

# FOOTBALL SOCIAL RESPONSIBILITY

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# INTRODUCTION

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Dundee United FC is committed to playing a positive and transformative role within the community. We understand that a football club does not exist in isolation and has a responsibility to contribute to the social, environmental, and economic well-being of its community

Football has the power to unite, inspire, and uplift. Dundee United FC is dedicated to harnessing this power through a comprehensive Football Social Responsibility (FSR) strategy. This policy outlines our commitment to fostering an inclusive, sustainable, and community-centred football culture.

# KEY STRATEGIES

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## 1. Community Engagement

- Dundee United FC will actively engage with the local community through partnerships with schools, charities, and community groups.
- We will develop football outreach programmes aimed at children, families, and vulnerable groups, encouraging participation in the sport.
- The club will organise community days, open training sessions, and charity matches to bring the local community together.

## 2. Health & Wellbeing

- We are committed to promoting both physical and mental wellbeing through football, offering programmes aimed at improving health across all age groups, including youth, adults, and older persons.
- Mental health initiatives, such as workshops and support services, will be available to players, staff, and fans to foster a culture of openness and support within the club.

## 3. Education & Personal Development

- Dundee United FC will support the educational development of academy players, ensuring they receive both academic and football training.
- The club will partner with educational institutions to provide players and staff with access to courses in areas such as leadership, financial management, and personal development.

## 4. Environmental Sustainability

- Dundee United FC recognises the environmental impact of football activities and is committed to achieving Net Zero in line with the UN Sports for Climate Action Framework.
- We will implement measures such as sustainable energy usage, rainwater harvesting, recycling, and eco-friendly travel incentives to reduce our carbon footprint.
- Regular reviews of our sustainability practices will be conducted to ensure continual improvement.

# MONITORING AND EVALUATION

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We will regularly review the effectiveness of our FSR strategy, consulting with stakeholders, including fans, community members, and local authorities, to ensure we are meeting our commitments.

Annual reports on our FSR activities will be made publicly available to ensure transparency and accountability.