

#FootballPeople

network
fare
no to discrimination
yes to equality

Weeks

8 – 22 Oct 2020

Information for football associations



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 professional football clubs and associations, grassroots groups, supporters, NGOs and communities affected by exclusion to eradicate discrimination in the game. Participating in the **#FootballPeople** weeks is a great way to connect with your local communities, partners and stakeholders.

Participation is open and free to all.
Join the movement!

Play your part in the #FootballPeople weeks.

Getting involved in the 2020 #FootballPeople weeks is easy, here are some examples of what you can do.

- Roll the camera: Send us photographs and quotes from leading players wearing **#FootballPeople** t-shirts.
- Produce a video with an anti-racism message.
- Matchday activities: Dedicate an international fixture 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** or **www.facebook.com/farenetwork**
- Use **#FootballPeople** and/or Fare branding. You can download it here: <https://www.farenet.org/get-involved/fare-grants/pr-for-events/2020-campaign-resources/>
- Story telling: Share stories celebrating the diversity of your players and fans.
- 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.
- Run diversity workshops for fans, stewards, coaches and players.

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 stadia before all men's and women's Champions League and Europa League matches, as well as European international fixtures during the period.

The Belgian Football Association hosted a hackathon for young people (16-24 years old) to tackle racism in football and further promote diversity. They also dedicated one of their UEFA Nations League matches to the **#FootballPeople** weeks with a video about Fare and player escorts carrying Fare flags onto the pitch.



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 have shown their support by sending us photos of prominent players in **#FootballPeople** T-shirts. International stars Eden Hazard, Vincent Kompany and Serge Gnabry are among those who have been involved in recent years.

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.



"I am happy to give my support for the #FootballPeople weeks. Actions for integration, diversity and against discrimination are taking place everywhere in European football. That is important"

— Serge Gnabry

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

- Take pictures of leading players wearing **#FootballPeople** T-shirts
- Organise activities between 8th and 22nd 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: <https://www.farenet.org/campaigns/footballpeople-action-weeks/register-activity/>. Make sure you inform us about your ideas through info@farenet.org.

We are here to support.



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