

**SHOW  
RACISM  
THE  
RED  
CARD**

**BEST PRACTICES  
HANDBOOK**







The Show Racism the Red Card Europe programme receives funding from the European Commission under the Rights, Equality and Citizenship programme 2014-2020. Therefore, the programme is in compliance with the objectives of the Rights, Equality and Citizenship programme.

This programme shall contribute to the further development of an area where equality and the rights of people, as enshrined in the Treaty, the Charter and international human rights conventions, are promoted and protected. Its nine specific objectives are to:

- Promote non-discrimination
- Combat racism, xenophobia, homophobia and other forms of intolerance
- Promote rights of persons with disabilities
- Promote equality between women and men and gender mainstreaming
- Prevent violence against children, young people, women and other groups at risk.
- Promote the rights of the child
- Ensure the highest level of data protection
- Promote the rights deriving from Union citizenship
- Enforce consumer rights

The consortium partners include professional football clubs and their foundations such as Brentford FC Community Sports Trust, Chelsea FC Foundation, Club Brugge Foundation, Inter Campus, PFC Ludogorets, Rangers Charity Foundation, Fundação Benfica, SV Werder Bremen, and the Dutch SRtRC foundation 'Geef Racisme de Rode Kaart'.



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# Introduction:

## How to use this handbook?

This handbook contains an overview of activities that have been successfully implemented in various environments in terms of social inclusion, anti-racism and anti-discrimination. These activities are adjustable to your own needs and the context in which you're working.

Racism and discrimination are too broad in scope to be feasibly captured in one project. The projects and initiatives collected in this handbook therefore each have their own focus. Additional information about each project, such as objectives, methodology, outcomes and impact, partnerships and contact information is provided for each initiative.

The educational programme is aimed at children aged 7 to 15. However, spreading the message throughout football's wider sphere of influence requires the involvement of schools and football organisations targeting both children and adults alike.

### Best practices

A best practice is defined as a procedure that has been shown by research and experience to produce optimal results, and that is established or proposed as a standard suitable for widespread adoption. In this context, a best practice can include a project, initiative, campaign, technology, tool or event that has been successfully implemented in a variety of environments and can be tailored to the situation.

Each best practice is presented on a dedicated page, providing at least the following information:

- Name of the organisation
- Project title
- Project description
- Target group
- Objectives
- Methodology
- Outcomes and impact
- Website
- Contact information
- Photos
- Logos
- Testimonials from organisations (optional)



## MAPPING BEST PRACTICES

The collection of the information provided in this document has been gathered in the following order:

1

Selection of best practice criteria, literature review and framework.

2

Preselection of best practices, use of mapping document and best practice template.

3

Selection of best practices, creating a draft.

Seeking approval from organisations, requesting photos and logos.

4

Finalisation of best practices, categorisation and conclusion.

5

Dissemination of best practice handbook, communication in collaboration with all organisations involved.

6

Monitoring and evaluation of dissemination, handing in the handbook for reports.

7



# Racism and discrimination in society

Racism takes many forms and can occur in all kinds of places, such as schools, the workplace and on the street, as well as on the football field. Racism is based on the belief that people can be divided into groups based on characteristics, whereby a lighter skin colour is wrongfully believed to be better than a darker skin colour. Racism is a common form of discrimination, whereby someone is judged or treated differently based on their skin colour, culture, religion or what country they come from, rather than on the basis of who they are. Nowadays, racial discrimination and racial hatred are punishable by law. But since racism has been around for centuries, it's a structural problem that is also still apparent in institutions, laws and many other areas of life that needs to be tackled to make sure people are not treated differently based on their appearance.

But there are also other forms of discrimination. Sometimes people are treated unjustly, seen differently or judged because of their gender, who they fall in love with, whether they have a disability, how old they are or how much money they had growing up. Discrimination is an unfair or unequal treatment of an individual or group, based on certain characteristics – not only race, but also age, gender, sexual orientation, religion, disability and more.

Discrimination of any kind should be condemned. But it still goes on, and many people are unaware of the fact that their behaviour is discriminatory. People can be unconscious of their racial biases or unaware of their hurtful effects. Racism is not limited to certain countries; it occurs worldwide in education, employment, criminal justice, access to services and many other areas of every day life. And that includes on the football pitch.



# Background research

## Facts and figures

Despite substantial efforts on the part of UEFA – European football's governing body – racist incidents are still far too common during football matches. Data from Kick it out – English football's equality and inclusion organisation – show a skyrocketing increase in the levels of racist and homophobic abuse in professional football matches and across social media, despite the 2019–2020 season being put on hold for several months due to Covid-19. Overall, there was a 42% increase in reports of discrimination, a 53% rise in reported racial abuse, and a 95% surge in reports of abuse based on sexual orientation.

A 2018 survey offers data on experiences of discrimination related to LGBTQI+ sexual orientation and gender identity in different fields of sport in the EU. Its findings illustrate that the vast majority of respondents (90%) perceive homophobia and transphobia to be a problem in sport, with gay men feeling homophobia to be a bigger problem than lesbian/gay women and bisexual people. Indeed, 82% of those polled had witnessed homophobic or transphobic language in sport in the previous 12 months. Similarly, almost one in five respondents had refrained from participating in a sport that they felt attracted to as a result of their sexual orientation and/or gender identity. This was most frequently the case for trans people wishing to practice football, dancing, swimming and boxing.

## Multi-cultural society

Europe is a diverse and unique continent, and it's essential to understand, accept and expect diversity within communities. But diversity and acceptance can only be discussed when discrimination is truly addressed. Due to the multitude of

migration waves and open borders, Europe has a multi-cultural society in which people from all backgrounds co-exist. But too often, the presence of 'others' who are not considered the 'norm' is not accepted – and these people face discrimination.

Across Europe, opinions and attitudes towards differing groups vary. In most Western European countries, the population is made up of around 20% of people with an immigrant background going back two generations. It's therefore likely that a young person will interact with people from several different racial, linguistic, ethnic or economic groups in their day-to-day life. Despite this, there is still a significant lack of understanding, acceptance and willingness to embrace the many advantages of a diverse society. Racism, xenophobia, homophobia, transphobia, islamophobia, anti-Semitism, sexism and many more forms of discrimination are still an everyday feature of European society. Discrimination has proven to negatively affect education, mental health, physical health, community relations and economic development within society. The need to counteract these effects and limit the negative impact of discrimination is evident.

It is believed that racism and prejudice can develop through three basic direct contingency principles: respondent, operant and observational learning. In this sense, discriminatory thoughts and beliefs are learned behaviours – and therefore anti-discriminatory thoughts and beliefs can also be learned. To this end, anti-discrimination education must therefore become a requirement in every child's and adult's life in order to reduce further discrimination and prejudice.

*Simon, 2017 / Matsuda et al., 2020 / Matsuda et al., 2020*



## Black Lives Matter

In May 2020, the world was shocked by the tragic murder of George Floyd at the hands of the police, and the numerous discriminatory acts that followed in the aftermath. In response, millions of people across the world united in the fight against discrimination, inequality, and both systemic and systematic racism. Following these events, activists, organisations and athletes began making public statements and actions that had not previously been seen on this level.

The world of sport wholeheartedly joined the fight against discrimination, in what could be considered the most widespread and public approach to anti-discrimination ever seen in global sports. In football, the visibility of Black Lives Matter, taking the knee, and other public anti-discrimination statements became the norm across many football leagues in Europe.

## Online discrimination

In addition to overt discrimination seen in daily life, in recent years there has been a significant increase in online abuse and discriminatory language being used by unidentified accounts or 'bots' on social media channels. The rise in this form of abuse is a worrying and dangerous progression, with individuals wilfully sending abuse to their peers, strangers and celebrities without thinking about the impact felt by the individual receiving the messages.

Recently, there has been additional visibility given to the abuse footballers and athletes face on a daily basis, with particular evidence of ongoing racist abuse of Black footballers. Although steps are being taken and pressure is being placed on the social media companies themselves, more needs to be done to eliminate this hate at its source. Education on how to use social media safely, respectfully, and without discrimination will be a key element of learning, ensuring social media can become a welcoming and inclusive space for all.

# Sport as education

Sport has proven to be an effective tool at facilitating the learning of young people, as well as a great platform for encouraging inclusion through a communal interest. Sport has regularly been demonstrated as the first step to integration for many socially excluded people, as it provides opportunities to find friends and establish social bonds. Making connections and creating shared understanding across different cultures and nationalities is key. It is essential for young people to be exposed to diversity, and for them to understand the need to be both tolerant and accepting of others. In order to collaborate with people from different cultural groups effectively, society needs to build strong and caring relationships based on trust, understanding and shared goals. Sport can help achieve this.

## Show Racism the Red Card

Show Racism The Red Card (SRtRC) comes at the most crucial period in the fight against racism. Time has passed since the immediate visibility of Black Lives Matter, so it's paramount that all those involved in the world of football continue their vocal stance against discrimination.

Show Racism The Red Card is an anti-racism and anti-discrimination programme. SRtRC is based on the proven concept of the Red Card Campaign rolled out in several European countries, which originated in the United Kingdom. SRtRC uses the social power of football and the high-profile status of football players to help tackle racism and other forms of discrimination in society. The project aims to raise awareness of diversity, foster social cohesion, and reduce physical and verbal violence linked to racism. SRtRC has established a consortium from seven different countries within Europe to ensure that greater systemic change and collaboration is possible.



# BEST PRACTICES



**SHOW  
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**Show Racism the Red Card UK**

Established in January 1996, thanks in part to a donation by then Newcastle United goalkeeper Shaka Hislop, Show Racism the Red Card is the UK’s leading anti-racism educational charity.

SRtRC utilise the high-profile status of football and football players to help tackle racism in society.

The organisation aims to combat racism through enabling role models. This is achieved through:

- Producing educational resources.
- Developing activities to encourage people to challenge racism.
- Challenging racism in the game of football and other sports.

The majority of the campaign’s work involves the delivery of educational workshops to young people and adults in schools, workplaces and at events held in football stadiums.

In addition to the direct education SRtRC produces educational resources, to challenge misconceptions, stereotypes and negative attitudes in society.

For more information, visit: [www.theredcard.eu](http://www.theredcard.eu) or contact: [info@theredcard.eu](mailto:info@theredcard.eu)



**network  
fare**

**Fare network**



FARE Network was found in 1999. The most important mission of the network is to tackle discrimination and social exclusion, within football and in society.

The organisation uses its expertise to provide advice and support in the fight against discrimination and promoting social inclusion. They regularly organise activities and support anti-discrimination initiatives, hosting also international events and conferences focus on this topic, where expertise and experiences are shared.

In addition, FARE produces best practice guides and educational materials. With these tools, every person interested in tackling racism and discrimination can see examples on how other organisations approach those issues.

By presentations, workshops and clinics, kids get informed about discrimination, social exclusion in an early stage of their lives.

Another campaign of FARE Network is the Football People action weeks, the largest campaign for social change and diversity in global football. During a two-week period, nearly 160,000 people in more than 50 countries participate in events and activities that have social change as main theme.

For more information, visit: [www.farenet.org](http://www.farenet.org) or contact: [info@farenet.org](mailto:info@farenet.org)



### Kick It Out

Kick It Out is a football's equality and inclusion organisation that fights against discrimination for everyone taking part in the game. Established in 1993 and later as an organisation in 1997, it operates in football, educational and social areas to fight against racism and discrimination. The goal of the organisation is unite all football authorities, professional clubs, players, fans and communities. Their vision is that football will always be a sport of communities and emotion, where honesty and transparency will always win from negativity and hate.

In November 2017, Kick It Out published a historical report where everyone in the football world is asked to stop discrimination in the sport. With this report, Kick It Out exposes the urge of acting fast and strong against racism, prejudgements

and hate. Apart from that, the organisations enables football fans to report abuse, via their website or a mobile app. This way, abuse gets reported instantly.

Furthermore, they also work together with other companies to enlarge the awareness of the impact that social media can have. Many campaigns are meant to create awareness for equality, diversity and tolerance. By doing actions on a large scale, Kick It Out reaches a lot of people and communities in the world of football, from professional to grassroots clubs.

Kick It Out leads and coordinates equality trainings. The awareness is most important in the fight against discrimination in football. At clubs and schools, they give trainings, clinics and workshops, helping young people to get a football career, no matter what background they have. Inclusion and diversity need to play a key role in the football world.

For more information, visit: [www.kickitout.org](http://www.kickitout.org) or contact: [info@kickitout.org](mailto:info@kickitout.org)



### JOHN BLANKENSTEIN FOUNDATION

#### John Blankenstein Foundation

The main task of the John Blakenstein Foundation is to collaborate with sport unions; together they develop and implement workshops, as well as educate the district employees of the big sports unions in the Netherlands.

The JBF works on the acceptance of LGBTI+ athletes in sports. From the beginnings the JBF is core partner in the gay-straight alliance in sports (Alliantie Gelijkspelen) in the Netherlands and as of 2018 project coordinator of the Alliantie Gelijkspelen 4.0. The JBF developed workshops for mainstream sport teams how to tackle homophobia in their club.

The Dutch Football Association KNVB initiated the action plan against homophobia in sports and asked the JBF to create workshops as part of the action plan. Together with the Dutch Olympic Committee (also partner in the Alliance) we developed the new Guideline Gender- and Sex Diverse Individuals.

From 2019 the JBF participates also in the Alliance Inclusive Sport and undersigned the national program against Racism and discrimination in Football initiated by the Dutch Government in 2020. The board of the JBF consists of five board members (president, general secretary, treasurer and twee board members at large). Around 20 volunteers (trainers, helpers) assist in carrying out the work of the foundation.

The JBF is member of EGLSF (European Gay & Lesbian Sport Federation) and FARE (Football Against Racism in Europe).

The ultimate goal of the JBF is to ensure that everybody can be their true selves within the world of sports

For more information, visit: [www.johnblankensteinfoundation.nl](http://www.johnblankensteinfoundation.nl) or contact: [info@johnblankensteinfoundation.nl](mailto:info@johnblankensteinfoundation.nl)





# BEASONE LOVE THINK MOVE

## #BeAsOne – Cagliari Calcio

The #BeAsOne project is a message that Cagliari Calcio is proud to carry around the world. #BeAsOne encompasses all the objectives of sustainable development at all levels and in all areas in which Cagliari Calcio operates as a business and professional sports club: environmental, economic and social. Its agenda is in line with the action plan signed in 2015 by the governments of the 193 UN member countries for sustainable development.

#BeAsOne is a language, a mentality, a common and shared way of feeling and acting: a way of being together, as one. It deals with issues that are often little explored in the world of sport, and particularly in the world of football. Integrity, ambition and perseverance are the core values of the club, to which inclusion, respect and sustainability have been added.

#ThinkAsOne is about inclusion: making sure that everyone has the same opportunities to play sport without barriers. Football must also be about collaboration, which is why Cagliari Calcio intends to raise awareness of the issue of disability every day, promoting social and work inclusion, fostering knowledge of the issue and tolerance among employees, players and fans. Through

the "Casteddu 4 Special" initiative, they have joined the 7-a-side football league reserved for athletes with disabilities promoted by the FIGC and the Paralympic and Experimental Football Division. The club has its own Academy, which aims to find the best talents on the island. They do this by promoting social and educational values, aimed at training not only the athletes but also the citizens of the future, focusing on the individual with cutting-edge and shared methodologies. The "Coppa Quartieri", an initiative promoted by the Carlo Enrico Giulini Foundation in collaboration with Cagliari Calcio, aims to involve the suburbs.

#LoveAsOne is about equality. At the heart of its philosophy is the promotion of ethnic and religious tolerance, both in the internal management of the club and in every area of activity. They do this by spreading the values of mutual understanding between different cultures and by combating all forms of racism, xenophobia and violence in all contexts. They promote dialogue and mutual respect among fans and in sports competition, discouraging all forms of physical and verbal violence, with targeted communications and wide-ranging initiatives such as "Humanity Has One Face", "Keep Racism Out" (in partnership with the Lega Serie A) and the "International Day against Homophobia, Biphobia and Transphobia".

For more information, visit: [www.beasone.it](http://www.beasone.it) or contact: [\[add contact details\]](#)





### Education in Values – AIK Fotboll

Swedish football club AIK Fotboll aims to engage, create togetherness and be a force for good, with a responsibility for society.

AIK Fotboll recognises that football generates a lot of emotions because it's built that way: by human beings, played by human beings. So AIK Fotboll make the human being the priority.

The club makes sure that the environment supports people and make them feel good and safe to be who they are on and off the pitch. Their values lead them in everything they do. It's not just lip service: it's how they take decisions, and how they talk, coach and meet each other every day.

AIK Fotboll has an educational programme for every player, starting from the first day they put on a football shirt at five years old and continuing to the age of 19. If a child plays football all the way up to Girls-19 or Boys-19, then they receive different education with different themes every year. For example, children are educated in how to be a role model, and about what macho culture, equal rights, gender equality and anti-racism really mean. And the coaches go through the same training as the players.

In addition, coaches oversee different year groups (all the teams) with a mission to make sure that the environment is positive and that the level of football stays high. This is a way to reach the goals they have as a club: to build secure and healthy human beings and, of course, good football players. And they know that well-being is the key to success on and off the pitch.



**Max Bergander**

inclusion manager responsible for values:

“To say that football is about winning games and getting results is the truth. But we also need to acknowledge that it's not only about winning. Because after the game, a lot more can be won on social aspects. A person who feels safe, good and supported will perform better than a person who doesn't. So our role as a club is to see them for who they are, not just players and coaches. We are human beings. So take care of the human being and the human being will give you results. AIK Fotboll is all about inclusion and the right values. That's why we win on and off the pitch.”

For more information, visit: [www.aikfotboll.se](http://www.aikfotboll.se) or contact: [fotboll@aikfotboll.se](mailto:fotboll@aikfotboll.se)



### Every1Equal – RKC Waalwijk

One of Samen RKC's main goals is to raise awareness of the issues of anti-discrimination, bullying and respect, as well as promoting equality and highlighting differences per individual. The foundation is focused on eliminating discrimination in schools and sports fields.

Every1Equal is a project from Samen RKC Waalwijk – one in which respect, anti-discrimination and anti-bullying are central. Each year, the Every1Equal project is rolled out to year groups 7 and 8 in schools around Waalwijk. During the sessions, a variety of themes are discussed through interactive football examples given by the Samen RKC staff who bring a teaching package especially designed for the project.

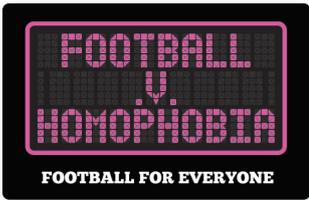
Outside the classroom, the students also visit an all-round gym that gives training in martial arts and fitness. During the visit,

students are taught by a certified trainer about self-defence and are involved in cooperation games to improve the group dynamics in the classroom.

Samen RKC states: “The world is becoming more individualistic; obesity, loneliness and developmental motor delays are on the rise. We also see that poverty and (gender) discrimination are still current themes. Samen RKC wants to use sport and exercise to initiate change. Sport creates connection, influences life skills in a positive way and gives a sense of pride! We want to offer all residents of the Langstraat region the opportunity to get and stay moving. We do this together with local governments, social organisations, sports clubs and the business community.”

For more information, visit: [www.samenrkc.nl](http://www.samenrkc.nl) or contact: [info@samenrkc.nl](mailto:info@samenrkc.nl)





## Football V Homophobia

Football Versus Homophobia is an international initiative that exists to challenge discrimination based on sexual orientation gender identity and expression at all levels of football.

Football v Homophobia was originally conceived in 2010 under the 'Justin Campaign'. This was a small voluntary group. Their persuasive was that homophobia was hugely prevalent in both grassroots and professional football.

Two years later, LGBTQ Sports Development and Pride Sports joined the campaign which eventually became Football v Homophobia. In 2014, Football V Homophobia was the official name of the campaign.

To get a better understanding of the urge of this matter, several studies have shown the shocking facts about LGBTQPhobia in football

- 14.3% of LGB&T people surveyed by the National Union of Students in 2012 said that homophobia, biphobia, or transphobia had put them off participating in sports like football.
- The FA's own data shows that 12% of grassroots stakeholders reported experiencing homophobia.
- 24% of gay men have actively avoided sports such as football because they perceive it to be unsafe. 'Leagues Behind – Football's Failure to tackle anti-gay abuse' (Stonewall 2009)
- One in four fans think football is 'homophobic' - Football's Failure to tackle anti-gay abuse' (Stonewall 2009)

Football v Homophobia wants to challenge discrimination based on sexual orientation, gender identity and expression at all levels in football. To accomplish this, Football V Homophobia plays a pro-active role in campaigning, education, research, expertise and promotion. Creating opportunities for LGBTQ people in football at all levels and in all forms is also one of the bullet points in their plan.

Apart from that, Football V Homophobia wants to keep football structures safe. This safeguarding aspect is also a key factor in the work that Football V Homophobia does. Lastly, improving the representation and visibility of LGBTQ people throughout football. This is probably one of the most important, but at the same time the most difficult task that this organization faces. the FIGC and the Paralympic and Experimental Football Division.

For more information, visit: [footballvhomophobia.com](http://footballvhomophobia.com) or contact: [info@footballvhomophobia.com](mailto:info@footballvhomophobia.com)





### Changing the chants

Supported by the European Union’s rights, equality, and citizenship programme, Changing the chants is a two-year project whose aim is to deepen in different approaches that football can use to educate fans on antisemitic behaviour. Borussia Dortmund, Feyenoord Rotterdam, FARE Network and the Anne Frank House collaborate in this project that builds upon two separate educational programmes for football fans.

The purpose of this programme is to create more awareness in the approach that clubs can use to tackle anti-Semitic expressions in and around the stadium, as well as online.

Changing the chants has different educational programs. Borussia Dortmund and Feyenoord are the clubs who are running these pilots. The aim of these projects is to create a shared learning community where people of different countries and cultures can share their experiences and expertise. A team of partner organisations is constantly looking for similar examples of anti-Semitism in the rest of the world, and what they can learn from other approaches. The results of these analyses combined, will form into advice for clubs all around the world on how to tackle this problem.

For more information, visit: [changingthechants.eu](http://changingthechants.eu) or use the [dedicated contact page](#)



## CONCLUSIONS

The best practices presented in this manual offer valuable advice to sport organizations on how to raise awareness on diversity and foster social cohesion, as well as address racism and discrimination in society.

With the presented information, sports organizations, clubs and associations are encouraged to develop their own programmes

to reduce physical and verbal violence linked to racism and discrimination.

Show Racism the Red Card Europe partners will use the insights of this manual to further improve their own methodology across the different European countries in which they are participating in the programme.

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**EFDN**



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