

COMMON GOAL COMMUNITY PLEDGE

The Common Goal Community is a global movement of organisations working to maximise the power of Football for Good. With more than three billion fans, football is the largest social phenomenon on the planet. No other sport boasts such reach, such investment or such cultural significance. Football is also a key player in generating impact towards people and planet by inspiring action and creating change locally and globally.

Common Goal utilises the 1% approach which enables professional football players, managers, officials and clubs to pledge a minimum of 1% of their earnings to high-impact initiatives in the Common Goal Community that harness the power of football to drive progress towards the social topics aligned with the UN Sustainable Development Goals (SDGs). Equally, members of the Community pledge a minimum of 1% of their time, resources and expertise to the development of the Community.

Common Goal establishes an intrinsic link between football as a business and football as a tool for social and environmental change to ensure that the game plays its role in tackling the biggest global challenges of our time.

Our Guiding Principles

- **We are team players:** football is a team game and so is social and environmental change. We demonstrate collaborative leadership and initiate collective action in order to take on the world's biggest challenges.
- **We celebrate diversity:** everyone has a vital role to play on our global team, regardless of who they are and where they are from. Our diversity is our strength.
- **We live fair play:** we treat everyone with respect and support each other to maintain the highest standards of transparency, integrity and accountability for our actions.

By signing the Common Goal Community Pledge, your organisation agrees to align with the vision, mission, approach and guiding principles of Common Goal and the Community Governance Structure as outlined in the Governance Manual. In addition, your organisation makes the following commitments:

- **Pledge 1: We are committed to maximising football's impact towards People and Planet;**

Our organisation uses football in some way on a national, regional or international level to achieve impact towards social topics aligned to the UN Sustainable Development Goals (SDGs). Our organisation gives the utmost relevance to creating a real and tangible impact in the communities we work with, hence having appropriate monitoring and evaluation tools to measure that impact is of great importance for us. We believe in the importance of understanding how our activities impact communities, since the better information we have, the more we can improve our approach. Our organisation is open to taking part in the Common Goal Community's Quality Seal process.

- **Pledge 2: We are committed to enhancing inclusion and diversity;**

Our organisation has an inclusive approach with our staff and participants. We have a diverse pool of participants and we reject any type of discrimination based on their race, ethnicity, colour, beliefs, social or political background, family status, caste, creed, religion, origin, language, disability, gender or sexual orientation, among other things. We strive to strengthen our efforts to ensure a non-discriminatory approach at every level of our work.

- **Pledge 3: We are committed to enhancing gender equity;**

Our organisation assures that women and girls play active roles at all levels, and all discrimination based on gender is prevented, addressed and eliminated. We always grant equal access for women across all levels of our organisation and programmes – on and off the pitch - and we strive to ensure effective gender equity policies and practices at every level of our work.

- **Pledge 4: We are committed to offering protection to all people participating in and in contact with our organisation's activities;**

Our organisation respects national and international laws and standards on the safeguarding and protection of all children and vulnerable adults. We therefore have safeguarding policies and tools in place, as well as trained staff who supervise the implementation of these policies and tools, to ensure appropriate training for all children, coaches and staff with the aim of effectively safeguarding all children and vulnerable adults in our programmes. Furthermore, we guarantee respect and support for anyone who may have been exposed to any kind of abuse while in the care of our organisation.

- **Pledge 5: We are committed to working towards climate action;**

Our organisation understands and values the pressing importance of fighting against climate change, and we are open and committed to promoting and supporting action on climate change across our networks and platforms and within our organisation. We are committed to taking action to reduce our organisational environmental footprint, to stay inside the planetary boundaries and to move to fully sustainable practices.

- **Pledge 6: We are committed to pursuing a holistic approach to youth development and enable youth leadership;**

Our organisation uses the benefits of football, such as the passion and commitment that bring people together on the pitch, to work with communities in order to pursue social and environmental change. The purpose of our organisation is to enable the holistic development of individuals and communities and we do not solely focus on football talent development. We show openness towards initiatives that enhance youth participation in decision-making processes with a view to strengthening youth leadership in our organisation and the communities we serve.

- **Pledge 7: We are committed to having transparent practices in place;**

Our organisation is committed to operating transparently in our accounting, governance, regularly reporting and administrative activities, and adheres to the principles of good governance, including respect of the rule of law, fairness and equality in interacting with participants. We have clear and applicable regulations and uphold the highest standards of ethical behaviour. We understand that the submission of our organisation's annual Common Goal Profile Update is a requirement of membership in the Community and we commit to completing it when requested.

- **Pledge 8: We are committed to collaborative leadership, collective action and a culture of learning in the Common Goal Community**

We believe in the importance of teamplay in order to tackle the biggest challenges of our time. We actively engage in collective action and are open to sharing knowledge and creating partnerships at all levels. We embrace the collaborative leadership approach of the Common Goal Community and agree to actively participate in and contribute to its governance. We agree with the content and processes in the Common Goal Community Governance Manual and we pledge a minimum of 1% of our organisation's time, resources and expertise to the Community Goal Community.

- **Pledge 9: We are committed to responsibly contribute to the growth of the Community**

Our organisation acknowledges the importance of a growing Community in order to increase our collective impact. We will support this growth by recommending new members that share Common Goal's values to the Community Team and encouraging organisations to work towards fulfilling the criteria for membership so that more communities can benefit from being part of the global Community.

- **Pledge 10: We are committed to collectively communicate and celebrate the achievements of the Common Goal Community**

Our organisation is committed to communicate and celebrate the achievements of the Community as this increases the awareness and impact of our collective action. This should be done at least once a year can be achieved by communicating important milestones and achievements through communication and social media channels, engaging in Community campaigns or events, or implementing your own activities.

In-line with our belief that team play is fundamental to addressing the most pressing social and environmental issues of our time, Common Goal makes the following commitments towards members of the Community:

- Initiate, facilitate and strengthen a global alliance of organisations – the Common Goal Community - that is aligned on values, core principles, a quality standard and impact measurement, thereby raising the awareness and recognition of all members.
- Ensure that all members of the Community have access to and active participation in the Common Goal Community, including the learning community, quality seal, collective action and the governance structure.
- Drive investment into impact toward people and planet via the Common Goal Community by ensuring that all members are eligible for funding either as part of a collective project or via direct, unrestricted investment into an organisation's mission and vision, as established in the Common Goal Funding Model
- Promote a member's visibility by providing them with Common Goal communication resources and via Common Goal's communications channels, such as organisational profiles on the Common Goal website as well as inclusion in social media, PR activities and impact reporting.

Your membership in the Common Goal Community is official once your application for membership has been approved by the Membership Committee and you have signed the pledge. It will remain active for as long as you continue to honour the pledge and adhere to the membership criteria of the Community. While this agreement is not legally binding, it represents a commitment to be made seriously and with every intention to honour it.

I _____

(Name)

as the _____

(Function)

of _____

(Organisation)

commit to the common goal community pledge.

SIGNATURE



SIGNATURE

George Springborg
Head of Community
Common Goal

DATE

November 29th 2021

DATE