



**Football social responsibility of the NZZ
Four-year programme 2020-2024**



Foreword

Martin Koželj, Secretary General of the Football Association of Slovenia

Football is one of the most popular sports in the world, and in Slovenia. In fact, it's no stretch to say that it is the most popular. But football is much more than just a sport. Football can use its influence to raise awareness and help solve the complex problems that are part of all developed societies. At the Football Association of Slovenia (NZS), we are aware that we can leverage the popularity of football to be an active part of a responsible, inclusive and tolerant society, as these are the principles that we hand down to our successors via the process of teaching the basics of football and the football lifestyle right from their first contact with organised football training.

The period we live in has shown us the world in a new light. We have become accustomed to a new normal, a period when even social contacts carry a certain amount of risk. But this has merely made us more determined in our efforts to provide a comprehensive assessment of football, and given us an additional awareness and confirmation of what football can give back to society. The fact is that this year, more than ever before, football represents a known quantity, something normal, so to speak. With the return of football we also see the return of the hope that we will weather this period and return to the life that we knew before.

The NZS's Football Social Responsibility Programme 2020-2024 includes four areas in which the NZS is already conducting activities. We have been working in some of these areas for several years, while others are receiving our attention for the first time. Each of these areas includes a collection of projects and ideas about how football and football-related activities can be used to pay our debt to society, and create the kind of society that we would want for ourselves and our descendants.

We can be proud of the successes that we achieve in our athletic or professional careers. But at the same time we have to be aware that we arrived at these points in part because of the people who were part of our lives, and thus part of our success. Thus through the Football Social Responsibility Programme we can give back to society, which in the narrow sense has given us footballers, but in a broader sense has entrusted us with raising children and the development of adults.

Football is a sport and a way of life for so many people around the world. It is played and watched by half the population of our planet and offers entertainment, learning, socialisation and socialising for girls and boys and women and men of all ages regardless of their physical and mental disabilities. And it is precisely because of these differences that we in football have to advocate and create a space for dialogue, equality, racial, religious, national and cultural diversity and various sexual orientations and identities.

We call on all stakeholders in the Football Social Responsibility Programme to become actively involved in the creation of a modern, positive and tolerant society and to contribute to the development of Slovenia's stability in all areas.

I will conclude with the first article of the Universal Declaration of Human Rights, which states most clearly what I am trying to say: *"All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood."*

FOOTBALL SOCIAL RESPONSIBILITY PROGRAMME OF THE FOOTBALL ASSOCIATION OF SLOVENIA for 2020-2024

The responsibility of politicians and influential corporations in the developed world is the development of a stable modern society, and is defined by the 17 development goals of the UN (United Nations). Each institution with a substantial social influence should follow these principles and form a future for people with equality in mind. Football is the most popular and widespread sports industry in Slovenia and elsewhere, which is why we cannot shun this responsibility, but rather proactively include it into the social flows of change, and provide developmental viability. Furthermore, having a stable society can indirectly influence football.



Football improves lives has for years been the motto used by the Football Association of Slovenia (NZS) to promote its clear position as an equal partner in the formation of society, its values, and its development. The NZS does this through a special programme, and while this programme cannot cover all UN areas in their total scope, it can implement football-related activities, and use football to bring attention to the problems and solutions to the challenges of the modern world.

1.0 INTRODUCTION

All who are a part of football at any level need to protect sporting values. Football has great influence, and therefore the potential to promote positive change, not only in the area of sports, but society as a whole. That is why it is crucial for us to respect human rights and embed them into the activities and relationships between all involved in football, from the officials to football players and coaches, all the way to the fans and supporters. The image of football is not spontaneously formed; it is created through practice by all who participate in football in its organisation and implementation. The power of football in the formation of football and general society can be observed daily through the values that football consciously or spontaneously endorses. They form not only the football environment of the club, the region, and the Slovenian area, but also the Slovenian society as a whole, due to its popularity and the mass engagement. The promotion of positive values of Respect for Football Personalities (RPF) and better football, is not a value in itself; it needs to be established and nurtured.

The development of football activities cannot be left to itself, but needs to be guided in the direction of BETTER FOOTBALL at all levels. Because competition can be related to irrational outbursts of emotion, it cannot be left to its own devices. The development of football

depends on bases much deeper than merely playing matches on a field; they act as a mirror to values and the sports environment, formed daily at all levels of operation. The final objective of our activities is a positive and safe sports environment for all football participants of all ages. Respect that supersedes intolerance and hatred, and respect that supersedes vandalism and roughness, are the bases that will make the game, the creativity, and the quality, the primary reasons for applause at the match, as opposed to fear of damage caused, or violence, which some still think of as a crucial component of the atmosphere at a match.

The knowledge, vision, and strategy involved in managing content are key to creating the optimal state of Slovenian football and a stable future. Without knowledge and leadership, we might descend into anarchy and an aggressive environment of the arguments of power that prevent the stability and development of football, even at the highest level. The Football Social Responsibility (FSR) programme aims to achieve important long-term movements towards better football at all levels of operation.

The NZS, along with its closest partners the MNZ and their clubs, is aware of their role as the guardians of Slovenian football, and advocates FSR values in their daily work and activities, be it on the levels of mass engagement or quality. Football belongs to everyone, regardless of their gender, nationality, political convictions, religion, or sexual orientation at all levels; top, competitive, or recreational. Football has the unique ability to change lives, and the whole of Slovenian society, which is why it is necessary for it to be open, respectful, and accessible for all actors at all levels. That is why everyone involved in football has an important role to play in forming better football, and in providing a stable organisation in all its forms, following the principles of the NZS.

Global development is facing social, economic, and environmental challenges, which is why we need to liaise with external stakeholders and international partners, with whom we can share knowledge and ideas for creative solutions. Because of its popularity and the following of great numbers of people, football needs to take a leading role in raising awareness, and use its potential as a positive force for good solutions and changes for a better future.

We are the guardians of sports development and the social values of football organisations, as well as practical content. We have the great potential and responsibility to create positive changes as part of the Respectful Football Environment (RFE). Awareness of this role and the importance of the impact on the values is essential for the introduction of a respectful environment into the activities and management of sports clubs, and the activities focusing on people, the youth, and children, so that we can all be a part of a positive sports environment where we can feel good, safe, and equal. These values provide an environment where the primary concern is the high quality of the game, the players, and the desire to succeed under the criteria of excellence.

The function of the NZS is the responsibility to promote, protect, nurture, and develop football on Slovenian territory, independently and in cooperation with regional football associations. The NZS supports affiliation to football at all levels of the game, and encourages respect for all in the spirit of unity, solidarity, and fairness.

That is why all NZS tasks are based on social responsibility, which is reflected in the daily work of all its employees and stakeholders on all areas of operations, represented by:

- solving the problems and issues of Slovenian football;
- promotion of Slovenian football in the spirit of **respect, understanding, and fair treatment without discrimination** based on political conviction, gender, religion, race, sexual orientation, or any other human criterion;
- monitoring and promoting all forms of football in Slovenia;

- organisation and management of football competitions, independently or in cooperation with the stakeholders from regional football associations, taking into account the needs and protection of the health of all participants in these leagues;
- prevention of all methods and practical activities that might endanger the regularity of matches and/or competitions, or cause any abuse of football for non-sporting purposes;
- promotion and protection of the ethical standards and fairness of Slovenian football;
- ensuring the pre-eminence of sports values over commercial requirements;
- the allocation of assets arising from football according to the principle of solidarity, with support for and investment in other football manifestations, especially the foundations of football represented by the Football for All programme as the original component of all manifestations;
- promotion of unity of all stakeholders in the creation of the image of Slovenian football in our society and internationally, by acknowledging the importance of areas of quality, mass engagement, and social responsibility;
- advocating for and protecting the members of our football family, from institutions to individuals, in the spirit of the principles and tasks of the NZS within the football family, and in cooperation with external societal stakeholders;
- ensuring serious and fair treatment of the needs and requirements of internal and external football stakeholders;
- taking on the role of the herald and advocate of Slovenian football in governmental and civil spheres of Slovenian society;
- respect for the role, characteristics, and interests of the founding members of the NZS; cooperating with them and offering aid to solve topical issues, taking into account diversity and current conditions;
- ensuring optimal working conditions for the national teams of both genders and all prescribed ages, for international competitions under UEFA and FIFA;
- ensuring content support for the expert work related to football, which enables the development of the competences of individual football players.

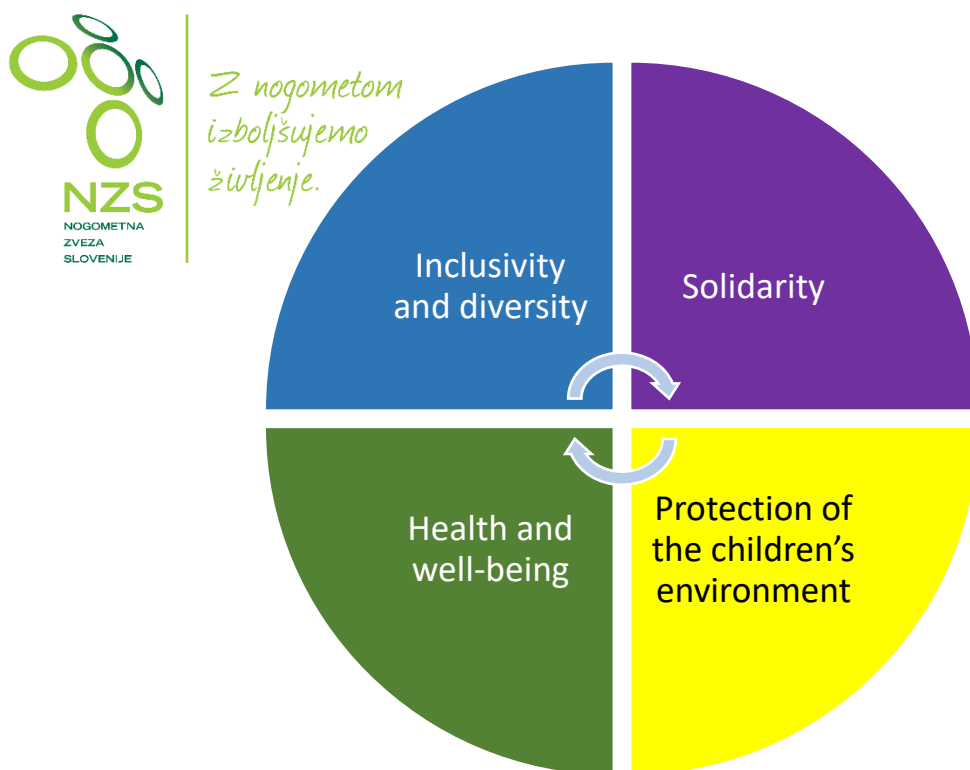
2.0 THE TOPICAL SCOPE AND ORGANISATIONAL STRUCTURE OF FSR

Social responsibility is not only a programme, but also a state of mind embedded into the DNA of the Football Association of Slovenia. That is why its contents are intertwined and present in every activity, from appearances of the national teams and competition systems across the country, to football meetings for people with special needs. All who are active in football work in the spirit of positive social influence on football and the society, and advocate high values in football. The **FSR** programme is an integral part of the activities that take place in all departments and with all persons that are a part of the NZS. That is why the content owners and organisers are all NZS employees, along with other football stakeholders outside the **NZS**.

The content is divided between **internal** and **external stakeholders** who help the NZS implement and manage the content which, at its core, represents the social responsibility to improve the sports and social environment in which we operate. **FSR** is an open system to which areas, activities, or content can be added as needed, as the system develops further.

The NZS set four basic areas of operation to improve the football and social environment. As part of these foundations, we implement programmes that send a clear message to the public about the values we represent. Because we are not experts in all the areas, we increase the level of expertise by liaising with experts and external organisations as stakeholders that help us prepare the content of individual programmes. Our knowledge of football and the expertise of individual stakeholders add weight to the programmes, that helps them achieve the desired

effect and impact on football and society as a whole. These areas are **INCLUSIVITY AND DIVERSITY**, **SOLIDARITY**, **HEALTH AND WELL-BEING**, and **PROTECTION OF THE CHILDREN'S ENVIRONMENT**.



The person responsible for the Football Social Responsibility programme at the NZS links together the activities that can take place across NZS departments. It is important to promote the activities continuously and publicly, and for the activities to include as many football workers as possible who are familiar with the values of football, and who personally endorse them. The values are intertwined across other NZS content, and are promoted according to the event and/or the time. To that end, the person responsible, and their colleagues involved, prepare an annual substantive report on the activities for the previous year, in the first half of the following year. The substantive report is an important part of the programme, used to externally endorse the positive values and the social responsibility of football, as well as to invite other stakeholders to actively participate in the formation of a positive modern society, and help in the development of stability in Slovenia in all areas.

3.0 INCLUSIVITY AND DIVERSITY

Football is a large family of football players of all genders, ages, and abilities. The first objective of football is to adopt into our family all fans of our sport, to the extent of their ability and interest. The principle of mass engagement means participation in football of **as many people as possible, in as many forms as possible, for as long as possible**. Football is a game and a universal property which we cannot own, but which we can support and nurture it for all who want it.

The programmes aiming to include everyone in the game equally, fight against **discrimination** and emphasise **diversity** as a fact, worthy of respect. We do this by making football accessible,

regardless of gender, race, religion, political association, sexual orientation, age, or other differences. Fighting discrimination in all forms and on all levels adds value to football, and sends a clear message to the public that no type of discrimination is welcome within football, or outside of it. Football can be used as a tool to raise awareness on the issues of exclusion and discrimination in society.

With that, we can promote mass engagement and **inclusivity** of people of all ages, from the youngest to the oldest, in all forms of football, from competitive to recreational. For young people, movement and play represent development, learning, and acquiring movement habits for their period of adulthood, while for older people, this means staying fit, well, and healthy. In addition to playing football, individuals can participate as fans, volunteers, expert workers, or technical assistants in the club. We are all a part of the great football family, which needs nurturing and support. Be it recreational, veteran, walking football for the elderly, or any other form of the game, it all contributes to a healthier society, which indirectly creates a better football environment.

With the activities implemented thus far, the NZS realises inclusivity, and draws attention to diversity, and occasionally discrimination. The list, updated and open for new content to be added, is as follows:

- The SOS football league (**Slovenian Special Olympics** with the external stakeholder, SOS)
- The football programme for the homeless (**Institute Socio** from Celje)
- Veteran football leagues with the help of **regional football associations**
- Walking football for the elderly (**ŠD Baza**)
- Futsal league for the deaf and hard of hearing
- The “Football against Discrimination – PLATA” tournament (**Mladi zmaji public institution**)
- FARE week of international football against discrimination
- Roma football (**MNZ Murska sobota – FC Roma and FC Pušča**)
- Business league (poslovnaliga.si)

The activities are implemented in cooperation with external stakeholders who are experts in their fields, and who help us create football-related content, in which we help expertly and materially within the means of the NZS. For each activity, a work programme is created in cooperation with the stakeholders.

The inclusion of various interest groups in football-related activities is a part of the football management strategy in Slovenia. The NZS endeavours to include various interest groups in the game of football as players, fans or supporters. To this end, we raise awareness among the football community of the existence of these groups and their activities. In doing so we hope that the football community accepts them as equal members with their own distinctive qualities and interests. Furthermore, the everyday lives of NZS officials include the promotion of materials and if necessary the performance of activities that include various interest groups.

We will also be using the highest levels of competition to raise awareness of these materials and promote these activities, through promotional videos or practical demonstrations of the content. We will do this in match announcements and during halftime in front of large numbers of viewers. Occasionally we will also organise accompanying events in the supporters’ zones or during halftime at matches. The national team matches will also be included in this initiative.

Content associated with matches at the highest level has the highest visibility and power to communicate.

INCLUSION (SMART objectives)				
SPECIFIC	MEASURABLE	ATTAINABLE	REALISTIC	TIME BOUND
Football for all abilities and interest groups of amateur football. Engage in football activities 5 interest groups from society at the end of four year programme	We already have social inclusion programmes for SO Slovenia and homeless people. We want to find at least three more interest groups for football inclusion programme.	Interest for football activities exist. Usually the problem lies in people and costs. Where we can find engaged outside stakeholder the programme will grow.	Four-year period give us enough time to find and motivate different society groups for football activities.	The programme is set from 2020 to 2024. First two years we would like to add one more interest group next to already existed two. In the last two years we will add two more. At the end of the four-year period we want to engage five interest groups in to football.

4.0 SOLIDARITY

On the one hand, modern society is highly developed, while on the other hand, it is also full of contradictions and mistakes. Every day we gain more knowledge and capabilities, but unfortunately our behaviour does not always reflect all that we know. Those who know better must help those who know less; those who have more must help those who have less. Turning a blind eye to the negative effects of a society that causes inequality, means supporting a system that does not make room for everyone. We cannot prevent illness, poverty, or injustice, but we can help to mitigate the conditions to the best of our abilities. Sporting activities can bring attention to the social, economic, and environmental issues, in partnership with organisations whose work focuses on the negative conditions in society. Sport can be a tool that uses its popularity potential as the driver for raising awareness, and change to the better.

To be successful is something to be proud of, but we shouldn't forget to remain grateful to those who made our success possible. And a social environment with the people it can support is certainly one of the most important factors of our success. The acting society, as well as its human potential, are the reasons for our mass engagement and success in sport. That is why it is right to give back to the society, from where we took the football players and the inspiration for work, through help and solidarity in the areas where the society needs it. That is how we maintain the state of mind and a stable development for a better future. To that end, we need experts in the field, such as the Red Cross, Caritas, the Association of Friends of Youth, Slovene Philanthropy, and similar partners with whom we have previously worked on individual projects. We connect their ideas and problems to ideas from sports, which sometimes raises sufficient awareness of the state of the problem at sports events, or collecting donations or goods to help individuals. All the activities take place following the values of football, where we advocate for Fair Play, respect, and equality.

The existing content used by the NZS to realise solidarity and publish information on the state of individual social issues, are updated and open for new content to be added:

- Football vacation at Debeli rtič (**Red Cross Slovenia** for children from underprivileged families). Slovenian Red Cross youth spa and resort at Debeli rtič is a wellness centre

for children and youths. Its excellent location, beneficial micro climate, and suitable modern medicinal, therapeutic, and sports capacities, have for many years successfully aided in the healing and prevention of health conditions of children and youths. With the help of sponsors, the programmes provide vacations for children from socially disadvantaged environments who cannot afford a holiday. In cooperation with the NZS, these children are offered professionally organised football classes for seven consecutive weeks during the summer holidays at their artificial grass football field, the construction of which we co-financed.

- Charity events to collect donations or goods.

SOLIDARITY (SMART objectives)				
SPECIFIC	MEASURABLE	ATTAINABLE	REALISTIC	TIME BOUND
The modern world is not equal and difference between social classes are too big. We should take care about the lowest class with bad existential situation. We want to help in two ways. We would like to organize donations and programmes with activities for those who cannot afford to have them.	The first four years we would like to establish long term programme of football activities for those who can't afford to play or to have football vacations. At least once a year we would like to organize charity auction and donate money to different groups in needs.	These two activities already existed in FA Slovenia we will make shore that they become regular yearly obligation.	We will have some problems with finding kids that their parents admit the bad social situation but with help of the clubs we will try to find the right ones. We are aware that sometimes charity items to be interesting for buyers are hard to find.	The programme for the kids with social background is Summer Football Camp every July and August. The Auction is usually at the end of the year. We want to have regular activities organized from first year of the programme in 2020 and repeat actions also in all other years up to 2024.

5.0 HEALTH AND WELL-BEING

One of the main tasks of sports is the fight against the hidden dangers of modern society that lower the quality of life and endanger the health of people, in the form of diseases closely connected to a lack of movement. Only a few generations ago, physical activity was a part of everyday life. However, society has changed in many ways, and life has never been simpler or more abundant than today. Large shopping centres, transport, modern media, and other changes, have certainly brought leisure and wealth into our lives in a way that has made us accept physical inactivity as something normal. However, this line of thinking is very dangerous. The price for thinking and living that way will be paid by the younger generations who will never forgive us.

Nature made us move and be active. It closely bound together the parts of our bodies, and a person can only develop and thrive as a whole. Not long ago, we walked an enormous amount,

we ran, lifted, jumped, climbed,... While today, the need to move has fallen dramatically, and many people only use movement to do daily chores. Unfortunately, we forget that we still need physical activity to survive and develop. The definition of physical activity needs to be clear, as some confuse it with daily tasks that require movement. While that type of physical activity is welcome, it does not provide the benefits the body needs for the natural balance of the entire organism on a mental, intellectual, and physical level.

Appropriate physical activity is sports in an organised or independent form, for individuals who, to their own limits, improve or maintain optimal fitness for the healthy functioning of their systems (cardiovascular, respiratory, and nervous system), and the impact on their mental well-being.

The currently predominant lifestyle is sedentary, which we understand as a person who spends most of their day sitting or lying down, but also includes people who are active, but whose level of activity never exceeds doing daily tasks. The consequences of this lifestyle are apparent in the number of people who are overweight, the occurrence of diseases related to a lack of movement, and related premature mortality (type 2 diabetes, weakened cardiovascular system, and others), and an increase in mental health problems related to a lack of creative thinking and motivation.

Investing in sports means investing in the positive effects of movement through individual activities, from running to collective sports such as football. Investing in sports is a dimension that can be important, but is not determinative in getting people to move more. Mass engagement ensures that the values of a healthy lifestyle are present in our daily lives. Mass engagement itself greatly affects the result, as a greater selection means more individuals to participate in football competitions. Therefore, mass engagement is an important objective for society and sports, which means the state and the clubs, as it improves society and affects quality. The NZS uses the FSR programme to raise awareness on the importance of movement as part of mass engagement for a healthy lifestyle.

The existing content used by the NZS to improve health and well-being and to publish information on the state of individual social issues, is only the beginning of the promotion designed to be upgraded through the years:

- Supporting the activities of the **Slovenian Heart Foundation** aimed at promoting movement among primary school children. Raising awareness on the importance of movement and active involvement in movement, through information leaflets and a three-week sports activity event for children, together with their parents. The children and parents use the special brochure to follow movement tasks for each day of the week; once they have completed the tasks, they send in the brochure and win a symbolic prize for engaging in sports.
- Doping in football – education regarding consuming food and illegal substances, implementation of testing for athletes, in the 1st and 2nd Slovenian Youth League/Slovenian Cadet League, 1st Slovenian Football League, 1st Slovenian Women's League. Activities are implemented together with the organisation SLOADO, which is active in the area of doping control and raising awareness in sports.

HEALTH AND WELL-BEING (SMART objectives)				
SPECIFIC	MEASURABLE	ATTAINABLE	REALISTIC	TIME BOUND
<p>People are designed to move. Modern life is more sedentary than active, and this can be big challenge in the future. We need to help society to embrace sport as way of life. The best solution is to teach children to love sport and make it as lifestyle value.</p> <p>At end of the program we will have two national programmes of skill challenges for kids in primary school.</p>	<p>Two outside stakeholders with different background. One stakeholder from medicine profession and other from school environment. A skill challenge programme from each stakeholder.</p>	<p>We already work with Sport institute of Slovenia in organizing school competitions. We will expand our cooperation also to skill contest. We will try to find other stakeholder for awareness raising with booklets and flyers about importance of physical activities for health.</p>	<p>Theoretical work will be the easy part of the programme we will find challenges in number of kids involved in the activities.</p> <p>There will be also problem how to reach most of the schools and in next phase can we engage also secondary schools for older pupils.</p>	<p>The Social responsibility programme is something new and in this first four years we must make strong bond with stakeholders and improve programme every year. Full engaged kids on territory of Slovenia is the end goal when we will have more than 1000 kids combine in both programmes.</p>

6.0 PROTECTING THE CHILDREN'S ENVIRONMENT

The NZS has adopted a Child Protection in Football Policy (2008) used to inform the football family on the prevention, protection, and help in child abuse. The Policy will be amended in accordance with the new UEFA guidelines, which are a part of its general commitment to child protection, and can help to improve the conditions for work, and children's favourable personal growth in a pleasant environment.

We are aware that in addition to the positive effects provided by football for a child's environment, we also meet abuse that can leave irreparable damage.

Recognising abuse is an important factor in child protection, where we need to pay attention to the following indicators; unexplained physical injuries (bruises, wounds, burns, scars, cuts, etc.), unexplained/frequent illnesses, stomach issues, sudden changes in mood (aggressiveness, shyness, secretiveness, etc.), suicide attempts, children self-assessing as unworthy, unsuccessful, underestimating themselves, or children stating that they themselves or their companions are being abused or hurt. Abuse also means different treatment of children by their parents or coaches, including frequent punishment, worrying about the result more than the child's well-being, constant criticism, use of inappropriate language or inappropriate comments on the appearance of girls, not respecting children's privacy in the locker rooms, not monitoring and not knowing where the children are, and not following the guidelines and codes. Persons in charge are obliged to report any witnessing of abuse or hurt caused to a child, or if they are worried about a certain situation.

We distinguish between four categories of child abuse:

- **physical abuse** is the form that is the easiest to recognise, as it leaves bruises and causes pain through various forms of violence (hitting, shaking, pinching, biting, throwing, etc.). Cases in football: slapping a child for not listening, disturbing the practice, provoking; making a child play despite injury; inciting aggressive play, regardless of the potential to injure oneself or others,
- **sexual abuse** is any form of sexual contact between an adult and a person under the age of 18; between two children with a large difference in age; or physical dominance between two persons, regardless of age. This includes taking incident photographs of children, forcing them to view pictures or videos of sexual acts, or encouraging inappropriate sexual behaviour. Cases in football: taking pictures of children in the shower, having an intimate relationship with a player, commenting on how well-developed a female player's body is; requesting unusual physical contact while ensuring that it will make the player feel good.
- **emotional, psychological, or verbal abuse** occurs when an important person in a child's life constantly criticises that child, threatens the child, or chases them away, until the child's confidence and self-image are eroded. Constant joking and mocking another person is also a form of abuse.
This does not mean that children can never be criticised or that there can be no joking. Criticism is important in helping children to learn and improve. Similarly, jokes and laughter help to form bonds between people, and can help in promoting team spirit. What makes it abusive is when it is taken too far. Criticism in that case is no longer motivational, and jokes are no longer funny. Emotional abuse can hurt the child and cause harm as much as physical abuse can. Cases in football: yelling and constantly calling a child a "loser", because they didn't perform well in a match, or because they missed a penalty kick; constantly laughing at a child for being out of shape, encouraging other players to do the same; openly favouring one player, making others feel excluded,
- **neglect** is when an adult person does not offer enough emotional support to a child, or purposefully and consistently pays very little or no attention to that child. Neglect can also mean not providing sufficient nutrition, suitable accommodation, clothing, healthcare, or supervision.
Cases in football: for example, not knowing where the children are currently located during a summer football camp or on trips; not providing water to children, or not allowing them to take a water break in hot weather or during practice; using an unsuitable vehicle for the transport of children to matches. Other forms of abuse can also occur, such as discrimination, exploitation, or violence; however, these are not included in the four main abuse categories.

The aim of the NZS in the next four years (2020-2024) is to adopt an updated child protection policy, and share it with all football stakeholders. A contact person will be appointed, who will ensure adherence to the policy and its implementation in practice. We will also prepare a leaflet for the football family and general public, which will raise awareness regarding the topic of child protection at individual events (coach training, club presentations – licensing lectures, etc.)

CHILD SAFEGUARDING (SMART objectives)				
SPECIFIC	MEASURABLE	ATTAINABLE	REALISTIC	TIME BOUND
Develop a Child Safeguarding Policy, a leaflet about it and present it to all stakeholders.	The first year to design the program and content and present it to all regional associations through 5 lectures a year.	Over a period of four years to train a Focal Point person who can be contacted by anyone in the football area and with the help of which all problems around children's rights will be solved.	To prepare a leaflet for the football family and public, which will raise awareness regarding the topic of child protection at individual events.	By 2024, we will have ensured that all football stakeholders in Slovenia are familiar with NZS's child safeguarding policy, adhere to it and implement it.

7.0 Football social responsibility within the NZS

In addition to the programmes related to the influence on the modern society and football contents for various groups of people, the NZS needs to keep in mind that it acts in the eyes of the public, and as a role model and example that is copied and followed by external stakeholders. Our values need to be embedded into the DNA of our actions in all our content and programmes, and express the positive values in all we do, from competition and mass engagement, to social responsibility. This is already implemented in some of the content, and for the rest, we will in the future look for opportunities to act as an example to the modern society and internal stakeholders, and showcase the positive values of the modern society, thereby assuring its sustainable development, as well as the development of our football environment.

Over the next four years, we are planning to create content and a Social Responsibility Programme within the NZS, which will enable us to follow and find good practices that already exist in society and in our football stakeholders, such as the UEFA.

Until now, we have recognised social responsibilities implemented at the initiative of individuals within the NZS in the areas of charity events, education, employee recreation activities, waste separation, and the like. As part of caring for the football environment, the NZS has implemented a programme for football integrity, which includes an anonymous reporting process, in the event of inappropriate or illegal operation of people in football. The integrity programme is an integral part of the four-year programme as an independent project.

8.0 Social programmes conclusion

The Football Social Responsibility (FSR) programme represents a framework for creating individual, more detailed programmes. The programme provides operational guidelines for the 2020-2024 period, which will enable a separation and detailed management of this area, as part of the Football for All programme. Each individual programme will receive a separate work plan, and be concluded at the end of the year with a report on the activities implemented. This content will be shared within and outside the football family. The programme will be led and guided by the Social Responsibility coordinator, who will, in cooperation with other co-workers

and sectors at NZS, ensure the inclusion of the content in the football association's daily life, and in the football activities in Slovenia, with a clear message that football is more than just competition, and that it has a significant influence as a result of its mass popularity. It is the mass engagement that gives us the great responsibility to give access to the positive values and influence of the sport on our everyday lives to as many individuals and groups of people as possible, and to spread these positive values into daily life. This will help us realise one of the most important missions of the NZS: to improve life through football and to set standards for a better society of tomorrow.