



# RESPECT DIVERSITY – FOOTBALL UNITES

The FARE Network's Programme of Activities at Euro 2012

## PROJECT REPORT



Supported by the Union of European Football Associations (UEFA)

**The aim of this report is to outline the activities that were organised by the FARE Network, in conjunction with the ‘Never Again’ Association, the lead project partner, in the run up to, and during UEFA Euro 2012, which took place in Poland and Ukraine from 8<sup>th</sup> June – 1<sup>st</sup> July 2012.**

## **RESPECT DIVERSITY – FOOTBALL UNITES**

### **The FARE Network’s Programme of Activities at Euro 2012**

#### **EXECUTIVE SUMMARY**

### **1. Background to the project**

This report details the Respect Diversity – Football Unites programme of activities organised by the FARE Network which took place around Euro 2012 in Poland and Ukraine. Respect Diversity was one of four ‘Respect’ messages funded by UEFA as part of their CSR programme.

Euro 2012 was the first major sporting tournament to take place in Central and Eastern Europe, in recent times and the Respect Diversity – Football Unites programme was designed to ensure that preventing and tackling all forms of discrimination was an issue that was taken seriously.

### **2. Project delivery partners**

The programme was delivered and implemented by the Polish based organisation, the ‘Never Again’ Association, with assistance from a number of Ukrainian NGOs and partners.

### **3. Preparation for the tournament**

FARE’s Euro 2012 activities were launched one year prior to the tournament at a conference in the Polish Parliament in Warsaw in June 2011. Following the launch an extensive programme of events and activities took place over the following 12 months. These included,

- The development of an education programme to help teachers use the appeal of football to address issues of racism and discrimination.
- Training of over 7,000 stewards, match day officials and police spotters in Poland and Ukraine to enable them to recognise racist and discriminatory signs,

symbols, and chants, and to empower them to deal with incidents. Many personnel that received training will continue to work at football stadiums within the host countries at the end of Euro 2012 creating an important legacy from Euro 2012.

- A large number of sporting activities took place prior to the tournament and partnerships were established with sporting organisations, including Ekstraklasa, the first division of Poland’s football league.
- A varied programme of cultural events and awareness raising initiatives was also put in place to disseminate the campaign to large numbers of the local population and to put anti-racism on the main public agenda.

### **4. Monitoring programme**

To help address concerns that existed about the possibility of increased far right activity and discriminatory behaviour during Euro 2012, a full monitoring programme was put in place by FARE and UEFA. A minimum of two independent monitors recruited by FARE attended all 31 tournament matches. The role of the monitors was to report back to UEFA officials on far right activity in the run up to each match and to report on any incidents which occurred during the game. FARE also put together a booklet ‘A guide to monitoring offensive and discriminatory signs in European football’ which was provided to all FARE monitors and UEFA security officials.

In total, 13 incidents were reported to UEFA, by FARE during Euro 2012, five which related to racist or homophobic comments or chanting and eight which related to the displaying of racist and/or far right banners. Using evidence provided by FARE, UEFA imposed fines for seven incidents.

## 5. Inclusive Zones

To help create a positive and welcoming environment across Poland and Ukraine, FARE and 'Never Again' established a series of 'Inclusive Zones'; spaces which were open and welcoming to all.

The original aim was for 200 buildings to become Inclusive Zones; but by the end of Euro 2012 a total of 2,462 sites had been designated Inclusive Zones. These included shops, cafes, schools, sports centres and government buildings. All zones were provided with promotional information such as posters and stickers featuring the Respect Diversity – Football Unites logo to indicate they were part of the initiative.

## 6. Streetkick

Streetkick, a street style football game which allows different fans and communities to mix and play together, was present in four cities across Poland and Ukraine, including Kiev, Warsaw, Krakow and Poznan. The activity, which was managed by the UK organisation, Football Unites Racism Divides was launched on the opening day of the tournament in Warsaw by Ruud Gullit, Paul Elliott and the former Polish international, Dariusz Dziekanowski. The presence of Streetkick in each city also provided FARE with an opportunity to distribute anti-racism materials to fans and local residents including the Euro 2012 Football Unites fanzine.

It is estimated that during Streetkick's tour of Euro 2012 around 2,500 people took part.

## 7. Communication

A variety of different methods of communication were put in place to help ensure the 'Respect Diversity – Football Unites' message was conveyed as widely as possible. This included the production of 40,000 copies of a specific 'Football Unites' fanzine, translated into English, Polish, German and Russian, the creation of the 'footballunites.net' website, a facebook.com/respect.diversity page and regular postings on Twitter.

The event launch, which took place on the 8<sup>th</sup> June, the opening day of the tournament at the Foreign Ministry Palace in Warsaw, was widely covered by local and international media. Speakers at the launch included UEFA Executive Committee member,

Peter Gilliéron, a number of former professional footballers, including Emmanuel Olisadebe and Polish government officials.

The 'Respect Diversity' message was also supported by UEFA at both semi-final matches, which included a crowd choreography displaying the 'Respect' message during which the captains of the four semi-final teams read out statements in their own language highlighting the power that football can have to promote diversity. Further quotes of support were also secured by FARE from the captains of all eight quarter final teams.

## 8. Additional Euro 2012 events

To help increase awareness of the Respect Diversity - Football Unites message during Euro 2012 a number of additional cultural and educational activities took place organised by FARE and 'Never Again'. Many of these took place around the Poland vs. Russia fixture. Other events included a memorial event in Kiev at Babiy Yar, the site of the 1941 Nazi massacre, an event at the Polish Museum of Modern Art, a female football tournament and the distribution of FARE materials and the Football Unites fanzine at open training sessions organised by both the Polish and Spanish teams.

## 9. Conclusion and legacy

Overall, the Respect Diversity – Football Unites activities can be considered a success. Events were well received and well attended and incidents of racist and discriminatory chanting within the stadiums were at a lower level than had been predicted by some media.

The activities undertaken as part of Euro 2012 received strong endorsement from a range of public officials and the President of UEFA; Michel Platini paid special attention to the work of FARE and 'Never Again' in his official press conference on the eve of the tournament.

However, the success of the tournament in both Poland and Ukraine will also partly depend on the legacy left by Euro 2012, and in particular a long term change in attitudes to diversity and inclusion. It also requires a need for UEFA to continue its support for anti-racism initiatives through maintaining on-going activities with its European, regional and national partners.



# 1. BACKGROUND TO PROJECT

Euro 2012 is the first European wide sporting event that has taken place in Central and Eastern Europe in the modern era. Both Poland and Ukraine, chosen as joint host countries have different historical and political contexts; however both countries have suffered with issues of racism and discrimination, particularly within a footballing environment.

Racist chanting and the displaying of far-right and neo-Nazi banners have been commonplace at some matches, and there has been an infiltration into fan groups by radical right-wing and neo-Nazi followers. The problem has historically been a low priority for football's governing bodies within the two countries. A culture of denial of racism by officials and fan groups has been described as a serious problem and there has also been a need to increase awareness of the importance of recognising and valuing diversity amongst the general public.

To help address some of these issues, and to promote a celebratory attitude to diversity and inclusion, UEFA, the organisers of Euro 2012 agreed to fund a programme of activities around the tournament, under the banner of 'Respect Diversity – Football Unites'. These activities,

organized through UEFA's Football and Social Responsibility programme were one of four Respect programmes during 2012. Alongside the work to tackle racism and discrimination, UEFA also funded projects for Respect Inclusion, which promotes the rights of disabled fans, Respect Fan Culture, which supported the work of the fan embassies, and Respect Your Health which promoted healthy lifestyles amongst children and their families. UEFA also backed a safe sex message amongst fans and a programme to promote the decision to make Euro 2012 a tobacco free tournament.

Euro 2012 was the third time that UEFA agreed to support the FARE Network to deliver a programme of activities at a European championship, following activities delivered during Euro 2004 in Portugal and Euro 2008 in Austria/Switzerland. This included activities planned to take place during the tournament as well as a series of projects for the year preceding the start of Euro 2012. Many of the activities were also planned to ensure that they had a legacy aspect, that would help to enable that the Respect Diversity – Football Unites message to continue beyond the tournament final which took place in Kiev on the 1<sup>st</sup> July.

# 2. PROJECT DELIVERY PARTNERS

Whilst the Respect Diversity – Football Unites programme of activities was delivered through the FARE Network, an anti-discrimination umbrella group of over 50 NGOs from across Europe, the main elements of the project were developed and co-ordinated by FARE's long term regional partner, Stowarzyszenie 'NIGDY WIĘCEJ', the 'Never Again' Association. 'NIGDY WIĘCEJ' ('Never Again') is a Warsaw based NGO set up in the mid-1990s to address issues of racism and discrimination within Poland and the broader region of Central and Eastern Europe.

In the build-up to the European Championship, 'Never Again' has been working with UEFA, FARE and other Eastern European partners on the Eastern Europe Development Project which was

established to promote diversity and to help monitor racist incidents in the region.

As part of the Euro 2012 project, 'Never Again' led on most aspects of the Respect Diversity – Football Unites programme, particularly the education programme for schools, stewards and officials, the management of Streetkick and the co-ordination of FARE monitors. The delivery of the footballing element of Streetkick programme was co-ordinated by Football Unites, Racism Divides from Sheffield, UK.

'Never Again' also worked with a number of Ukrainian NGOs, including the East European Development Institute (EEDI), Football Against Prejudices and the African Centre in Kiev.

### 3. PREPARATION FOR THE TOURNAMENT

Although the first match of Euro 2012 took place on 8<sup>th</sup> June 2012, the Respect Diversity – Football Unites programme of activities was launched a year earlier, at the conference, *Monitoring and Counteracting Racism in Football and Beyond* which was organised by FARE and ‘Never Again’ at the Polish Parliament and Warsaw’s Palace of the Ministry of Foreign Affairs on 14<sup>th</sup> and 15<sup>th</sup> June 2011.



Launch of ‘Respect Diversity’ – Football Unites in Warsaw on 14<sup>th</sup> and 15<sup>th</sup> June 2011

The event, which was attended by FARE campaigners, anti-racism activists and a number of Polish government officials, was the beginning of a year-long programme of activities in the build-up to the start of Euro 2012. This included the establishment and delivery of an education programme for schools, a scheme to help train stewards and officials deal with racism within the stadiums, a huge series of sporting, cultural and media events, as well as the planning and preparation of the activities due to take place during the tournament itself.



#### Education project for teachers

The education project managed by ‘Never Again’ was aimed at sports coaches and teachers in schools and other educational organisations in both Poland and Ukraine, with a special emphasis on PE teachers. The idea behind the project was to help use the power and appeal of football to raise awareness of the issues of racism and to help to create an environment where racism and intolerance are rejected by young people.

The project involved organising workshops for teachers and coaches, alongside conferences and seminars. The teachers and educational professionals involved in the project each received educational materials on the prevention of discrimination, racism and xenophobia in sport and advice on how to conduct anti-discrimination classes in schools and other educational institutions. An exhibition on multicultural aspects of Polish football was also developed and made available to hire free of charge.

The training for teachers was carried out by specially trained representatives from ‘Never Again’ with assistance from staff in the Education Department at the University of Warsaw and was endorsed and supported by the Polish Minister of Education. The project was also promoted by the Polish Teachers’ Union and its weekly newspaper.

A small example of some of the programmes and events organised include,

- ‘Euro 2012 = Equality + Tolerance’, an ongoing education programme established by ‘Never Again’ and the Warsaw Centre for Socio-Educational Innovation and Training.
- ‘I am Fair’, a long-term educational programme which was co-organised by ‘Never Again’ with the City of Lodz alongside the Department of Educational Sciences at the University of Lodz.

- On 23<sup>th</sup> March 2012, a presentation was organised by 'Never Again' around the Respect Diversity – Football Unites activities for a group of 20 Ukrainian head teachers and principals from Kiev and Kharkiv.
- A key university lecture also took place on 23<sup>th</sup> May 2012 at the People's Ukrainian Academy in Kharkiv. The lecture on racism, nationalism, and

on the FARE programme of activity was organised for the sociology and human resources students.

It is hoped that the programme will have a lasting legacy in the form of resources and materials produced as well as experiences to share with schools and partners in Poland and Ukraine and in other European countries.

## Training of stewards and match day officials

Alongside the sessions aimed at raising awareness of racism amongst young people, a series of educational and training events were also held for stewards and match day staff that would be working within the stadiums at the eight host cities within Poland and Ukraine during Euro 2012.

The key objective behind the sessions for match day stewards was to help them recognise racist, discriminatory and far-right banners and signs and also to ensure they were aware of ways that they could deal with incidents if they occurred during matches. As well as helping stewards to identify

offensive and discriminatory banners, one of the key messages was also to ensure that stewards understood the reasons behind why the removal of the banners was so important, specifically because the eyes of the rest of Europe would be on the two host countries. Stewards were also supplied with FARE materials once they had completed their training, along with their certificate of attendance.

In the run up to Euro 2012, approximately 7,000 stewards received some form of training from 'Never Again' to help identify and deal with racist and discriminatory behaviour.

Importantly many of the Euro 2012 stewards who received the training will continue to work in Polish stadiums after the championships, and will use the expert knowledge gained during the training courses. This is an important element of the legacy programme of the Respect Diversity – Football Unites project.

In addition to the training of stewards, additional sessions were also held for law enforcement officials and police spotters. This included,



Stewards attending a training session delivered by Jacek Purski from 'Never Again', and receiving their certificate and FARE materials



- Anti-discrimination training for spotters and policemen, in Legionowo, where the Polish Police Academy is placed as well as many other places in Poland and Ukraine. A number of training sessions were held in conjunction with 'Never Again', at which several hundred Polish spotters and other policemen received direct awareness raising training and thousands more received training via materials produced by 'Never Again'.
- Polish police also received further anti-racism and anti-discrimination training in accordance with the overall Organization for Security and Co-operation in Europe (OSCE-ODIHR) programme



on counteracting hate crimes. As part of this programme, 'Never Again' cooperated with the Police Chief Plenipotentiary for Human Rights and different departments involved in Euro 2012, and helped produce an anti-racist section of the overall policing brochure that 80,000 officers in Poland received as part of their training.

The above activities were presented at several high-level international events organised by the OSCE. The OSCE's annual Hate Crime Report covered the work of 'Never Again' and FARE in relation to the Respect Diversity project.

Training on anti-racism initiatives and the Respect Diversity – Football Unites message was also included in the training provided to the official UEFA LOC Euro 2012 volunteers for the host cities. On 12<sup>th</sup> May 2012, 'Never Again' provided input into volunteer training that was held simultaneously in all four Polish host cities, and in the run up to Euro 2012, the East European Development Institute provided similar training to hundreds of volunteers across all four Ukrainian host cities.



Training for volunteers in Gdansk and Wroclaw on symbols of hate to watch out for and the work of the FARE Network



## Sporting activities

To help celebrate the power that football can have to bring people together, a large number of sporting activities were also organised in Poland and Ukraine in the build-up to Euro 2012. Many of these events also took place during the FARE Network's Action Week, which is held each October to raise awareness of issues around racism and to celebrate and recognise diversity within the game.

One of the most important partnerships during the Action Week was with Ekstraklasa, the first division of Poland's professional football league. A series of activities took place at matches held at the clubs, with anti-racism announcements made before kick-off, players escorted onto the pitch accompanied by children wearing anti-racist t-shirts and a team photo in front of a 'Let's Kick Racism out of the Stadiums' banner.



Weeks of action activities in October 2012 at Lech Poznan vs Korona Kielce and Wisla Krakow vs Jagiellonia Bialystok



Another event held during the Action Week included the high-profile 'Poland for All' activity, organized by 'Never Again' and the Polish Foreign Ministry, the Ministry of Sports and Tourism, the City of Warsaw and the Polish Association of Former Players. This took place at the Warsaw Agrykola stadium on 14<sup>th</sup> October 2011. One of the event's attractions was a match involving players of Warsaw's multicultural Ethnoleague and Polish football stars, including legends such as the former internationals Dariusz Dziekanowski, Radoslaw Majdan and Roman Kosecki.

This was followed by a tournament with the participation of children of various national and ethnic backgrounds living in Warsaw, including Brazilian, French and Russian children. Children from Warsaw schools painted anti-racist murals;

a group of official guests removed racist symbols in the vicinity of the stadium and participated in the creation of an anti-racist street art project.

In the lead up to Euro 2012, 'Never Again' also partnered with a number of sporting events to raise awareness of the anti-racism and Respect Diversity – Football Unites message. This included the national Scout Cup, which involved over 500 participants.

Within Ukraine, the People's Academy of Ukraine and other educational institutions, such as Kharkiv's NURE University held a series of multi-ethnic football tournaments supported by FARE, with the participation of mixed student teams, representing a number of African and Asian countries alongside the local community.



Young people taking part in the 'Poland For All' event and creating graffiti art murals

## Cultural events and other awareness-raising activities

In addition to the sporting and educational events undertaken in the build-up to Euro 2012, a series of other events also took place before the start of the tournament to help raise awareness of the Respect Diversity – Football Unites message. Hundreds of events took place in total, and the following are just a small example,

- The Respect Diversity – Football Unites message was promoted at the Polish Woodstock, Europe's largest non-commercial open-air music festival which attracted about 700,000 participants to Kostrzyn near the Polish-German border on 4<sup>th</sup>-6<sup>th</sup> August 2011.
- A graffiti workshop to help promote the Inclusive Zone concept at the Polish-Czech-Slovak trans-border youth tournament in Bielsko-Biala on 19<sup>th</sup>-20<sup>th</sup> May 2012.
- A debate at Warsaw's Museum of Modern Art on 16<sup>th</sup> May 2012, entitled 'Let's Kick Racism out of the Stadiums: Eastern European Fan Culture' with contributions from Rafal Pankowski ('Never Again') and Pavel Klymenko (Football Against Prejudices).
- The Ebert Foundation (Ukraine and Belarus office), FARE's Ukrainian partner, EEDI and 'Never Again' participated in a joint conference in Kiev on 22<sup>th</sup> May 2012, to address issues of racism



and homophobia, as well as the Respect Diversity – Football Unites activities for Euro 2012 and the post-2012 legacy. About 80 people attended the conference including the Ombudswomen (Human Rights Commissioner), MPs of different parties, many NGOs (including several FARE partners), minorities and the media.

- A presentation at Warsaw’s main prison from Jacek Purski at ‘Never Again’ around the importance of anti-racism activities and the events planned for Euro 2012 took place on 8<sup>th</sup> December 2011.
- Numerous concerts were organised and several songs were recorded, e.g. a group of Gornik fans worked with ‘Never Again’ to record a song in support of the campaign ahead of Euro 2012. The anti-racism message they recorded can be viewed on YouTube, <http://www.youtube.com/watch?v=sMQLpIm6xk0&feature=related>.

In addition to the various activities and events, co-ordinators from both ‘Never Again’ and the

FARE Network received numerous requests for media interviews in the build-up to the start of, and during Euro 2012.

Whilst there was a steady stream of requests made from media outlets across Europe around the launch of the Respect Diversity – Football Unites programme in June 2011, and in subsequent months, this figure increased dramatically following the broadcasting of the BBC Panorama programme, ‘Stadiums of Hate’ in May 2012. This programme highlighted extensive racist and far-right behaviour in Polish and Ukrainian football stadiums, and resulted in a huge number of requests for media interviews.

It is believed the broad spectrum of various activities as well as the media coverage contributed to reaching a critical mass of public awareness which has triggered a cultural change ahead of and during Euro 2012. The issue of anti-racism was put in the mainstream of the public debate.

## 4. MONITORING PROGRAMME

Following concerns raised about Euro 2012 being held in Poland and Ukraine because of the possibility of racist and far-right activity, and as part of an extension of the monitoring activities carried out as part of the East Europe Monitoring Centre, UEFA agreed to support a full monitoring programme during the tournament. This meant that for the first time at a major football tournament, two independent monitors, appointed by FARE would be present at each match to report back on any racist, far-right or other discriminatory behaviour or activity that took place.

To help recruit monitors, a full application process was co-ordinated on behalf of FARE by ‘Never Again’. Around 80 applications were received, and 30 monitors were appointed. All monitors were chosen because of their previous experience in monitoring racist and far right incidences, experience of delivering anti-racism activities and experience of participating in FARE activities, for example, through previous support of the FARE Action Weeks. A number of monitors

were chosen because of their specific knowledge of fan culture and far-right activity within one of the countries competing in Euro 2012, whilst others were chosen because of their wide and general international experience.

The key role of monitors was to carry out research before each of the matches to try to check whether any far-right activity was planned as well as monitoring activity during the actual games. Monitors were also invited to attend

‘The FARE Guide to monitoring offensive and discriminatory signs in European football’. A copy of this guide was used by FARE monitors and UEFA security officials at all eight host cities.



UEFA's pre-match security briefings to feedback on whether any planned activity was expected and also to make contact with UEFA security officials, so that information could be passed directly to them during the course of the game. This system worked well as stewards and security officials were able to instantly remove a number of racist signs that appeared. Many monitors also worked with stewards and security officials at the entrance gate, checking banners before they were allowed into the ground.

To help monitors in their role, a specific guidebook was produced by FARE, 'Monitoring offensive and discriminatory signs in European football' which contained information and examples about what signs and symbols may be on display during matches. As well as examples of common signs, such as the Celtic cross and swastika, information was also provided on symbols specific to the countries competing in Euro 2012. There was also information about far-right brands of clothing that might be worn and information on other forms of discrimination such as the displaying of homophobic signs and banners or banners offensive to women and disabled fans.

It is envisaged that this booklet will now be provided to stewards and match day officials at clubs competing in subsequent UEFA competitions such as the UEFA Champions League and the

Europa League, as part of the Respect Diversity – Football Unites legacy.

At the end of each match, FARE monitors produced a report from the game attended detailing any racist, discriminatory or far right activity which they had witnessed, including chanting and the display of banners. This report was fed in to UEFA's Stadia and Security team as well as the Control and Discipline board. A number of third party reports were also fed into UEFA through the monitoring coordination team, which were received from individuals, fan groups and the media.

As part of the FARE monitoring programme, fans were also urged to report any incidents of racism or discrimination that they witnessed. This could be undertaken through calling a dedicated hotline number staffed by 'Never Again' volunteers and also by downloading a report form from the Football Unites website.

At least two FARE monitors attended each of the 31 matches which took place during Euro 2012. In total, 13 incidents were reported to UEFA, by FARE, five of which related to racist or homophobic comments or chanting and eight which related to the displaying of racist/far right banners. To date, UEFA has imposed fines for seven of the incidents.

## 5. INCLUSIVE ZONES

One of the most original and innovative aspects of the Respect Diversity – Football Unites programme of activities was the introduction of Inclusive Zones across Poland and Ukraine. The aim of this initiative was to encourage buildings to come forward as spaces that are open and welcoming to all fans, with no regard to nationality, race, colour or sexual orientation, and spaces that are welcoming to disabled people.

Each Inclusive Zone was provided with promotional material, such as posters and stickers in four languages (Polish, Ukrainian, English and Russian) to display at the entrance to the premises to indicate that they were part of the initiative.

The original aim was to encourage around 200 buildings to become designated Inclusive Zones;

however at the end of Euro 2012 a total of 2,462 sites had been nominated to 'Never Again' to become an Inclusive Zone.

One of the key successes behind the large number of zones was because a large Polish retail chain, Biedronka came forward to designate all their branches as Inclusive Zones. The remaining zones were a mixture of schools, sports centres, community centres and cultural institutions, and private buildings such as pubs, cafes, bars and restaurants.

The concept of Inclusive Zones received strong support by government departments and local authorities across both Poland and Ukraine, including Poland's equalities minister, Agnieszka





The Inclusive Zone poster which was supplied to venues, and an example of a renowned cultural centre/coffee shop designated as an Inclusive Zone



Kozłowska-Rajewicz, the city authorities in Gdansk, Krakow and Donetsk and the regional authorities of the Mazovian (Warsaw) area.

Inclusive Zones were promoted in a number of creative ways, including through the Euro 2012 Mobile Fan Zones (a series of trucks which toured around Poland visiting more than 100 cities and towns) and at the Fan Camps. A full list of all zones was available to download on the Football Unites website.

As well as receiving a set of promotional material, each site that nominated itself as an Inclusive Zone also received further information about on-going anti-discrimination activities before, during and after Euro 2012, in the hope that at the end of the tournament the Inclusive Zones will become part of a broad and lasting anti-discrimination network.

## 6. STREETKICK

Streetkick has been an integral element of FARE's programme of activities at all major tournaments in recent years, including the World Cup in 2006 and the European Championships in 2004 and 2008.

The aim of Streetkick is to bring fans of different nationalities, backgrounds and cultures together,

alongside the local community by providing opportunities for fans to play small sided football matches.

It was agreed that for the first time in Euro 2012, there would be two separate Streetkick teams, one based in Poland and the other in Ukraine. The management of the programme was led by



The launch of Streetkick in Warsaw with Ruud Guilit, and Streetkick at the Fanzone in Kiev

'Never Again' in Poland and the East European Development Institute (EEDI) in Ukraine, with the footballing element delivered by Football Unites Racism Divides (FURD) in Sheffield who originally developed the Streetkick concept in the late 1990s.

The Streetkick programme was launched at Euro 2012, on 8<sup>th</sup> June in Warsaw, the opening day of the tournament with a press call involving Respect ambassadors, Ruud Gullit, Paul Elliott and the former Polish international, Dariusz Dziekanowski.

In total, Streetkick took place at three cities in Poland, Warsaw, Poznan and Krakow, and in Kiev in Ukraine. The full tour dates were as follows,

#### **POLAND**

8<sup>th</sup>-12<sup>th</sup> June – Warsaw Fan Camp

14<sup>th</sup>-16<sup>th</sup> June – Krakow FanZone

18<sup>th</sup> June – Poznan/Malta Lake Funzone

19<sup>th</sup> June – Poznan FanZone

#### **UKRAINE**

11<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> and 19<sup>th</sup> June – Kiev FanZone

Whilst the footballing element of the Streetkick programme was delivered successfully, with around 2,500 people estimated to have taken part during the tournament, there were a number of difficulties

encountered in the organisation and project planning stage. For example, in Warsaw, whilst the initial meeting with officials who were managing the FanZone was positive, they later decided that there was no room within the zone to locate the Streetkick pitch. This was despite the huge size of the location of the FanZone which took over the full Parade Square site in the city centre, where the Palace of Culture is situated. Therefore, whilst a new location was found at the official fan camp site, this was situated a few kilometres from the city centre which meant that the game was not as accessible to as many fans as it could have been.

There were also logistical difficulties with the organisation of the Ukrainian element of the tour. Representatives at EEDI suggested that it would not be advisable for FURD to transport their own game to Ukraine as it may be held up in customs, and it proved difficult to negotiate with officials responsible for the FanZone at Independence Square in Kiev to have the game present on more than four occasions. The game was only allowed to take place for around two hours on each of these occasions, at the start of the day, despite the fact the FanZone was open for around 12 hours every day of the tournament. This also had an impact on the amount of people able to participate.

## **7. ADDITIONAL EVENTS AND ACTIVITIES DURING EURO 2012**

To help raise awareness of the Respect Diversity – Football Unites programme, a series of additional events and activities were held whilst the tournament was taking place.

A number of these events took place around the Poland vs Russia match which was held in Warsaw on 12<sup>th</sup> June 2012, the same day as Russia Day. A series of marches and protests were planned around the match, which had the potential for violent outbreaks. To help disseminate the 'Respect' message, the 'Never Again' Association co-organised a series of positive events and activities around the game. This included a visit for both Polish and Russian fans groups to lay wreaths at the cemetery of the Soviet soldiers that died whilst liberating Warsaw from the Nazis in 1945.

The congregation also visited the Warsaw Uprising monument. On the day of the game, a series of activities were held around Streetkick located at the Fan Camp in Warsaw.

A number of additional events also took place across Poland and Ukraine, to raise support of the Respect Diversity – Football Unites message which included,

- An event at Warsaw's Museum of Modern Art on 27<sup>th</sup> June, attended by FARE ambassador Paul Elliott and Polish rapper, Pan Duze Pe in which participants designed and made scarves which displayed the 'Respect' message.
- A memorial event on 14<sup>th</sup> June to Babiy Yar, the site of the 1941 Nazi massacre. Representatives





FARE representatives to the Holocaust memorial site at Babiy Yar in Kiev, and diversity themed scarves produced at the Museum of Modern Art in Warsaw

of FARE, Football Unites Racism Divides, Football Against Prejudices, East European Development Institute and the African Centre of Ukraine took part in the visit to the site at which 100,000 people were executed on the outskirts of Kiev, including the majority of the city's Jewish population, Roma population and local people who supported the resistance.

- The Women to Women (Kobiety Kobietom) football tournament which was supported by FARE and 'Never Again', took place on Saturday 30<sup>th</sup> June at the DOSiR Praga Północ sports centre in Warsaw. Over 100 participants aged between 17-44, took part in the event, which was part of the international 'Discover Football' project. The aim of the event was to promote women's football during Euro 2012 and to create a network of female football teams from Germany, Poland and Ukraine.

- FARE also presented its campaign at an event at the Centre of Contemporary Art, Ujazdowski Castle, in Warsaw for a group of more than 30 people from more than 20 countries all of whom were participants at the summer school "The Culture of Football: Passion, Power, Politics". The event was organised in conjunction with the Faculty of Social and Cultural Sciences, European University Viadrina in Frankfurt (on the Polish-German border) who travelled to Warsaw specifically to take part in the event.
- The Respect Diversity – Football Unites theme was promoted at the Poland team's open training session in Warsaw on 14<sup>th</sup> June. Fans attending, alongside the players received FARE materials and FARE/'Never Again' banners were displayed around the pitch. A similar event also took place at an open training session of the Spanish team.

## 8. COMMUNICATION

To help guarantee that the Respect Diversity – Football Unites message was conveyed as widely as possible, a number of events and methods of communication were established. The aim of this was to ensure that fans attending the tournament were aware of the strong anti-racism message, as were the local population in Poland and Ukraine and fans watching at home on television. The key messages behind this communication were designed to reiterate the power of football to celebrate diversity and to call for Euro 2012 to be safe and welcoming for fans of all ethnicities and nationalities.

Within Poland and Ukraine the key messages were designed to also change the perception and the reality of football as a place where racism and discrimination exists without being challenged, to help create a long lasting anti-racism legacy. This message was also communicated effectively by 'Never Again' as part of the events and activities that they organised in the run up to the tournament.

Aspects of communication around Euro 2012 included,

# FARE reception to launch Respect Diversity – Football Unites

The main project launch of the activities was held on the opening day of the tournament (8<sup>th</sup> June) at the Palace of the Ministry of Foreign Affairs in Warsaw. Around 100 people attended the event which was hosted by Pedro Pinto from CNN. Speakers included UEFA Executive Committee member, and the chairman of UEFA's Fair Play and Social Responsibility Committee, Peter Gilliéron, Poland's deputy foreign affairs minister Beata Stelmach, deputy sports minister Jacek Foks, minister for equality Agnieszka Kozłowska-Rajewicz and Wilfried Lemke, the United Nations Secretary General's special adviser on sport for development and peace. FARE was also represented by Rafal Pankowski from 'Never Again'.



The players' panel at the launch, featuring (from left to right), Tony Higgins, Garth Crooks, Paul Elliott, Ruud Gullit, Emanuel Olisadebe and Dariusz Dziekanowski along with the invited audience

The event included a panel discussion with a number of former players including UEFA's Respect Diversity ambassador Ruud Gullit, Paul Elliott, Garth Crooks, Tony Higgins (FIFPro), Dariusz Dziekanowski and former Polish international player, Emmanuel Olisadebe. The launch was attended by a range of Polish and international media including Sky News, CNN as well as The Daily Telegraph and Le Monde.



## 'Football Unites' website

To help provide a platform to showcase the wide range of activity organised by FARE during Euro 2012, a special microsite was developed, [www.footballunites.net](http://www.footballunites.net).

The site featured a home page with some general background about the activities, a page about the FARE network, details of Streetkick including the times and locations of where the game would be located during the tournament, ways for fans to report discrimination, information about the education programme delivered in the run up to the tournament, information about Inclusive Zones and a full list of all the Inclusive



An example of one of the pages from the 'Football Unites' website



Zone sites, a news section and a section on the project partners.

The site also had a news feed and Twitter feed on the front page. In total, 15 news stories were put up during the course of the tournament. These included stories about new Inclusive Zones, the progress of Streetkick, the visit to Babiy Yar, a focus on the Football Unites fanzine and the captain's statements at the semi-finals. The site automatically displayed all FARE's tweets during the tournament, which amounted to around 60

tweets. The use of Twitter was an especially important form of communication in responding to incidents of racist chanting or the display of racist banners within matches. For example,

- *FARE observer at Russia v Czech Rep match (8/6/12) reports presence of Russian Empire flags + some racial abuse of Czech right-back Selassie.*
- *Spanish Fan Embassy workers say "around 200 supporters started monkey chants" aimed at Mario Balotelli on Sunday.*

## 'Football Unites' fanzine

One of FARE's established activities as part of previous European Championships is the production of a fanzine aimed at people attending the tournament. The Euro 2012 'Football Unites' fanzine was produced in four languages, English, German, Polish and Russian.

The publication featured interviews with Portugal's captain, Cristiano Ronaldo, Ukraine's captain, Andriy Shevchenko and the former Polish player, Dariusz Dziekanowski. There was also a feature on the women's game, UEFA's Respect Programme, the work of FARE and preparations for Euro 2012, and the need to challenge discrimination and homophobia in the game.

Around 40,000 copies of the fanzine were printed and distributed via Streetkick, local Polish and Ukrainian partners and mobile Fan Zones and Fan Camps.

In addition to the 'Football Unites' fanzine, 'Never Again' also produced a dedicated Euro 2012 magazine, edited by Marcin Kornak, which featured a range of articles on anti-racism in football and received endorsement from many key figures including former President and Nobel Peace Prize winner, Lech Walesa.

The frontpage of the English version of the 'Football Unites' fanzine, and fans at Spain's open training session reading the fanzine



## Facebook page

A specific Respect Diversity – Football Unites Facebook page was set up shortly before Euro 2012 to help provide people with updates on activities taking place during the tournament. The page [www.facebook.com/respect.diversity](http://www.facebook.com/respect.diversity)

was updated every day with a variety of information including new Inclusive Zones and photographs of events that had taken place. The site had over 500 followers by the time the tournament ended.

## Semi-final activities

To increase awareness of the Respect Diversity – Football Unites message, UEFA dedicated both semi-final matches to the Respect Diversity theme. Before kick-off of both matches, held in Donetsk and Warsaw, the captains of the

participating teams stood in front of a ‘Respect Diversity’ banner and read out a statement which had been put together in conjunction with FARE.



Iker Casillas and Cristiano Ronaldo reading their anti-racism statements before the Spain vs Portugal semi-final in Donetsk



“We owe our success to our team spirit and the diversity of our backgrounds. We may be from different regions and different backgrounds but on the pitch we stand together – united as a team. That is why we are against all forms of discrimination and are proud to support UEFA’s Respect Diversity message.”

**Iker Casillas (Spain)**

“Our country brings together people from all kinds of different backgrounds all united thanks to UEFA Euro 2012. Football can bring people together like no other sport no matter their religious, social or ethnic background. That is why we all stand together as one, both on and off the pitch and support UEFA’s Respect Diversity message.”

**Cristiano Ronaldo (Portugal)**

“I am proud to lead my country in this important match of UEFA Euro 2012. My team-mates and I stand against any kind of discrimination. We are one team regardless of our religious or ethnic background. That is why we support UEFA’s Respect Diversity message and we call on everyone in football to join us.”

**Gianluigi Buffon (Italy)**

“The past three weeks have shown how football can bring together people who share the same passion. Nationality, religion, gender or sexual orientation



has nothing to do with it. My team-mates and I, as captain of the German national team, ask you to join us in rejecting all types of discrimination and in supporting UEFA's Respect Diversity message."

**Phillipp Lahm (Germany)**

A Tifo (crowd choreography) also took place at both matches which contained the flags of the two competing nations with the message 'Respect'.

In addition to the messages broadcast before the kick-off at both semi-finals, FARE also received messages of support from the captains of the top six teams competing at Euro 2012, Steven Gerrard (England), Hugo Lloris (France), Phillip Lahm (Germany), Gianluigi Buffon (Italy), Cristiano Ronaldo (Portugal) and Iker Casillas (Spain). Each of the quotes called for a sport which values diversity and allows individuals from different

religious and ethnic backgrounds to unite together through football. For example,

"Racism and discrimination has no place on the football field. EURO 2012 is an important opportunity to show how football can bring people together, both fans and players, whatever their colour, religion or nationality. Respect Diversity is an important message that I am pleased and proud to support."

**Steven Gerrard (England)**

"Being part of a team that is made up of different cultures and races is a positive experience. You understand that our differences are our strengths and that is why humans are so unique. Football can help unite us and also help us celebrate and value our differences."

**Hugo Lloris (France)**

## 9. CONCLUSION AND LEGACY

With the exception of several well documented incidences resulting from the behaviour of far-right groups, in most aspects of Euro 2012, including the Respect Diversity – Football Unites programme of activities, the tournament can be regarded as a real success.

Whilst it is impossible to categorically state that this is due exclusively to the work FARE and 'Never Again' undertook in the lead up to the tournament, it is widely believed that it did have some real effect, particularly in relation to the education initiatives and the wide and varied media coverage that the activities received.

The work undertaken as part of Euro 2012 has received strong endorsement from a range of public officials and authorities and the President of UEFA; Michel Platini also paid special attention to the work of FARE and 'Never Again' in his official press conference on the eve of the tournament.

The many and varied activities that were delivered during the tournament were well received, in particular the Inclusive Zones where the amount of sites officially designated as Inclusive Zones far exceeded the original targets, the monitoring programme was successfully implemented with

FARE monitors in stadiums working closely to identify any possible incidents before they arose, and despite some of the logistical planning difficulties, Streetkick was well received by the local community and the fans that took part.

The media coverage on the anti-racist activities, partly generated through the showing of the BBC Panorama programme far exceeded what might have been expected.

The success of the tournament however, particularly in Poland and Ukraine, will be through the legacy that is left behind. In addition to the educational materials that will be continued to be used in schools, and the fact that stewards that were trained by 'Never Again' will continue to work over the coming seasons in stadiums across both countries, the awareness levels of the issue must remain high on the public agenda. It is critically important that all the stakeholders that worked hard to make the tournament a success, locally, nationally and internationally must continue the public debate and the activities already started. This change and improvement in public attitudes and behaviour towards equality and diversity will then have a deep and long-lasting positive benefit in the region for many years to come.



**[www.facebook.com/Respect.Diversity](http://www.facebook.com/Respect.Diversity)**

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