

# Toulouse FC – FC Lorient: French professional football strengthens its commitment to accessibility with “The Most Inclusive Match”

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As part of Matchday 27 of Ligue 1 McDonald’s, the match between Toulouse FC and FC Lorient will take place in a special context. In partnership with the LFP, World Football Summit and Integrated Dreams, Toulouse FC will host “**The Most Inclusive Match**” on 21 March, aiming to highlight and further develop stadium accessibility for people with disabilities.

Accessibility for people with disabilities is a key pillar of the **#1TEAM** programme. Together with professional clubs, the LFP is working to make Ligue 1 McDonald’s and Ligue 2 BKT competitions more accessible.

Hosting this initiative at Toulouse FC fully reflects this ambition: to make French professional football a model for inclusion.

After three editions in Spain with Real Betis (2023), Atlético de Madrid (2024) and Real Sociedad (2025), Toulouse FC becomes the first French club to organise this event, with the support of the LFP.

## Concrete measures to improve the stadium experience

Beyond the symbolic aspect, the event includes several concrete measures to improve accessibility:

- accessible shuttle services
- audio-description services
- visual assistance tools
- sensory-friendly spaces for people with autism and sensory disorders
- dedicated staff
- awareness actions for the general public

## Toulouse FC, a club committed to inclusion

Like many French clubs, Toulouse FC is recognised for its ongoing commitment to social issues and accessibility. The Stadium of Toulouse provides an ideal setting for this event, which aims to leave a lasting legacy beyond the match itself.

In this context, Toulouse FC and the LFP are implementing a broader programme of initiatives to raise awareness of disability, improve stadium accessibility and highlight inclusion stakeholders.

## A multi-day programme of activities

Activities begin on 19 March at the Stadium with initiatives focused on employment for people with disabilities, including:

- a job dating event (“Cap vers l’emploi”) organised with France Travail
- a roundtable on professional integration
- an accessible stadium tour for local associations

The programme continues with a conference at Toulouse Business School on “**Inclusion and innovation in education and business**”, followed by immersive workshops led by students.

### **Matchday activations**

On 21 March, the stadium forecourt will host awareness activities for fans, including:

- blind football (cécifoot) demonstrations
- wheelchair rugby sessions
- interactive workshops and discussions

Players from both teams will wear special shirts featuring **seven pictograms representing different types of disabilities**, replacing their names. This symbolises a collective commitment to inclusion and visibility.

The seven pictograms will also feature across matchday communication, including:

- a central pitch banner before kick-off
- integration into the pre-match protocol and official arch

Players will enter the pitch accompanied by children with and without disabilities, illustrating inclusion in practice. A symbolic kick-off will be performed by actress **Mayane** and Paralympic champion **Lucas Mazur**.

### **Partner engagement**

Several partners are supporting the initiative:

- **McDonald’s France** will participate in the job dating event and offer a matchday activation allowing an employee with a disability to take part in the official kick-off ceremony.
- **Essilor** will present a special “Man of the Match” trophy inspired by the campaign’s visual identity.
- Digital platforms such as MPP and MPG will support the initiative through dedicated activations and campaigns.

### **A long-term commitment to accessibility**

This match is part of a broader strategy led by the LFP to improve accessibility across competitions.

Since the 2024–2025 season, the LFP has:

- introduced a **disability officer requirement** within clubs

- integrated accessibility criteria into the **Club Licensing system**
- assessed online ticketing accessibility and information availability
- included accessibility requirements in safety and fan experience standards

The LFP also conducts regular studies:

- annual club assessments on accessibility levels
- benchmarking across European leagues
- satisfaction surveys among disabled supporters

A first survey conducted in 2025 (716 respondents) showed strong satisfaction for stadium access and seating (81% and 77%), while identifying areas for improvement such as welcome services and comfort.

In parallel, the LFP is improving digital accessibility, with ongoing compliance work on its platforms, and continues its partnership with **HandiCaPZéro**, providing adapted competition guides for visually impaired supporters (braille, large print, audio and web formats).

### **A shared ambition**

Through this initiative, the LFP and Toulouse FC reaffirm their commitment to making football more accessible and inclusive, ensuring that all supporters can fully experience the game.