FOOTBALL FOR FRIENDSHIP NOWADAYS

“I have witnessed it expanding continent over continent and how it has become a truly global programme. But what amazes me is how this sophisticated programme clearly changes the children’s personalities, vision and values, how it visibly changes their lives forever. None of them will ever forget this unique experience.”

Peter Barabas, Editor in Chief, Euronews
INTERNATIONAL CHILDREN'S SOCIAL FORUM

Gazprom Football for Friendship 2017 International Children's Forum implemented by Gazprom Official FIFA Partner and the 2018 FIFA World Cup™ is key event involved in the programme. The event was attended by more than 1000 guests from different countries all over the world. Young participants of different genders, ethnic origins and physical capacities, journalists representing top international mass media, football stars, Olympic and Paralympic Champions, FIFA Legends, FIFA top management, the Russian Olympic Committee and international children's charity funds, and the heads of football federations took part. The main programme values which all guests support are peace, equality and healthy lifestyle.

Traditionally, all the young participants of the Gazprom Football for Friendship International Children's Social Programme went together with new friends to the football match. Last year they had chance to support the national teams of Chile and Germany during the Final FIFA Confederations Cup that was held at the new Saint Petersburg Stadium.

"I like being here a lot, the 1st time I was a player, and this season, I am a young coach. The new position is quite challenging as I have to set an example, and act as a leader for all players of my team. I am sure that in future I will find my way in sports, probably, as a coach, but now my dream is to become a professional football player," Emeke Hansen (16 years old, Holland), the only female young coach, shared her emotions.
Each team in The FOOTBALL FOR FRIENDSHIP Word Championship consists of six players, including five main players and one reserve players. 12 old years football players could be both girls and boys including children with special needs who can play football.

Duration of each game is 20 min (14 min for a game with substitutions and 6 min for a break and possible penalties). The World Championship starts with group stage games to define 32 International teams of Friendship of playoff round who then will play to reach a final match.

The winning team traditionally rewarded with medals presented personally by the second team participated in the final. The F4F Word Championship annually supported by special honoured guests, famous football players and international media.
THE INTERNATIONAL CHILDREN'S PRESS CENTRE

On the photo: Adham Esam Waheedah Almajiri, a young journalist from Libya. The Adham Esam Waheedah Almajiri was born in Sweden and speaks four languages; he has a unique view of the world and an extraordinary mind.

On the photo: participants of the Football for Friendship programme carefully studied the newspaper. One to appreciate the creativity of colleagues, others sought to see own photo on the first page.

The International Children’s Press Centre operates annually as part of the F4F Programme. It is comprised of the young journalists representing participating countries and serves as a training school for future sports reporters who share and support the programme’s values and show deep devotion to the sport. The 211 young journalists from all participating countries act as a press attaché of football players from their countries and begin their work immediately after the open draw (after young journalists are defined) and continue to operate throughout the event. Every young journalist chose a department to participate in the preparation of the newspaper. A young journalist could change an office or work at each department. Several young journalists were gathered in a video group to interview celebrities and other VIP guests of the F4F Forum.

The Press Centre begins working after the official start of the F4F programme when the young journalists start to collect information on the Programme and prepare materials on local initiatives implemented as part of the Programme.

During the Forum the International Children’s Press Center is a real-time media environment arranged for young journalists to comfortably cover the event acquiring necessary professional skills and making lots of friends from different countries.

The participants of the International children’s press centre already has professional journalists gather information, make reports, write news articles for the official the social media accounts of the programme Football for friendship. Young journalists create a daily’s newspaper Football for Friendship.

For the first time, the International Children Press centre organized in the framework of the programme Football for friendship in 2014. The best reporter then recognized as Filomena Hanen from the Netherlands.

“...In this project, boys and girls become ambassadors for a better future, based on dialogue and a better understanding of each other. Through a shared passion for sports, the young athletes discover how enriching diversity and multiple perspectives can be, when based on universal human values such as respect. FOOTBALL FOR FRIENDSHIP serves as a bridge between cultures and I hope it can help fight prejudice and nationalism within the young generation.” – Michael Peters, Euronews Chief Executive Officer.
INTERNATIONAL FRIENDSHIP CAMP

An educational programme, in which Football for Friendship participants under the guidance of professional camp counsellors and young coaches passed training and team-building meeting. New initiative helps children to get along with each other not only on the football field but also in real life, and worked out tactics and to feel the shoulder of his/her teammate.

NINE VALUES ACADEMY

The interactive programme is designed for children at the age of 12 and developed by the teaching staff with the participation of international specialists, sports coach and professional journalists. International Nine Values Academy programme aimed at studying the foundations of tolerance, developing an interest in other cultures and languages, interest in issues of morality and spiritual principles, striving for the development of knowledge and sporting achievements.

Every young participant of the International Nine Values Academy Football for Friendship programme, come back home with thoughts of variety and unity of all participant countries. Every young participant knows Nine Values of the programme and set the heart on living with those principles and finding likeminded people. The programme lays a different basis for the formation of an intelligent and a cultured person.
KEY SYMBOLS AND TROPHIES

NINE VALUES CUP

Individual voting is held among all children-participants of the current season’s programme.

The sculpture is awarded by young participants of F4F programme to an adult football club for outstanding achievements in social initiatives.

THE UNIQUE FIGURE created by famous German sculptor Achim Ripperger, especially for the FOOTBALL FOR FRIENDSHIP programme.

The sculpture features a figure of a young football player holding the Earth in the form of a football ball in his hands. It symbolizes the future which is in hands of next generation and depends on the values this generation believes in and promotes.

All the events within FOOTBALL FOR FRIENDSHIP started with the exchange of FRIENDSHIP BRACELETS - official symbol of the programme - made of two simple threads of green and blue colours: green symbolizes the football field, accessible to everyone, and blue - peaceful sky above our heads.

Bracelets signify equality and a healthy lifestyle.

Putting the bracelet on is a symbolic action of making friends.

Being ambassadors of the FOOTBALL FOR FRIENDSHIP movement, the children-participants could also present “Friendship bracelets” to famous persons of arts and sports.

OFFICAL MASCOTS

In 2017 the dog Freddy and the cat Freida, created by famous artist Bill Asprey, became official mascots of the FOOTBALL FOR FRIENDSHIP programme. These characters impersonate the global idea of the programme that friendship has no face, nation, language and it is free from prejudice. F4F mascots give an example to follow: the dog and the cat keep harmony in their relations, they live in peace, friendship, equality and devotion. Names Freddy and Freida appeared for some reason, the first letters refer to the word “friendship.”
INTERNATIONAL AWARD

Football for Friendship is the winner a lot of international awards in the communication, marketing and social responsibility

GOLD QUILL 2016 (USA)
The best world social project in 2016

SABRE AWARDS 2016 (USA)
The best world social project in 2016

THE INTERNATIONALIST AWARDS FOR INNOVATIVE DIGITAL MARKETING SOLUTIONS 2017 (USA)
The best world social project in 2016

PRNews’ Digital Awards Luncheon
DIGITAL AWARDS LUNCHEON 2017 (THE GREAT BRITAIN)
The best media strategy