



# Respect



UEFA Football and Social  
Responsibility Report  
2017/18

# Fare network

Eastern European development with Never Again Association

[nigdywiecej.org](http://nigdywiecej.org)



## Mission

The Never Again Association aims to promote multicultural understanding and contribute to the development of democratic civil society in central and eastern Europe.

## Objectives

Educate young people to reject racial and ethnic prejudice through educational and cultural events with anti-racism and anti-discrimination messages.

Publish and distribute educational materials on issues such as racism, anti-Semitism, xenophobia and discrimination.

Monitor and document instances of hate speech, discrimination and hate crimes inside and outside stadiums.

Take part in public debates to promote the message of respect for diversity.



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### Highlight

Representatives of the Never Again Association came together during Europe's largest free festival – Pol'and'Rock Festival (formerly Woodstock Festival Poland) – on 3–5 August 2017 to organise an anti-racism football tournament alongside educational activities targeting the growing problem of bigotry and violence.

The annual festival is held in Kostrzyn nad Odra near the Polish–German border. It attracts approximately 500,000 young people every year. The festivalgoers take part in workshops conducted at the Never Again info stand, where they discuss how to react to hate speech and discrimination.

### Main achievements

- Educational and cultural events with anti-racism and anti-discrimination messages were organised and promoted with partner organisations, including sports activities, concerts, exhibitions, book launches, film screenings and festivals. In addition to the event participants, a much larger audience was reached through media coverage.
- The NAA monitored and documented instances of hate speech and hate crimes inside and outside stadiums in cooperation with its network of local correspondents, journalists and football stakeholders. In addition to witness accounts, social media and far-right publications were monitored. Documented incidents have been collected

**“ Racism is a failure. Racism is not cool. We must not allow it in our stadiums. What the Never Again Association does at this festival is very important.”**

Dr Adam Bodnar, Polish civil rights ombudsman

in the Brown Book, a registry of hate crimes, with the information available to interested media and stakeholders.

- The NAA continued to participate in public debates and promote an anti-discrimination message. The association was consulted and quoted by numerous local, national and international media outlets, and its own social media presence also grew.

## Key performance indicators

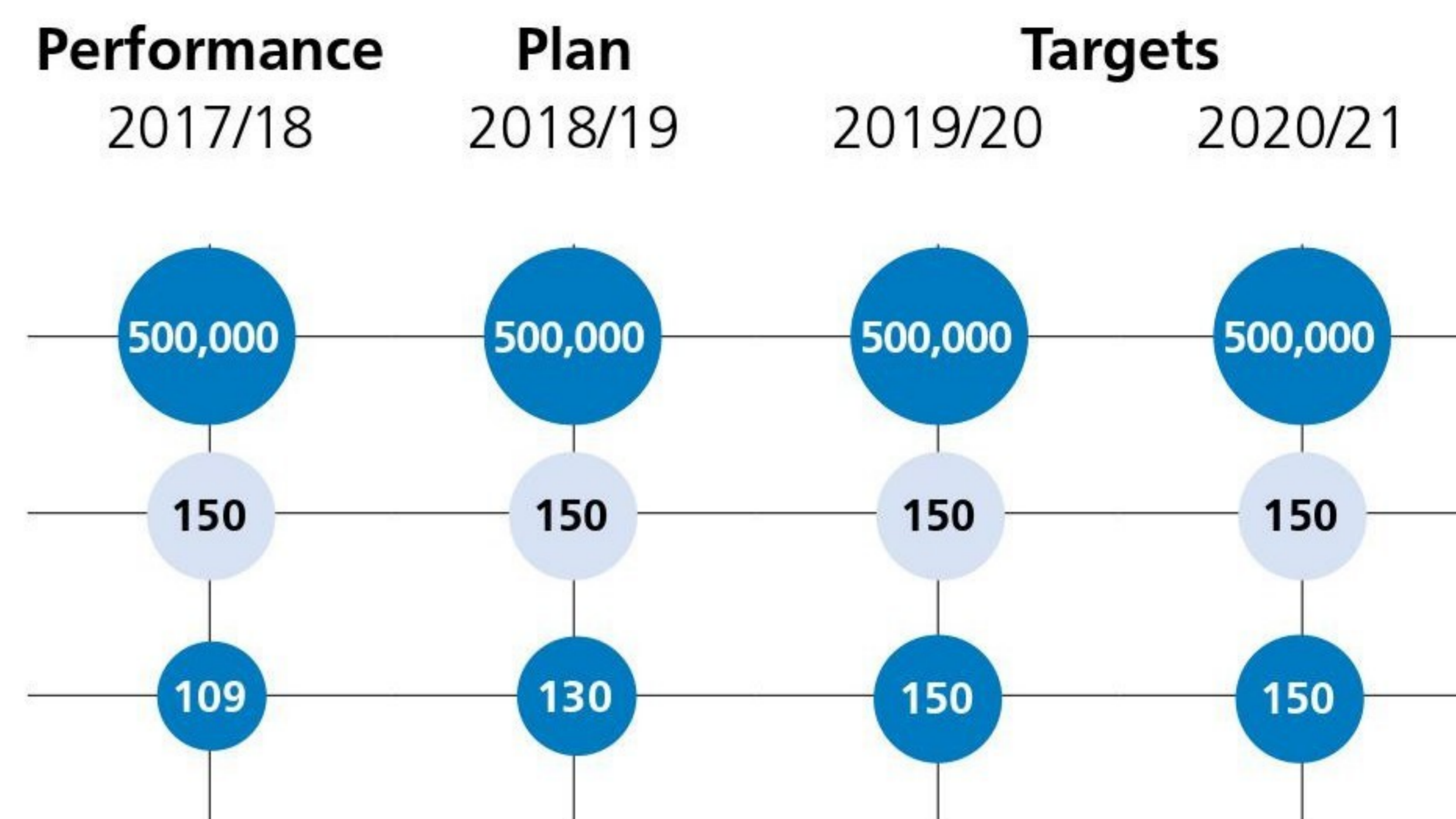
### Objective

Promoting anti-discrimination through educational and cultural events

Pol'and'Rock participants

Pol'and'Rock tournament players

Community events including sports activities, concerts, exhibitions, book launches, film screenings and festivals



### Objective

Publishing and distributing educational materials

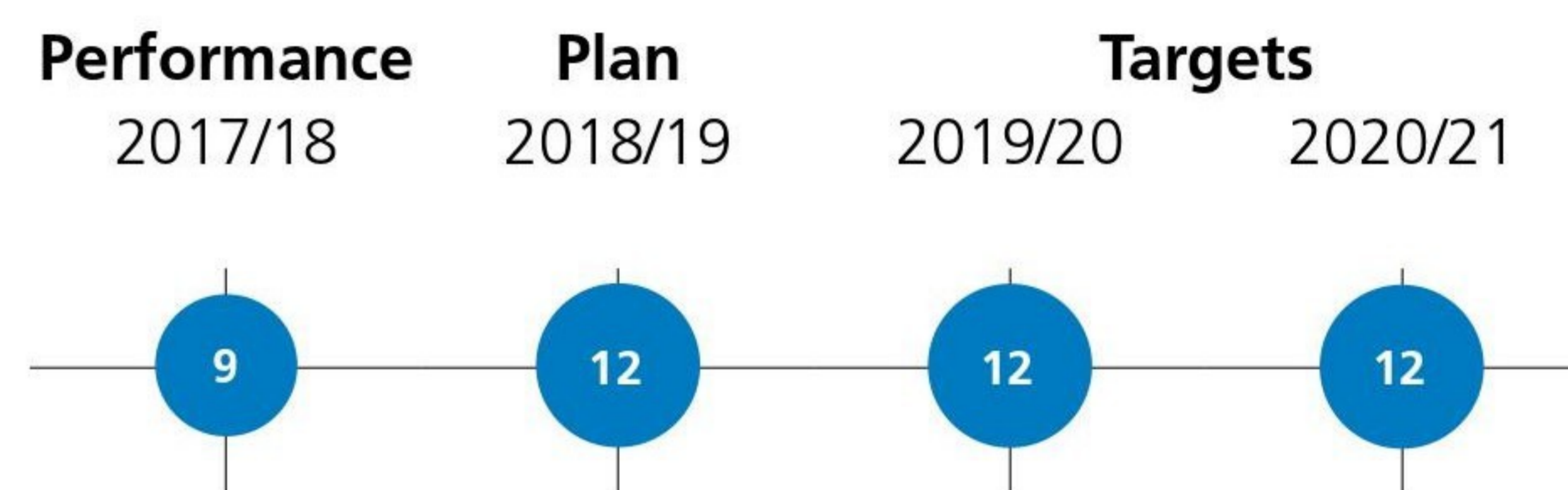
Anti-racism leaflets, booklets, stickers and posters distributed throughout the season



### Objective

Monitoring and documenting hate speech

Stakeholder consultations



### Objective

Taking part in public debates to promote an anti-discrimination message

Media articles

TV and radio broadcasts

Facebook followers

Twitter followers

