

# #FootballPeople

action weeks 11 – 25 October  
2018

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

## Information for clubs and leagues

The #FootballPeople 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, providing a good opportunity to increase community engagement at a local level and show unified commitment to address issues such as racism, homophobia, sexism and xenophobia.



## How to get involved

Last year clubs all around Europe offered their support to the campaign. Don't miss out at your club on this international project. Here's what you can do...

- **Roll the camera:** Send us photographs and quotes from leading players wearing #FootballPeople t-shirts. We can provide you with a t-shirt free of charge. Produce a video with an anti-racism message
- **Matchday activities:** Dedicate a match day to the #FootballPeople weeks and the fight against discrimination. We can provide artwork or text for you to use if required
- **On-pitch publicity:** Invite refugee children to games as mascots, ask your captain to read a message promoting diversity or get players warming up wearing campaign t-shirts, banners etc
- **Off-field activities:** Work with fan groups, refugees, minorities, LGBT+ groups or other community groups during the period
- **Fan involvement:** Encourage fan groups to organise anti-racist choreographies in the stadium, or other events
- **Get social:** Support the campaign via your social media channels. Use the hashtag #FootballPeople. Link up with Fare on Instagram or Twitter: @farenet or [www.facebook.com/farenetwork](http://www.facebook.com/farenetwork)
- **Raise awareness:** Use #FootballPeople and/or Fare branding. You can download it here: <http://bit.ly/2wLrZsZ>
- **Invite** ethnic minorities and/or refugees to a game, share their stories with players, fans and the general public
- **Exhibitions:** Produce exhibitions celebrating the diversity of fans and players at your club
- **Q + As:** Organise Q+A sessions with (ex)players on the topics of inclusion and discrimination
- **Organise** diversity workshops for fans, stewards, coaches and players

## We have ideas but need inspiration



Pro clubs and leagues have put together some fantastic and inspiring campaigns in recent years. Here are some examples to get you going...

### 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 champions Manchester City FC took to the field with **#FootballPeople** 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 **#FootballPeople** ambassador.

**Switzerland:** The Swiss FA involved more than 180 teams from the national team to second division and women's teams in a dedicated match day on which all teams wore special kits with an anti-racist message. All clubs produced clips with their captains: <http://bit.ly/2wwbJMj>

**France:** The French professional leagues' governing body, Ligue de Football Professionnel (LFP), promoted diversity by launching a **#FootballPeople** - Fiers de nos Différences (Proud of our differences) campaign calling 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.

### Engage your local community

**Portugal:** Sporting Clube de Portugal invited six teams representing different local communities. A team of homeless people, the Catholic and Muslim communities, a team of ethnic minority Sporting players, a supporters team and a women's squad competed in a friendly tournament. After the sporting action, participants and club representatives came together to socialise.

### Want to make use of your social media?

Tottenham Hotspur and Napoli were among many to post social media messages of support with players wearing **#FootballPeople** t-shirts: <https://twitter.com/SpursOfficial/status/920287718541848577> // <https://twitter.com/sscnapoli/status/921039057618075648>

Several clubs choose to 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.

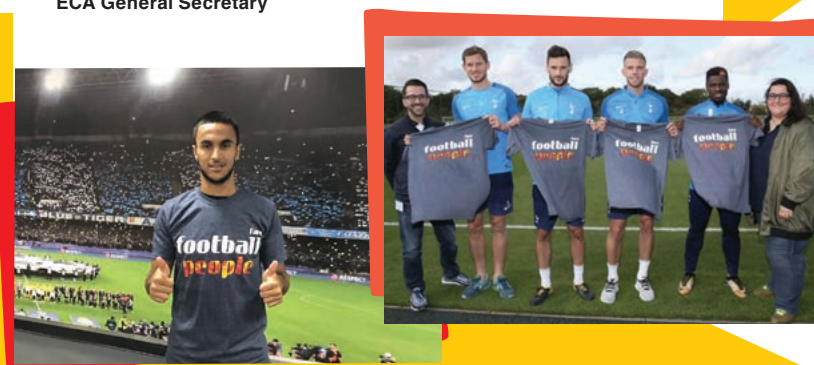
**The European Club Association is proud to support the #FootballPeople action weeks to celebrate diversity in the game and send out a strong message against all forms of discrimination in the game. ECA stands strong behind those actively promoting unity and inclusiveness during the #FootballPeople action weeks across the continent.**

Michele Centenaro,  
ECA General Secretary

### Participating in the #FootballPeople action weeks is simple.

- Organise activities between the 11th and 25th October 2018 that meet the objectives
- Involve as many people as possible
- Share your activities with us and use **#FootballPeople** to show you are part of the movement

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.



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