

The twelve

The Werder Bremen code

Preamble

The **'W'** on our shirts stands for **Werder** and **'We'**.

'We' includes everyone who bleeds Green and White.

'We' includes everyone who belongs to the vast and diverse Werder family – athletes from all disciplines, employees, volunteers, families, fans and members.

Our actions and those of our club are based on social, sustainable and democratic values and are deeply rooted in the Hanseatic tradition of Bremen and the surrounding region. Here, people stand by their words, are cosmopolitan and have their sights set on the future.

Our shared conviction, joint actions and our communication make us all ambassadors of SV Werder, its values and of our sport.

As part of the Werder family, we wholeheartedly uphold the values set forth in our code.

Lebenslang grün-weiss!



The twelve

The Werder Bremen Code

The 12 things we stand for:

1 Sport

We promote sport as a bridge between nationalities, cultures, religions and societal backgrounds. We offer a sporting home to children, youth and adults, regardless of their gender, age, skin colour, origins, beliefs, social standing, sexual identity, physical or mental abilities.

2 Diversity

We are democratic, cosmopolitan, show solidarity and are wholly against violence, racism and all forms of discrimination.

3 The Werder family

We are there for each other. As a club, we trust in the integrative power of sport and in our values.

Honesty and transparency are a key part of how we operate, both internally and externally.

As a family, we stick together, through good and bad times.

4 Our joint success as a team

We can only achieve success together. We are alert, brave and clever. We want to constantly be challenging the status quo, in ways that make others take notice.

We play to win and never give up.

We accept defeat with dignity. No one can win all the time.

5 A respectful coexistence

We observe the values of fair play, respect and compliance with the rules both on and off the pitch. A victory is worthless if it wasn't achieved through fair and honest competition.

We compete on a level playing field. We take the opinions and viewpoints of others into consideration and speak openly with one another. We value a culture of open and honest discussion and treat everyone with respect; however, we do not accept any form of intolerance.

We intervene when boundaries are crossed and show solidarity with those affected.

6 A united society

We take on social responsibility, are committed to the values of a humane society and want to be future-oriented in our plans and actions.



The twelve

The Werder Bremen Code

7 Inclusion and diversity

We want to enable self-determination for all individuals, are committed to social diversity and follow our Diversity Guidelines.

We stand for the protection of human dignity and for all those who are in need of help, especially minorities.

8 Children and youth

The next generation is our future. We want to encourage children and young people, both in and outside of our club, to be physically active. We provide them with a sporting springboard, because sport offers an incredible opportunity to grow and develop ones character and participate in society.

In doing so, we are wholeheartedly committed to the protection of minors and act in accordance with the standards set out by our child protection concept.

9 Our environment

Treating nature and our natural resources with respect and care, as well as acting sustainably, is extremely important to us.

We motivate others to participate in this endeavour.

10 Remaining grounded

We know that we are not perfect. We all have our flaws.

We accept criticism and take on new challenges, by seeing them as an opportunity to continue to grow.

As citizens of a Hanseatic city, we own up to our mistakes and take responsibility.

11 Bremen and surrounding area

Our home in northern Germany has shaped our identity, culture and values. Our stadium is located in the heart of a Hanseatic city, where we look to be socially and environmentally sustainable for Bremen and the world around us.

We have been part of Bremen's history since 1899 and reliably, actively and ambitiously represent our hometown.

12 New chapters

We are proud of our history and know the weight it carries.

We learn from our past and unflinchingly set our sights on what lies ahead, in order to break new ground together, both on and off the pitch.

