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# UEFA Football and Social Responsibility Report

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2014/15

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# Timeline

The timeline illustrates representative activities undertaken by UEFA and each of the FSR partner organisations it supported during the 2014/15 season.



# Football associations

## Israel Football Association (IFA)



### Key performance indicators

Objective	Indicator	Past figures			Target	
		2012/13	2013/14	2014/15	2015/16	2017/18
Promote diversity and tolerance	Number of racist/violent offences at Israeli Premier League football matches	38	31	22	15-20	10-15

### Main achievements 2014/2015

- Hapoel Katamon, of the third-tier division, swapped their traditional flags around the stadium for pro-LGBT rainbow flags before one of their league matches. Leveraging the club's fans' positive reaction to this act, KIO Israel moved to hold the first-ever anti-homophobia football match in Israel: an exhibition game between Hapoel Katamon and the Tel Aviv LGBT football club Rainball, the biggest LGBT sports club in Israel.
- A new Jewish-Arab football team named Team of Equals was launched to introduce Jewish children from West Jerusalem to Arab children from East Jerusalem in order to combat the division and hostility between them and promote a shared life in the city.
- Equal on the Pitch, an event in honour of International Woman's Day, was held the week before the UEFA European Women's Under-19 Championship finals to emphasise gender equality and promote awareness of women in sport.
- A video emphasising equality on the field, entitled 'We're all equal, we're all one team', premiered at half-time during an Israel v Bosnia and Herzegovina match in Haifa.
- A special match between Bnei Sakhnin and Hapoel Akko – two teams from the north of Israel with a healthy mix of Jewish and Arab players – was organised to kick off the new season to support coexistence only a few weeks after the end of the Israel-Gaza conflict in the summer of 2014.
- Hapoel Haifa's fans were awarded the Fair Play prize after finishing top of the Fair Play Index in terms of involvement in the least incidents of racism and violence.

Since its inception in 2003, KIO Israel has successfully transformed the issue of racism in football from something that was considered an inevitable part of the game to a mainstream issue condemned across the board in Israeli society.

**“As other national and international football governing bodies have done before, we hope that after today Israeli football can also join the fight and challenge homophobia.”**

Rachel Liel, NIF executive director (on the first-ever anti-homophobia football match in Israel)



© Israel Football Association  
A Respect cake baked by parents of children participating in the project Team of Equals

# Fare network



## NEVER AGAIN association

The mission of NEVER AGAIN is to promote multicultural understanding in Poland and the broader region of central and eastern Europe. NEVER AGAIN is particularly concerned with the problem of how to educate the young against prejudices. NEVER AGAIN was responsible for implementing the UEFA EURO 2012 Respect Diversity – Football Unites programme, as part of which educational and monitoring activities took place before and during UEFA EURO 2012 in Poland and Ukraine.



© NEVER AGAIN association

## Main achievements 2014/15

- NEVER AGAIN organised the 13th edition of the anti-racism tournament at the Przystanek Woodstock Festival. The tournament includes anti-discrimination workshops and the provision of anti-racist educational materials to participants.
- A total of 115 cultural and educational events were supported or co-organised, including concerts, exhibitions, grassroots sports events, book launches – with 500 copies distributed – and community festivals, all with an anti-racism and/or anti-discrimination element.
- Regular monitoring of Polish league and international games was carried out, with the findings – including 143 documented incidents – shared with the media and relevant stakeholders, such as the Polish Football Association (PZPN).
- Narod Wybrany Cracovia Pany (Chosen nation – Cracovia rules), a book written by Maciej Kozłowski on the multicultural history of Polish football as well as contemporary issues of anti-Semitism and racism, was published and well-received in the media.
- More than 50 workshops and seminars for teachers, officials and other groups (including public prosecutors, security personnel and police academy students) were held.

The Przystanek Woodstock Festival anti-racism tournament involved

**12**

teams and

**120**

players. The anti-racism message was promoted from the main stage of the festival to a record

**750,000** participants.

## Key performance indicators

Objective	Indicator	Performance			Plan 2015/16	Target 2016/17
		2012/13	2013/14	2014/15		
Promotion of anti-racism message at Przystanek Woodstock festival and tournament	Number of festival participants	500,000	750,000	750,000	500,000	500,000
	Number of players	160	320	120	100	100
Promotion of anti-racism message through cultural and sports events	Number of events	100	80	115	50	50
	Number of participants	75,000	50,000	75,000	100,000	100,000
Promotion of anti-racism message through publications	Number of leaflets, posters and brochures distributed	75,000	50,000	50,000	60,000	80,000
Promotion of anti-racism message through training sessions	Number of sessions	47	40	50	50	50
	Number of participants	3,500	2,600	3,000	3,000	3,000
Communication	Followers on Facebook	2,500	4,000	6,000	7,000	8,000
	Followers on Twitter	150	300	450	550	650
	Media articles	83	67	99	100	100
	Radio and TV broadcasts	64	48	73	80	80

## Planned activities 2015/16

- In addition to the activities that it is involved with on an annual basis and those already listed in the 'Main achievements' section, NEVER AGAIN is planning the following:
- The publication of the NEVER AGAIN fanzine, containing the most recent part of the Brown Book, the hate crime register which lists xenophobic incidents that took place in Poland over the previous year.
  - The distribution of approximately 60,000 anti-racism leaflets, booklets and other materials at events throughout the season, targeting football fans and young people.
  - Continued participation in public debates, promoting the Fare network's message of anti-discrimination and social inclusion in the regional and national media.
  - Quarterly meetings with the PZPN and other stakeholders, such as the Polish Premier League and other Fare members.



# FSR partner feedback