

# football people

## Action weeks

network  
**fare**  
no to discrimination  
yes to equality

### Information for clubs and leagues

The *Football People* weeks are a global campaign to tackle discrimination and celebrate diversity in football. For two weeks in October we aim to reach 100,000 people taking part in 2,000 events in over 50 countries to bring about positive social change in and through football.

The weeks unite grassroots groups, clubs, supporters, NGOs and communities affected by exclusion across the continent to eradicate discrimination in the game. They all organise events and activities during the period.

### Get involved

Participating in the *Football People* action weeks and organising events allows us all to become part of a European movement.

The *Football People* weeks are an open source period, participation is free and open to all. You can organise activities independently or with a local NGO, football club or fan group or other partners. You can also apply for a grant see [farenet.org](http://farenet.org) for details. Make sure you inform us about your ideas through [info@farenet.org](mailto:info@farenet.org). We are here to support.

Participating is simple:

- Organise activities between the 5th and 19th October 2017 that meet the objectives
- Involve as many people as possible
- Show that you are part of the movement by using *#FootballPeople*
- Share your activities with us, we can help publicise and bring it into one movement

Below are suggestions and examples of what you can do. New ideas and activities are always welcome.



[farenet.org](http://farenet.org)



### What you can do

- Send us a photograph and a quote of a leading player with a *Football People* t-shirt as a sign of endorsement. We will make sure it is used widely to show your support. We can provide you with a t-shirt free of charge
- Dedicate a match day to the *Football People* weeks and the fight against discrimination. You may want to use artwork or text that we are able to make available to you
- Implement on-pitch activities such as: using ethnic minorities children as mascots, the captain reading a message to promote diversity, players warming up and line-up with campaign t-shirts, banners etc
- Work with fan groups, refugees, minorities, LGBT+ groups or other community groups during the period
- Encourage fan groups to organise anti-racist choreographies in the stadium, or other events
- Support the campaign through your communication channels. On social media use the hashtag *#FootballPeople*. Link up with Fare on [Instagram](https://www.instagram.com/farenet) or Twitter: [@farenet](https://twitter.com/farenet) or [Facebook.com/farenetwork](https://www.facebook.com/farenetwork)
- Use *Football People* and/or Fare branding. You can download it [here](#).
- Invite ethnic minorities and/or refugees to a game, share their stories with players, fans and the general public
- Produce exhibitions celebrating the diversity of fans and players at your club
- Organise Q+A sessions with (ex)players on the topics of inclusion and discrimination
- Organise diversity workshops for fans, stewards, coaches and players
- Produce a video with an anti-racism message

## Good examples

### On-pitch activities

UEFA supports the campaign with special mascots t-shirts, banners and announcements in the stadiums before all men's and women's Champions League and Europa League matches during the period.

**Manchester City FC, England:** English Premier League giants Manchester City FC took to the field with *Football People* t-shirts for the warm-up before a Premier League match, sending out a message of diversity and inclusion to thousands in the stadium and millions around the globe on TV. Yaya Touré, became an official *Football People* ambassador.

**Switzerland:** The Swiss national team, all clubs in the Swiss top leagues, the Raiffeisen Super League, Challenge League and the Swiss Women's National League A and B, in total more than 180 teams, dedicated a match day to the fight against discrimination and all teams wore special kits with an antiracist message. All clubs produced clips with their captains: <http://bit.ly/2wwwbJMj>.

### Endorsement

Some of Europe's top clubs and leagues regularly support the *Football People* weeks by sending a photo of one of their leading players alongside a supportive message or through their websites and on social media. Two examples are Spain's La Liga on social media and Paris Saint Germain sending a photo of their striker Cavani.



### Community Engagement

Showcasing the diversity of their club, many mark the occasion by producing dedicated anti-discrimination videos that they screen in the stadium and on social media e.g. Celtic FC, FK Krasnodar, Cork City FC, Espanyol, FC Copenhagen, Panathinaikos Athens.



### Anti-discriminatory Videos

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**Michele Centenaro,  
ECA General Secretary:**

"The European Club Association is proud to support the *Football People* action weeks to celebrate diversity in the game and send out a strong message against all forms of discrimination in the game. I am delighted that many of our member clubs actively participate in the campaign by organising activities on the pitch and initiatives in their local communities. ECA stands strong behind those actively promoting unity and inclusiveness during the *Football People* action weeks across the continent."



**France:** The French professional leagues' governing body, Ligue de Football Professionnel (LFP), promoted diversity by launching a *Football People – Fiers de nos Différences* (Proud of our differences) campaign. The LFP called on players and clubs to get involved through a series of videos. They also dedicated a match day in both pro leagues to the campaign.