

**SHOW
RACISM
THE
RED
CARD**

DIVERSITY & INCLUSION TOOLKIT

**SHOW
RACISM
THE
RED
CARD**





**TOGETHER WE ARE MAKING
OUR VOICES HEARD,
TOGETHER WE WILL
SHOW RACISM THE
BECAUSE
DIVERSITY WINS**

A photograph of three young children playing soccer on a grassy field. In the foreground, a boy with dark skin and curly hair is running towards the camera, smiling, wearing a red long-sleeved shirt under a light green soccer vest and black shorts. A white soccer ball is on the grass in front of him. Behind him, two other boys are watching. One boy is wearing a light blue long-sleeved shirt under a light green vest and black shorts. The other boy is wearing a light blue short-sleeved shirt under a light green vest and black shorts. The background shows a grassy field with some trees and houses in the distance under a cloudy sky. A diagonal line with a pattern of thin white lines runs from the bottom right towards the center of the image.

RED CARD.

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Colophon

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Introduction

This toolkit aims at raising awareness on the importance of the fight against all forms of discrimination. The toolkit provides guidelines for preventing and reacting to discriminatory actions. Discrimination must be actively fought against by all social actors, and especially institutions and actors working with youth. Discriminatory behaviour happens everywhere, and grassroots clubs are not an exception. Preventing and reacting to discriminatory abuse incidents is not always easy. This toolkit will give you the keys to understanding and reacting to different forms of discrimination, and an overview of our available resources and how you can use them.

The toolkit is part of the **Show Racism the Red Card** anti-racism and anti-discrimination campaign. The Show Racism the Red Card programme utilises the high-profile status of football and football players to help tackle racism in football and through football.

Working with professional clubs and grassroots clubs around Europe, Show Racism the Red Card Europe delivers education on anti-discrimination to young people in schools, through workshops and sport activities. Furthermore, the Show Racism the Red Card programme consists of an awareness-raising in and around stadiums and grassroots clubs. The goal is to raise awareness on the importance of diversity and to help prevent discriminatory behaviour and verbal violence.

Football has the power to make a positive impact in society by promoting tolerance and inclusion. By working with grassroots and professional football clubs, we do not only reach players, but also the wider football fan community across Europe. Will you join us and Show Racism the Red Card?

1

RACISM AND OTHER FORMS OF DISCRIMINATION



What is discrimination?

Discrimination is the unfair or unequal treatment of an individual or group, based on certain characteristics. Such characteristics include, but are not limited to, race, age, gender, sexual orientation, religion and (dis)ability. Discrimination of any kind shall be illegal / prohibited by law? However, it is still happening. Perhaps because some people might be unaware of the fact that their behaviour is discriminatory. For example, people can be unaware of their racial biases or unaware of the hurtful effects of the abuse. Racism is discrimination based on a person's skin colour or ethnic origin. It occurs worldwide in, for example, education, employment, criminal justice, access to services, and in sport.

70% of football fans have witnessed racist comments towards a footballer, whether it was during a football match or on social media. Around 40% of football fans have witnessed homophobic comments at a football match or on social media.¹

Find out more about different types of discrimination in the glossary.



The effects of discrimination

It might not be easy for children and young adults to talk about discriminatory abuse they have faced. The notion itself of discrimination might not be very clear, and a lot will talk about *an injustice rather than discrimination*. The banalization of certain sexist, racist or homophobic behaviours might even lead them to think that such situations are “normal”. However, experiencing discrimination is likely to seriously impact the social and psycho-affective development of a child or young adult by affecting self-esteem and trust in others.



In a study by Out Sport, 33% of the questioned LGBT+ youth stated that they remain completely closeted in their sports context and 20% refrain from participating in a sport of interest due to their sexual orientation and/or gender identity (2019).

1) Kick it Out, 2019: kickitout.org/news/discrimination-reports-in-football-rise-by-a-third

Out Sport, 2019: out-sport.eu/wp-content/uploads/2019/05/OUTSPORT-Report-Relevance-of-SOGI-in-Sport-in-Europe-3.pdf

2

FOOTBALL AND DISCRIMINATION





Football and Racism

Sport is universal, it is for everyone. This means accepting everyone regardless of their ethnic background, nationality, religion or sexual orientation. It means sport should be inherently anti-discriminatory. However, like anywhere else, discrimination exist in grassroots sport. Yet, maybe more than anywhere else, sport has the power to convey positive and inclusive values and create a diverse and inclusivem culture that will spread in the wider community.

Actors working with youth have a pivot role in the fight against discrimination. Grassroots football coaches can be positive role models. Working with children and young adults, coaches have a great potential for social change. By promoting positive values, they are able to play a decisive role on and off the field. For instance, when facing racism, LGBTQphobia or another form of discrimination, a player can feel the need to speak to its coach, whom they consider trustworthy. Moreover, coaches can work at avoiding discriminatory abuse by supporting or initiating educational activities in their club.

e.g. "Collin Martin acknowledges that there's something special about his team and coach, Landon Donovan, who was adamant about where he stood. Or rather, what he wouldn't stand for."



3

WHAT CAN YOU DO ? PREVENT



Create an inclusive environment

Football is for everyone. By creating an inclusive environment, you are more likely to prevent racist, LGBTQphobic or other discriminatory behaviour from happening. But how can you be inclusive? Besides speaking up against discrimination, one of the main things is to educate yourself on what are racism, LGBTQphobia, sexism etc., who does it affect what are the effects and how you can prevent incidents from happening. Here are some tips:

TIP

- Be aware of what your players need. Are you working with youth from marginalized groups, such as ethnic minorities, refugee communities or with LGBT+ youth? Ask your players if there are any challenges they face at training or in their daily life and if so, how you can help navigating those challenges.
- Challenge your own biases and privileges when it comes to gender, racism, LGBTQ+phobia, or islamophobia, for instance. Your position as an authoritative figure gives a particular meaning to your behaviour, words and silence. It's not about invalidating the difficulties people in a privileged position might have faced, but it's about reflecting on things you might have taken for granted and which represent a struggle for others.
- Research what you do not know. If you are not aware of one of your players' religious practices, sexual orientations, or gender identities they can identify with, take some time to educate yourself about it.



Be a role model

As a coach it is your priority to safeguard your players. You have a responsibility to be particularly careful with your words and behaviours. As a coach, you will appear as a role model for many players, they will identify with you. Therefore, it is important to be attentive to the messages and images you can convey, through your words, but also through your own behaviour. If you lead the way, players might reconsider their own harmful behaviour, and players from vulnerable and marginalised groups might feel more comfortable confiding in you when an incident occurs.

Important note: Always consider the information you receive in your role as coach as confidential, unless you have been given permission to share.

Educate yourself and your players

One of the most important steps towards a diverse and inclusive environment is education. To prevent racist, sexist, LGBTQphobic or any other discriminatory abuse, education on the topics is necessary. If you are able and willing to openly speak up against discriminatory abuse, incidents or any other form of discrimination, incidents will be less likely to occur. Having a comprehension about the historical context of exclusion of certain marginalised groups and having knowledge about different cultural norms, beliefs and attitudes, helps you to be more inclusive towards people of all backgrounds.

Do not only educate yourself, but also your players. Ask your players about their thoughts on racism, homophobia, transphobia, antisemitism, islamophobia, etc.

Be aware: assertions can bring conflict, therefore, it is important to engage in dialogue and create a safe environment for reflection and exchange of ideas. Remember that challenging and biases are a long-term process. Overall, stay vigilant and don't be afraid to speak up. Remind your players that you are a willing to lend an ear if they have any fear, problems or questions. When listening to a player, always believe what the player is telling you and do not postpone the problem. On top of that, educate your players about existing policies in your club, such as the Code of Conduct, or other Safeguarding policies.

Case study:

One of your players, who identifies as non-binary and uses the pronouns they/them, comes to training wearing nail polish. You notice that the other boys are laughing and are saying that 'nail polish is for girls' and keep addressing them as 'him'.

With the help of this toolkit and its glossary, you have educated yourself on the non-binary gender identity, the importance of using inclusive language and the effects of LGBTQphobia. You publicly address that such behaviour is not okay, speak with the perpetrators individually and ask them to respect the player and address them by their correct pronouns. In the group, you show solidarity with the player and state that wearing nail polish is a cool way of expressing yourself and showing solidarity and using inclusive language.

RESOURCES

You can find more information about different forms of discrimination, gender identities, pronouns etc. in the glossary. In order to deconstruct prejudice and stereotypes, you can use educational tools on our website www.theredcard.eu, or use resources that are made available by external organisations, such as the FARE Network, Stonewall, or the institutions in your country.

Find out more in the glossary on page 17



4

HOW TO REACT TO DISCRIMINATORY ABUSE?



How to react to discriminatory abuse?

When a racist, LGBTQphobic, sexist or other discriminatory incident happens, it is important to react, speak up and show solidarity. This shows that you do not tolerate racism or any other. Incidents that may seem unintentional or minor should never be neglected: it must be addressed called out reacting to racist, LGBTQphobic or any other form of discriminatory comment can sometimes be difficult, depending on the context of the incident. However, there are a few things you can always do:

FACT

More and more racist and discriminatory acts are being reported each year. According to findings of the organisation Kick It Out, there has been an increase of 53% in reported cases of racial abuse and an 95% increase in reported abuse based on sexual orientation in the 2019-2020 English professional football season.

I

Case study: Your team

You are the coach of a diverse youth team and during the game one of the opponents makes a racist comment towards one of your players. The referee did not hear the comment, but you did. What do you do? How does the situation change if one of your players makes the comment?

- **Speak up:** Let the aggressor and the target of the comments know that you have heard the comments and that you do not tolerate such comments. As a coach you have an exemplary and are in a position of power meaning, you might inspire more people to speak up.
- **Report:** Report the incident to the referee. UEFA's official guidelines can provide you with useful tools that can be easily implemented in grassroots football as well. UEFA has developed a three-step procedure to help match officials deal with discriminatory incidents. This methodology is now applied in official FIFA competitions, and the organization has called its members to introduce it in domestic competitions. This procedure constitutes a good methodology for any club or level to implement. According to UEFA's official guidelines, a referee can

first **stop** the game to address racism. If racist behaviour continues, the referee can **suspend** the game for a period of time. If racist behaviour has not stopped. A game can be **abandoned**². Report the incident to the club official and to the FA's or local FA's officials. You might feel like reporting to club officials or FA officials is extreme, however, reporting incidents can uncover systematic racism or other forms of discrimination. Reporting incidents shows that racism is no longer tolerated and that there are consequences attached.

If one of your players made the comment:

- **Immediate response:** Remove the involved player from the pitch. If possible, give a suspension for upcoming game(s).
- **If the rival team decides to step out from the game:** Do not downplay the incident. If you oppose that decision, you are encouraging the player(s) who made the racist comment.
- **After the game:** Gather the team to talk about what happened, and explain why it is unacceptable. Have the player(s) make apologies to the rival team and show solidarity to the targeted player.

2) <https://www.uefa.com/insideuefa/about-uefa/news/0256-0f8e70d1f5fd-c982ef234981-1000--empowering-referees-to-act-against-racism-uefa-s-three-step-pro/>

2

Case study: The opponent

You hear players saying “that’s so gay” or using another homophobic slur on the pitch.

Even though a player might argue they did not intend to be homophobic, the casual use of that language creates a culture in which the use of homophobic slurs are accepted and remain unchallenged. Even if the slur is not commenting on someone’s actual or perceived sexual orientation, it equates being lesbian, gay, bisexual or transgender with something negative. As a result, LGBTQphobic slurs can impact young people’s sense of belonging and self-esteem.

FACT

Today, in European professional football, not one male player is openly gay. The subject remains taboo, and it is widely considered that the market value of a player coming out would decrease.

- **Speak up:** LGBTQphobic language must be challenged every time you hear it. Mention that the language that was used is inappropriate, harmful and is homophobic. If necessary, explain what homophobia is, why the incident was homophobic and why it is harmful.

When working with younger children, opposed to teenagers, open the discussion and ask them if they know what “gay” means. Some might think it is a way to call someone names, as this is what they have heard before, while others might be able to explain that it means being in love with someone of the same sex. Explain why it is not appropriate to use the word gay as an insult, and how it might hurt some people.

- **Act:** If the player refuses to acknowledge the homophobic character of their words, or if the incident repeats itself, impose consequences. Such as being send off with a red card, as well as a suspension for the next game(s).

RESOURCES

This toolkit is here to guide you on the way to tackle discriminations in sport and through sport. On our website www.theredcard.eu we provide you with further resources. We have gathered educational material and activities designed to educate adults and children on anti-discrimination. And we have campaign material available for you and your club.

Here are a few examples of resources you will find on our website to help you:

- **Leaflets for children on 4 topics:** religion & symbols, LGBT+, racism, norms and values. The leaflets are designed for children and young adults and aim to give them a broad overview on those topics. Feel free to hand them out in your club, or share the document online if possible.
- **Templates for an anti-discrimination policy**
- **Links to external organizations that have resources available.** For instances the anti-discrimination policies of the FIFA, UEFA, FA’s and clubs. But also links to organisations such as FARE, Kick It Out; Stonewall UK and other LGBT+ organisations.

3

Case study: The spectators

On the team that you coach there is a player that wears a religious head cover. During the game you hear spectators yelling “go back to your own country” and other discriminatory comments towards your player. What do you do?

- **Speak up:** Let the aggressor and the target of the comments know that you have heard the comments and that you do not tolerate such comments. As a coach you have an exemplary role, meaning you might inspire more people to speak up. Silence is not an option; it is important to show solidarity and create a dialogue. If racist incidents keep happening, as coach you can decide to walk off.

- **Report:** Report the incident to the referee. The aforementioned three-step methodology developed by the UEFA can be used in that situation as well.



RED CARDS

CHECK OUT OUR FREE RESOURCES

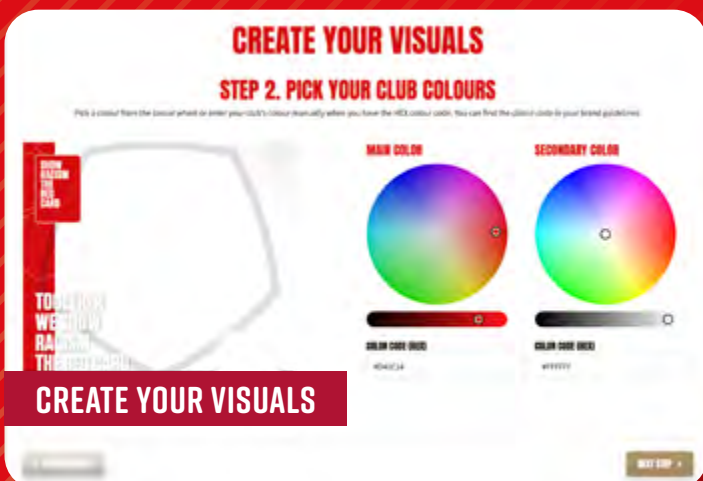
www.theredcard.eu



EDUCATIONAL MATERIALS



MOBILE CARDS



CREATE YOUR VISUALS



Contact information

Austria

Austrian Football Association:
office@oefb.at
+43/1/727 18-0

Belgium

rbfa.be/en/cometogether

Bulgaria

Bulgarian Football Union:
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+359 2 02 90 55 303

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+357 77771606

Czechia

FACR Secretariat:
233 029 111

Denmark

Dansk Boldspil-Union:
43262222

England

TheFA:
thefa.com/get-involved/respect/anti-discrimination/how-to-report-and-types-of-discrimination

Estonia

Estonian Football Association:
efa (ät) jalgpall.ee
(+372) 627 9960

Finland

Football Association of Finland (FAF):
+358 9 742 151

France

Ligue de Football Professionnel Reporting Form:
licra.org/agir/lfp

Germany

fairplay.or.at/formulare/diskriminierung-melden

Greece

+30 210 930 6000
Fax: + 30 210 935 9666

Hungary

Hungarian Football Federation:
mlsz@mlsz.hu
+36 1 577 9500

Ireland

- irishfa.com/irish-fa-foundation/grassroots-and-youth-football/safeguarding/reporting-procedures
- inar.ie/racist_incident_report
- nascireland.org/current-projects/report-racism

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+371 67292988

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info@lff.lt
+370/5263 8741

Luxembourg

Fédération Luxembourgeoise de Football
FLF@football.lu
48 86 65 - 1

Malta

Malta Football Association, Centenary Stadium,
Attard ATD 4000, Malta
+35621412656

The Netherlands

discriminatie.nl
Discrimination Alert App

Poland

pzpn@pzpn.pl
support@pzpn.pl
732 122 222

Portugal

ceo@fpf.pt
+351-21/325 2700

Romania

frf@frf.ro
+4 031 433 70 37

Slovakia

office@futbalsfz.sk
+421 2 3910 3100

Slovenia

Slovenian Football Federation
+386 1 5300400

Spain

rfe@rfe.es
914 959 800

Sweden

svff@svenskfotboll.se
+ 46-8-735 09 00

FACTSHEET AND GLOSSARY

Fact Sheet

Does your club already have an anti-discrimination policy, or are you the first one to address racism within the club? This fact sheet can help you to create an inclusive club:

- Does your club have a Code of Conduct; Are racism and discrimination mentioned in the Code of Conduct?
- Are the club's members aware of the Code of Conduct?
- Does your club have an anti-discrimination policy?
- Has your club identified a confidant to which incidents or abuse can be reported?
- Has your club promoted education on racism, homophobia and other forms of discrimination, such as transphobia and islamophobia among its staff?
- Are there sanctions for discriminatory abuse in place at your club?
- Has your club established partnerships with an anti-discrimination campaign?
- Does your club actively promote anti-racism and anti-discrimination?

THE SHOW RACISM THE RED CARD TO DO LIST:

- Clearly state that racism, homophobia or any form of discrimination is not allowed at your club;
- Sign up as a participant for the Red Card campaign on www.theredcard.eu and receive "Show Racism the Red Card" Red Cards and display these at your games.
- Draft an anti-discrimination policy that clearly states sanctions and consequences (Check our website for a template);
- Appoint a person at your club who is in charge of handling and reporting discriminatory abuse;
- Provide players with educational sessions on racism and discrimination (Download the SRtRC educational material from our website);
- Actively promote anti-racism and anti-discrimination at your club. In case of an incident, release a statement and sanction the offenders.
- Promote diversity in your organisation

Glossary

Anti racism	Being actively against racism and forms of systematic oppression. Being conscious of creating equal opportunities for marginalized groups by confronting racism and challenging racial biases.	Homophobia	Hostility, prejudice and discrimination against people who identify as homosexual, but also used as an umbrella term (LGBTQphobia).
Anti-Semitism	Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities.	Intersex	Refers to people who are born with characteristics of both the male and female sex.
Discrimination	Can happen in many forms. For example, on the basis of sex, religion, age, ethnicity, race etc. Discrimination is sometimes hard to spot, as it can happen unknowingly or unintentional in the form in banter. Every form of discrimination is punishable by law.	Islamophobia	Hostility, prejudice and discrimination against the Islamic religion and its believers.
Gender (identity)	<p>“The socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for women and men.”³ Gender can be fluid, meaning it is subject to change.</p> <ul style="list-style-type: none"> • Cisgender man/woman = is someone who’s gender identity is the same as their assigned sex at birth. • Non-binary = someone who feels that their gender identity is not exclusively male or female. • Transgender man/woman = is someone who’s gender identity is not the same as their assigned sex at birth. 	LGBTQ+	Umbrella term for the queer community; sometimes referred to as LGBTQIA+ as well. Read more about the acronyms at under sexual orientation.
Gender expression	<p>How an individual chooses to express their gender identity. This can be the way they dress, their mannerisms, etc. Much like someone’s gender identity or sexuality, gender expression is a spectrum, meaning it is not limited to these categories.</p> <ul style="list-style-type: none"> • Feminine = traits, qualities or appearance that are associated with women. • Gynandrous/Androgynous = traits, qualities or appearances that are either associated with both genders, or with neither. • Masculine = traits, qualities or appearance that are traditionally associated with men. 	Pronouns	Refers to the use of <i>she/her/hers</i> or <i>he/him/his</i> . But for someone might not feel like either a boy or a girl, or feels like both, you can avoid the gender specific pronouns and use <i>they/them/theirs</i> , or the person’s name instead.
		Racism	Hostility, prejudice and discrimination against people of a certain ethnical groups or skin colour. Historically, racism affects people of marginalized or minority groups. Racism is often linked to concepts such as xenophobia and nationalism.
		Sexual Orientation	<p>Refers to the sexual, romantic or emotional attraction someone can feel towards other. Sexuality is a spectrum, meaning it is not limited to one of the ‘categories’ mentioned below.</p> <ul style="list-style-type: none"> • Gay = Usually refers to men who are attracted to men but is also used as an umbrella terms for homosexuality. • Lesbian = refers to women who are attracted to women. • Bisexual = refers to people who are attracted to both men and women. • Pansexual = refers to people who are attracted to people, regardless of their gender identity. • Heterosexual = refers to people who are attracted to the opposite sex. • Asexual = refers to people who do not feel sexual (or romantic) attraction to people of any gender.
		Transphobia	Hostility, prejudice and discrimination against people who identify as transgender. Transgenders experience disproportionate harassment and abuse within the LGBT+ community.



JOIN US IN SHOWING RACISM THE RED CARD!

Please support the campaign
on your Social Media Channels.
Post your photo or comment and use:
#SRTCEU
#showracismtheredcardeu
#diversitywins.







EFDN



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KICK IT OUT 2019

WEBSITE

OUT SPORT 2019

REPORT

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THE
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