



CAFE Week of Action 2021

Information pack
6-14 March 2021

Alternative formats of this document are available upon request. Please contact CAFE:

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Supported by





Week of Action

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About the CAFE Week of Action

Since 2013, CAFE has invited stakeholders from across all levels of sport to join our annual celebration of access, inclusion and the many diverse roles that disabled people can play right across the industry.

Our vision is a world where disabled people are a key part of the global sporting landscape, as fans, employees, volunteers and leaders, so that everyone has equal opportunities to contribute in an accessible, inclusive and welcoming environment.

The CAFE Week of Action is the largest celebration of its kind, offering disabled fans and their groups (DSAs), clubs, venues, leagues, federations, NGOs and everyone passionate about access and inclusion the chance to come together in promoting **#TotalAccess**.



Last season's CAFE Week of Action was severely impacted by the Covid-19 pandemic, however as live sport gradually returns and we all adjust to 'the new normal', it is vitally important that we continue to celebrate and encourage the removal of barriers disabled people can face.

Removing the barriers to accessing live sport benefits everyone. We aspire to be part of the positive change, harnessing the unique power of sport to act as a catalyst for disability-inclusive change in the wider society.

Live sport can change the lives of many disabled people and create memories that will last forever. We encourage you to join us in celebrating access and inclusion for all disabled people during this season's CAFE Week of Action, taking place between 6-14 March 2021.

Suggested activities

Given the context of the ongoing pandemic, and with many matches still being played to reduced crowds or behind closed doors, we encourage participants to be creative in planning activities and initiatives during the CAFE Week of Action 2021.

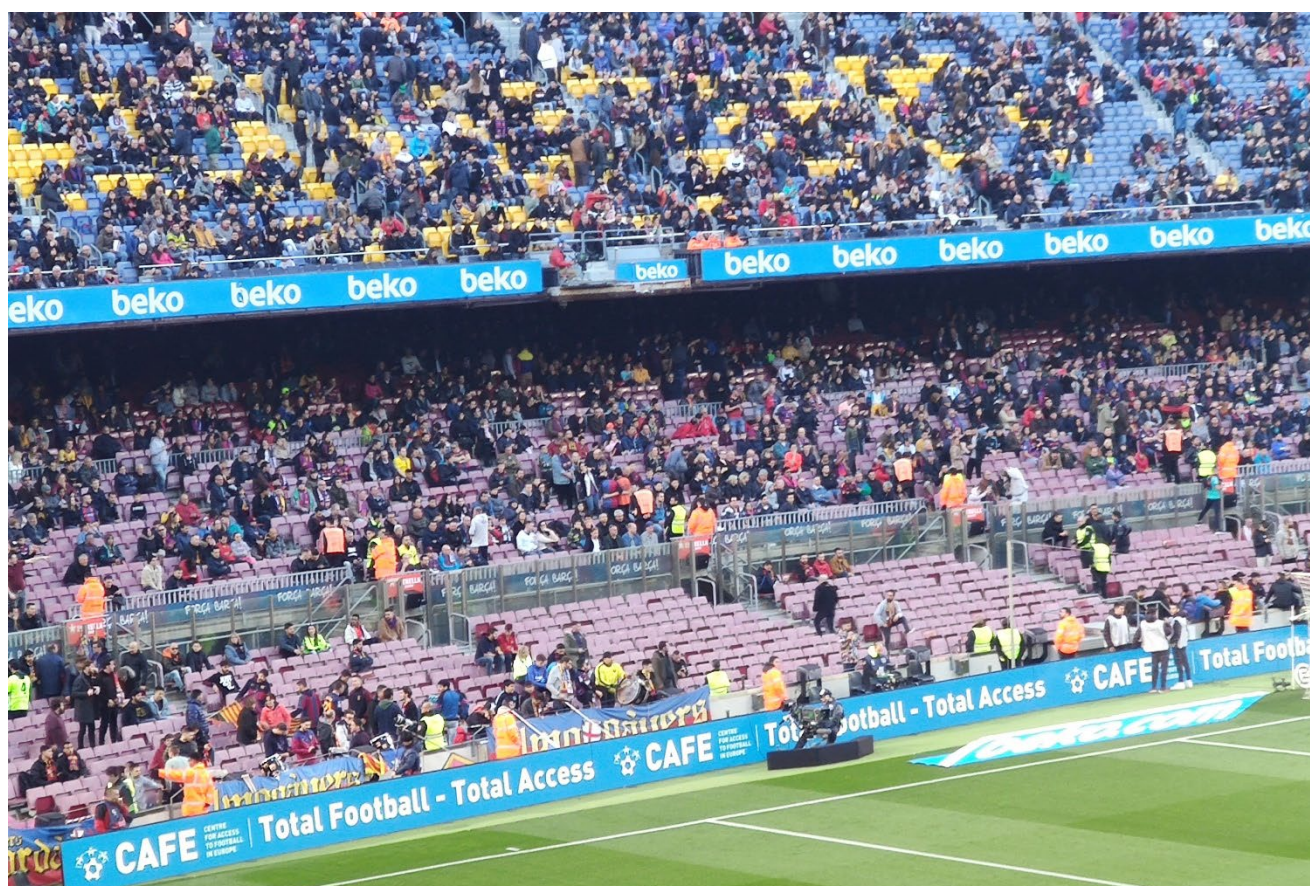
To support this, CAFE has identified a number of potential activities that could take place in the current climate. This is a non-exhaustive list, and we would urge you to continue to think of new and inventive ways to celebrate **#TotalAccess**.

Club, league and federation activities

- Host a virtual watch party, where disabled fans can watch a live match together online (maybe with a former player or club representative)
- Provide audio-descriptive commentary for partially sighted and blind fans to listen along to a live match remotely
- Interview disabled fans about their matchday experiences and the impact of the Covid-19 pandemic
- Publish blogs and news stories on your website to outline your commitment to access and inclusion for all
- Run a social media campaign (using **#TotalAccess**) in partnership with disabled fans to celebrate inclusion and raise wider awareness
- Create videos showcasing your accessible facilities and services, or share CAFE's '**Football is for Everyone**' video
- Work with your players, coaches and club ambassadors to share a message supporting **#TotalAccess**
- Work with local NGOs and experts to identify potential ways to improve accessibility at your stadium

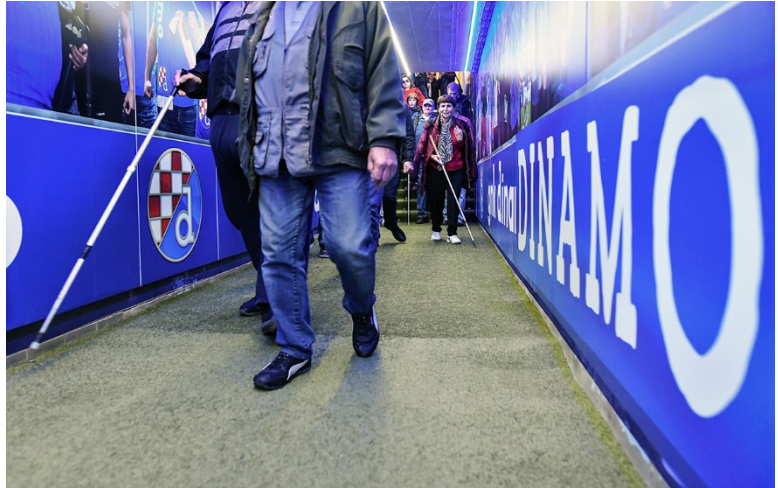


- Create or update dedicated areas of your website for disabled fans, with important information on accessibility, Disability Access Officer (DAO) contact details and accessible public transport to the stadium
- Host a pre-match or half time ceremony, with a CAFE Week of Action banner and a statement of support from team captains or the stadium announcer
- Show CAFE Week of Action graphics on LED boards around the pitch perimeter
- Provide players with CAFE-branded t-shirts to wear during pre-match warm ups or training sessions
- Appoint an ambassador or club champion for your disabled fans
- Work with your disabled supporters associations (DSAs) or disabled fans to host events and offer services such as care packages or food parcels
- Reach out to disabled fans who may be experiencing loneliness or isolation due to the pandemic, and offer your support
- Or something completely new and innovative!



Disabled fans and DSA activities

- Speak with your club, and collaborate with them on hosting interviews with the DSA committee and members on the club's website and social media channels
- Work with the club's media team to publish interviews with disabled fans in the matchday programme, club magazine, official website or social media channels
- Liaise with the club DAO to produce an access guide highlighting accessible facilities, services and amenities available at the stadium
- Ask your club to promote the DSA and encourage more disabled fans to join
- Work with the club to host a remote disability awareness day, promoting initiatives led by both the DSA and the club to improve access and inclusion
- Reach out to DSAs at other clubs to coincide celebrations
- Host a remote social event, such as a coffee morning, online quiz or fundraiser
- Publish stories and interviews on DSA websites and social media channels, and share stories with CAFE to promote widely
- Reach out to local media outlets to promote access and inclusion, and celebrate access improvements
- Where a DSA doesn't already exist, reach out to fellow disabled fans with a view to establishing a pan-disability group
- Apply for a CAFE Week of Action small grant to support activities and initiatives



CAFE Week of Action small grants programme

Following feedback from disabled supporters and disabled supporters' associations (DSAs), CAFE has introduced the CAFE Week of Action small grants programme.

The CAFE Week of Action small grants programme offers funding to disabled supporters and DSAs to participate in the CAFE Week of Action. Grants of up to €250 are available, subject to a successful application to CAFE.

If further funding would still be required, CAFE encourages applicants to seek additional means of fundraising to generate larger budgets.

Whilst the CAFE Week of Action small grants programme is targeted primarily at disabled supporters and DSAs, consideration will be given (should any grant funding remain) where clubs would require financial support to take part in the CAFE Week of Action.



Complete the CAFE Week of Action small grants programme online application.

The deadline for CAFE to receive completed applications is Monday 15 February 2021. If you would require support in completing your application, please email michael@cafefootball.eu or call +44 (0)208 065 5108.

All applicants will be notified of whether their application has been successful or not within 10 working days of CAFE receiving completed applications. Final decisions will be shared with all applicants by Friday 19 February 2021.

Grant applications will be assessed based on the following criteria:

- Relevance to the CAFE Week of Action and CAFE's aims
- Expected costs and value of the activity
- Sustainability and legacy of the activity
- Wider impact of the activity in a particular country / region
- Creativity and deliverability of the activity

50% of the grant offered will be paid within 10 working days of applicants receiving confirmation of an approved application from CAFE.

Successful applicants will be asked to complete an online report and submit photographs and videos (where appropriate) from their CAFE Week of Action activities.

The remaining 50% of the grant will be paid within 10 working days of CAFE confirming receipt of a completed report. Outstanding grant balances will not be paid where reports are not completed.

If you have any questions regarding the CAFE Week of Action small grants programme, please email michael@cafefootball.eu or call +44 (0)208 065 5108.

CAFE branding and logos

In November 2020, CAFE launched a new brand and logo which includes updated Week of Action graphics.

During previous CAFE Week of Action campaigns, many participants have used CAFE Week of Action banner graphics as part of their celebrations. To request a new CAFE Week of Action banner graphic, or for any translation enquiries, please email michael@cafefootball.eu.

New CAFE logos can also be shared to be used in your celebrations. Logos are available in a number of different colour schemes, please email michael@cafefootball.eu to request new CAFE logo graphics.

We ask that CAFE logos, and (where used) UEFA logos are used appropriately and only in activities or initiatives that celebrate the CAFE Week of Action

Please contact CAFE for further information on the use of logos.



Max Access

Max Access – the official mascot of the CAFE Week of Action campaign – is back for 2021 with a new look and a number of different graphics.

Since 2017, a number of stakeholders have incorporated Max Access into their CAFE Week of Action celebrations. Max represents a young, partially sighted fan who loves to watch live sport alongside his friends, family and fellow supporters.

The new Max Access graphics show Max in various situations, including inside a stadium, travelling through an airport, carrying a CAFE flag, wearing a giant foam finger and working as a stadium volunteer.

If you would like to use the new Max Access graphics during your CAFE Week of Action celebrations, please email michael@cafefootball.eu.





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