

# #FootballPeople

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

Weeks

8 – 22 Oct 2020

## Information for Educational Organisations

### Play your part in an international movement to promote social inclusion through football.

The **#FootballPeople** weeks is the largest global campaign to celebrate diversity and tackle discrimination in football, and this year's event takes place between 8th and 22nd October.

For two weeks in October, we aim to reach 150,000 people taking part in events in over 60 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 globe to eradicate discrimination in the game. They all organise events and activities during the period.

#FootballPeople

### Play your part

**We want you to be innovative and creative with your ideas. Make them big and bold to have a lasting impact. Here are a few best-practice examples of what you can do.**

- Support the campaign on social media using the hashtag **#FootballPeople**. Link up with Fare on Instagram and Twitter @farenet or Facebook <https://www.facebook.com/farenetwork/?ref=bookmarks>.
- Use **#FootballPeople** and/or Fare branding. Download it here <https://bit.ly/3iiu4nA>.
- Produce educational materials raising awareness of racism and discrimination in football.
- Hold an online panel discussion to discuss the inclusion of refugees in football.
- Research the history of the **#BlackLivesMatter** movement in football.
- Celebrate the progress of minority players in football in an online exhibition.
- Organise an e-sports tournament.
- Host a podcast that highlights the recent issues faced by ethnic minorities.
- Run a socially-distanced football tournament.
- Film a video about your local club or team promoting an anti-racism message.

Download Fare's educational resource toolkit to educate young people against discrimination and celebrate difference:  
<https://www.farenet.org/campaigns/footballpeople-action-weeks/footballpeople-weeks-educational-toolkit/>



## Take a look at these successful ideas from previous years

### Conferences, Panel Discussions and Workshops

**England:** The University of Bolton received an event grant to deliver a student research symposium, where 35 students produced and delivered exhibition presentations to raise awareness about topical areas of discrimination in football. These included the topics of improving gender equity and LGBT+ representation. A roundtable was held with all students and experts to discuss racism in football and promote LGBTIQ awareness.

**Italy:** Two Naples universities - Università degli Studi di Napoli Federico II and Università degli Studi di Napoli L'Orientale joined forces to put together a conference addressing the issues around the participation of refugees and asylum seekers, who are often not allowed to play sport with local clubs due to registration procedures. Representatives from the Italian Football Federation were also present at the conference.

### Engage your local community

**Georgia:** The St George Gimnazium in Zugdidi organised football activities specifically for girls under the title "We are Equality", to counter the prejudice that women can't play the sport. They ran several matches, including one with mixed gender teams. More than 100 school children joined the event.

**"It's great to be involved in the #FootballPeople weeks. There are so many active people and initiatives working against discrimination in sport, football and society, so many important projects and events – the Fare #FootballPeople weeks makes them all visible, connects everything together and helps to bring the important work to greater success. Powerful!"**

— Pjörg Stenzel, BiBeriS-Bildung & Beratung im Sport

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

- Organise activities between the 8th and 22nd October 2020 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 register your activity on the Fare website, at: <https://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.

