



# EPFL BEST PRACTICE AWARDS CEREMONY

Football Season 2010/2011



## BEST PRACTICE AWARDS CEREMONY

**The Initiatives** - The EPFL Best Practice Awards Contest selects and prizes Best Practice activities and projects performed by the European Leagues in different categories and areas related to Professional Football.

It is aimed to raise awareness about the excellence of Leagues' management when it comes to develop and run football related practices in area such as Youth Development, Marketing, Communications and Social Responsibility.





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# YOUTH DEVELOPMENT

## Finalist Projects

### Best Practice on Youth Development Program at Club Level

- FC Lokomotiv Football Academy - *Russian Football Premier League*



- PFC Chavdar Football Academy - *Bulgarian Professional Football League*



### Best Practice on Youth Competitions at League level

- Primavera TIM Final Eight - *Lega Serie A (ITA)*



- Reward Programme for the inclusion of Young Players - *Lega Pro (ITA)*





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# MARKETING

## Finalist Projects

### Best Practice on Media Initiatives

- Eredivisie Live - *Eredivisie NV (NED)*



- Supercoppa TIM 2010-14 in China - *Lega Serie A (ITA)*



### Best Practice on Sponsorship Initiatives

- tipp3-Bundesliga powered by T-Mobile - *Österreichische Fußball Bundesliga (AUT)*



- Vriendenloterij – *Eredivisie NV (NED)*





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# COMMUNICATIONS

## Finalist Projects

### Best Practice on Online initiatives - *Web / Digital / Social Media Initiative*

- estoestraliga.es - Liga Nacional de Fútbol Profesional (SPA)



- Facebook Official Fan Page - Lega Serie A (ITA)



### Best Practice on PR/ Communications Initiatives

- Golden Eleven: 50th Anniversary of the First National Division - Super League Greece



- New Brand Identity - Lega Serie A (ITA)





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# SOCIAL RESPONSIBILITY

## Finalist Projects

### Best Practice on Social Actions

- Christmas Action for SOS Children Villages - *Pro League (BEL)*
- AIRC Un Gol per la Ricerca - *Lega Serie A (ITA)*



### Best Practice on Community Projects

- Football Fans in Training (FFIT) - *Scottish Premier League*
- The Football Kick-off - *Pro League (BEL)*





## BEST PRACTICE AWARDS CEREMONY

**The Trophy** - It combines the main values and symbols of the EPFL and represents football's essence and main symbol: the ball.

Its shape and color respect the EPFL's identity, with stylized rings representing the current 30 EPFL Members and Associate Members.

The spherical form, inspired in the EPFL's own logo, stands for the common sense of purpose and unity of the Leagues around their Association.





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**7 July 2011**

**20h30**

**Studio 44**

**Rennweg 44 - 1038 Vienna, Austria**