

SHOW RACISM THE RED CARD WEBINAR JULY 6TH

SHOW
RACISM
THE
RED
CARD



BACKGROUND

ABOUT US

- CSR of Belgian football club Club Brugge
- Projects: sports, social integration, health & education
- Influence and support CSR-policy of entire football club

MISSION

- Leading club on CSR in Belgium als pioneer

GOALS

- Use the social power of football for good
- Make a positive social contribution to people's lives



CLUB BRUGGE
FOUNDATION



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MAIN OBJECTIVES PROJECT

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- Raise awareness of diversity
- Foster tolerance and social cohesion
- Reduce physical and verbal violence linked to racism
- Make society aware of the negative impact of racism on individuals
- Avoid anti-social behaviour at Club Brugge, football and the entire society
- Educate fans of the future (youngsters) in a good way
- Be pro-active instead of reactive



WHY?

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RACISM
THE
RED
CARD

- Largest fanbase in Belgium with several cultures
 - Incidents in past – not fitting our ethical policy
 - Still topical issue in 2021
-
- Focus on 3 groups:
Schools – Grassroots - Fans



2 MAIN ASPECTS

#DiversityWins



The Red Card Campaign



FOCUS 2020-2021 = SCHOOLS





Club Brugge Foundation

Gepubliceerd door Barbara Lezy · 26 juni 2020 ·



👋 Voor de voorbereiding van een nieuw Foundationproject zoeken we 📖 leerkrachten en directie van 🏫 middelbare scholen die ons willen helpen met hun kennis 🧠!

We willen enkele ideeën afoetsen tijdens een kort gesprek. Stuur je naam en telefoonnummer naar foundation@clubbrugge.be!

1.245

Bereikte mensen

81

Betrokkenheidsacties

–

Distributiescore

Bericht promoten



10

7 opmerkingen 5 keer gedeeld



Leuk



Opmerking plaatsen



Delen

Relevantste ▼



Opmerking plaatsen als Club Brugge Foundation



Stijn Deruyter

Kristof Verstraete Sofie Margot 🤔👍😱 2

...

Leuk · Beantwoorden · Chatbericht sturen · 1 j

➡ 1 antwoord



Koen Vermeulen

Sven Peersmans Jelle Van Daele 👍 1

Leuk · Beantwoorden · Chatbericht sturen · 1 j



Michael Nathalie Goethals - David

Gilles Deseyn Marissa V. BBoven Sander D'haese 🤔

Leuk · Beantwoorden · Chatbericht sturen · 1 j



2



#DIVERSITYWINS

- ❶ Info event (without obligation) before start
 - Info about the program & lessons
 - Workshop of 'School Without Racism'



- ❷ Registration possible immediately after evening
 - Package of schoolbooks



#DIVERSITYWINS



- 2000 pupils (12-14 year)
→ 17 schools & 73 classes



Teachers about the lessons:

- Enthusiastic
- Valuable
- Accessible

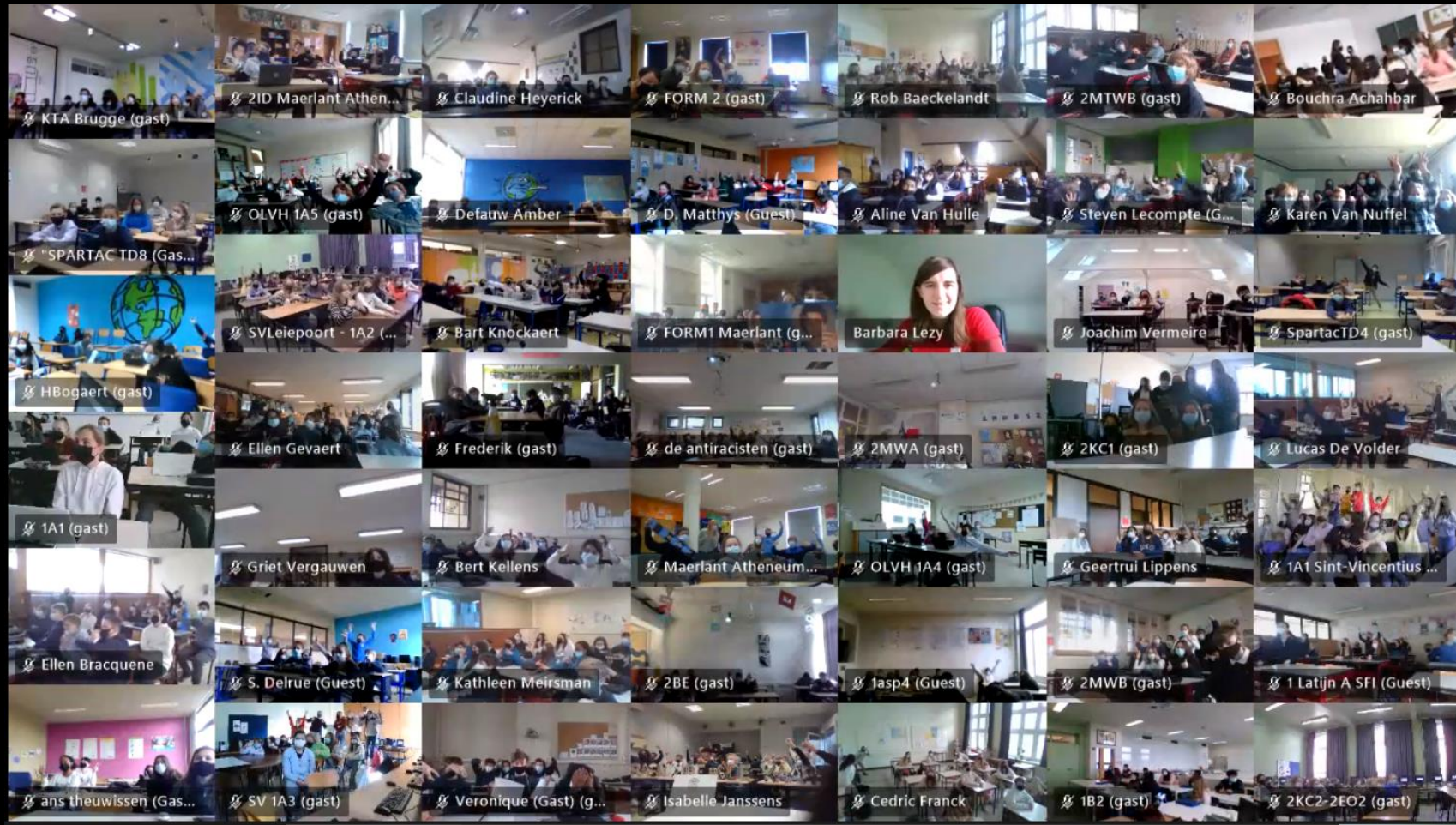




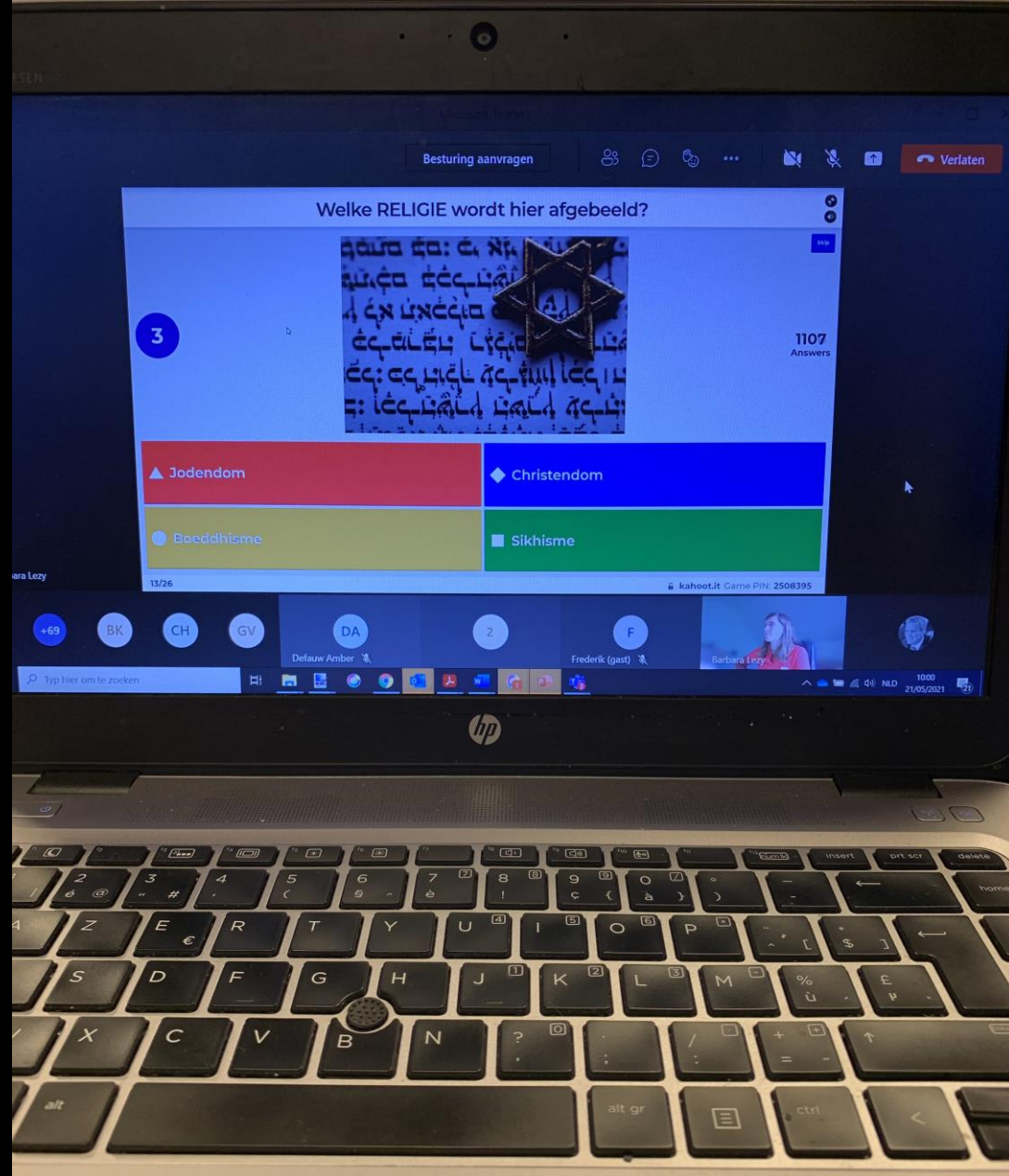
#DIVERSITYWINS



• Closing event → Online event due to covid





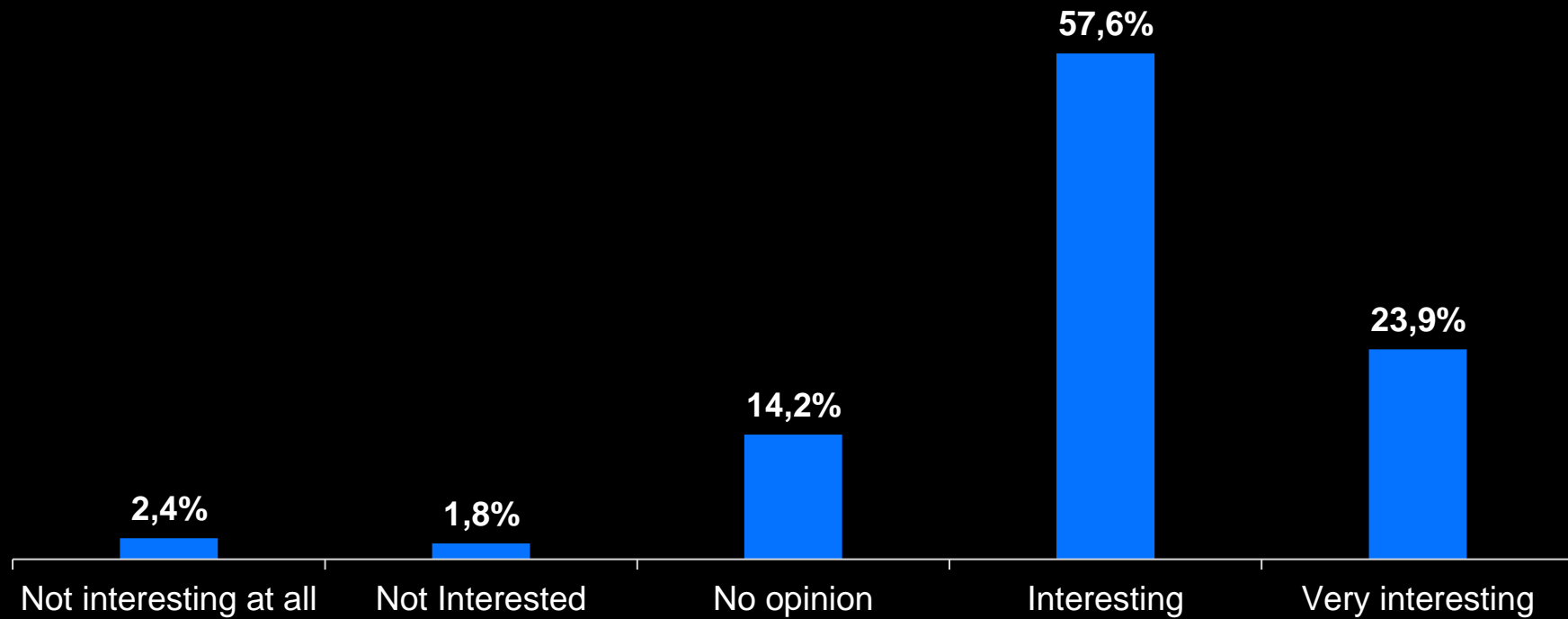




RESULTS #DIVERSITYWINS



What do you think of the course 'Show Racism the Red Card'?



RESULTS #DIVERSITYWINS



Which lessons were most interesting?

Top:

1. LGBTQ+
2. Racism & discrimination in sport
3. Difference & similarities
4. What is racism?
5. Together for diversity
6. Religion & symbols

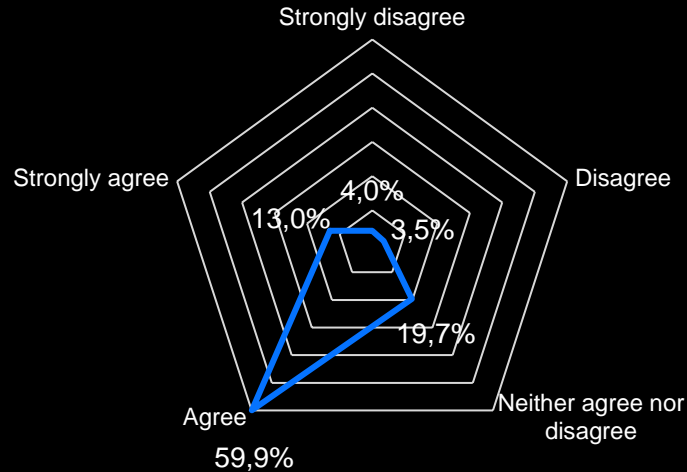


RESULTS #DIVERSITYWINS

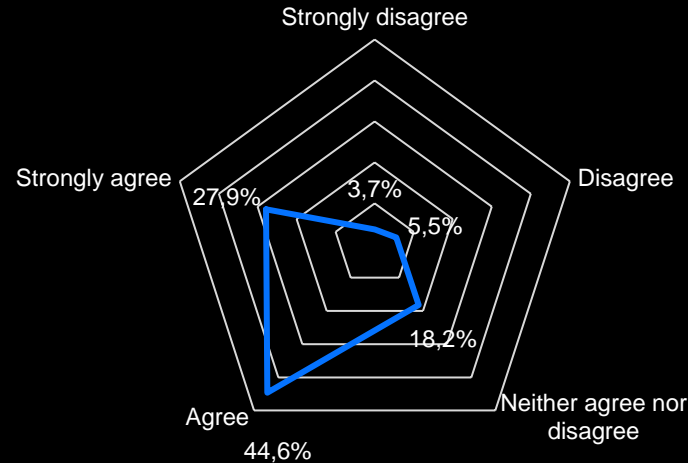


I feel more comfortable to talk about racism & discrimination with ... after getting the lessons?

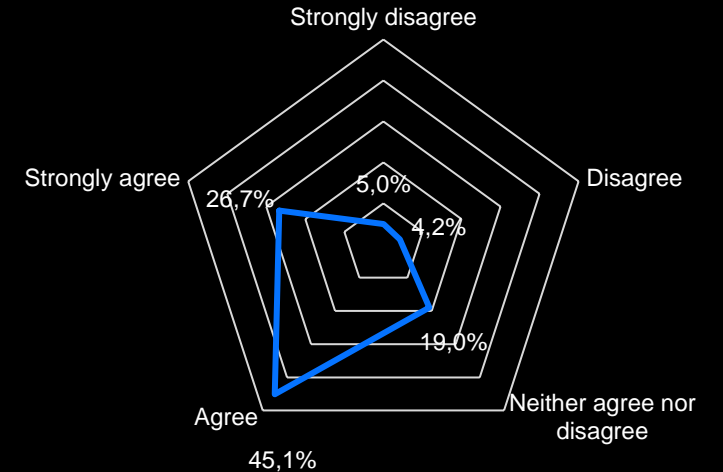
...My teacher



...My friends



...My parents



EVALUATION PUPILS



Impact:

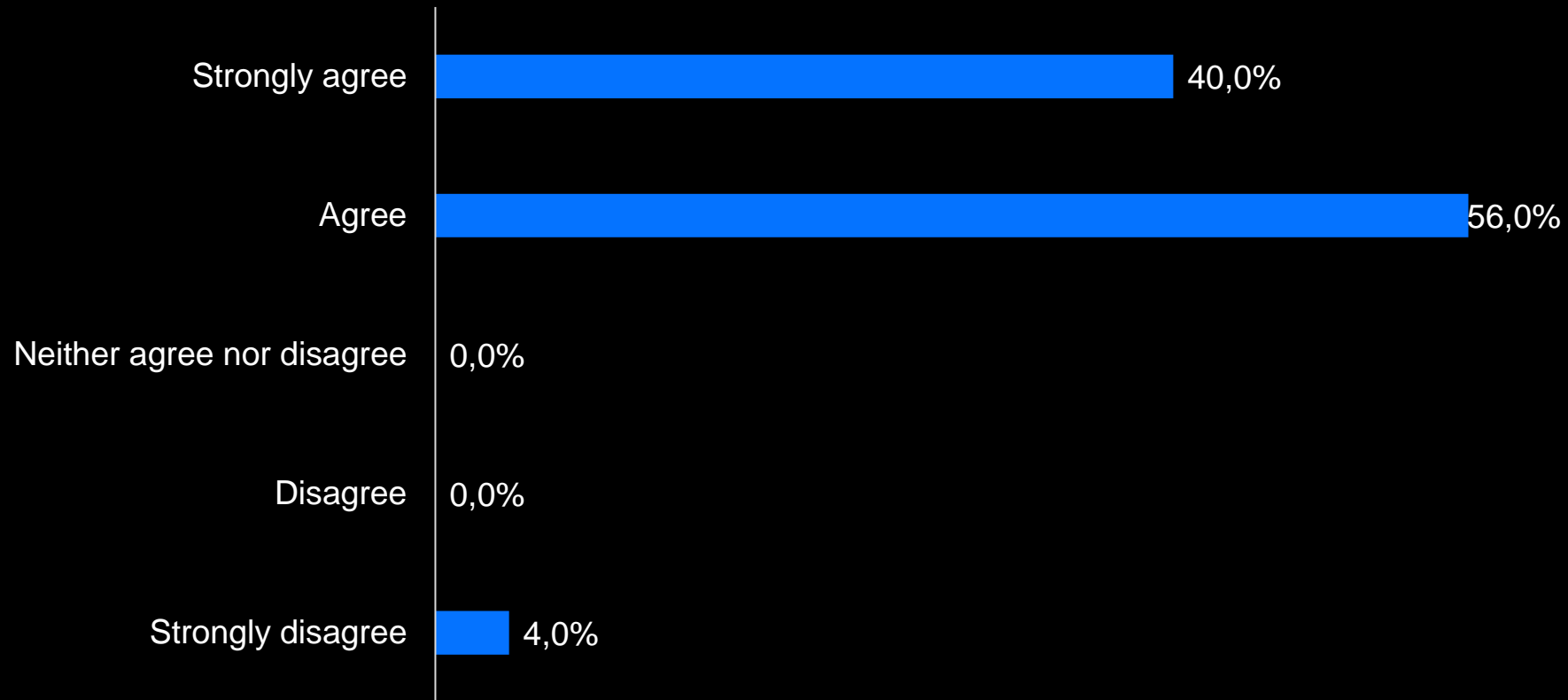
- Feel more comfortable
 - More knowledge gained
 - Less 'un-knowing'
- Breaking taboo
 - Bringing topics out into the open



RESULTS #DIVERSITYWINS



Show Racism the Red Card was valuable for all parties involved?



RESULTS #DIVERSITYWINS



Which lesson did you find most useful?

Top:

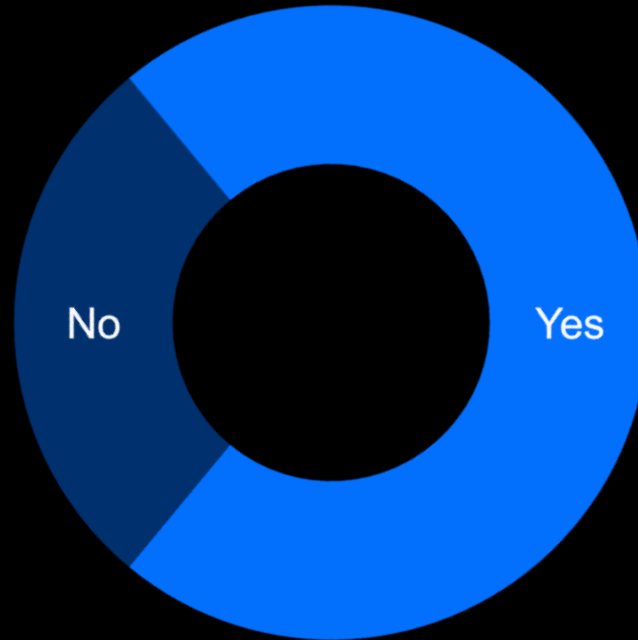
1. Difference & similarities
2. LGBTQ+
3. Racism & discrimination in sport
4. What is racism?
5. Religion & symbols
6. Together for diversity



RESULTS #DIVERSITYWINS



Have you noticed any changes in the pupils' attitudes towards these topics?



EVALUATION TEACHERS



Impact:

- Enthusiastic about lessons
 - Fully developed books
 - Accessible exercises
- Breaking taboo
 - Similar to the pupils
- Change in behaviour



FASE 3

SEPTEMBER '21 - DECEMBER '21

KNOWN SCHOOLS & NEW SCHOOLS



THE RED CARD CAMPAIGN



THE RED CARD CAMPAIGN

- Using the social power of football
- Share a simple but necessary message
- Professional and grassroots football → coaches & players



THE RED CARD CAMPAIGN



A GRASSROOTS TOOLKIT:

- Helping coaches preventing and
- Reacting to discriminatory incidents

POSTERS:

- Reacting to racism and homophobia

LEAFLETS

- LGBTQ+, Racism, Religions, Norms and Values



RACISM & DISCRIMINATION IN FOOTBALL ANNO 2021

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