

#FootballPeople

network
fare
no to discrimination
yes to equality

Weeks 8 – 22 Oct 2020

Information for grassroots organisations and community groups

Fight Racism, Sexism and Homophobia.

Join an international movement to promote social inclusion through football. Join the 2020 **#FootballPeople** weeks.

The **#FootballPeople** weeks is a global campaign to tackle discrimination and celebrate diversity in football. 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.



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 could do.

- Support the campaign on social media use the hashtag **#FootballPeople**. Link up with Fare on Instagram **@farenet** or Facebook **<https://www.facebook.com/farenetwork>**
- Use **#FootballPeople** and/or Fare branding. Download it here **<https://bit.ly/2DFifoM>**
- Put on a socially distanced anti-discrimination football tournament
- Give taster sessions to women or girls who do not already play football
- Organise an e-sports tournament
- Address the under-representation of minorities in football
- Celebrate women/ethnic minorities/diversity in football
- Devise a quiz about diversity in your club/team
- Ask ex-players to support your activities
- Podcast or video about your club or team with an anti-racist theme



Take a look at these successful ideas from recent years:

Create festivals and tournaments against discrimination...

Fundacja dla Wolności organised the 19th edition of the etnoliga tournament as part of an anti-fascist weekend in Poland. They ran mixed football games for adults from international communities, along with sport and cultural activities for refugee children. The second part of the two-day event involved a debate about sport social responsibility with a focus on homophobia issues.

A two-day "Be T*rue 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 for workshops, seminars and a tournament to raise awareness of homophobia.

In 2018, Dragones de Lavapies held a **#FootballPeople** weeks tournament promoting diversity at Retiro Park's LaChopera in Madrid. 500+ people attended a festival that included football matches, graffiti, dance and rap with girls, boys, youth and refugee teams.

...Conferences and panel discussions

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.

Last year, QUEERSTION MEDIA organised a one-day festival to celebrate diversity and tackle all forms of LGBT+ phobia in Sweden. They organised a film screening, and held a Q&A panel discussion on homophobic and transphobic bullying for 60 participants.

...Community groups

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 participated in workshops, football tournaments and presented a photo exhibition on diversity.



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: 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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