

Initiative	WSC “Schulaktion”
Description	The aim of this initiative was to demonstrate football can be watched in an open-minded football club community, football without violence and respect for the other team, no racism, religious, or homophobia chants. The goal of WSC “Schulaktion” was to organize, twice a year, a free visit to football games, especially for families, pupils, and teachers. Watching the game should happen in a friendly atmosphere, and it should be possible to watch football games with young children. In addition, it even shows that the club is open to appeal to young persons who have been misled in their life and to help them.
Implementation	The activities developed by the programme include invitations to all schools in Vienna, specially the school next to the stadium in the 16th and 17th district of Vienna. The “WSC Schulaktion” programme is developed in cooperation with the local school government. In addition, the programme is promoted in the stadium magazine “Alszeilen”, which is handed out at every home game, and through social media channels.
Impact	In terms of impact and results, the programme had more than 1000 pupils with their families and 200 teachers watching the game, every time we start the “WSC Schulaktion”. On long term, the aim of the project is for visitors to be respectful of the opinion team and fans. Another goal is for the participants to become fans of the Wiener SportClub in the future. Furthermore, this action shall help people to understand, that there is always an open-minded community to help them to get their life’s back on the track. Many actions, which the fan community takes, are connected to the action described here. The project shows that there are many helping hands in the neighbourhood (against homophobia, drugs, etc.).
Lessons learnt	One recommendation from the side of the project organisers is to focus on cooperation with community stakeholders, in this case schools. The organization and cooperation with the schools was not difficult, they helped the organisation to promote the event and informed them about the number of expected visitors. One factor to consider when planning such an activity is the time when the event will take place. For instance, events starting at 7.30 pm, will not reach out to families with young children. However, these events will attract teenagers to the stadium to see a football game for free and demonstrate to them, that there are many actions, people or institutions which can help them to get back on the track.
Conclusion	Before the start of “WSC Schulaktion” there were no similar actions in Austria. The organising team assessed the risk and concluded that the risk was low. As resources there was only need for finances to promote and produce “entrance flyer”. The entrance flyer allows the visitor to save money on the entrance, which they can spend on merchandise or something to eat or drink. The merchandise is connected to the topics of the programme which WSC “Schulaktion” wants to show to the teenagers. In addition, the visitor can receive more information through the info-stands placed during the programme days around the stadium. The goal is to get the people in their neighbourhood back from the street to a social life.

Visit the SIDFOOT website for more information and resources: <https://www.sidfoot.eu/>

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