas of Action integrated by UEFA implementing Sustainability Strategy Framework, comprising 11 distinct pillars. With unwavering commitment and dedication, the Georgian Football Federation has laid the cornerstone for substantial positive change, fostering an environment that champions inclusivity, empowerment, and societal progress. The foundational efforts undertaken hitherto resonate with the resounding impact of disability football projects, the vibrancy of the amputee football league, the transformative influence of football in orphanages, and the heartwarming narratives of football programs for children with intellectual disabilities. Guided by this steadfast commitment, the Federation has been promoting participation and competition, igniting the spark of possibilities across our diverse landscape. Nevertheless, it is vital to emphasize that this stage does not signify the culmination of our journey but rather serves as its inception. We are now at the threshold of the Assessment and Alignment phase, a critical juncture where we scrutinize the path traversed, celebrate the milestones achieved, and reflect on the lessons learned. This phase, akin to a compass, serves as our guiding light, assisting us in charting a deliberate and transformative course. Our gaze is firmly fixed on the horizon, and we are steadfast in our commitment to align our efforts with the pulse of local communities, the aspirations of stakeholders, and the dreams of every individual who calls Georgia home. As the threads of FSR are intricately woven into the fabric of our nation, we profoundly recognize the power of unity and collaboration. Through fortified partnerships with clubs and stakeholders, we aspire to cultivate sustainable growth where the positive change perennially bloomed. Our journey is an ongoing expedition, propelled by the conviction that football transcends being merely a game and stands as a conduit for profound societal transformation.

14 REGIONS (12 excluding 2 regions not controlled by Georgia)	... registered amputee footballers in Georgia	... registered footballers in orphanages	... disability football Clubs	... coaches and ... officials engaged in disability football projects	Child Safeguarding policy in place
		... of children with intellectual disability playing in Warriors Football programme	... Open Fun Football School Festivals per year		
			2 stakeholders engaged		

## OUR STRATEGIC VISION - MISSION - VALUES

**Vision** – Our Vision is to harness the unifying power of football to create a more inclusive, equitable and sustainable society where every individual, regardless of their ability or background, has the opportunity to experience the joy of playing and contributing to the beautiful game.

Page | 5

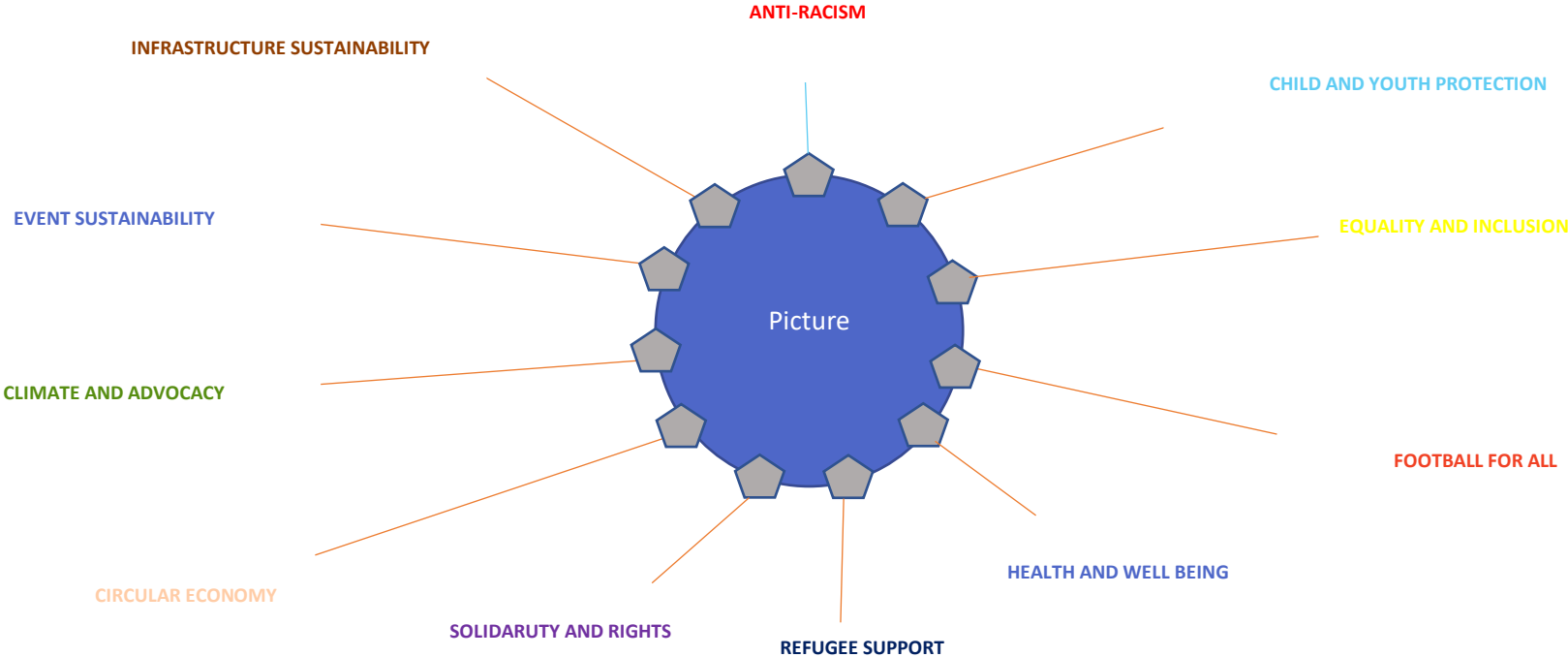
**Mission** – Our Mission is to use the platform of football to drive positive social change through inclusive and innovative initiatives. We are committed to promoting diversity, empowering marginalized communities, and fostering a culture of respect, empathy and environmental stewardship. By harnessing the collective passion for football, we aim to inspire and impact lives, leaving a lasting legacy of unity and progress.

### Values

- **Inclusivity:** We believe that everyone should have equal access to the benefits of football, regardless of ability, gender or background.
- **Empowerment:** We empower individuals and communities to realize their full potential through football, fostering self-confidence and a sense of belonging.
- **Respect:** We promote respect, fairness, and integrity both on and off the field, creating a safe and supportive environment for all participants.
- **Innovation:** We embrace creative approaches to develop unique and impactful initiatives that push boundaries and challenge stereotypes.
- **Collaboration:** We actively engage with partners, stakeholders and communities to amplify our impact and create meaningful change together.

**Sustainability:** We are committed to environmental sustainability, taking responsible actions to minimize our footprint and promote eco-conscious practices.

OUR STRATEGIC FRAMEWORK



## ANTI-RACISM

In the heart of the Caucasus, where the echoes of passion reverberate across generations, the Georgian Football Federation stands united with an unwavering resolve. Our canvas extends beyond the confines of the pitch, painting a portrait of a nation where football serves as a catalyst for positive change. As we embark on this transformative journey, anchored by the pillars of our Sustainability Strategy, we pledge to forge a path that erases the stain of discrimination, embraces diversity and champions unity.

**OUR COMMITMENT** to this noble cause runs deep, fuelled by a collective determination to create a football community free from the stain of racism. We vow to cultivate an environment where every player, coach, official and fan is valued for their talent and character, irrespective of their background or ethnicity. We are resolute in our determination that the spirit of inclusivity shall guide every step we take on this journey.

**Our Challenge** – We acknowledge that our journey is not devoid of challenges. The complex tapestry of Georgian society bears witness to the scars of prejudice that linger.

The challenges before us are formidable:

- transform perceptions
- educate minds
- elevate our football fraternity to new heights of understanding and respect

We confront the echoes of historical biases and aspire to rewrite the narrative, anchoring our actions in the principles of justice and unity. We will support our best players to become inspirational role models and ambassadors.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b>  Foster awareness and education	<b>We will:</b> <ul style="list-style-type: none"> <li>• Develop and distribute educational materials on the importance of combating racism in football.</li> <li>• Work through GFF communication channels and with our media partners to portray the positive social and physical impact of racism-free football.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Measure percentage increase in awareness among football stakeholders regarding racism and its effects.</li> <li>• Showcase the positive attributes of diverse participation through annual internal and external campaigns</li> </ul>

		<ul style="list-style-type: none"> <li>• Use the licensing process to monitor and report on the actual cases of racism in football in Georgia</li> <li>• Work with academic institutions and NGOs to build an insight into football participation for people with different cultural/ethnic backgrounds within Georgia</li> </ul>	<ul style="list-style-type: none"> <li>• Produce and promote an annual women and girls football impact report</li> <li>• Conduct and at least one research programme, using ongoing projects/environments as a hub for data development</li> </ul>
2	<b>We will:</b>  Cultivate an inclusive environment	<b>We will:</b> <ul style="list-style-type: none"> <li>• Implement diversity and inclusion workshops for players, coaches and officials at all levels.</li> <li>• Promote inclusive opportunities through all GFF media channels.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Report about the number of workshops conducted annually.</li> <li>• Analyze participant feedback indicating increased understanding of inclusivity and anti-racism practices.</li> <li>• Launch a communication campaign promoting an inclusive environment using our role models.</li> </ul>
3	<b>We will:</b>  Promote equality in football	<b>We will:</b>  Launch initiatives that encourage participation from underrepresented ethnic minority groups.  Use Open Fun Football Schools to engage kids from ethnic minority groups in football activities  Use role models to promote and encourage racism-free environment in football in Georgia	<b>We will:</b> <ul style="list-style-type: none"> <li>• Measure the percentage increase in participation of individuals from different ethnic backgrounds across grassroots and competitive football programs.</li> <li>• Provide OFFS activities in all regions in Georgia twice a year</li> <li>• Engage former and existing professional players, coaches and referees in anti-racism campaigns twice a year</li> </ul>



## CHILD AND YOUTH PROTECTION

In the heart of the Georgian football landscape, where dreams and aspirations intertwine, Georgian Football Federation stands resolute. Our canvas stretches far beyond the boundaries of the field, encompassing a commitment to safeguarding and nurturing the most precious among us - our children and youth. As we embark on this journey supported by our Child and Youth Protection pillar, we pledge to create a haven where safety, well-being and empowerment converge, ensuring that every child's football experience is a sanctuary of growth, joy, and boundless potential.

Page | 9

**OUR COMMITMENT** – Our unwavering commitment to the protection and well-being of children and youth underpins every step we take. Anchored by our established child safeguarding policy and dedicated focal point, we are steadfast in creating an environment where young individuals thrive. We pledge to leave no stone unturned in fostering a culture of vigilance, empathy and proactive measures to ensure that our football community remains a fortress of safety.

**Our Challenge** – Our journey, while guided by noble intentions, is not without challenges. Georgia's unique socio-cultural fabric includes intricacies that require delicate navigation. The harmonization of traditions and modernity presents us with the task of balancing time-honoured values with progressive safeguarding practices. The challenge before us is to:

- infuse these practices seamlessly into the tapestry of our football ecosystem,
- forge a path that safeguards the innocence of our children without compromising the spirit of the game.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b>  Strengthen awareness and education	<b>We will:</b> <ul style="list-style-type: none"> <li>• Conduct regular workshops and training sessions for managers, coaches, officials, medics and volunteers on child protection protocols.</li> <li>• Include child safeguarding in UEFA License D, C, and refresh B.</li> <li>• Launch awareness raising campaign through all GFF media channels.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Report the percentage increase in participation of football stakeholders in child protection training.</li> <li>• Improve awareness among participants about identifying and reporting child protection concerns.</li> <li>• Use GFF media channels and role models to promote child safeguarding measures and raise awareness all over the country.</li> </ul>

2	<b>We will:</b>  Empower young voices	<b>We will:</b> <ul style="list-style-type: none"> <li>Establish a youth campaign within the football community to provide a platform for young individuals to express their ideas and concerns.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Number of stakeholders engaged in the Youth Campaign.</li> <li>Number of initiatives and feedback generated by the Youth Campaign</li> </ul>
3	<b>We will:</b>  Collaborate guardianship	<b>We will:</b> <ul style="list-style-type: none"> <li>Forge partnerships with local schools, communities and child protection organizations to collectively champion the cause of child and youth protection.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Number of collaborative partnerships established.</li> <li>Joint initiatives with partner organizations focused on child and youth safety.</li> </ul>

## EQUALITY AND INCLUSION

Nestled within the heart of the Georgian football spirit, the Georgian Football Federation stands poised to embark on a transformative journey. Our canvas extends far beyond the confines of the pitch, as we pledge to paint a portrait of a football community where equality and inclusion flourish. Guided by the principles of unity, respect, and harmony, our Equality and Inclusion pillar becomes the cornerstone of our commitment to create a tapestry of football that celebrates diversity and empowers all.

**OUR COMMITMENT** – Our commitment to equality and inclusion reverberates through every endeavour we undertake. We stand firm in our resolve to ensure that every individual, regardless of their background, identity or ability, finds a welcoming embrace within our football family. Bolstered by our established safeguarding policies, we pledge to leave no stone unturned in our pursuit of fostering an environment where every voice is heard and every dream is nurtured.

**Our Challenge** – We recognize that the journey towards equality and inclusion is not without challenges. The fabric of our society is woven with the threads of tradition and modernity, diversity and unity. The challenge before us is to navigate these intricate complexities, to bridge the gap between different narratives, and to foster a football community that thrives on the richness of its differences. Our task is to harmonize these diverse chords into a symphony of shared goals and mutual respect.

1	<b>We will:</b> Ensure diverse representation and participation	<b>We will:</b> <ul style="list-style-type: none"> <li>• Launch outreach programs in underserved communities to increase participation from marginalized groups.</li> <li>• Strengthen representation of different communities through communicating with local stakeholders and regional federations.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Have percentage increase in participation from underrepresented groups.</li> <li>• Number of grassroots programs established in diverse communities.</li> </ul>
.2	<b>We will:</b> Empower through education	<b>We will:</b> <ul style="list-style-type: none"> <li>• Make coach and referee education opportunities visible and accessible for different communities.</li> <li>• Develop educational initiatives and workshops on diversity, gender equality and inclusion for players, coaches and officials.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Number of educational courses/workshops conducted.</li> <li>• Participant feedback indicating increased awareness and understanding of equality and inclusion.</li> </ul>
3	<b>We will:</b> Celebrate abilities and differences	<b>We will:</b> <ul style="list-style-type: none"> <li>• Establish and promote inclusive football leagues and tournaments that embrace individuals of all abilities.</li> <li>• Use Football in Schools, WPS Geo and Playmakers to engage children with disabilities in football.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Number of inclusive football events organized annually.</li> <li>• Participation rate of individuals with disabilities in inclusive football programs.</li> </ul>

For decades, our country's football infrastructure has provided an environment for the development of the men's game, and it will now need to adjust in order to serve the increasing demands of the women's game. In addition to requiring flexibility and cooperation, our footballing environment will need to adapt to meet the different needs of all players. **HAVING UNLOCKED THE DOOR, WE MUST ENSURE A WARM WELCOME**

**OUR COMMITMENT** – In the heartland of Georgian football, where dreams take flight and camaraderie knows no bounds, Georgian Football Federation stands resolute. Our canvas spans beyond the boundaries of the pitch, as we pledge to ignite a revolution of inclusion through our Football for All pillar. Guided by the principles of unity, empowerment and shared passion, we envision a future where football is a realm open to all, irrespective of backgrounds or abilities.

**Our Challenge** – Our commitment to football for all lies at the core of our existence. We embark on a journey to create an environment where every individual find solace in the embrace of football. We stand as guardians of a united football family, where every person, regardless of age, gender or ability, is welcomed with open arms.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Expend inclusive grassroots initiatives	<b>We will:</b> <ul style="list-style-type: none"> <li>Establish community-based football programs through GFF-owned projects in underserved areas, focusing on accessibility and inclusivity.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Number of grassroots programs (FiS; WPS; PlayMakers; OFFS;) launched.</li> <li>Participation rate of underrepresented communities in football activities.</li> </ul>
2	<b>We will:</b> Develop age-inclusive football pathways	<b>We will:</b> <ul style="list-style-type: none"> <li>Develop existing amateur leagues to cater to different age groups, including youth and seniors.</li> <li>Develop walking football league to cater to senior age groups.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Number of age-inclusive leagues established.</li> <li>Participation rate of seniors in football leagues and events.</li> </ul>

3	<b>We will:</b> Pilot adaptive football programs	<b>We will:</b> <ul style="list-style-type: none"><li>• Pilot adaptive football training sessions and leagues for individuals with disabilities.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>• Number of adaptive football programs launched.</li><li>• Participation rate of individuals with disabilities in adaptive football activities.</li></ul>
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**HEALTH AND WELL BEING**

At the heart of Georgian football, where the rhythm of passion beats strong and dreams take flight, Georgian Football Federation stands resolute. Our canvas stretches beyond the confines of the pitch, as we pledge to elevate the essence of well-being through our Health and Wellbeing pillar. Guided by the principles of holistic growth, we envision a future where football not only fuels ambition but also nurtures the physical and mental vitality of every individual.

**OUR COMMITMENT** - Our commitment to health and well-being reverberates with unwavering dedication. Rooted in our safeguarding policies, we stand united as champions of an environment where football serves as a fountain of vitality for all. We pledge to ensure that the pursuit of excellence on the field goes hand in hand with a robust framework that prioritizes the overall well-being of every participant.

**Our Challenge** – As we tread the path of well-being, we acknowledge the challenges that lie ahead. The landscape of well-being is as intricate as it is diverse, intertwined with physical, mental, and emotional facets. The challenge before us is:

- to strike a harmonious balance
- to champion the pursuit of peak performance while nurturing a sense of self-care and resilience

It is a challenge that beckons us to cultivate an environment where football becomes a source of holistic empowerment.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Promote an active lifestyle through football	<b>We will:</b> <ul style="list-style-type: none"> <li>Establish community-based football campaigns that promote physical activity and well-being.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure participation rate in community football programs.</li> <li>Measure percentage increase in physical activity levels among participants.</li> <li>Use GFF owned media channels to showcase the benefits of active lifestyle through football.</li> </ul>
2	<b>We will:</b> Champion mental health	<b>We will:</b> <ul style="list-style-type: none"> <li>Launch a campaign to raise awareness about mental health issues</li> <li>Measure participation rate in community football programs.</li> <li>Measure percentage increase in physical activity levels among participants.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Use professional players and role models in an awareness raising campaign through all GFF-owned media channels.</li> <li>Measure participation rate in community football programs.</li> <li>Measure percentage increase in physical activity levels among participants.</li> </ul>
3	<b>We will:</b> Provide nutrition and wellness education	<b>We will:</b> <ul style="list-style-type: none"> <li>Develop educational resources and workshops on nutrition, hydration and healthy habits.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Manage the number of nutrition and wellness workshops conducted.</li> <li>Review the participant knowledge gain in nutrition and healthy lifestyle practices.</li> </ul>

REFUGEE SUPPORT

Nestled within the heart of Georgian football, where passion knows no bounds and the spirit of unity runs deep, Georgian Football Federation stands poised to make a meaningful impact. Our canvas transcends the boundaries of the pitch, as we embrace a profound commitment to extending a helping hand to those in need through our Refugee Support pillar. Guided by empathy, compassion and belief in the unifying power of football, we envision a future where the beautiful game serves as a bridge of hope and solace for refugees seeking a new home.

**OUR COMMITMENT** – Our commitment to refugee support flows from the very core of our being. Anchored by our projects, we pledge to provide a sanctuary of acceptance and belonging to those who have been displaced by conflict and adversity. We stand united as advocates of compassion, ready to offer a lifeline to those who seek refuge within the embrace of our football community.

**Our Challenge** – As we tread the path of refugee support, we acknowledge the complexities that lie ahead. The refugee experience is marked by the trauma of displacement and the longing for stability. The challenge before us is to create an environment that not only provides physical support but also nurtures emotional healing and cultural integration. It is a challenge that beckons us to transform football fields into places of solace, where the language of the game transcends borders and brings solace to those who have endured hardship.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Develop Inclusive Football Spaces	<b>We will:</b> <ul style="list-style-type: none"><li>Establish football programs in collaboration with refugee canters, offering a space for community, interaction and physical activity.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>Measure the number of football programs established in refugee canters.</li><li>Measure the participation rate of refugees in football activities.</li></ul>
2	<b>We will:</b> Support cultural exchange through football	<b>We will:</b> <ul style="list-style-type: none"><li>Organize friendly matches and tournaments that bring together refugees and local communities.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>Measure the number of cultural exchange events organized.</li></ul>

			<ul style="list-style-type: none"> <li>Analyse the participant feedback indicating increased understanding and unity between refugees and locals.</li> </ul>
3	<b>We will:</b> Empower life skills	<b>We will:</b> <ul style="list-style-type: none"> <li>Provide workshops and training sessions through the OFFS program on life skills, language development and job readiness for refugees.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the number of life skills workshops conducted.</li> <li>Analyse participant knowledge gain in essential life skills and language proficiency.</li> </ul>

## SOLIDARITY AND RIGHTS

Amidst the vibrant tapestry of Georgian football, where passion knows no borders and the spirit of unity knows no bounds, Georgian Football Federation stands poised to inspire change. Our canvas extends beyond the boundaries of the pitch, as we embrace the mantle of Solidarity and Rights, where football becomes a catalyst for advocating social justice, championing human rights and weaving a narrative of unity that resonates across our nation.

**OUR COMMITMENT** – Our commitment to solidarity and rights stands as a testament to the transformative power of football. We pledge to raise our voices in unison against inequality, discrimination and human rights abuses. We stand united, unwavering in our dedication to amplify the principles of justice, empathy and human dignity through the beautiful game.

**Our Challenge** – As we navigate the realm of Solidarity and Rights, we recognize the profound challenges that lie ahead. The fight for justice and equality is often met with entrenched systems, deeply ingrained biases, and complex socio-political dynamics.

The challenge before us is:

- To harness the global language of football
- To transcend the barriers
- To elevate marginalized voices
- To create a harmonious chorus of solidarity that reverberates across our society.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
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1	<b>We will:</b> Raise awareness and advocacy	<b>We will:</b> <ul style="list-style-type: none"> <li>• Launch campaigns and initiatives to raise awareness about social justice issues, including equality, human rights and inclusivity.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Measure the number of awareness campaigns conducted.</li> <li>• Reach and engage professional players and role models in campaigns on social media platforms.</li> </ul>
2	<b>We will:</b> Strengthen partnerships for change	<b>We will:</b> <ul style="list-style-type: none"> <li>• Collaborate with human rights organizations, NGOs and local communities to address social justice challenges through football.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Measure the number of partnerships established.</li> <li>• Analyse successful execution of joint initiatives and events with partner organizations.</li> </ul>
3	<b>We will:</b> Empower through education	<b>We will:</b> <ul style="list-style-type: none"> <li>• Develop educational materials and workshops on human rights, tolerance and inclusivity for football stakeholders.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>• Measure the number of educational materials distributed.</li> <li>• Analyse the participation rate in human rights workshops and training.</li> </ul>

CIRCULAR ECONOMY

Amidst the rhythmic heartbeat of Georgian football, where tradition and innovation converge, the Georgian Football Federation stands poised to lead a transformation that extends beyond the boundaries of the pitch. Our canvas encompasses the Circular Economy pillar, where football becomes a vehicle for sustainable change, weaving a narrative of environmental responsibility, resource efficiency, and a commitment to nurturing the planet for future generations.

**OUR COMMITMENT** – Our commitment to the circular economy resonates deeply within us. We pledge to infuse the principles of sustainability, recycling and waste reduction into the very fabric of our football community. United by a shared vision of a greener future, we embark on a journey to champion environmentally conscious practices and forge a legacy of responsible stewardship.

**Our Challenge** – As we tread the path of the Circular Economy, we acknowledge the complex challenges that lie ahead. Balancing the demands of modern football with the imperative of environmental stewardship is a delicate dance.

The challenge before us is:

- to harmonize the tradition of the game with innovative practices,
- to instill a culture of resource conservation amidst the excitement of competition.

Our task is to navigate a landscape where tradition meets transformation, and where our actions echo the importance of preserving our planet.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Launch sustainable operations	<b>We will:</b> <ul style="list-style-type: none"><li>• Implement energy-efficient and waste reduction practices in football facilities and events.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>• Measure the percentage reduction in energy consumption in football facilities by 2025.</li><li>• Measure the amount of waste diverted from landfills through recycling and sustainable disposal methods by 2025.</li></ul>

2	<b>We will:</b> Organize eco-friendly events	<b>We will:</b> <ul style="list-style-type: none"> <li>Organize football events with a focus on minimizing environmental impact, such as reducing single-use plastics and promoting responsible transportation.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the percentage reduction in single-use plastics at events.</li> <li>Measure the number of eco-friendly transportation options promoted.</li> </ul>
3	<b>We will:</b> Achieve green partnerships	<b>We will:</b> <ul style="list-style-type: none"> <li>Collaborate with eco-conscious partners and sponsors to promote circular economy principles.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Have at least 3 partnerships established with organizations promoting sustainability by 2025.</li> <li>Assess impact of circular economy initiatives supported by partners.</li> </ul>

## CLIMATE AND ADVOCACY

Amidst the vibrant mosaic of Georgian football, where passion intertwines with purpose, Georgian Football Federation stands ready to embark on a transformative journey. Our canvas transcends the boundaries of the pitch, as we embrace the mantle of Climate and Advocacy, where football becomes a powerful platform to raise our voices for environmental stewardship and to ignite change for a sustainable tomorrow.

**OUR COMMITMENT** – Our commitment to climate and advocacy resonates deep within us. We pledge to utilize the global reach and influence of football to amplify the urgent call for environmental responsibility. Guided by a shared vision of safeguarding our planet, we stand united as advocates, ready to galvanize action and inspire a legacy of sustainability.

**Our Challenge** – As we navigate the path of Climate and Advocacy, we acknowledge the intricate challenges that lie ahead. The climate crisis is a defining challenge of our era, demanding collective action, policy advocacy, and a shift in behaviour.

The challenge before us is to:

- mobilize our football community to not only adopt eco-friendly practices but also to become a driving force for policy change and advocacy that resonates beyond the touchlines.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Start carbon footprint reduction	<b>We will:</b> <ul style="list-style-type: none"> <li>Implement measures to reduce carbon emissions within football facilities and operations.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the percentage reduction in carbon emissions from football facilities.</li> <li>Analyse the adoption rate of renewable energy sources and sustainable practices.</li> </ul>
2	<b>We will:</b> Launch environmental awareness campaigns	<b>We will:</b> <ul style="list-style-type: none"> <li>Launch educational campaigns to raise awareness about climate change and environmental conservation through football events.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the reach and engagement of environmental awareness campaigns on social media platforms.</li> <li>Conduct 2 educational workshops on climate change per year.</li> </ul>
3	<b>We will:</b> Advocate for policy change	<b>We will:</b> <ul style="list-style-type: none"> <li>Collaborate with governmental and non-governmental stakeholders to advocate for environmentally friendly policies and initiatives.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Launch advocacy initiatives by 2025.</li> <li>Increase the level of engagement and support from relevant stakeholders.</li> </ul>

## EVENT SUSTAINABILITY

Within the vibrant landscape of Georgian football, where fervor and unity converge, Georgian Football Federation stands poised to lead a paradigm shift. Our canvas extends beyond the perimeters of the pitch, as we embrace the mantle of Event Sustainability, where football events become platforms for environmental stewardship and responsible practices. Guided by our commitment to create a positive impact, we envision a future where every roar of the crowd resonates with the ethos of sustainability.

**OUR COMMITMENT** – Our commitment to Event Sustainability is etched deeply within us. We pledge to transform football events into showcases of environmental responsibility, leaving an indelible mark on the hearts of spectators and participants alike. United by a shared vision, we embark on a journey to weave sustainability into the very fabric of our football gatherings, setting a precedent for conscientious event management.

**Our Challenge** – As we navigate the realm of Event Sustainability, we recognize the intricacies that lie ahead. The art of event management must harmonize with ecological considerations, bridging the excitement of the game with the imperative of environmental consciousness. The challenge before us is:

- to orchestrate football events that leave behind a legacy of reduced ecological footprint
- to inspire stakeholders to embrace sustainability as an integral part of the football experience.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI’S (How we will measure our impact)
1	<b>We will:</b> Develop/adopt eco-friendly infrastructure	<b>We will:</b> <ul style="list-style-type: none"><li>• Implement eco-friendly practices in event infrastructure setup, including waste management and energy efficiency.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>• Measure the percentage reduction in waste generated during events.</li><li>• Analyse the adoption rate of energy-efficient technologies in event infrastructure.</li></ul>
2	<b>We will:</b> Promote sustainable fan engagement	<b>We will:</b> <ul style="list-style-type: none"><li>• Promote eco-friendly fan engagement practices, such as reducing single-use plastics and encouraging responsible transportation.</li></ul>	<b>We will:</b> <ul style="list-style-type: none"><li>• Measure the percentage reduction in single-use plastics at events.</li><li>• Analyse the number of eco-friendly transportation options promoted to fans.</li></ul>

3	<b>We will:</b> Focus on legacy of sustainability	<b>We will:</b> <ul style="list-style-type: none"> <li>Establish initiatives to ensure that the positive impact of events extends beyond match day, such as tree planting campaigns or community clean-up efforts.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the number of community-based sustainability initiatives conducted.</li> <li>Assess the long-term impact of sustainability legacies.</li> </ul>
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## INFRASTRUCTURE SUSTAINABILITY

Amidst the beating heart of Georgian football, where tradition and progress are in harmony with each other, the Georgian Football Federation stands poised to lead a transformative charge. Our canvas expands beyond the boundaries of the pitch, as we embrace the mantle of infrastructure sustainability, where football facilities become catalysts for environmental consciousness and progressive development. Guided by our steadfast commitment, we envision a future where every stadium stands as a testament to sustainability, reflecting our dedication to both the game and the planet.

**OUR COMMITMENT** – Our commitment to infrastructure sustainability resonates at the core of our purpose. We pledge to revolutionize football infrastructure, infusing principles of energy efficiency, eco-friendliness, and community engagement into the very blueprint of our facilities. United by this shared vision, we embark on a journey to transform football venues into centers of sustainable excellence.

**Our Challenge** – As we embark on the path of infrastructure sustainability, we recognize the complexity of the endeavor. The realm of infrastructure development must harmonize with the imperative of ecological responsibility and long-term viability.

The challenge before us is:

- to design and rejuvenate football facilities that minimize environmental impact,
  - to embody modernity,
  - to serve as hubs for community engagement,
- all while upholding the rich tradition of the game.

Goal	Goal (What we will do)	Objective (How we will do it)	KPI'S (How we will measure our impact)
1	<b>We will:</b> Provide eco-friendly facility upgrades	<b>We will:</b>	<b>We will:</b>

		<ul style="list-style-type: none"> <li>Implement energy-efficient technologies and renewable energy sources in football facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Measure the percentage reduction in energy consumption in upgraded facilities by 2025.</li> <li>Analyse the adoption rate of renewable energy technologies by 2025.</li> </ul>
2	<b>We will:</b> Develop community-centric design	<b>We will:</b> <ul style="list-style-type: none"> <li>Develop football facilities with amenities that benefit local communities, such as public spaces, parks, and educational areas.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the number of community amenities integrated into football facility design by 2025.</li> <li>Support community engagement and utilization of facilities beyond match days by 2025.</li> </ul>
3	<b>We will:</b> Support green infrastructure innovation	<b>We will:</b> <ul style="list-style-type: none"> <li>Foster partnerships and research initiatives to explore innovative sustainable infrastructure solutions for football facilities.</li> </ul>	<b>We will:</b> <ul style="list-style-type: none"> <li>Measure the number of research collaborations established.</li> <li>Analyse the successful implementation of innovative sustainable infrastructure projects.</li> </ul>

### GUIDING PRINCIPLES – How We Will Work

To ensure high levels of consistency and quality across all of our pillars throughout this strategic period, our efforts will be structured through the implementation of six key guiding principles.

- **Equity:** Ensure that every individual has an equal opportunity to participate, learn, and grow through football.
- **Inclusion:** Create spaces where diversity is celebrated, and all participants feel valued and respected.
- **Empowerment:** Empower individuals with disabilities and those from marginalized backgrounds to become active contributors to their communities.
- **Advocacy:** Advocate for the rights of individuals with disabilities and promote awareness about social and environmental issues.

- **Education:** Educate players, coaches, and the broader community about the importance of inclusion, empathy and environmental sustainability.
- **Innovation:** Continuously seek innovative ways to make football accessible, engaging, and beneficial for all.

With the ambitious impact we have in mind between now and 2026, we know we cannot achieve our aspirations alone. All our stakeholders across the country will play a crucial role in the delivery of the strategic goals outlined within this document, and we very much look forward to working closely with individuals and organisations on a local and national level as part of this strategic journey. We thank you in advance for all of your time, support and desire in developing a greater future for football in Georgia.

