



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

**Examples of social responsibility projects
within the framework of the UEFA EURO 2012**

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MARS - Media Against Racism in Sport

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by the European Union
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Never Again Association/Football Against Racism in Europe

The UEFA *RESPECT Diversity* project will be implemented together with the European network FARE (Football Against Racism in Europe) and its network association Never Again. It will promote the positive message of diversity through various activities before and during the tournament, peaking at the semi-finals.

- Hundreds of inclusivity zones will be created at the tournament. These are public buildings and spaces that are designated as being open and accessible to all, regardless of ethnic or national background, gender, disability or sexual orientation.
- The stewards who will be on duty at UEFA EURO 2012 games in Poland are receiving special instruction on how to counter racism and discrimination at training sessions in Warsaw as part of the stewards' training at the National Stadium Warsaw, with a view to enforcing a key final principle, Respect Diversity. The safety officials will get instruction on identifying and eliminating manifestations of intolerance, such as racist symbols, in line with UEFA's anti-discrimination policy at UEFA EURO 2012.
- Within the "EURO 2012 = EQUALITY + TOLERANCE Educational project" Never Again is delivering similar sessions for youth coaches, sports teachers, law enforcement officers and club officials in a bid to ensure a racism-free final tournament, and to raise awareness of the problems of racism and discrimination in football.
- FARE East Europe Monitoring Centre to monitor racist incidents at the UEFA EURO 2012 matches.
- Streetkick, a mobile game sited in the right part of a city; impact on the interaction between fans; to create a positive atmosphere. Activities planned in two Polish cities, Warsaw, one in Poznan, and one in Ukraine, Kiev.
- The Quarter Finals of the Euro will be dedicated to anti-discrimination by way of promotional activities such as the wearing of T-shirts by ball- boys and mascots, captains' speeches and messages on big screens etc.

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"NEVER AGAIN" Association/ FARE EEP

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Football Supporters Europe

UEFAs *Respect Fan Culture* project will support football fans throughout next summer's finals. With the collaboration of Football Supporters Europe (FSE), fan embassies will be set up in the eight host cities to serve as places where fans can seek assistance with last-minute travel and accommodation arrangements as well as aid in unforeseen circumstances. Supporters of participating countries will also have their own mobile fan embassies that will move from stadium to stadium. FanGuides in different languages will be produced.

This international Fans' Embassy project is organised by **FSE - Football Supporters Europe**.

The online official online FanGuide 2012 in 15 languages can be visited at www.fanembassy.org

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more informations on www.fanembassy.org

In the framework of the European project *"Football for Equality: Tackling homophobia and racism with a focus on Central and Eastern Europe"* (funded by the European Commission/DG Justice) FSE plans to organise the following fan-oriented equality activities at the UEFA EURO 2012:

- Action Day for Respect and against Discrimination at the Fans' Embassies
 - FanGuides
 - Diversity workshops on discrimination, homophobia and racism for Fans' Embassies' staff together with EGLSF
- www.footballforequality.org

Fan-Project-Coordination Centre at the German Sports Youth

The official UEFA social responsibility project *RESPECT Fan Culture - Fans' Embassy* is coordinated by FSE and will provide the following Fans' Embassy services at EURO 2012:

- 8 Stationary Fans' Embassies in all eight HCs, organised primarily by local fans as central meeting, information and service points
- 12 mobile Fans' Embassies run by experienced FSE members such as the German Fan-Project-Coordination Centre

The Fan-Project-Coordination Centre is organising the so called German Fans' Embassy that will accompany German football fans during the UEFA EURO 2012 to Poland and the Ukraine.

For each match of the German national team a printed fan magazine will be produced and a 24-hours-support-hotline will be available.

They started their FanGuide Website already:
www.fanguide-em2012.de

Fans can find relevant information on the tournament, on the German national team, but especially on Poland and Ukraine: where to go, public transport, hotels, basic information how the Polish and Ukrainian organisation and police plan to "handle fans", information what the official fan hosting programmes are planning, etc.

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European Gay and Lesbian Sports Federation

In the framework of the European project *"Football for Equality: Tackling homophobia and racism with a focus on Central and Eastern Europe"* (funded by the European Commission/DG Justice) EGLSF plans to organise the following equality activities at the UEFA EURO 2012:

- Setting up of a Pride House in Poland during EURO
- Production of info material for the Pride House (flyer, banners)
- Contribution to the FSE FanGuide website
- Diversity workshops on discrimination, homophobia and racism for Fans´ Embassies´ staff together with FSE

Contact:

European Gay and Lesbian Sports Federation

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Center for Access to Football in Europe (CAFE)

CAFE will manage three separate *UEFA Respect Inclusion* initiatives:

- Under the *Football with No Limits* scheme, access information will be given to disabled fans and visitors by the means of a tailor-made guide.
- Through the *Showcase Games project* run by Special Olympics in Poland and the National Sports Committee for Disabled People in Ukraine, disabled people will get the opportunity to demonstrate their sports skills by competing in football matches before each quarter-final game.
- Funds for future inclusion programmes will be raised by the *UEFA EURO 2012 Tournament charity project*, encouraging football followers and other benefactors to donate money for upcoming schemes, with UEFA paving the way by committing to donate €3,000 for every finals goal scored.

Contact:

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'Total Football - Total Access'

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RESPECT your Health - Euroschools 2012

This initiative promotes healthy lifestyles among children and their families, with a focus on smoking prevention, healthy diet, moderation in alcohol consumption, and encouraging physical activity.

Coordinated by UEFA partner **streetfootballworld**, the programme trains schools, NGOs and local coaches to combine sport sessions with health education activities. As part of the Respect your Health project, UEFA EURO 2012 has also been declared a smoke-free event.

streetfootballworld is coordinating the *RESPECT your Health* campaign, which will be implemented by a number of local partners. These include Volunteers for Sport, PL.2012 and the School Sports Association in Poland and the Football Federation of Ukraine and Open Fun Football Schools in Ukraine. The World Heart Federation, the European Healthy Stadia network and Muuvit will run programmes in both of the host nations.

Contact:

streetfootballworld

Overall coordination

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