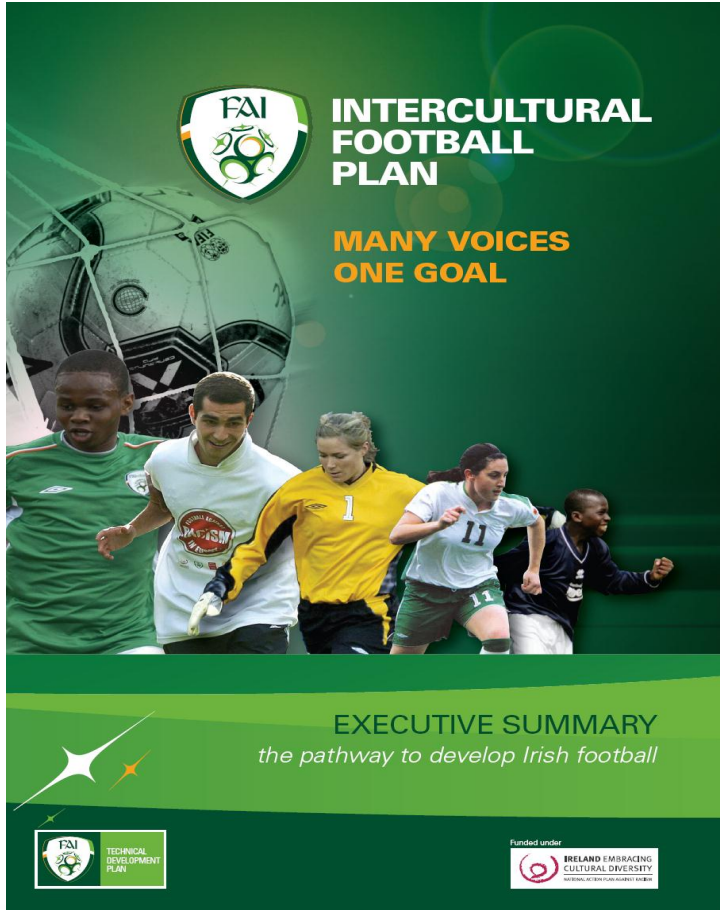


FAI Intercultural Football Programme: challenging racism & promoting participation through football:

Des Tomlinson M.Sc., Football Association of Ireland Intercultural National Coordinator & Show Racism the Red Card Board Member



20-25 minute agenda:

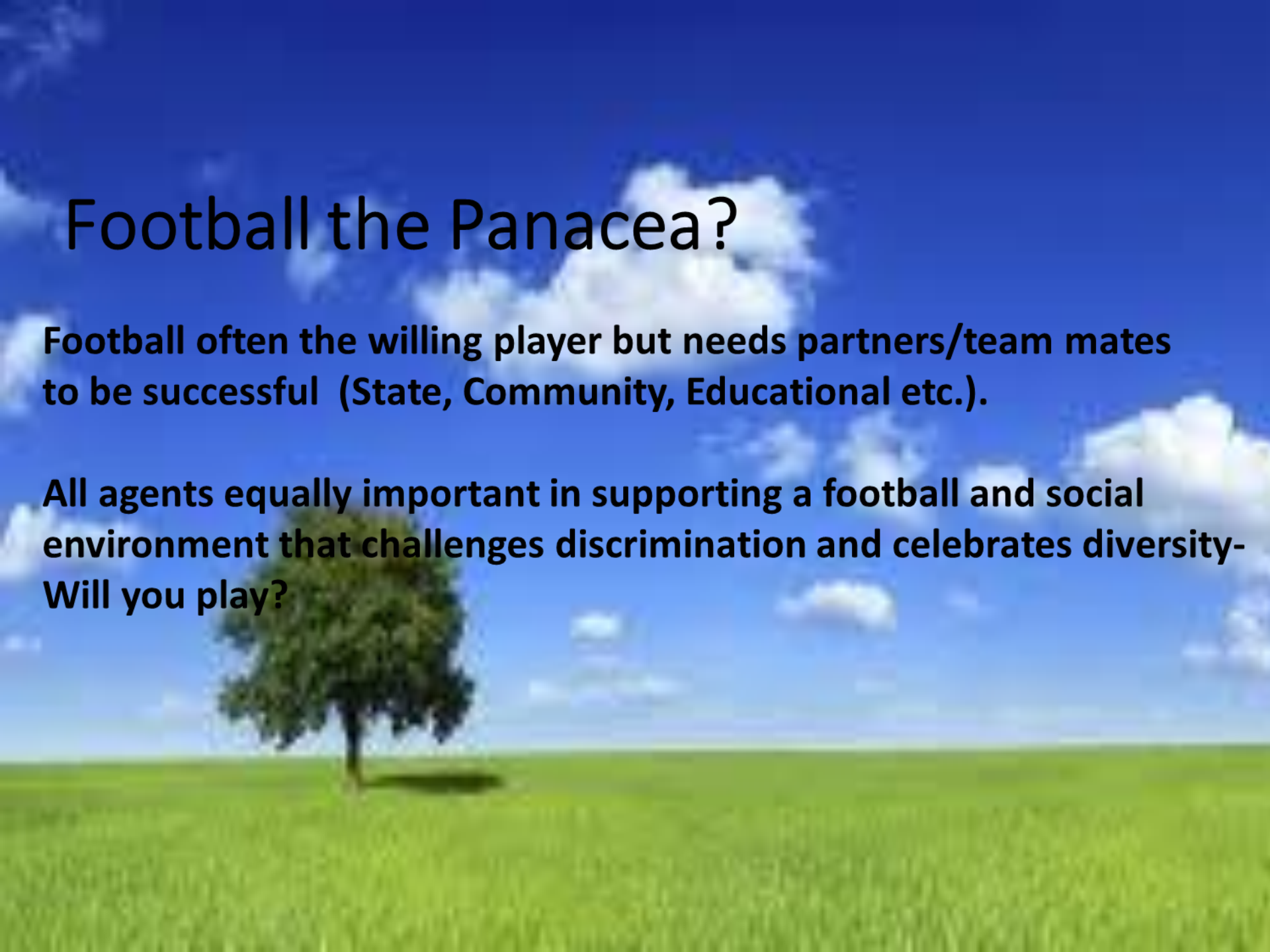
1. Irish context.
2. Anti-Racism 3 parts.
3. Integration via participation in football.
4. Challenges/Lessons learned
5. Q/A.



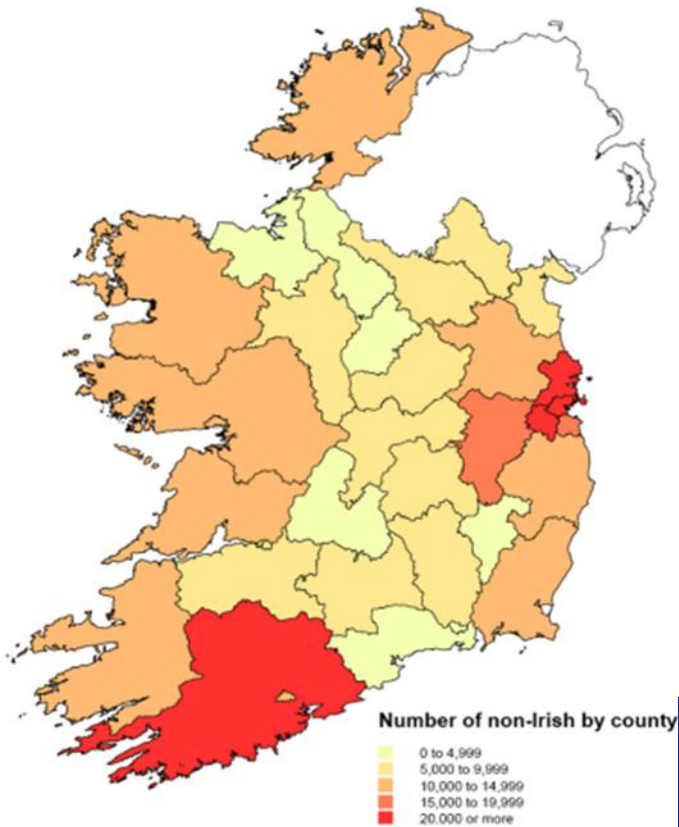
Football the Panacea?

Football often the willing player but needs partners/team mates to be successful (State, Community, Educational etc.).

**All agents equally important in supporting a football and social environment that challenges discrimination and celebrates diversity-
Will you play?**



Irish Context/background anti-racism & integration role of football/ sport.



Source Census 2006/2011
Non-Irish Nationals circa 500,000

Top 5

- Polish-122,585
- UK-112,259
- Lithuanian-36K+
- Latvian-20k+
- Nigerian-17K+

Wider context: White Paper on Sport & Lisbon Treaty

Social Function of Sport



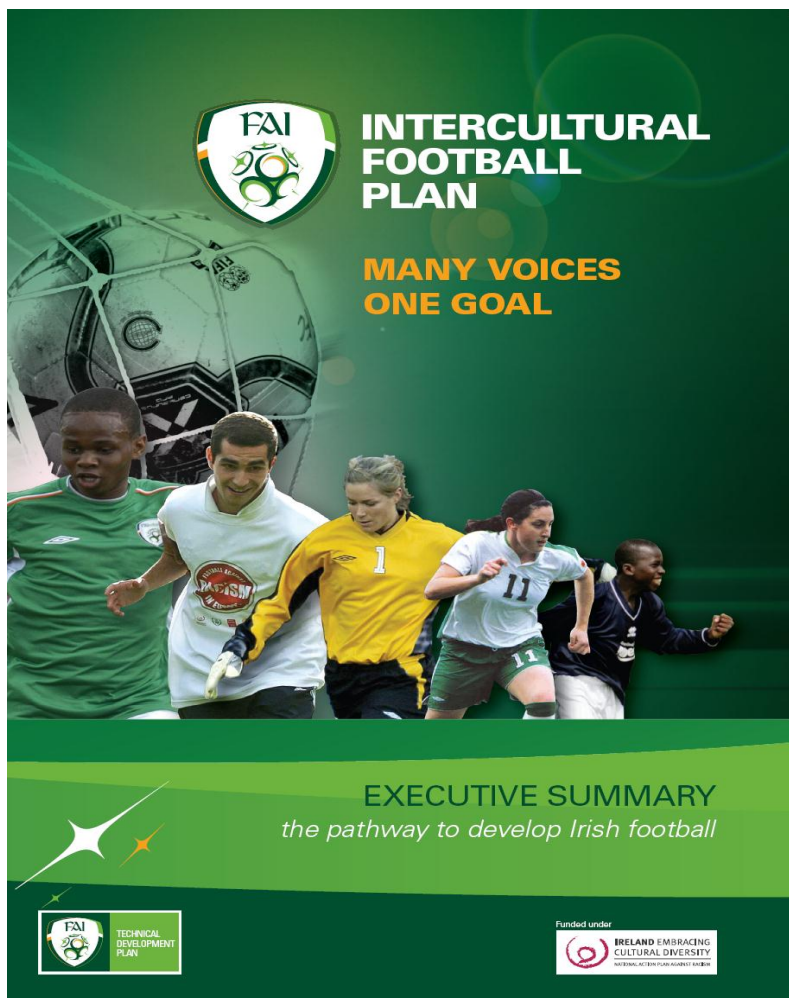
National Action Plan Against Racism (NAPAR 2005-2008) & State Policy Statement
'Migration Nation' 2008 considered sport as one tool to address racism & promote diversity.



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COMHIONANNAIS DEPARTMENT
OF JUSTICE AND EQUALITY



Irish Context/background anti-racism & integration role of football/ sport.



- **2006 Intercultural Football plan & Office developed to:**
 - compliment state policy objectives (e.g. integration & anti-racism etc.)
 - Add-value to football & wider community e.g. a sport reflective of the diversity in society; the opportunity for more players, refs, supporters, volunteers etc.
- **Multi-stakeholder Advisory Group supported plans development (State dept., NGO's)**



Football and Integration Republic of Ireland

Intercultural Strategic objectives:

1. Promote participation

2. Challenge racism

3. Support the participation of

To give life to
programmes



ty)

on

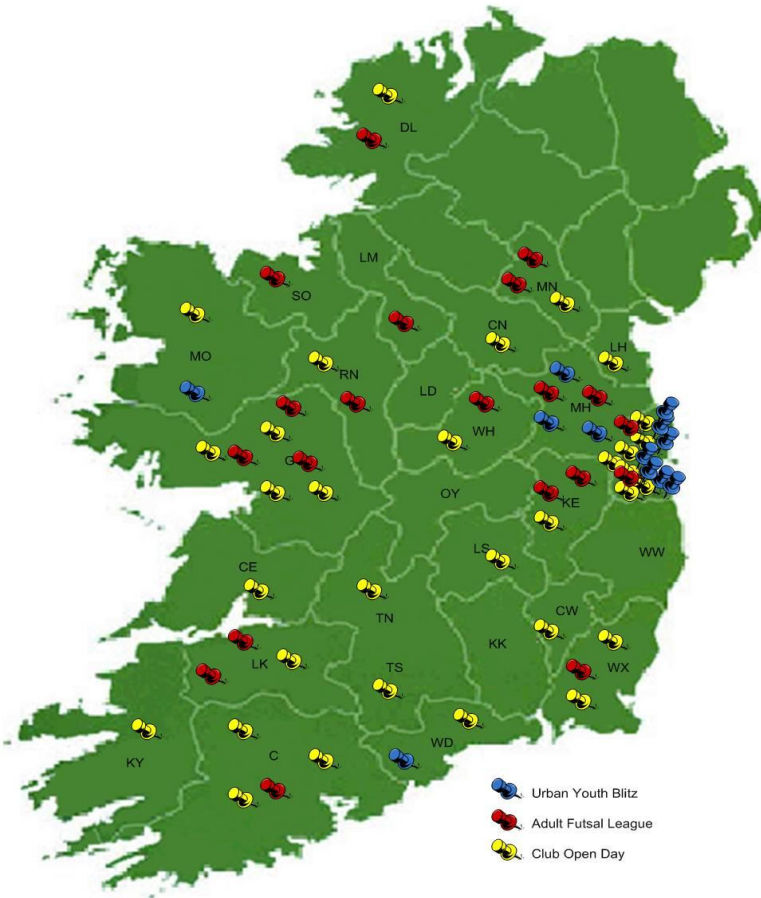
;

- Anti-Racism Rules & protocols

- Education/training /monitoring

- Campaigns-UEFA Football against racism
in Europe

- Community based football participation
programmes- 10-15% rate



Anti-Racism Rules and Protocols

Rule Book



**Article 1 Convention & State
equality legislation**

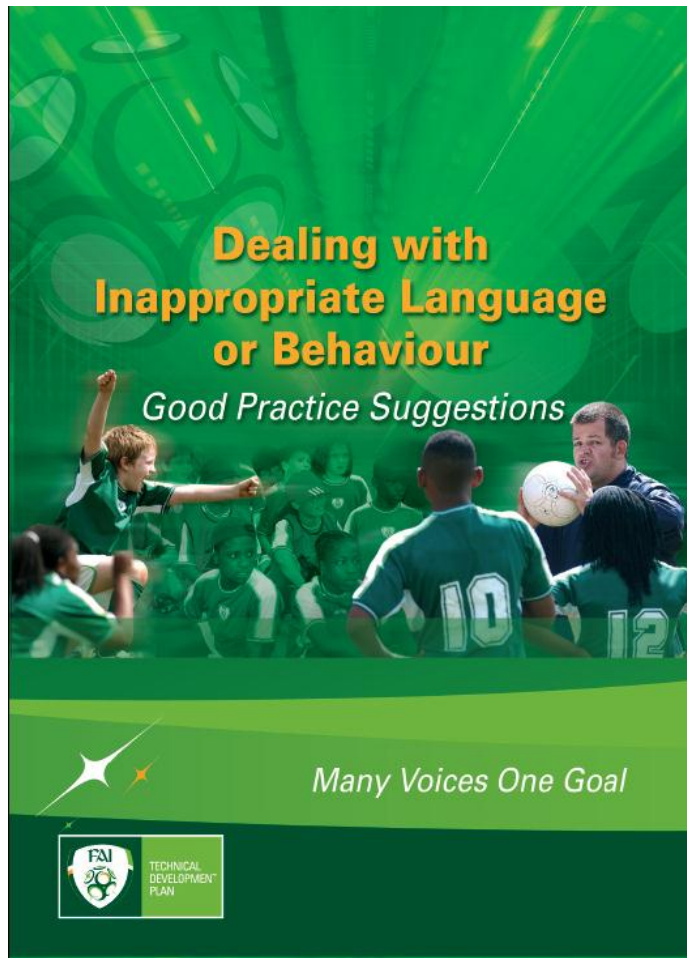
- **2007 FAI Racism Rule 91:**

Definition: Any Participant, who publicly disparages, discriminates against or denigrates someone in a derogatory manner on account of **'race', colour, language, religion or ethnic origin**, or perpetrates any other racist and/or contemptuous act, shall be subject to disciplinary sanction.

The relevant disciplinary body shall consider and have the power to impose a suspension, fine and/or other sanction as deemed appropriate. In the case of individuals, the minimum suspension shall be for a period of five matches. **All levels-Min 5 match ban.**



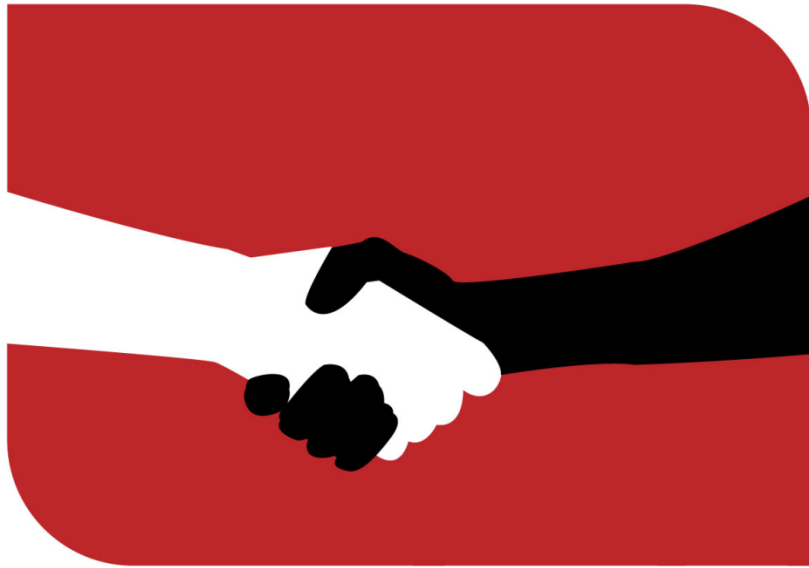
Anti-Racism Rules and Protocols



- **Resources/tools to support clubs/affiliates:**
 - Guidance on reporting & management of complaints.
 - Guidance: Wearing of Religious Articles of faith 2009.
 - Referees dealing with incidents not seen or heard, with supplementary guidance notes to disciplinary bodies (leagues) 2013 [click](#).



Anti-Racism Rules and Protocols



show racism
the **red** card
www.theredcard.ie

- Law 5- mechanism for referees to stop, temporarily suspend or abandon matches.
- **Intercultural office function:**
 - referrals
 - liaise with FAI disciplinary & Control Unit (DCU)
 - expert reports/advice in cases
 - record types of cases, case management & outcomes

Article1



National League & Grassroots cases recorded seasons 2011-2015

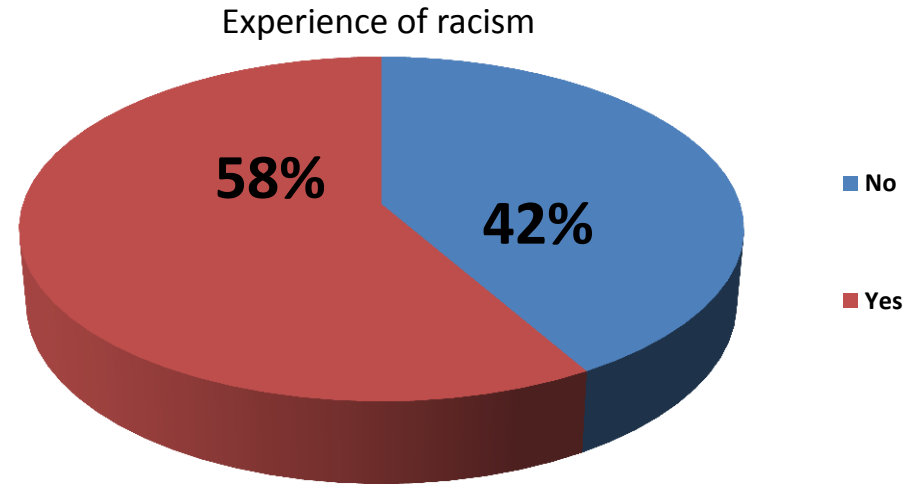
- **Type of incidents**
 - Player to Player
 - Side-line or crowd behaviour
- **Number of cases: 14**
 - Outcomes range from sanctions, warning, insufficient evidence to conclude
- Cases a mix of national league and grassroots reported to the Association for management-**Important to note that not all cases/incidences at grassroots are managed directly by the Association in the first instance.**



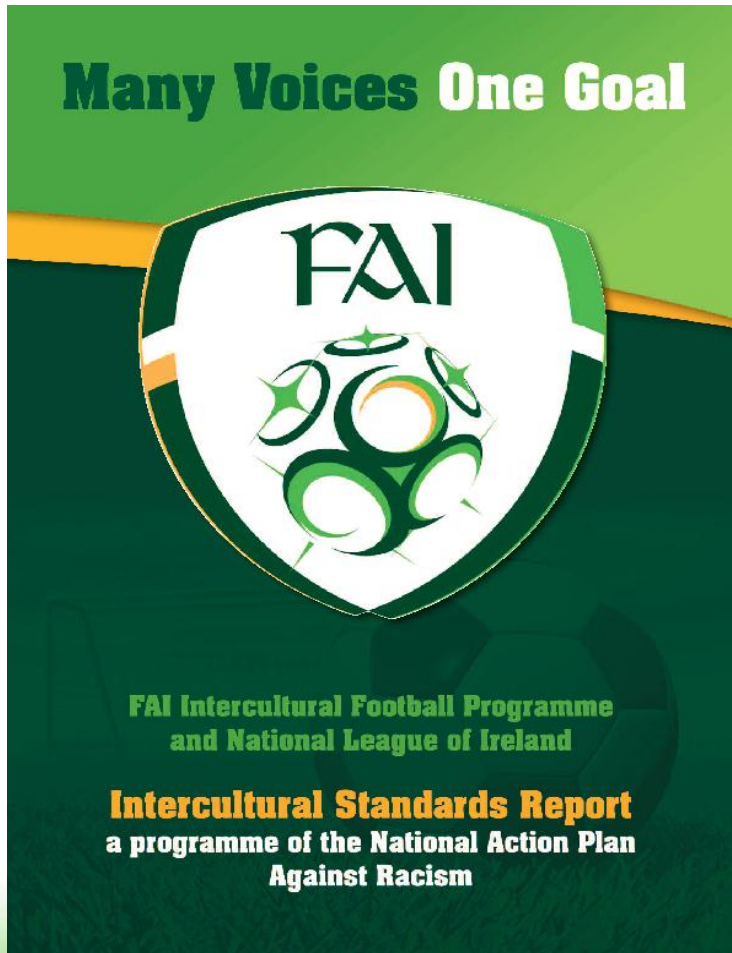
So what do we know on the ground?

Strengthening the evidence base for action

- Survey/Audit:
 - Seasons 2011-2013.
 - Survey with 19-20 questions.
 - Selected data from 108 respondents *“Have you dealt with, experienced or witnessed a racist incidence?”*



National League Good practice pilots scheme



12 Premiers Clubs-various levels of work:

- Stadium & Outreach community
- Policy/admin- implement aspects of UEFA 10 point plan.
- Verification visits.

Part of Licensing for clubs to play in the league since 2009:

- Toolkit to support clubs implement the UEFA 10 point plan.
- Monitoring via match delegates/National League office- electronic report form.
- **Match Observers monitoring function on match day**



UEFA 10 POINT PLAN/FAI CLUBS NATIONAL LEAGUE LICENSING

Club Licensing/Racial Equality Practice

UEFA Old article:

- *The licence applicant must sign up to and implement the UEFA Ten Point Plan as defined in the UEFA Safety and Security Regulations.*

Racial equality and anti-discrimination practice

UEFA'S New article

- *The licence applicant must **establish** and **apply** a policy to tackle racism and discrimination in football in line with UEFA's 10-point plan on racism as defined in the UEFA Safety and Security Regulations.*



Intercultural Standards-Good Practice pilots Scheme at Grassroots



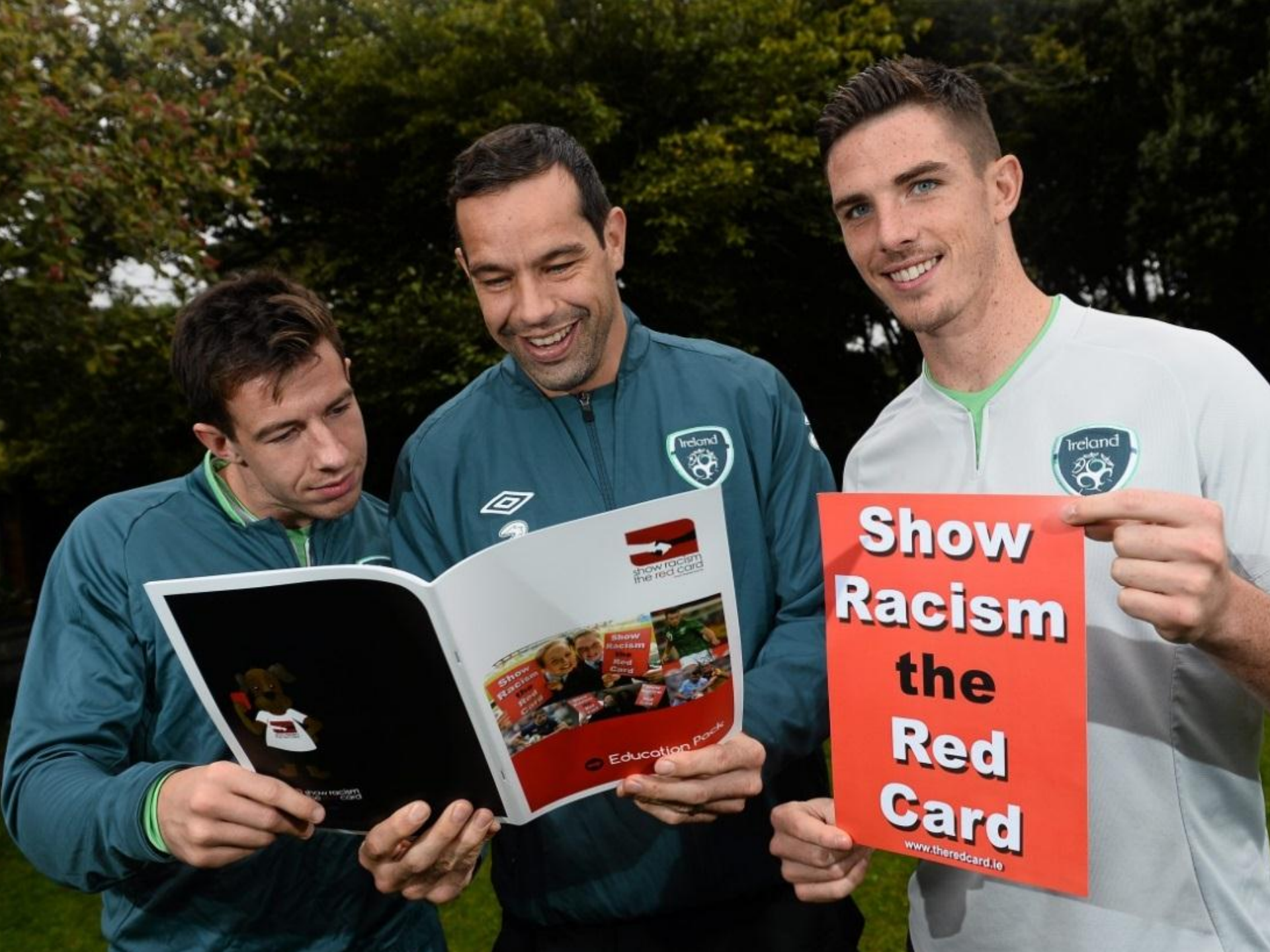
- **Grassroots scheme running in 2014**
- Clubs & Community partners encouraged to sign up.
- Simpler criteria.
- Verification group.
- **Focused around:** Integration/increase participation practices

Education/Training/Campaigns



- **FAI Staff & Affiliates.**
 - face to face workshop
 - online element UEFA supported
- **Referees mandatory training modules.**
 - Anti Racism embedded in referees training at grassroots-face to face + online.
- **Schools:**
 - Show Racism the Red Card partnership FARE WK





Harnessing the high profile of Football for social good- Focused on 3 Levels since 2009 in Ireland



International Level:

- Oct Home International-High Profile
- Pre-match adverts UEFA [Click](#)
- Info in Match Day Programme
- On Pitch display-Players line out



eflow
you first

PIOW
FAI

NO TO RACISM
FAI

Football Supporting Integration



- **Core actions**
 - Extra Curricular School-Club based actions.
 - Call for parent volunteers (migrant background)
 - Adult/youth community programmes.
 - Sporting bridge to wider community for Asylum Seekers- children/youth
 - Integration events/initiatives: Poland-Ireland (Polskaeire Fest) & Africa Day.
 - 10-15% participation rate

Article 2 (e)

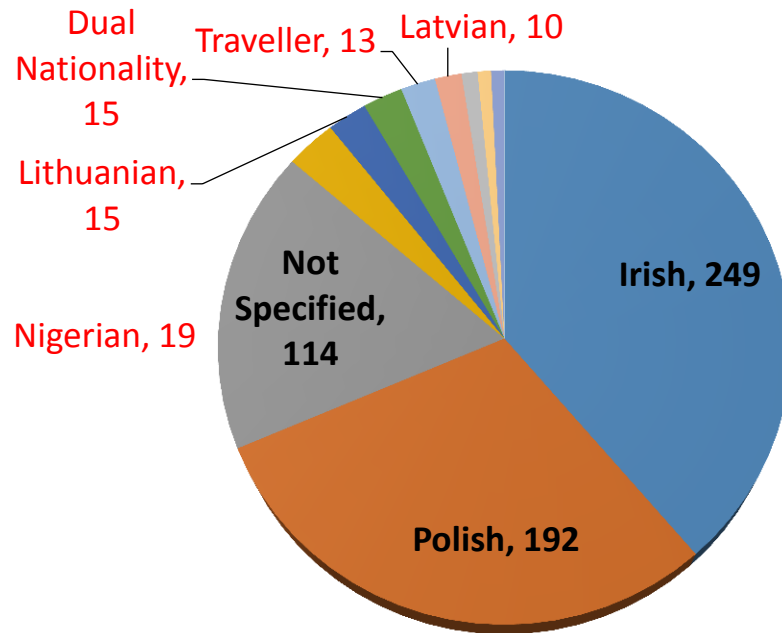


Importance of Participation Monitoring

What do we know-the evidence base for action?

- **Participation Targets:**
 - 10-15% participation targets- to be reflective of the diversity in society.
 - Participation monitoring in Coach Education & other programmes

Selected data from Club Open Days examples



Importance of partnership and strategic alliances;



Political Champions: Minister for Equality, New Communities and Culture presents to winning entry in SRTRC Creative Competition 2015. President at 2013 Comp

- State partners-collaborate on, & compliment strategies/key objectives & messages.
- Educational partners: Anti Racism collective projects.
- Community partners(Civil society NGO's etc.) engage target groups.



Lessons Learned/Challenges

Importance of

- **Clear stance: racism rules & sanctions**
- **Anti-racism/diversity awareness education** (inoculation of treatment?)
- **Educational Partners:** Show Racism the Red Card
- **Use of the High profile of football ambassadors**(best in combination with State champions???)
- **Collaborative Partnerships:** NGO's- Football stakeholders (buy-in). Shared objectives/resources
- **Participation:**
- Identify who & who isn't involved

Challenges:

- **Monitoring functions-grassroots**
- **Effective engagement channels-migrant volunteers**
- **Not one size fits all approach**
- **Bridge data gaps at grassroots -systematic collection processes**
- **Systemic reporting process/systems whole organisation**
- **Sporting sanctions-grassroots behaviour effect?**



Recommendations

Anti Racism rules/Education

- Annual or bi annual audit of racist incidences-**strengthen evidence base**
- Requirement to produce a report on discriminatory incidences, their nature and management processes.
- Training specific to Football but also cross cutting (general equality), here alignment/ partnerships with existing best practice of statutory & non statutory sectors with expertise in this area could be considered.

Anti Racism rules/Education

- Annual audit of training to measure outputs (number of courses, people trained etc.) and outcomes (impact on behaviour, (number and nature of cases etc).
- Dedicated functions and funding models/stream to support the effective/ efficient overseeing and delivery of training via partnerships would need consideration.

Recommendations

Anti Racism rules/Education

- Use flagship high profile sports events to promote key anti-discrimination/Diversity messages.
- Consider the appointment of a national diversity champion/ambassador for the duration of flagship events, use the profile of role to highlight key messages throughout the year.
- Work closely with relevant NGO and Statutory partners to achieve profile messages in an integrated fashion where policy or organisational objectives are in alignment.

Partnerships

- Multi-stakeholder partnerships where objectives align e.g. Government Policy areas.
- Partnerships should provide both agreed monitoring/oversight functions, as well as operational partnerships in terms of supporting delivery of actions e.g. training, education, campaigns etc

Recommendations

International Good Practice Standards-two sides of coin (as per Intercultural Football Standards Scheme)

- supports anti racism actions-aligned with wider strategies (State)?
- Football integration/inclusion actions-aligned with wider strategies-State/International actors?
- monitor outputs and outcomes- aligned with wider strategies-State/International actors?
- possible alliance with equality bodies/Civil society agencies (monitoring/guidance)

Policy level considerations:

- State and sports collaborations on achieving policy actions as part framework
- Resourcing tied to systematic ME of actions inline with established or wider indicators (impact assessment)

So what could a framework look like? Suggested National Strands



THANKS FOR YOUR TIME
ANY Q/A's?

