<u>through Unity</u>" focusing on human rights and the environment, joins the initiative as its inaugural member.

A UNled and managed initiative, Football for the Goals (FFTG) will tap into the power of football not only to raise awareness and recognition of the SDGs, but to achieve behavioural change and sustainable practices in the football industry.

FFTG launched with a virtual event at 08:00ET / 14:00 CET today featuring a conversation with UN Deputy Secretary-General Amina J. Mohammed and UEFA President Aleksander eferin. Available on the UN YouTube platform.

Football stakeholders – from confederations, national associations, leagues, and clubs, to players, players' associations, organized fan groups, as well as media and commercial partners - are invited