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.

Information for football associations

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. 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.

– 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
– 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.
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.

**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

### 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 for details. Make sure you inform us about your ideas through info@farenet.org. We are here to support.