



SHOW RACISM THE RED CARD

Webinar EFDN

6th of July 2021

Jan Cas – CSR manager Pro League

 Pro League



This project is funded by the
Rights, Equality and Citizenship Programme
of the European Union (2014-2020)



DECEMBER 2020

- Royal Antwerp FC's captain Faris Haroun received racist insults online after a match against Club Brugge
- The player reacted on social media



- Both the player, Royal Antwerp FC and Club Brugge condemned the online statements and filed a complaint against unknown persons
- Pro League created a matchday campaign:
SHOW RACISM THE RED CARD





PROFESSIONAL CLUBS EXPRESSED SOLIDARITY



Club veroordeelt racistische uitlatingen tegen Faris Haroun (@official_rafc) en dient klacht in tegen onbekenden. #GeefRacismeDeRodeKaart



Show racism the red card! ©

#NoToRacism #KVKSTA



Tous avec toi, @FarisHaroun38.

Racisme heeft en krijgt geen plaats in het voetbal.

#NoToRacism



Red, Purple, Black or White?

Doesn't matter.



Royal Antwerp FC @official_rafc · Dec 14, 2020

R. Antwerp F.C. en kapitein Faris Haroun dienen klacht in tegen onbekenden.

#NoToRacism 🍌🍌🍌🍌🍌🍌



Pro League @ProLeagueBE · Dec 14, 2020

.@ProLeagueBE veroordeelt racistische uitlatingen tegen Faris Haroun en neemt actie om haatberichten op social media te sanctioneren.

Racisme heeft geen plaats. Niet in of buiten het voetbal, niet in de tribunes en niet op social media.

proleague.be/nl/pl/news/pro...



Dit heeft niets met clubkleuren te maken. Dit hoort nergens thuis.

We got you, Faris 🍌🍌🍌🍌🍌

#notoracism



We are with you @FarisHaroun38. Sterk en nodig signaal van @official_rafc en @ClubBrugge 👍

#NoToRacism 🍌🍌🍌🍌🍌🍌



#SayNoToRacism 🍌🍌🍌🍌🍌

Faris Haroun @FarisHaroun38 · 14 dec.

Sad world we living in .
Black -Belgian -Chadian and proud 🍌🍌🍌
Say no to anyform of racism !



MATCHDAY 18: SHOW RACISM THE RED CARD

- National campaign during matchday 18
- Across all Pro League clubs: solidarity against racism
- Pro League campaign with the support of EFDN (European for Football Development Network)
- Eleven Sports, Media partner of the Pro League, supported the campaign during the match and with a videoreport





MATCHDAY 18: SHOW RACISM THE RED CARD

- Before kick-off, captains of both teams and the referees took a picture with the “Show Racism the Red Card” card
- Television commentators referred live to the campaign
- Clubs posted pictures on social media

Racism has no place.

Not in or out of football.

Not in the stands.

Not on social media.

Not in society.





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SHOW
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RED
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CARTON
ROUGE
AU
RACISME

GEEF
RACISME
DE
RODE
KAAFT



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PRO LEAGUE: FROM AWARENESS TO ACTION

A. IN FOOTBALL STADIUMS

Pro League 2018 – 2020

- Organising training sessions for officials, security officers and stewards
- Adaptation of regulations and organisation of information sessions
- Development of partnerships with expert organisations
- Publication of the 'guide on discriminatory and offensive chants'





PRO LEAGUE: FROM AWARENESS TO ACTION

A. IN FOOTBALL STADIUMS

Pro League 2020 – 2021

- Implementation of a racism and discrimination reporting point and procedures to follow-up on complaints
- Creation and implementation of an alternative approach for offenders in football stadiums
- Creation and implementation of a training programme for clubs
- Cooperation with RBFA, government bodies and Unia





PRO LEAGUE: FROM AWARENESS TO ACTION

B. ONLINE HATE SPEECH

- Dialogue with authorities (Ministry of Internal Affairs)
- Dialogue with RBFA, foreign leagues and FA's
- Dialogue with social media companies
- United approach





“When we stand for nothing, we’ll fall for anything”

- Mark McKenzie, player of KRC Genk



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