

uniteagainstracism

in european football

uefa guide to good practice



conference against racism in european football

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In 2001 UEFA began a partnership with the Football Against Racism in Europe (FARE) network through financial support of its work.

1 million Swiss Francs were donated to the network in August 2001, and a further donation of 400,000 Swiss Francs was made to help fund the 'Unite Against Racism' conference in London.

In October 2002 the UEFA President, Lennart Johansson, and I sent out a joint letter to the entire European football family issuing a 10-point action plan to encourage action at club level.

UEFA is also supporting its member associations to undertake anti-racist action at the national level with a new financial assistance scheme approved by the UEFA Executive Committee in November 2002.

On March 5th 2003 a landmark event in tackling racism took place at Chelsea FC, in London. We worked closely with FARE and The Football Association to organise the 'Unite Against Racism' conference, to bring together representatives of all 52 European footballing nations, to exchange ideas and information and together to set out a response to this problem.

This Good Practice Guide is one practical outcome of the conference and reflects our intention to deliver change. We hope that you will use it effectively to make a difference.

Lasting change will only be achieved through sustained work that reflects local and national realities, undertaken in a spirit of partnership. Given some of the problems facing us it will be a challenging road to travel, but they are challenges that all of us who care for the game and believe in its potential to unite should be prepared to face.

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This guide is being presented by UEFA and FARE following the 'Unite Against Racism' conference at Stamford Bridge, Chelsea FC, on March 5th 2003, as one of a number of practical outcomes from the conference.

It is by no means complete in its representation of the work that has taken place in European football, no document could ever claim to do that comprehensively. Nevertheless, it stands as a significant record of the achievements of many in campaigning to tackle racism. Hopefully, many others in the European football family can take practical guidance from the examples set out here.

The objective has been to bring together the best examples of anti-racism activities from significant groups within and outside of football, such as fans, clubs, players, football authorities, or migrant and ethnic minority organisations. These responses may have been developed in reaction to racist incidents or in attempting to build respect and educate the wider football community.

Our ultimate hope is that by sharing examples of 'good practice', such practice will spread and that new approaches and initiatives will be generated, adding to the growing momentum of the campaign against racism

From these practical actions are drawn a set of principles, or good practice guidelines, that we hope you will use to inform your activities.



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nost prestigious sports ndreds of millions of people. ayers from across the Il has become a multi-ethnic,

Yet, despite the skills displayed by stars from Africa, South America, Asia, Australia, North America and all corners of Europe, racism continues to be a problem that is a feature of both our professional leagues and of amateur and grassroots football.

As the following examples illustrate racism has featured at all levels of European football over the last ten years:

December 1991, Scotland: Alarmed by the rise in far-right activity at Scottish grounds football supporters form a campaign to combat racism in football, SCARF (Supporters' Campaign Against Racism in Football).

July 1992, Italy:
Lazio fans show their anger at the club's new signing,
Holland's Surinamese-Indian,
Aaron Mohammed Winter,
by scrawling "we don't want neither nigger nor Jewish" on a wall of the club's headquarters.

October 1993, Germany: During a European championships qualifier between Germany and Turkey, German fans chant repeatedly "Kreuzberg must burn"; Kreuzberg is an area in Berlin where many Turks live. December 1994, Spain: Fans of Sporting Gijon spray "red and white yes, black no" on the walls of their stadium after the club signs Nigerian Rashidi Yekini.

October 1995, Holland: The Dutch Football Association protests to UEFA about racist abuse against Ajax's black players during a UEFA Champions League match against Ferencyaros in Budapest.

June 1996, France:
Jean Marie Le Pen,
president of the Front
National, says that French
players of ethnic minority
origin should not sing the
national anthem because
they are 'not worthy' to
represent the nation.

September 1998, Austria: Austrian fans chant anti-Semitic slogans throughout a game between Austria and Israel.

February 1999, Turkey: After Kevin Campbell signs for Trabzonspor, the president of the club says: "We bought a cannibal who believes he is a forward."

November 2000, Italy: Racist abuse is heaped on Liverpool's Emile Heskey throughout England's friendly in Turin. August 2001, Romania: During the derby against Rapid Bucharest Dinamo supporters display a huge banner on the terrace saying "More Tigane" (Death to the Gypsies).

October 2001,
Czech Republic:
Bayern Munich players
Samuel Kuffour and
Pablo Thiam are subject
to monkey chants
from Sparta Prague
fans during their UEFA
Champions League match.

October 2001, Portugal: Racial abuse is directed at Emile Heskey, by Boavista fans. The Liverpool and England striker says afterwards: "It does happen a lot in Europe and the fact is I have got used to it. I have had to."

October 2002:
A series of games during
UEFA club competitions
witness incidents of
racial abuse of players,
with the Euro 2004 qualifier,
Slovakia vs. England subject
to mass racist chanting.

April 2003, England: Supporters at the England v. Turkey match use racist abuse against other fans and players.



In amateur and grassroots football national associations should be aware of, and take action to curb, the high numbers of racist attacks on migrants and ethnic minorities. In some countries rules are in place that effectively prohibit individuals born to one or more foreign parents competing in mainstream amateur football. By insisting that only players of full citizenship are registered such statutes both contravene the spirit of the game and its ability to unite individuals from different backgrounds, and lead to the development of parallel, unaffiliated leagues.

In order to encourage proactive planning of action at national level UEFA has set up a fund to offer financial assistance to antiracism projects led by national associations.

The fund makes available up to 50,000 Swiss Francs to cover 50% of the budget of projects that FA's may wish to develop. The remaining 50% of the funding will need to come from the association.

Details of the fund were sent to national associations in November 2002 with guidance as below:

"With this initiative UEFA invites all member associations to develop their own programmes to raise awareness and take a stand against racism at national and local level. Campaigns could be conducted in co-operation with leagues and clubs."

The letter goes on to emphasise the importance of working with partners with expertise in the issue by stating that, "Member organizations of the FARE network would be available for consultation." A number of associations have been proactive over a period of time in developing their own action in response to local needs.

The Norwegian Football Association have produced a charter, consisting of eight principles, around which its clubs can focus their anti-racist and anti-discrimination work (see next section for details of these charters).

The Norwegian FA's action has been spearheaded by its president, Per Ravn Omdal, having been sparked by one of the most disturbing racist incidents in European football in recent years, the murder of 15 year-old footballer, Benjamin Hermansen.

parents, Benjamin had g potential of the game when it on national television. y's largest post-war 50,000 people took part o, including members of the and immigrants.

The NFA have assisted the work of the Norwegian Players' Union (NISA) and the Norwegian People's Aid organization. Through actions inside stadiums where both teams have held up red cards to racism before the game. The recent Euro 2004 qualifier between Norway and Poland players saw the same action taking place before the game and the display of an anti-racist banner.

The German FA (DFB) have organised a series of campaigns in response to concern over racism from fans. In 1993, DFB launched the campaign 'Peaceful together – My Friend is a Foreigner' at a special match between the senior national team and a selection of foreign Bundesliga players. It also issued a ten-point charter against racism which supporters groups have lobbied to have adopted by every club and football council in the country.

The Football Association in England has long been a sponsor and supporter of anti-racism campaigning, particularly through the 'Let's Kick Racism Out of Football' campaign, now run by Kick It Out. At times, it has played a key role in fronting public education campaigns about the issue, and has organised schools competitions and produced literature in partnership with other football bodies. In 2001 the FA took the brave step of publicly apologising to black players for the abuse they suffered in England through the 1970's and 1980's.

The FA have now developed a comprehensive Ethics and Sports Equity Plan which has been accepted at the highest levels of the organisation the implementation of which will see them take forward a holistic strategy for equality in all of it's areas of their governance.

In early 2002 an investigation was undertaken in Spain by the national federation (RFEF) after Malaga's Congolese-born Dutch midfield player Kizito Musampa complained that he was racially abused by three opponents in league matches. "It is completely unacceptable," said Musampa. "I can understand that players get angry but not that they make insults about the colour of your skin. You have to report these sorts of things so that they do not happen again. I don't mind if I am insulted but this is racism and it cannot be accepted just because it comes from a fellow professional."

Many European societies are changing. There are now greater numbers of visible ethnic minorities resident in our major towns and cities than ever before. As a consequence football, like many other areas of life, will need to change and adapt to ensure the contributions new citizens can make to the game are welcomed and utilised positively. This may be especially a factor in central and east European countries.

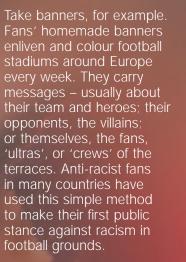
In Poland, the popularity of Emmanuel Olisadebe, a Nigerian who plays for the Polish national team, has had a positive influence on the perception of African peoples.

The Polish FA, through working with the NGO Never Again have identified anti-semitism as a persistent problem and have fined clubs for displays of racist banners, and threatened to close stadia.

The FA of Hungary have identified abuse and exclusion of players from Roma communities as a key issue. They are seeking to address some of these problems through the development of facilities and playing opportunities in areas in which the Roma predominate.







For example, at a match between Padova and Cosenza in Italy in May 1997, Cosenza fans displayed a large homemade banner which read, Forever'. This was produced in response to racist chants bought by the club. In 2001, during FARE's first week of were also displayed in Italy by fans of Perugia, Empoli, Ancona, Genoa, Sampdoria, Atalanta, Cavese, Venezia, Pisa, Ternana and Bologna, to name just a few.

In Austria in 2001, a banner declaring 'Fair Play. Different Colours. One Game' was hung in the stadium by fans of the premier team SV Ried during their game against SW Bregenz. Also in 2001, fans of FC Tirol produced a banner declaring 'United Colours of Innsbruck' during the game against SV Salzburg. At this game fans also released hundreds of balloons with the slogan 'All Colours -One Game' and 9,000 copies of a magazine and poster were distributed. During the Action Week in April 2002 the Austrian Fair Play campaign produced a poster 'Viennese football shows racism the red card' in partnership with the major fan clubs from Rapid, Austria Vienna and sportklub.

In Germany the fans group 'Schalker gegen Rassismus' (Schalke Against Racism) displayed large banners during Schalke 04's Bundesliga match against FC Kaiserslauten. They also distributed 20,000 flyers inside the stadium and held a joint press conference with the team manager and players after the game.



Just as banners, balloons, leaflets and t-shirts are a long-standing part of terrace traditions, fans' magazines, or fanzines, are also part of the culture of the football supporter, and have often been used to campaign against racism by giving supporters a chance to air their own views, tell stories about racist incidents, and call for action to stop them. They have also provided a space for ethnic minority fans to make themselves heard, and to demonstrate their loyalty to the team. leaflets and t-shirts are a A prime example of the power of fanzines comes from England in the late 1980s where a group of Leeds United supporters produced a new fanzine, 'Marching Altogether', explicitly to campaign against racism at Leeds' Elland Road stadium. The club had established a reputation for attracting supporters from far-right groups such as the National Front and the British National Party. The fanzine was crucial in bringing like-minded fans together, and a group called Leeds United Against Racism and Fascism was formed by its contributors and readers their loyalty to the team. contributors and readers.



where fans of different teams have come together in

networks and associations. Two FARE member organisations are good examples, the Italian groups Progetto Ultrà and UISP and Germany's Buendnis Aktiver Fussballfans e.V.

(BAFF). These organisations set out anti-racist activity that draws on the culture of fans as a key principle of their work.

n across Europe. In the here racism from far right olem in football, one group oter Stern Leipzig (Red Star orovide an alternative to the ne town's two established teams, a women's team, e, as well as its own club

Not every fans' group is as organised as this, but there are many examples across Europe of fans who have taken spontaneous actions when racism emerges reporting incidents to authorities, to their national campaigns, or FARE; removing racist graffiti from walls and stadiums when it appears; and lobbying their clubs and football authorities to take responsibility for opposing racism.



playersandclubs 4

anti-racist action they with and not merely with o generate wider recognition lia attention in particular, and the clubs they play for.

Players, of course, are the heroes of the fans and their words can have a wide impact. Players can also be the victims of racism, and occasionally, the perpetrators. Building support among high profile professional players for the cause of anti-racism has been a core objective of many campaigns.

The players' union in England, the Professional Footballers' Association, is a founding member of Kick It Out and has been a longterm sponsor and supporter of efforts to rid the game of racism. The PFA produces an anti-racist poster each season - 'It's only the colour of the shirt that counts' and helps to persuade its members to take public stands against racism through appearing at events and undertaking symbolic actions such as wearing anti-racist T-shirts.

The Show Racism the Red Card campaign has used interviews with players, whether in magazines or on video, to take the anti-racist message to school children and young people beyond football grounds. These are the stars who young people look up to, and when they talk about racism and how it affects them – both within football and outside – it can have a important and educational influence.

Players such as Ryan Giggs, Les and Rio Ferdinand, Andy Cole, Dwight Yorke, Shaka Hislop, and many others have spoken out about racism. The Norwegian Players' Union (NISA) and the Norwegian People's Aid organization have teamed up on the 'Show Racism The Red Card' slogan to organise an anti-racist schools competition. The winners were given their awards on the pitch at the national Ullevaal stadium at half-time during a game between Norway's premier clubs, Lyn, and Rosenborg.

The campaign also draws on the positive appeal of players in its educational work very effectively.

Players have also been known to take spontaneous actions, usually in support of teammates who are being subjected to abuse. For example, in Italy last season players from the Serie B team Treviso coloured their faces black before they came onto the field for a game to show solidarity with their teammate Akeem Omolade. The Nigerian had been booed by fans when he made his debut against

Ternana the previous week. Omolade came on as a substitute against Genoa and scored the second goal in a 2-2 draw.

This was not the first time players in Italy have taken a stand. In 1993 the stars of AC Milan took the field before one Serie A game carrying a banner which proclaimed 'No al Razzismo'. In similar vein, all players in the German Bundesliga showed red cards calling for more tolerance and integration on the same match day in December 2000.



Many clubs in England are now looking to ensure that the theme of equality runs across every area of their activities, that they are sensitive of the need to work with and engage minority communities in cities across England. Kick It Out has worked with the FA Premier League to develop a framework for these actions through a racial equality standard for clubs, which will reward and acknowledge achievements in developing anti-racist policies.

On the occasion of its 100th anniversary the Austrian Bundesliga team Grazer AK committed itself "to the fight against any form of xenophobia and racism", and GAK demands from its players, members, supporters and guests "in each situation the moral courage to stand up for the rights of victims of xenophobia."

ZIDANE

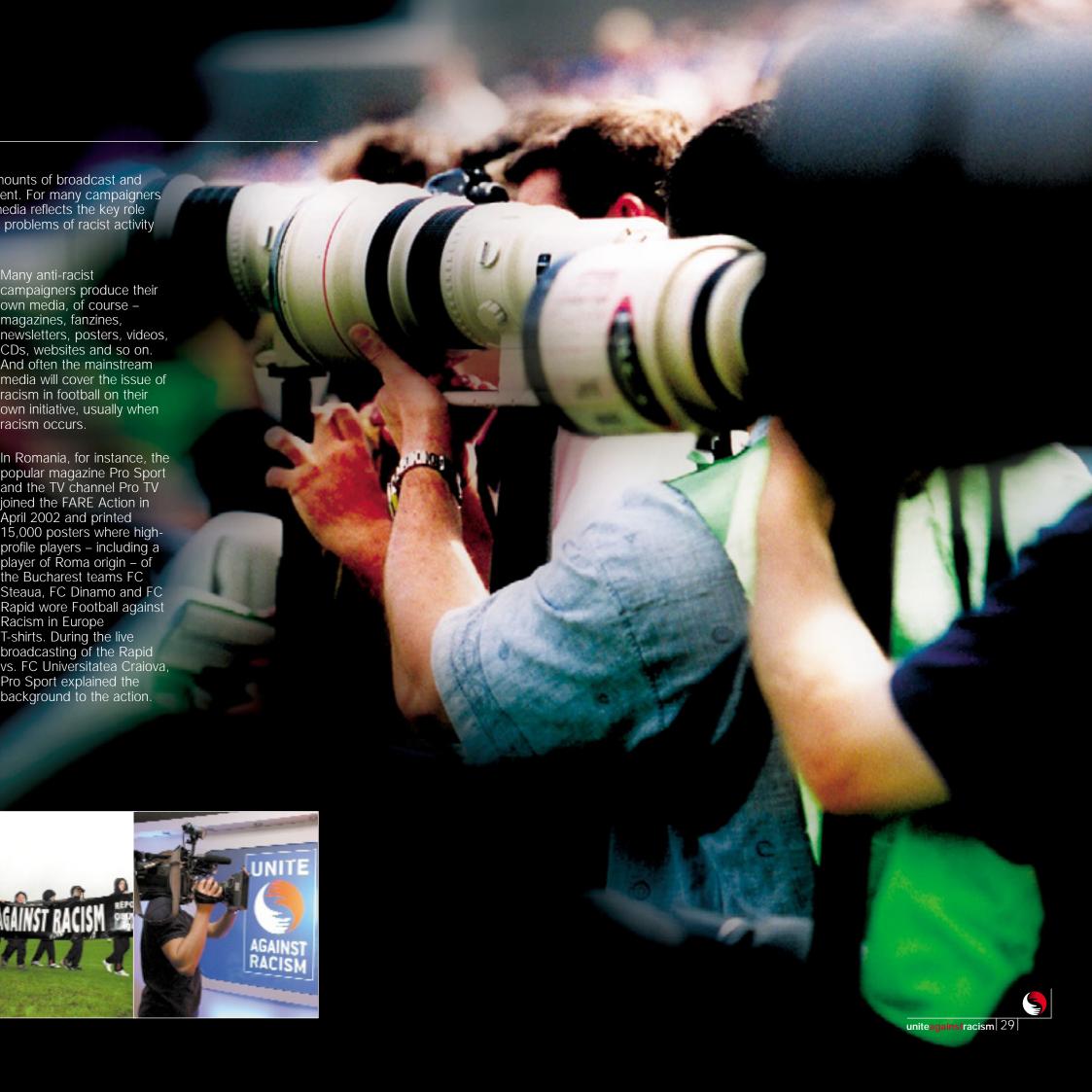
In Belgium champion Racing Genk together with the foundation "Samen Kleurrijk Sporten" have recently launched a poster which states "Show Racism the Red Card". They will be joined by more clubs delivering different sorts of work as the foundation takes forward its work in the future.

As football clubs become larger organisations with multi-faceted operations so their responsibility as employers and exemplars of good community relations grow. Many are also employers and it is important that they operate 'equal opportunities' policies, that they encourage people from ethnic minorities to apply for jobs, involve those communities in outreach work and develop community partnerships.

In parts of Western
Europe some clubs are
looking beyond the moral
reasons for working for
equality and are increasingly
aware of the potential
commercial benefits of
engaging with previously
excluded communities.

HENRY







Similarly, The German FA adopted an anti-racist charter which calls for action from football clubs:

- Adoption of an antiracism clause in stadium
 rules and regulations
 stating that racism and
 xenophobia
 and the displaying and
 calling of extreme-right
 signs and symbols will
 not be tolerated and
 will lead to the persons
 concerned being
 banned from the
 stadium.
- Instruction of stewards with regard to forbidden symbols attributable to the extreme right.
- 3 Publication of statements in match programmes informing fans that the club does not tolerate racism, condemns racist chanting and the displaying of extremeright symbols and salutes, and will take appropriate action.
- 4 Insisting that owners of season tickets commit not to take part in racist abuse, racist chanting or any other form of aggressive behaviour such as the use of pyrotechnic devices and that they report persons who behave otherwise to the stewards or the police.

- 5 Introduction of appropriate steps against the sale or distribution of racist and xenophobic literature on stadium property on matchdays.
- 6 Influencing of players, coaches and officials not to make racist comments.
- Removal of all racist graffiti on stadium property.
- 8 Development of action plans or projects in association with the authorities, the police, the fan projects, supporters clubs, sponsors, the social services, and players and coaches to raise awareness against racism and xenophobia.
- 9 Use of regular announcements against racism and xenophobia by the PA announcer.
- 10 Use of messages on the scoreboard stating that the club and the fans are against discrimination and racism.

These national statements of principle can be a spur to action. If nothing else, they may force club officials to recognise that there is a problem when it occurs.





In many countries clubs are designating games as anti-racism days where positive themes of unity and community togetherness are emphasized through articles in programmes, messages from players and choreographies from fans

These are just three examples:

December 1992, Germany: All Bundesliga teams wore shirts with the slogan "My friend is a foreigner" to launch a campaign against racism in football stadiums. November 1999, Italy: Lazio and Juventus players took the field at the Rome stadium wearing t-shirts with the slogan "No to anti-Semitism, Violence, Racism". Italian fans have been using fan choreographies from the terraces for a long time, with banners, chants and displays commonplace.

ONGBOW STRONGROW

October 2002:
Campaigners in England have drawn on the idea of dedicated anti-racism days for many years with messages in programmes, banner displays before kick off, etc, common alongside fan choreographies and

UEFA's Ten Point Plan of Action for Professional Football Clubs

- 1 Issue a statement saying the club will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. The statement should be printed in all match programmes and displayed permanently and prominently around the ground.
- 2 Make public address announcements condemning racist chanting at matches.
- 3 Make it a condition for season ticket holders that they do not take part in racist abuse.
- 4 Take action to prevent the sale of racist literature inside and around the ground.
- 5 Take disciplinary action against players who engage in racial abuse.
- 6 Contact other clubs to make sure they understand the club's policy on racism.
- 7 Encourage a common strategy between stewards and police for dealing with racist abuse.
- Remove all racist graffiti from the ground as a matter of urgency.
- 9 Adopt an equal opportunities policy in relation to employment and service provision.
- 10 Work with all other groups and agencies, such as the players union, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop pro-active programmes and make progress to raise awareness of campaigning to eliminate racial abuse and discrimination.





Fans of the Belgian club R. Standard de Liège performed an anti-racist choreography before a home match, and players of the French top-flight club FC Girondins de Bordeaux supported the action by wearing T-shirts with the slogan "South Stand Against Racism" during the warm-up for the match against AS Monaco FC.

Over the course of two weekends, English football clubs dedicated home matches to the campaign to kick racism out of football. For example, Leeds United and Arsenal FC held highly visible displays of support, with fans raising cards emphasising opposition to racism.

In Germany, clubs of the stature of FC Schalke 04 were prominent in anti-racist activities. Fans held talks with Schalke team coach Frank Neubarth and three players, Niels Oude-Kamphuis (Netherlands), Anibal Matellan (Argentina) and German international Gerald Asamoah.

Together with Italian, French and Spanish fans, the Italian group Progetto Ultrà produced a bilingual anti-racist magazine in Italian and English, called "Ultras unisce – Razzismo divide". Fans of several leading Swiss clubs met in Zurich to form an alliance against racism called 'Fans United', and flyers against racism and violence were distributed to fans before matches at several stadiums in Yugoslavia.

ractice

e all the elements of ons, there will be many things ces, there are some de positive action.

- Show respect for the culture and traditions of fans and their organisations, seek to instill anti-racism through fan culture, using the methods and media associated with fans and their groups.
- Draw on the support and appeal of high-profile players to underline anti-racist messages.



- Encourage ethnic minorities and migrants to participate in football at all levels and in all capacities, and make it possible for them to do so without fear of discrimination or abuse.
- Make sure the message reaches young people in particular, through schools, youth clubs and children's publications.
- Link campaigns against racism in football to wider campaigns against racism and xenophobia in sport and society.
- Set up systems for monitoring and reporting racist abuse or discrimination in any aspect of football.
- Ensure that action is taken against the perpetrators whenever racism occurs, at every level of the game, so that those involved know it will not be tolerated.

appendices

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