

# #FootballPeople

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

Weeks

10 – 24 Oct 2019

## Information for football associations

**Want to play your part in leading the fight against discrimination? Do you want to celebrate diversity in football? Do you want to join an international movement to promote social inclusion through football? Then read on because the 2019 #FootballPeople weeks could be for you.**

The **#FootballPeople** weeks are a global campaign to tackle discrimination and celebrate diversity in football. For two weeks in October Fare will again involve over 150,000 people in 2,000 events in over 60 countries to bring about positive social change in and through football.

The weeks unite professional football clubs and associations, grassroots groups, 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.



Organising events and participating during the **#FootballPeople** weeks is a great way to connect with your local communities, partners and stakeholders, showing people around the world the good that football can do in helping bring people together. Participation is open and free to all – and you can be a part of it.

## Do you have ideas for the #FootballPeople Weeks?

### If Yes...

Great! Get organising activities independently or with local NGOs, football clubs, fan groups or other partners between 10-24 October 2019. Make sure you inform us about your ideas through [info@farenet.org](mailto:info@farenet.org). We are here to support. Remember to:

- 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.

### If No...

No problem. Here are just a few examples to get you started. New ideas and activities are always welcome.

- Send us photographs and quotes of leading players wearing **#FootballPeople** t-shirts. We can provide you with a t-shirt free of charge.
- Hold on-pitch activities at your international fixtures. Invite kids from different backgrounds as mascots or ask players to line up in campaign t-shirts.
- Work with fan groups, refugees, minorities, LGBT+ groups or other community groups.
- Display choreographies in stadiums supporting the movement.
- Support through social: Give the campaign a mention through your social media channels using the hashtag **#FootballPeople** and **@farenet**.
- Use **#FootballPeople** and/or Fare branding. You can download it here: [www.bit.ly/fare-resources](http://www.bit.ly/fare-resources)
- Invite ethnic minorities and/or refugees to tell their story at games or events. Give them a voice and share it.
- Organise diversity workshops for fans, stewards, coaches and players.
- Produce a video with an anti-racism message. Invite speakers to your events to talk about discrimination in sport.

## Some ideas to match your inspiration:

Here are just a few examples carried out by governing bodies in previous **#FootballPeople** weeks...

### On-pitch activities

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

Last year, the Belgian FA dedicated their UEFA Nations League match to the **#FootballPeople** weeks with a video about Fare broadcast and player escorts carrying Fare flags onto the pitch. The KBVB also hosted a 'Football and Diversity' conference and panel discussion that aimed to create an action plan to tackle discriminatory chants at football matches.

Yaya Touré became an official **#FootballPeople** ambassador.

### Policy development

The Romanian FA organised a roundtable to establish their nation-wide anti-discrimination strategy:

### Community Engagement

The Danish FA match-funded selected local football events and activities to help grassroots organisations and support the integration of refugees.



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

- Organise activities between the 10th and 24th October 2019 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.



### Endorsements

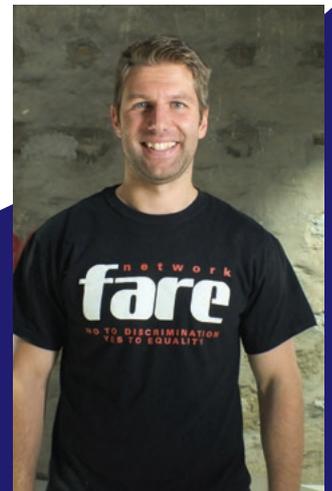
National associations and Europe's top clubs support the **#FootballPeople** weeks by sending a photo of one of their leading players alongside a supportive message. Belgian stars Eden Hazard, Vincent Kompany and Thomas Meunier are among many international players who have offered their support in the past.

### Videos and Media

You might wish to showcase the diversity of your national team by producing video content, displayed on screens in stadia or on social media. Many clubs have done so under the **#FootballPeople** weeks umbrella: Celtic FC, Cork City FC, PAOK FC, Valencia, Olympiacos FC and BSC Young Boys.

**"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 #FootballPeople weeks and hope other players and clubs will follow."**

— Thomas Hitzlsperger,  
Former German International



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