

# #FootballPeople

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

Weeks

8 – 22 Oct 2020

## Information for Clubs and Leagues

The **#FootballPeople** weeks is a global campaign to tackle discrimination and celebrate diversity in football. It takes place every October and reaches 150,000 people taking part in events in over 60 countries to bring about positive social change in and through football.

The **#FootballPeople** weeks provide clubs a great opportunity to increase community engagement at a local level and show a unified commitment to address issues such as racism, homophobia, sexism and xenophobia.

### Play your part

Many clubs across Europe have offered their support to the campaign. You can also support and join the biggest campaign for social change in football. **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:** get players warming up wearing **#FootballPeople** t-shirts
- **Get social:** Support the campaign via your social media channels. Use the hashtag **#FootballPeople**. Link up with Fare on Instagram or Twitter: [@farenet](https://www.instagram.com/farenet) or [www.facebook.com/farenetwork](https://www.facebook.com/farenetwork)
- **Raise awareness:** Use **#FootballPeople** and/or Fare branding. You can download it here: <https://bit.ly/2DFifoM>
- **Story telling:** Share stories celebrating the diversity of fans and players at your club
- **Off-field activities:** Work with fan groups, refugees, minorities, LGBT+ groups or other community groups during the period
- **Q + As:** Organise online Q+A sessions with (ex) players on the topics of inclusion and discrimination
- **Organise** diversity workshops for fans, stewards, coaches and players

## Some ideas to match your 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 club 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.

**The Greek Super League** dedicated a matchday in October to the campaign and provided clubs with banners and armbands for the team captains. In Austria, the first and second division Bundesliga clubs and Women Bundesliga teams all stood together in taking a stand against racism, discrimination and homophobia.

**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?

Numerous clubs have supported the **#FootballPeople** weeks campaign by posting pictures of players wearing the **#FootballPeople** t-shirts on social media. FC Schalke 04, Olympiacos, Juventus, Napoli, FC Porto, Dinamo Moscow, Valencia FC, Olympique Lyonnais Feminin and Sparta Praha were among the clubs showing their support.



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

- Take pictures of players wearing **#FootballPeople** T-shirts
- Organise activities between 8 and 22 October 2020
- Share your pictures online and with us using **#FootballPeople** to join the movement

You can register your activity on the Fare website, at: [www.farenet.org/campaigns/footballpeople-action-weeks/register-activity](http://www.farenet.org/campaigns/footballpeople-action-weeks/register-activity). 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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