



Türkiye Futbol Federasyonu

**TFF**

Turkish Football Federation



# FOOTBALL AND SOCIAL RESPONSIBILITY (FSR) STRATEGY 2024-2027

# PREFACE

**Mehmet BÜYÜKEKŞİ**  
**TFF President**



Football, one of the world's most popular sports, is not only the most beloved sport but also a sociological phenomenon due to this characteristic. Given its broad impact, it is a special sport branch through which messages about the importance of unity and solidarity can be conveyed individually to people and collectively to societies. Therefore, as the Turkish Football Federation, I would like to emphasize our commitment to and adoption of the Sustainable Development Goals declared by the United Nations in 2015. In order to create an environment of value in society, we have prepared our "Social Responsibility in Football" strategy covering the years 2024-2027.

I especially want to emphasize that we will act in line with our vision of "A Sustainable Future for Turkish" to create awareness, raise consciousness, promote development, and establish a ground for change and sustainability within the framework of social phenomena and environmental issues related to football in Turkey. During the Strategic Plan preparation process we initiated in March 2023 under the slogan "Game Plan", we evaluated the opportunities and risks of Turkish Football and developed an inclusive, beneficial, and sustainable strategy for society through working group meetings with the participation of our internal and external stakeholders.

We will implement our vision through action plans such as education programs, social campaigns, events, discussions and panels, material support to schools, creation of preferred stadium environments, establishment of a volunteer network, promotion of healthy lifestyle policies, use of conventional and new media, promotion of football participation, ensuring effective water and energy consumption, waste management, reduction of plastic usage, and establishment of recyclable facilities.

I hope this meaningful project will contribute to the future of our country and the world, and I greet you with love and respect.

# PREFACE

**Şafak MÜDERRİSGİL**

**Executive Board Member Responsible for Law,  
Women's Football and Sustainability**



For the first time in Turkish football history, we proudly introduce our 'Social Responsibility in Football Strategy' aligned with the vision of 'A Sustainable Future for Turkish Football'! Today, 'sustainability' is recognized as a fundamental principle across all sectors, acknowledged as a critical performance indicator. Upon delving into football's role within the sustainability framework, we realize its profound impact transcending mere athleticism, extending into environmental, social, and governance realms.

While fostering a sense of unity and commitment on the field, football also serves as a platform for character development and leadership among youth. Furthermore, football presents a unique opportunity to advocate for environmental sustainability practices and raise awareness about urgent social issues.

Drawing insights from national data and extensive stakeholder consultations, our strategy aims to unlock the sustainability potential of Turkish football. Committed to increasing our contribution to society and the environment each day, as Turkish Football Federation, we support a future where football plays a pivotal role in promoting positive change for the people and the planet.

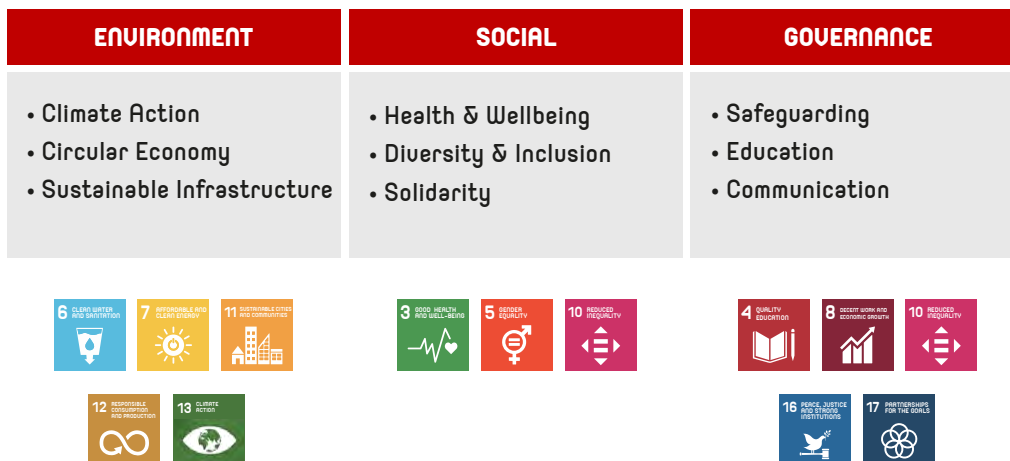
# “A SUSTAINABLE FUTURE FOR TURKISH FOOTBALL”

As the Turkish Football Federation (TFF), we value and embrace the **Sustainable Development Goals (SDGs)** declared by the United Nations in 2015. Our **"Football and Social Responsibility Strategy"** for 2024-2027 is to create a sustainable future for football in our society in the long term.

## THE GLOBAL GOALS For Sustainable Development



Since TFF’s Sustainability Strategy is structured around the **“Environmental”**, **“Social”** and **“Governance”** pillars, we are committed to deliver relevant policies and actions in order to create a sustainable environment for the development of Turkish football in all means.

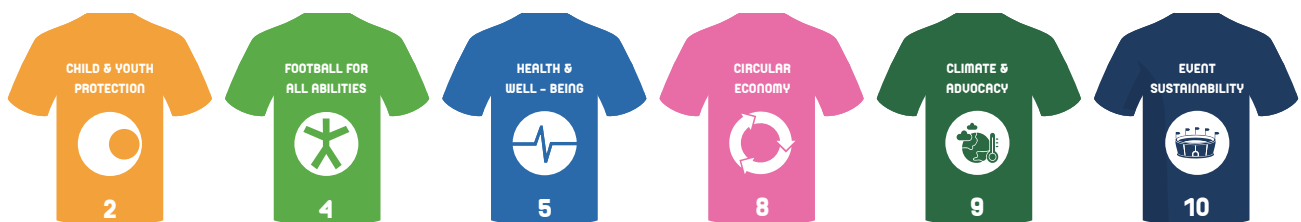


As a member of the Association of European Football Federations, we have crafted our strategy in alignment with the 2030 vision of “inspiring, activating, and accelerating collective action to uphold human rights and environmental stewardship within the realm of European football”. Our strategic actions are aligned with this framework and focused on the **environmental, social and governance** linked aspects.

## UEFA Football Sustainable Strategy Policies



## TFF Football and Social Responsibility Strategic Policies



## BACKGROUND

While the TFF Strategic Plan called “**The Game Plan**” was in preparation in March 2023, several working group meetings with key stakeholders were conducted for assessing the opportunities and risks within the Turkish Football ecosystem. Through these inclusive sessions, a pragmatic and sustainable strategy was developed with a collective approach. A total of 168 stakeholder representatives participated in 11 working group meetings under “The Game Plan” initiative.

### Stakeholders

- TFF Executive Board
- TFF Professionals
- Clubs
- Football players
- Technical Directors
- Coaches
- Referees
- Fans
- Sponsors
- Lawyers
- Press and Publication
- Publisher Organization

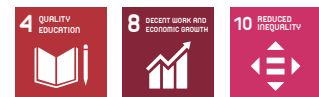
#### Internal Stakeholders

#### External Stakeholders



# TFF'S SUSTAINABILITY STRATEGY PILLARS AND AREAS OF ACTION TO CONTRIBUTE SDGs

ENVIRONMENT	SOCIAL	GOVERNANCE
<ul style="list-style-type: none"> <li>• CLIMATE ACTION</li> <li>• CARBON MANAGEMENT</li> <li>• ELECTRICAL MOBILITY</li> <li>• ADVOCACY</li>   <li>• CIRCULAR ECONOMY               <ul style="list-style-type: none"> <li>• Waste Management</li> <li>• Plastic Reduction</li> <li>• Recycled Premises / Products</li> </ul> </li>   <li>• SUSTAINABLE INFRASTRUCTURE               <ul style="list-style-type: none"> <li>• Energy</li> <li>• Water</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• HEALTH &amp; WELLBEING               <ul style="list-style-type: none"> <li>• Healthy Living Programmes</li> <li>• Healthy Eating Programmes</li> </ul> </li>   <li>• DIVERSITY &amp; INCLUSION               <ul style="list-style-type: none"> <li>• Accessibility for All</li> <li>• Equal Opportunities</li> </ul> </li>   <li>• SOLIDARITY               <ul style="list-style-type: none"> <li>• Grassroots</li> <li>• Volunteerism &amp; Society</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• SAFEGUARDING               <ul style="list-style-type: none"> <li>• Regulations</li> <li>• Awareness Raising</li> </ul> </li>   <li>• EDUCATION               <ul style="list-style-type: none"> <li>• Training</li> <li>• Awareness Raising</li> </ul> </li>   <li>• COMMUNICATION               <ul style="list-style-type: none"> <li>• Campaigns</li> <li>• Workshops</li> <li>• Collaboration</li> </ul> </li> </ul>



# ENVIRONMENT – TOPICS / TARGETS

CLIMATE ACTION	CIRCULAR ECONOMY	SUSTAINABLE INFRASTRUCTURE
<ul style="list-style-type: none"><li>• <b>CARBON MANAGEMENT</b><ul style="list-style-type: none"><li>• Measure Carbon Footprint</li><li>• Reduce Carbon Footprint</li></ul></li><li>• <b>ELECTRICAL MOBILITY</b><ul style="list-style-type: none"><li>• Convert from Fossil Fuel Mobility to Electrical Mobility</li><li>• Maintain and Report for Electrical Mobility</li></ul></li><li>• <b>ADVOCACY</b><ul style="list-style-type: none"><li>• Awareness Raising</li><li>• Campaign and Advocate</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>WASTE MANAGEMENT</b><ul style="list-style-type: none"><li>• Reduce Waste</li></ul></li><li>• <b>PLASTIC REDUCTION</b><ul style="list-style-type: none"><li>• Reduce Plastic</li></ul></li><li>• <b>RECYCLED PREMISES / PRODUCTS</b><ul style="list-style-type: none"><li>• Opt for Recycled Products at Premises</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>ENERGY</b><ul style="list-style-type: none"><li>• Energy Efficiency</li><li>• Use Renewable Energy</li></ul></li><li>• <b>WATER</b><ul style="list-style-type: none"><li>• Reduce Water Consumption</li></ul></li></ul>





## ENVIRONMENT / CLIMATE ACTION

Topic	Target	Action	Timeline
<b>Carbon Management</b>	Measure Carbon Footprint	Measuring RIVA Premises' Carbon Footprint	2025
	Reduce Carbon Footprint	Encourage and Campaign Internally for Reduction	2025
<b>Electrical Mobility</b>	Convert from Fossil Fuel Mobility to Electrical Mobility	Converted Vehicles and Others	2024
	Maintain and Report for Electrical Mobility	Follow up with the Unconverted Vehicles	2024
<b>Advocacy</b>	Raise Awareness for Carbon Free Action	Share Report Internally and Externally	2025
	Advocate for Carbon-free Action	Communicate Results and Policy to Stakeholders and Public	2025

## ENVIRONMENT / CIRCULAR ECONOMY

Topic	Target	Action	Timeline
<b>Waste Management</b>	Reduce Waste	Waste Management Programme at RIVA Premises	2025
<b>Plastic Reduction</b>	Reduce Plastic	Plastic Reduction Programme at RIVA Premises	2025
<b>Re-Cycled Premises/Products</b>	Use Recycled Products at Premises	Recycled Products at RIVA Premises	2025

# ENVIRONMENT / SUSTAINABLE INFRASTRUCTURE

Topic	Target	Action	Timeline
Energy	Reduce Energy Consumption	Install Solar Panels	2024
		Produce Renewable Energy	2024
	Opt for Energy Efficiency	Prepare an Internal Instruction Document for RIVA Staff	2025
	Reduce Water Consumption	Prepare an Internal Instruction Document for RIVA Staff	2025



## SOCIAL - TOPICS / TARGETS

HEALTH & WELLBEING	DIVERSITY & INCLUSION	SOLIDARITY
<ul style="list-style-type: none"> <li>• Healthy Living Programmes</li> <li>• Healthy Eating Programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility for All</li> <li>• Equal Opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Grassroots</li> <li>• Volunteerism &amp; Society</li> </ul>

## SOCIAL / HEALTH & WELLBEING

Topic	Target	Action	Timeline
<b>Healthy Living Programmes</b>	Promoting Healthy Living Programs	Ensure that players, coaches, referees and club managers take part in campaigns that encourage and support healthy living	2025
<b>Healthy Eating Programmes</b>	Promoting Healthy Eating Programs	Prepare healthy nutrition programs for TFF staff and encourage healthy living	2025

## SOCIAL / DIVERSITY & INCLUSION

Topic	Target	Action	Timeline
Diversity & Inclusion	Accessibility for All	Organize material support to schools to facilitate accessibility to football	2024-2027
	Equal Opportunities	Create Support and Training Equally for All Ages and Background	2025

## SOCIAL / SOLIDARITY

Topic	Target	Action	Timeline
Solidarity	Grassroots	Organizing Grassroots activities that boys and girls can participate in	2024
	Volunteerism & Society	Creating a Football Volunteers Network that can take part in football organizations	2025

# GOVERNANCE - TOPICS / TARGETS

SAFEGUARDING	EDUCATION	COMMUNICATION
<ul style="list-style-type: none"> <li>• Regulations</li> <li>• Awareness Raising</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Awareness Raising</li> </ul>	<ul style="list-style-type: none"> <li>• Campaigns</li> <li>• Workshops</li> <li>• Collaboration</li> </ul>

## GOVERNANCE / SAFEGUARDING

Topic	Target	Action	Timeline
Safe-Guarding	Regulations	Expand the scope of regulations for children and young people	2025-2026
	Awareness Raising	Deliver seminars and webinars	2025



## GOVERNANCE / EDUCATION

Topic	Target	Action	Timeline
Education	Training	Organize training programs for coaches and coach candidates	2024
	Awareness Raising	Deliver seminars and webinars	2025

## GOVERNANCE / COMMUNICATION

Topic	Target	Action	Timeline
Communication	Campaigns	Take part in social campaigns using interaction and communication channels of football	2025-2026
	Workshops	Organize informational trainings for children, young people, coaches and club managers	2025
	Collaboration	Seek collaboration with internal and external stakeholders for safeguarding	2025-2026