



Mr. Aleksander Čeferin, president
UEFA
Route de Genève 46
Case postale
CH-1260 Nyon 2
Switzerland

Brussels, 15th July 2021

Subject: Promoting the role of UEFA in combating ageism

Dear Mr. Čeferin,

The undersigned Members of the European Parliament would like to bring to your attention our call for UEFA to launch a campaign for promotion of intergenerational dialogue and solidarity.

The Union of European Football Associations (UEFA), which – according to your estimates – reaches about 3.5 billion people, in addition to organizing football competitions, invests a lot of resources and efforts to bring football and sport closer to everyone, as well as to extend excellence and professionalism to all parts of the European continent, thus levelling the playing field for unevenly developed football nations. UEFA strives to build a positive model of sports that puts people before profits.

However, UEFA is more than just a sports organization. As an institution with great influence in the international community, it is well aware of its social responsibility, as evidenced by numerous projects and campaigns it has either launched (e.g. RESPECT Campaign) or supported financially in cooperation with relevant (civil society) actors. Your meeting with the president of the European Commission Ursula von der Leyen last year, where you committed UEFA's full support for raising awareness towards COVID-19 vaccine and to the European Green Deal, only adds to this estimate.

Outside football fields, UEFA is most active in the fight against racism and homophobia, which regrettably have been on the rise in recent years despite many efforts to combat them. It goes without saying that the COVID-19 pandemic contributed to further deterioration in this regard. In addition to that, it triggered even more the phenomenon of ageism that has been much less exposed, but, nevertheless, present for a long time in the European society.

Ageism prevents people, above all older persons, from fully realizing their human rights and has a negative impact on the development of the society as a whole. This issue is especially important at a time when we are rapidly seeking answers to the challenges of an aging European society, which, concurrently, brings forward many opportunities for Europe. Together with the president of the European Parliament David Sassoli you emphasized the necessity for promoting equality and diversity as well as fighting all forms of discrimination through the principles of inclusion and solidarity.

As ageism is a form of discrimination, UEFA could once again play an important role in combating it.

Football, often described as the most important of the least important things in life, has the incredible power to bring together different groups of people and – even more importantly – different generations, both in the football field and in the grandstand. These are great examples that should be followed in other areas as well.

To this end, we would like to encourage you to examine the possibility of UEFA making an important contribution to the promotion of intergenerational solidarity and cooperation through an appropriate campaign.

With sincere appreciation,

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