

Football sustainability Strategy

2023-2028



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MESSAGE BY THE LFF

PRESIDENT





We often think of football as those 90 minutes on the pitch, when two teams compete against each other to find out who is better that day. But those days when all that mattered was the result on the pitch are gone – now football has become a much bigger phenomenon that goes far beyond sporting results or achievements.

This strategy for social responsibility in football is one more step for our football that keeps growing even faster. Football is already the most massively promoted sport in our country, and through football, we can carry a number of relevant messages that are relevant to our daily lives.



Both UEFA and other national associations are more pronounced emphasising the importance of this factor in the development and growth of our sport. Together, we can achieve good results not only on the football field, but can also accomplish much important work outside the pitch. This strategy is one of the important strategic works that will also draw guidelines for our future activities.

The Federation, as the main football body in the country, needs to take the lead here and encourage as many stakeholders as possible to get involved. Without external support, it would be indeed really difficult for us to achieve anything, so our strategy is based on the recently adopted UEFA Strategy “Strength through Unity 2030” and the LFF Activity Programme “Game Plan 2024”. With such a solid foundation on which we can build this part of our activities, we are confident that it will gradually involve more and more stakeholders.



"This strategy for social responsibility in football is one more step for our football that keeps growing even faster"



Getting the priorities and key activities right is crucial. In this case, we focus on what is most important for our football community. Several different factors may be highlighted as crucial: the protection of children and youth, equality and engagement, access to football for all regardless of ability or financial situation, as well as respect for nature.

We are very aware that this is not a finite process and that clear results cannot be achieved in the short term – that is why this strategy covers the period until 2028. We believe that five years is the right time to assess what results we will be able to achieve and what changes we will be able to initiate. It is important to remind once again that responsibility must be shared by all of us – only then, after a while, will we be able to appreciate the results achieved. The Federation is ready to take the lead, but it is also important that we are all pool our efforts together and understand the seriousness of this activity area. Football has a unique ability to unite, and we hope that it will do so again this time.

A stylized handwritten signature in blue ink, positioned above a horizontal line.

Edgaras Stankevičius

LFF president

Vission & Mission

Vission

By 2028, the Lithuanian Football Federation becomes the most important institutional and social actor in sports, in the fields of public policies and social responsibility.

Mission

Using the positive power of football, we will ensure that every individual in the country who wants to engage in our sport has access to welcoming, supportive and enjoyable opportunities.

Values

Honesty and openness, fostering and welcoming, inclusivity, adaptability and commitment to continuous improvement.



FOREWORD



We are very pleased to present the new social responsibility strategy for football. We can see how important this topic has become in international football, hence, it is very important that we keep pace and take important steps in Lithuania.

We know well the road we must take, what we need to do and how to behave. We have an excellent team that has worked on the development of this strategy and will work on its implementation.

This strategy is very important for several reasons, of which one is perhaps most important – it sets out a clear path and a roadmap of activities that we need to follow in order to achieve our goals and objectives.

"With this strategy, we want to inspire community members to change, and to demonstrate good practice in its subsequent implementation process"

It is crucial that we have the support of UEFA, that we could also rely on their strategy, which was also developed in consultation with professionals and representatives of the football community. It is also important that this strategy is long term, spanning up to 2028. We know we can grow considerably in that time and can also see if we are getting closer to the progress we want. If the situation requires, the objectives and measures can be adapted to the changing environment and the results to be achieved.

With this strategy, we want to inspire community members to change, and to demonstrate good practice in its subsequent implementation process. Education is just as important, as it is the only way to achieve the desired results.

We know we have a long way to go, but with a determined team everything is possible. We thank everyone for their support and contribution to the development of the strategy and we look forward to their support in the implementation process.



Greta Valikonienė

Leader of Social
Responsibility in Football



STRATEGY PILLARS



CALENDAR OF INTERNATIONAL DAYS



Child & youth protection

Our children and youth should be provided with a welcoming environment while being part of any football activities. Welcoming environment is defined as safe, respected and child-focused approach leading to a positive and inspiring impression of football. In these conditions all the rights of child and youth are being respected and protected from any kind of harm.

Harm could be done in different forms and usually causes a long-term damage. It can be expressed by neglect (inadequate support or medical care, unsafe conditions, other), psychological violence (humiliations, being ignored or excluded, criticised about appearance, threats, aggression, other), physical violence (excessive exercise as punishment, forcing to play while injured, physical assault, other), non-contact and contact sexual violence (sexual comments, looks, undressing for others, kissing, touching, other).

Football is a place where we enjoy playing and experience positive emotions. That is why we aim to create child-focused environment, where all the human rights are respected and no harm is being done.



2028 AMBITION

Ensure welcoming environment for every child and youth involved in football activities to strike zero episodes of abuse.



TARGETS



TARGETS	KPIs	TIMING & DIFFICULTY
<div><div>1</div><div>QUALIFIED STAFF: EVERY ADULT WORKING WITH KIDS IS AWARE OF SAFE ENVIRONMENT REGULATIONS AND IS EDUCATED TO CREATE IT</div></div>		
Children safeguarding Focal point appointed and active in FA	Activity status	S1
Children safeguarding Focal point appointed in all clubs taking part in UEFA competitions and A league	% of clubs	M2
Adapt online UEFA Child Safeguarding platform for our community	Activity status	S2
Online UEFA Child Safeguarding modules introduced as mandatory in every grassroots project	% of projects	L3
100% safeguarding Focal points trained	% of focal points	L4
100% of staff working in certified football organizations and involved in child and youth football activities (coached, referees, managers, doctors, parents, other) has completed online UEFA Child Safeguarding course	% of staff	M4
100% of staff involved in child and youth football activities (coached, referees, managers, doctors, parents, other) has completed online UEFA Child Safeguarding course	% of staff	L5



TARGETS

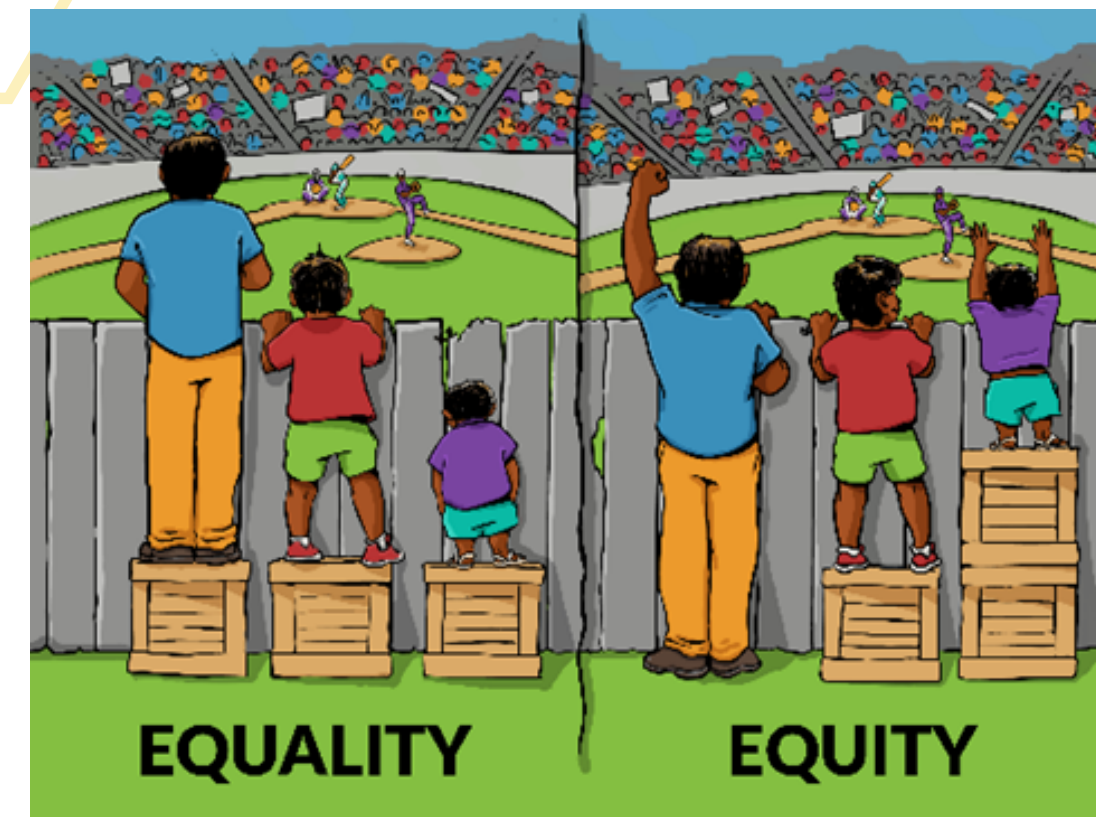
TARGETS	KPIs	TIMING & DIFFICULTY
100% of football organizations has Outraged toolkit trainings on child and youth safeguarding topic included in their education	% of football organizations	L5

2 FOOTBALL SOCIETY IS REGULARLY INFORMED ON CHILD & YOUTH PROTECTION IN LITHUANIAN FOOTBALL		
Regular awareness raising social media campaigns (not less than 6 times per year) to prevent any possible harm for child and youth	Number of communications; Number of people reached.	L2

3 CHILD & YOUTH PROTECTION PRINCIPLES ARE INCLUDED IN EVERY OFFICIAL DOCUMENT OR STATEMENT OF LFF AND APPROPRIATE REPORTING TOOL IS IN PLACE		
Child and youth protection policy in place and main principles are included in LFF licencing regulations	Activity status	S2
Reporting tool in place	Activity status	M3
100% of organizations participating in LFF youth competitions has a policy for Child and youth protection	Activity status	L5

Equality & inclusion

Every community member has access to football fitting his or her needs and wishes. Equal rights and opportunities are applied to all levels of football to ensure that everyone feels respected and empowered to express themselves, enjoy and contribute to the game. Equity is important while encouraging diversity and providing equal opportunities.



2028 AMBITION

Create inclusive football ecosystem respecting people's rights and considering their abilities to strike zero episodes of discrimination.

EQUALITY & INCLUSION



2

Working together for an inclusive Europe



TARGETS



TARGETS	KPIs	TIMING & DIFFICULTY
1 CONSTANT AWARENESS RAISING AND EDUCATION		
Constant awareness raising (not less than 6 times per year) on equality and inclusion	Number of communications; Number of people reached	L2
100% of certified football organizations has Outraged toolkit trainings on equality and inclusion topic included in their education	% of certified football organizations	L5

2 ANTI-DISCRIMINATION PRACTICES		
Transparent discrimination reporting system in place using 3R rule: recognize, react, report	Activity status	M3
Equality and inclusion promotional events (10 per year) for different social groups	Number of events	L2

TARGETS

TARGETS	KPIs	TIMING & DIFFICULTY
3 EVERY LFF OFFICIAL DOCUMENT OR STATEMENT INCLUDES EQUALITY PRINCIPLES		
LFF Equality and inclusion policy in place and main principles included in LFF licencing regulation	Activity status	S1

4 EQUAL RIGHTS AND OPPORTUNITIES INSIDE THE LFF		
Equal pay system introduced	Activity status	L4

Football for all abilities

Disability is a restriction or lack of ability to perform an activity in the manner or within the range considered normal for a human being. Football should be welcoming for players and fans of all abilities.



2028 AMBITION

Football for all: playing and participation opportunities adapted to different needs and abilities of our community are included into FA offer.



TARGETS

TARGETS	KPIs	TIMING & DIFFICULTY
1 AWARENESS RAISING ON FOOTBALL FOR ALL ABILITIES		
Continuous communication (not less than 6 times per year) on football for all abilities and different games formats topic	Number of communications; Number of people reached	L2

2 ACCESS TO FOOTBALL INDUSTRY AND DIFFERENT GAME FORMATS ADAPTED TO EVERYONE'S NEEDS		
Welcoming participation opportunities for every age group of disabled people	Activity status	L4
Every coach working with disabled groups has a special education to run activities	% of coaches	M3
Extra education on specific topics for coaches working with disabled groups (50 coaches per year)	Number of coaches per year	M3
Policy for equal opportunities for disabled people to work in football organizations and volunteer in the main events (international games, national football events)	Activity status	M2
Football for all unit in FA by 2028	Activity status	L5

TARGETS

TARGETS	KPIs	TIMING & DIFFICULTY
3 ACCESSIBLE TICKETING AND INFRASTRUCTURE OF INTERNATIONAL AND NATIONAL GAMES		
UEFA Infrastructure accessibility guidelines translated and provided to football clubs	Activity status	M1
LFF and clubs which take part in international competitions has DAO appointed. He/she is active during every international game	% of games	S2
LFF and clubs, which take part in international competitions, has an online ticketing platforms and official webpage adapted for disabled people	Activity status	M3

Health & well-being

Promoting the importance of health and well-being through football activities across wide community. Health and well-being is described by an appropriate nutrition, active lifestyle, care on health issues, ability to create healthy habits and behaviours and measuring benefits of staying active for persons body and soul.

2028 AMBITION

Mobilise the football community to promote better health, active lifestyles and widen the engagement of players across age groups, particularly older people.



TARGETS

TARGETS	KPIs	TIMING & DIFFICULTY
1 AWARENESS RAISING ON HEALTH AND WELL-BEING		
Continuous awareness raising (not less than 6 times per year) social media campaigns on health and well-being	Number of communications; Number of people reached	L2
Monthly football trainings with LFF staff	Number of trainings	M2

2 FOOTBALL ACTIVITIES FOR OLDER PEOPLE		
Participation opportunities (game formats) for every age group (from 35+)	Activity status	M2



TARGETS



TARGETS	KPIs	TIMING & DIFFICULTY
<div><div>3</div><div>PROMOTION OF HEALTHY LIFESTYLE BY PREVENTING BAD HABITS AND USE OF PROHIBITED SUBSTANCES</div></div>		
LFF Anti-doping policy by 2026	Activity status	M3
Every organization, working with youth over 12, is provided with education on prohibited substances in sports topic	% of organizations	L4
Education program on healthy food and active lifestyle focusing youth	Activity status	M3
Healthy food offer in all international games	% of international games	M2



Respect to environment

Football has a huge impact on climate change which obliges to take actions towards protecting environment. Circular Economy concept “Take-Make-Waste” has to be shifted to model that radically reduces the use of raw materials for the manufacturing process.



2028 AMBITION

Reduce the environmental footprint and apply the 4R approach (reduce-reuse-recycle-recover) in all operations to minimise the impact of football on the environment.



TARGETS

TARGETS	KPIs	TIMING & DIFFICULTY
1 BEING A ROLE MODELS AS AN ORGANIZATION		
Implement 10 actions to minimize the environmental footprint left by internal activities of our organization	Number of actions implemented	L5
Continuous awareness raising campaigns (6 times per year) on environmental sustainability and 4R approach	Number of communications; Number of people reached	L2

2 IMPROVE FOOTBALL INFRASTRUCTURE AND EVENTS TO BECOME MORE ENVIRONMENTALLY FRIENDLY		
Recycling bins in all stadiums and training pitches of clubs taking part in international competitions	% of facilities with recycling bins	M4
LED lightning in all football stadiums of clubs taking part in international competitions	% of stadiums	L5



TARGETS



TARGETS	KPIs	TIMING & DIFFICULTY
Zero plastic products packaging during international competitions	% of football games where food and drinks are provided	M5
Embed environment protection requirements in clubs licensing regulations	Activity status	S2

<div>3</div> SUSTAINABLE MOBILITY OPPORTUNITIES TO REDUCE ENVIRONMENTAL FOOTPRINT		
Contract public transport companies to provide sustainable mobility options to the stadium and back home on international game days	Activity status	S2
Instal charging station of electric scooters and bicycles next to the stadiums of international games take place by 2030	Activity status	M5



FROM STRATEGY TO ACTION

Turning the Lithuanian football federation sustainability strategy into concrete action requires a willingness to adapt by all parties involved.

Football will be a sports leader in sustainability in Lithuania by 2028. For this case, LFF needs to invest human and financial resources to achieve short-term and long-term goals, be more responsible, and share best practices with the community.

LFF will accelerate the process by implementing the following priority steps:

1

Football-related action plans for each area

2

Guidelines and support programmes for the football community and stakeholders

3

Measurement and monitoring for reporting on actions and results

4

Sustainability as a future and a key player in the LFF strategic plan

FROM STRATEGY TO ACTION

This journey will present challenges on the way. To overcome the challenges, the Lithuanian football ecosystem must understand, invest and work closely with each other on a common agenda.

As football is a crucial player in the community, LFF calls the football stakeholders to join and play their part.







Together
for the brighter future!

www.lff.lt

