

# The Tschutti Heftli Manifesto

**Football is only a game. But football is also a marvellous fairy tale: A tale of wizards and warriors battling over a ball with stealth, pace, and cunning, spurred on by a jubilant and swearsy crowd – a crowd that often expresses its hope and enthusiasm in creative ways. Football is a communal experience. It is felt and understood all over the world.**

**Of course, the game’s officials keep telling us the same thing – that football connects people across the globe. Yet while they have dollar signs in their eyes as they say this, tschutti heftli understands football as an actual cultural movement – a playful competition that is cherished globally and that inspires people to express themselves artistically.**

## **Football makes culture. That’s how we see it.**

The Tschutti Heftli Club is committed to football culture. In the spirit of this commitment, we state the following principles, which guide us in our activities.

The Tschutti Heftli Club advocates the promotion of art and culture in sports, especially in football. In this respect, it develops its own projects and supports those of others that are committed to the same goal. The support of the projects of others can be of a financial or an advisory kind.

The Tschutti Heftli Club considers itself a critical voice of football and related phenomena. Simply shrugging off questionable tendencies in today’s football business – such as governing bodies awarding major tournaments to countries that treat human rights with contempt, or major clubs paying outrageously excessive transfer-fees for players – is not our style. We critically review the developments of the sport and form our attitudes and opinions accordingly. We impart these attitudes and opinions to the public – also provocatively, if necessary. Likewise, we regularly review our own development.

We care about play, not profit. We don’t want to get rich (or die tryin’). We want to make money,

but only as a means to an end. Earnings from our activities serve ongoing projects and the launching of new ones. They can also be used to reimburse people – members or non-members – for the work they do for our society. Our earnings are further used to support non-profit organisations.

The Tschutti Heftli Club aims for a sustainable development. We grow or shrink organically with our projects. We do not aim for global dominance.

The Tschutti Heftli Club is independent and incorruptible. We cooperate with other companies, institutions, or organisations, but only after we have carefully reviewed their ideological orientations. We want our partners to be as fair, social, ecological, and local as possible. Also, their operations have to be compatible with the principles stated in this manifesto.

The Tschutti Heftli Club is committed to a free, diverse, and caring society, in which the dignity of each and every person is inviolable. Discrimination has no place in our society.

Accordingly, the Tschutti Heftli Club takes a stand in its projects against discrimination in football – be it on the pitch, in the dressing room, the stands, the boardroom, or anyplace else. We campaign for the combating of any kind of discrimination and for the removal of any barrier that prevents people from being part of football and football culture.

There is only one possibility: win, draw, or loss.