

football people

Action weeks

network
fare
no to discrimination
yes to equality

Information for football associations

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.

Opportunities for associations

The campaign is a good opportunity to increase community engagement at a local level and show a unified commitment to address issues such as racism, homophobia, sexism and xenophobia in their local and to show a commitment social inclusion.

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 for details. Make sure you inform us about your ideas through 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.



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
- Implement on-pitch activities at your international fixtures during the *Football People* weeks eg. invite children from minority backgrounds to become mascots, ask captains read an anti-discrimination message, players warm 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 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* or *Twitter*: [@farenet](https://twitter.com/farenet) or [Facebook.com/farenetwork](https://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
- 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 or European international fixtures during the period.

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/2wwbJMj>

Malta: The FA dedicated a match day to the campaign.



Policy development

Romania: The national association of Romania organised a roundtable to establish their nation-wide anti-discrimination strategy. The event brought together public institutions and NGOs working with football and minority groups in Bucharest to discuss a sustainable and planned long-term approach to tackling discrimination in Romanian football. Read more: <http://bit.ly/2urtgrG>

Endorsement

National associations and Europe's top clubs support the *Football People* weeks by sending a photo of one of their leading players alongside a supportive message. The German FA, the DFB, sent one of Jerome Boateng. Former Chelsea FC striker Didier Drogba also got behind the action weeks.

Community Engagement

Denmark: The Danish FA boosted the small grants that Fare offers to grassroots organisations during the *Football People* weeks in their country and match-funded selected local football events and activities to support the integration of refugees.

Anti-discriminatory Videos

You can showcase the diversity of your national team and mark the occasion by producing a dedicated video and screen it in the stadium and on social media. Similar videos have been produced by many clubs under the umbrella of the *Football People* weeks: [Celtic FC](#), [FK Krasnodar](#), [Cork City FC](#), [Espanyol](#), [FC Copenhagen](#), [Panathinaikos Athens](#).

Thomas Hitzlsperger, former German international:



"Everyone must have the possibility to play and watch football without fear of being discriminated. There is no place for racism, homophobia or sexism in the game. To make a positive change, I support the *Football People* weeks and hope other players and clubs will follow."