THE AFC's SOCIAL RESPONSIBILITY STRATEGY

2023-2027



TABLE OF CONTENTS

	PAGE NUMBER
FOREWORD BY THE AFC PRESIDENT	3
MESSAGE BY THE CHAIRPERSON OF THE AFC SOCIAL RESPONSIBILITY COMMITTEE	4
MESSAGE BY THE CHAIRPERSON OF THE AFC DREAM ASIA FOUNDATION	5
THE AFC SOCIAL RESPONSIBILITY PILLARS	6
SWOT TO STRATEGY	8
VISION	9
VALUES	10
MISSION	11
GOALS & OBJECTIVES	12
GOAL MAP	13-20



"WE WILL USE THE **POWER OF FOOTBALL** TO HELP PEOPLE IN NEED ACROSS THE CONTINENT"

FOREWORD BY THE AFC PRESIDENT

Dear friends,

It gives me great pleasure to present to you the Asian Football Confederation (AFC)'s Social Responsibility Strategy for 2023-2027.

The AFC's Vision and Mission has outlined social responsibility as one of the Confederation's key focus areas and at the heart of this ambition is the desire to harness the power of the beautiful game to enrich lives and empower communities across the Continent.

Over the years, the AFC - in close partnership with our Member Associations (MAs) and Regional Associations (RAs) as well as our strategic international partners - has stood together with the singular purpose and one shared vision: to strengthen our marginalised communities.

From the moment we launched the AFC Dream Asia Foundation in March 2017, we have achieved so much together, and yet there remains plenty of hard work on the horizon as we strive to support those who need us the most.

This landmark Social Responsibility Strategy for 2023-2027 represents yet another momentous step in our collective journey towards not only fulfilling our ambitions through the AFC's Mission but also in maintaining our position as leaders in the global game in the areas of social responsibility and football.

The AFC Social Responsibility Strategy for 2023-2027 will further enhance our long-standing and inspiring programmes. Together with our MAs and RAs, it will provide a blueprint to unlock endless possibilities to deliver stronger, more effective and transformative programmes across the Continent.

Above all, the introduction of this landmark strategy reinforces our commitment that we will leave no one behind in our Mission towards leveraging football as a formidable force to create a positive impact amongst the most vulnerable communities in Asia.

I am confident that together we will continue to do our part in leaving behind a meaningful legacy for our future generations.

HE Shaikh Salman bin Ebrahim Al Khalifa
AFC President
Patron of the AFC Dream Asia Foundation



MESSAGE BY THE CHAIRPERSON OF THE AFC SOCIAL RESPONSIBILITY COMMITTEE

It is an honour for me to present this AFC Social Responsibility Strategy 2023-2027, which serves as a guide to help us reach and help more communities in Asia in the next cycle.

In the past few years, the AFC has made huge strides both on and off the football pitch. While clubs and our national teams continue to enjoy success, the AFC, through our Member Associations (MAs) and Regional Associations (RAs), has been on a mission to ensure that this success translates into something more meaningful.

As part of efforts to expand the reach and impact of the AFC's social responsibility efforts, it was approved last year that 5% of the prize money withheld from select AFC Competitions be transferred to the AFC Dream Asia Foundation.

The fund allocation provides an impetus to our MAs and RAs to expand on their initiatives, and for some, it serves as a starting point in their social responsibility journey.

While we have reached and provided assistance to the underprivileged in the last few years despite the challenges, there is a need for us to continue this momentum and ensure that we utilise football to its fullest potential and make a difference where it matters.

The AFC Social Responsibility Strategy 2023-2027 will help us achieve our goals as it provides a clear pathway to help marginalised communities and our future generations.

Through this strategy, we have outlined clear goals that we aim to achieve with our MAs and RAs, whom we are determined to work closely with to help strengthen their capacities to deliver positive social impact activities.

The task of giving back and empowering the less fortunate is an ever-evolving exercise and we remain resolute and undeterred in our pursuit to channel the immense power of football for the greater good.



Zaw Zaw
AFC Social Responsibility Committee Chairperson



MESSAGE BY THE CHAIRPERSON OF THE AFC DREAM ASIA FOUNDATION

Football has the extraordinary power to unite, empower, enrich and improve lives like no other sport in existence. An influential force for good which has endless potential as a catalyst for real change and profound growth.

It is upon these common beliefs that the AFC Dream Asia Foundation (ADAF) was founded in March 2017 with the aim of empowering and uplifting communities in all 47 AFC Member Associations (MAs) and the five Regional Associations (RAs).

At the heart of the foundation are three key pillars, namely - Child Safeguarding, Education and Social Inclusion – each of which importantly align directly with the United Nations Sustainable Development Goals. These goals are focused upon ending all forms of poverty worldwide, safeguarding healthy lives and promoting wellbeing at all ages, besides achieving gender equality and empowering women and girls.

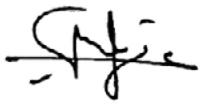
Football is only the special game which means so much to so many across Asia and worldwide thanks to the 'goals' we play for. And there can be no more noble or lofty a cause than unlocking the potential of football to help achieve the United Nations Sustainable Development Goals.

Furthermore, the AFC's Vision positions us as a leader in social development, driving and delivering a positive impact to Asian communities through football, a commitment that inspires the work of the foundation on a daily basis. And with a new strategy we have tactics for tomorrow and we are playing to win.

Our goals are designed to meet overarching targets that include building internal capacity, using technology to improve outcomes, strengthening regional child safeguarding, and enabling our members to deliver programmes focused on protecting the interests of our children and young people.

To realise these goals and fulfil our objectives, the Foundation is committed to working together with the AFC Social Responsibility Committee and Administration as well as the MAs, RAs and stakeholders.

As a founding member and the ADAF Board of Trustees Chairperson, I am honoured to work with these bodies to deliver programmes in line with the industry's best practices while upholding good governance, transparency and accountability, all values which have become synonymous with the AFC.



HRH Prince Abdulaziz Bin Turki Al Faisal
AFC Dream Asia Foundation Chairperson

THE AFC's SOCIAL RESPONSIBILITY PILLARS



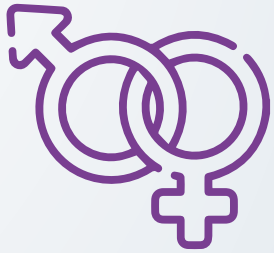
CHILD SAFEGUARDING

To act as a collective voice along with our AFC Member Associations and Regional Associations to fulfil our duty as organisations to protect the rights of children and ensure football is carried out in a safe, positive and encouraging atmosphere.



EDUCATION

To use football as a platform to educate and raise awareness on pressing social issues across the continent.



SOCIAL INCLUSION

To promote opportunities for participation by establishing sustainable initiatives and programmes targeted towards individuals and groups who are disadvantaged based on age, gender, disability, race, ethnicity, origin, religion, or economic or other statuses.

ALIGNED TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS:

SUSTAINABLE DEVELOPMENT GOALS



End poverty in all its forms everywhere



Ensure healthy lives and promote well-being for all at all ages



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Achieve gender equality and empower all women and girls



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) TO STRATEGY

1. COMPLETED SWOT ANALYSIS
2. ORGANISED SWOT ELEMENTS INTO FINANCIAL, BRAND & MARKETING, STRATEGIC, OPERATIONAL AND RESOURCES & CAPABILITIES
3. SELECTED & RANKED MOST IMPORTANT SWOT ELEMENTS
4. DEVELOPED 'CONFRONTATION MATRIX'
5. DEFINED STRATEGIC OPTIONS
6. USED INSIGHT DEVELOPED TO HELP SHAPE STRATEGIC FOCUS AREAS

THE AFC AS A LEADER IN DRIVING & DELIVERING POSITIVE IMPACT

VISION

WE ARE A LEADER IN SOCIAL DEVELOPMENT, TOGETHER WE WILL DELIVER A POSITIVE IMPACT TO COMMUNITIES ACROSS ASIA

We will be...

A LEADER IN FOOTBALL FOR SOCIAL DEVELOPMENT, CONTINUING TO DELIVER A POSITIVE IMPACT ACROSS ASIA.

We will have...

INCREASED CAPACITIES IN OUR MAs AND RAs TO DELIVER IMPACTFUL PROGRAMMES

We will be able to...

MEASURE THE IMPACT OF OUR PROGRAMMES ON THE COMMUNITY

We will deliver...

HIGH QUALITY, SUSTAINABLE AND IMPACTFUL PROGRAMMES THROUGH OUR MAs AND RAs

VALUES

VALUES IN PRACTICE

EXCELLENCE	UNITY	INSPIRE	PROTECT
Delivering positive social impact	**Driving a positive impact, together**	**All Inspiring. Inspiring All**	**Ensuring a safe and healthy environment**
Excellence in the way we develop and deliver our programmes	United in working with our communities to deliver a lasting impact	Inspire the Asian Football Family to devote more time and effort to making a positive social impact	Protecting Human Rights
Excellence in the way we communicate and collaborate with our partners	United with the Asian Football Family to deliver support to our communities	Inspire, Empower and Enable communities through football	Protecting Against Discrimination
Excellence in the way we represent the AFC	United with our partners and aligned in our values and objectives in the programmes and activities we develop and deliver together	Inspire through Education and Awareness	Protecting Children and Young People
Excellence in the impacts we strive to deliver to communities	United as an organisation	Inspire Corporates and Governments to connect and collaborate with Football on social leadership programmes and activities	Protecting our Communities
Excellence in our drive for continuous improvement	United in our communications - one voice – one game – to raise awareness in a more coordinated and positive manner		Protecting our Future
Excellence in the way we report and represent the impact and contribution of our programmes and activities			Protecting our Environment
Excellence in the approach to and the people we hire			Protecting Football and the environments where football is played
			Protecting the AFC and its reputation
			Protecting the Asian Football Family
			Protecting our Partners, their reputation and brand

POSITIVE SOCIAL IMPACT THROUGH FOOTBALL

MISSION

WE ARE VALUED FOR THE POSITIVE SOCIAL IMPACT THAT WE DELIVER TO COMMUNITIES THROUGH FOOTBALL

What we're doing...

WE IMPLEMENT SR PROGRAMMES ACROSS ASIA

How we're doing it..

BY USING FOOTBALL AS A PLATFORM FOR SOCIAL DEVELOPMENT THROUGH OUR MAs AND RAs

For who we do it for...

FOR COMMUNITIES ACROSS ASIA WHO ARE IN NEED

The value we bring..

SOCIAL DEVELOPMENT TO THOSE COMMUNITIES

GOALS & OBJECTIVES

A FOCUS ON DEVELOPING CAPACITY ACROSS ASIA TO DELIVER POSITIVE SOCIAL IMPACT THROUGH FOOTBALL

VISION

WE ARE A LEADER IN SOCIAL DEVELOPMENT, TOGETHER WE WILL DELIVER A POSITIVE IMPACT TO COMMUNITIES ACROSS ASIA

GOAL 01

BUILD A FULLY STRUCTURED SR DEPARTMENT

GOAL 02

IMPLEMENT SR PROGRAMME E-APPLICATION SYSTEM FOR MAs AND RAs

GOAL 03

PUBLISH THE AFC'S FIRST ANNUAL SR ACTIVITY AND IMPACT REPORT

GOAL 04

47 MAs AND 5 RAs TO BE TRAINED ON CHILD SAFEGUARDING POLICY DEVELOPMENT

GOAL 05

DEVELOP AND DELIVER CHILD SAFEGUARDING EDUCATION PROGRAMMES

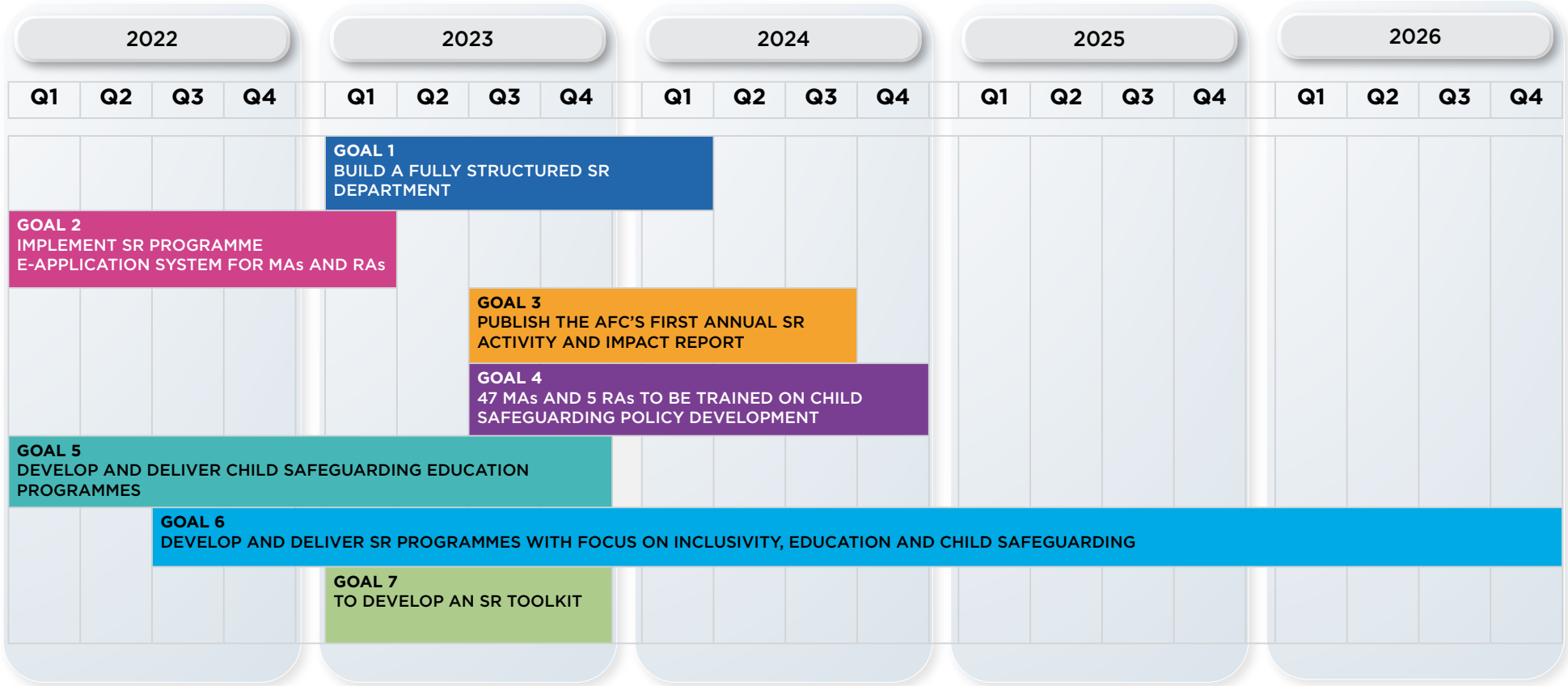
GOAL 06

DEVELOP AND DELIVER SR PROGRAMMES WITH FOCUS ON INCLUSIVITY, EDUCATION AND CHILD SAFEGUARDING

GOAL 07

TO DEVELOP AN SR TOOLKIT

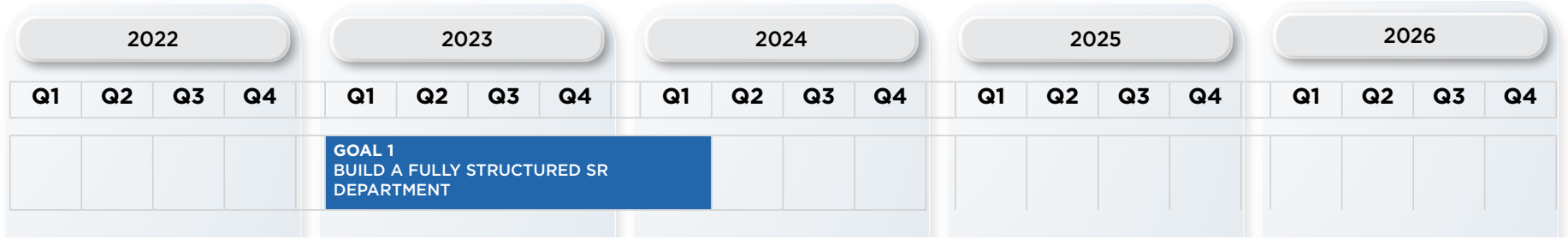
GOALS MAP


2022
2023
2024
2025
2026
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4
GOAL 1
BUILD A FULLY STRUCTURED SR DEPARTMENT
GOAL 2
IMPLEMENT SR PROGRAMME E-APPLICATION SYSTEM FOR MAs AND RAs
GOAL 3
PUBLISH THE AFC'S FIRST ANNUAL SR ACTIVITY AND IMPACT REPORT
GOAL 4
47 MAs AND 5 RAs TO BE TRAINED ON CHILD SAFEGUARDING POLICY DEVELOPMENT
GOAL 5
DEVELOP AND DELIVER CHILD SAFEGUARDING EDUCATION PROGRAMMES
GOAL 6
DEVELOP AND DELIVER SR PROGRAMMES WITH FOCUS ON INCLUSIVITY, EDUCATION AND CHILD SAFEGUARDING
GOAL 7
TO DEVELOP AN SR TOOLKIT

GOAL 01

BUILD A FULLY STRUCTURED SR DEPARTMENT

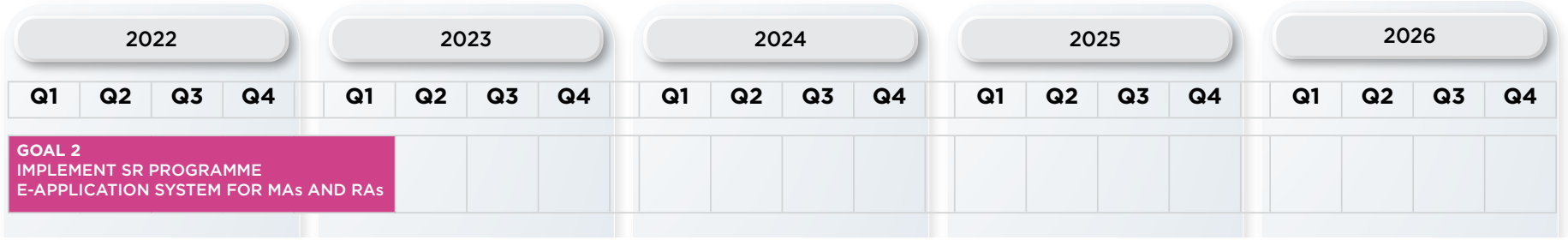
To increase capacity of the AFC's SR Department to better equip the Asian football family towards developing and delivering quality SR programmes and initiatives to communities across Asia.



GOAL 02

IMPLEMENT SR PROGRAMME E-APPLICATION SYSTEM FOR MAs AND RAs

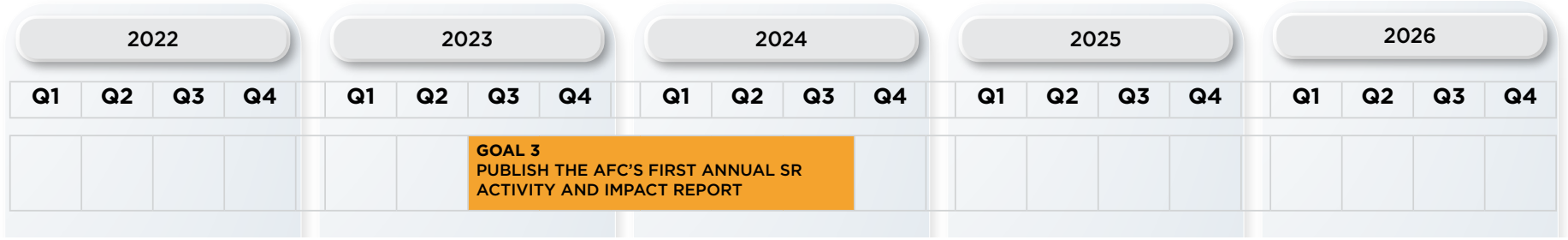
To improve efficacy and quality of programme monitoring and reporting by streamlining and digitalising the process



GOAL 03

PUBLISH THE AFC'S FIRST ANNUAL SR ACTIVITY AND IMPACT REPORT

To encourage continuous learning as well promote and report on the sustainable impact SR programmes have on the Asian community



GOAL 04

47 MAs AND 5 RAs TO BE TRAINED ON CHILD SAFEGUARDING POLICY DEVELOPMENT

To ensure MAs and RAs have policies and procedures in place that create a safe environment for children in football

SUSTAINABLE DEVELOPMENT GOALS





2022				2023				2024				2025				2026			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
						GOAL 4 47 MAs AND 5 RAs TO BE TRAINED ON CHILD SAFEGUARDING POLICY DEVELOPMENT														

GOAL 05

DEVELOP AND DELIVER CHILD SAFEGUARDING EDUCATION PROGRAMMES

To increase awareness, capacity and implementation of child safeguarding within the Asian Football Family

SUSTAINABLE DEVELOPMENT GOALS





2022				2023				2024				2025				2026			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GOAL 5 DEVELOP AND DELIVER CHILD SAFEGUARDING EDUCATION PROGRAMMES																			

GOALS MAP

GOAL 06

DEVELOP AND DELIVER SR PROGRAMMES WITH FOCUS ON INCLUSIVITY, EDUCATION AND CHILD SAFEGUARDING

To establish an inclusive culture among the Asian football family that promotes respect for human rights, diversity and upholds principles of equality

SUSTAINABLE DEVELOPMENT GOALS



2022				2023				2024				2025				2026			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		GOAL 6 DEVELOP AND DELIVER SR PROGRAMMES WITH FOCUS ON INCLUSIVITY, EDUCATION AND CHILD SAFEGUARDING																	

GOAL 07

TO DEVELOP AN SR TOOLKIT

To develop a Toolkit to assist MAs and RAs in designing and developing an SR programme as well as developing their own SR strategy/plan.

SUSTAINABLE DEVELOPMENT GOALS











2022				2023				2024				2025				2026			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
				GOAL 7 TO DEVELOP AN SR TOOLKIT															

ASIAN FOOTBALL CONFEDERATION
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur
T: +603 8994 3388

the – AFC.com

@theafcdotcom @theafcdotcom @theafchub /theafcdotcom @theafchub

@afcdreamasiafoundation /AFC Dream Asia Foundation