

football people

Action weeks

network
fare
no to discrimination
yes to equality

Information for grassroots organisations and community groups

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 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

- Support the campaign on social media use the hashtag #FootballPeople. Link up with Fare on Instagram or Twitter: [@farenet](https://twitter.com/farenet) or Facebook.com/farenetwork
- Use Football People and/or Fare branding. You can download it here <http://bit.ly/2wLrZsZ>
- Panel discussions, book presentations, film screenings
- Address the underrepresentation of minorities in football
- Q+A sessions with (ex)players on the topics of inclusion and discrimination
- Celebrate women/ethnic minorities/diversity in football
- Organise a match-day experience for ethnic minorities and/or refugees
- Hold a choreography inside your stadium
- Ask refugees/migrants to tell their story; make a fundraiser event for refugees at a match
- Devise a quiz about diversity in your club/team
- Make your stadium more accessible for disabled people and invite them to a match
- Hold an anti-discrimination football tournament/ match with local communities
- Ask (ex) players to support your activities
- Graffiti workshops
- Hold football flash-mobs in a public place
- Anti-racist podcast or video about your club or team





Good examples

Festivals and tournaments against discrimination

In **Latvia** *Sport For All* organised a football match between refugees and Members of Parliament in the Mucenieki camp near Riga to help dialogue with decision makers and draw attention to the way many refugees live.

A two-day “Be True to Yourself” sport festival took place in the Siberian city of Omsk organised by the **Russian** LGBT Sports Federation. The festival gathered teams from across the world’s largest country to raise awareness of homophobia. Workshops and seminars and a tournament were part of the programme.

Conferences, panel discussions, workshops

ASD Balon Mundial organised a conference in Turin, **Italy** on the exclusion of asylum-seekers, refugees and undocumented migrants from participation in organised grassroots sport, and how football could serve as a means for their empowerment.

The first ever conference on women in football in **Bosnia and Herzegovina** was held during the weeks organised by *Ebbe Comms*. It brought together politicians, NGO’s and leading figures from women’s football in the region to discuss development.

Spain and Portugal: The *Instituto Universitário da Maia* led workshops on gender and football in three different cities of the Porto metropolitan region. The sessions sought to educate and challenge cultural barriers that prevent Roma girls and women participating in sport.



Community groups

The 1895 Trust, a supporters organisation of Shelbourne FC, a League of **Ireland** club, organised a series of activities for youngsters from a nearby refugee centre and local youth. Before the weeks a match programme cover design competition was held with the winning design and the young people involved attending a match where they met the players.

The Door organisation of **Albania** hosted two days of activities for Roma and Egyptian immigrant communities in cooperation with a local school in Shkoder to celebrate their culture. The children and teenagers had the opportunity to participate in workshops, football tournaments and presented a photo exhibition on diversity.

Supporters

Fan groups across Europe have supported the *Football People* weeks by taking a stand against discrimination through displaying banners, staging choreographies and other activities in stadiums.

