



produced by UEFA & FARE

# uniteagainstracism

in european football

uefa guide to good practice

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# unite against racism

conference against racism  
in european football

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# racism

## conference against racism

### European football

## introduction

by Gerhard Aigner

It has been sad to note in recent seasons that we have seen a resurgence of incidents of racism within the European football fraternity, in international matches as well as at club level.

Racism is an evil. I can find no other way to describe it. It is a problem stimulated outside of football, but one which is too often given expression and public focus through our game. It must be eradicated.

Every one of us who is passionate about football has a responsibility to act. For our part UEFA is not willing to accept any incidents of racism, or broader expressions of racial prejudice or exclusion, without challenge. Whilst we recognise there are no easy answers, we are playing our part in one of the most decisive drives to help kick racism out of football.

In December 2000 we reinforced our disciplinary regulations against racism at football matches in European competitions. Since then, 20 sanctions for racist incidents have been imposed by UEFA's Control and Disciplinary Body.

In 2001 UEFA began a partnership with the Football Against Racism in Europe (FARE) network through financial support of its work. 1 million Swiss Francs were donated to the network in August 2001, and a further donation of 400,000 Swiss Francs was made to help fund the 'Unite Against Racism' conference in London.

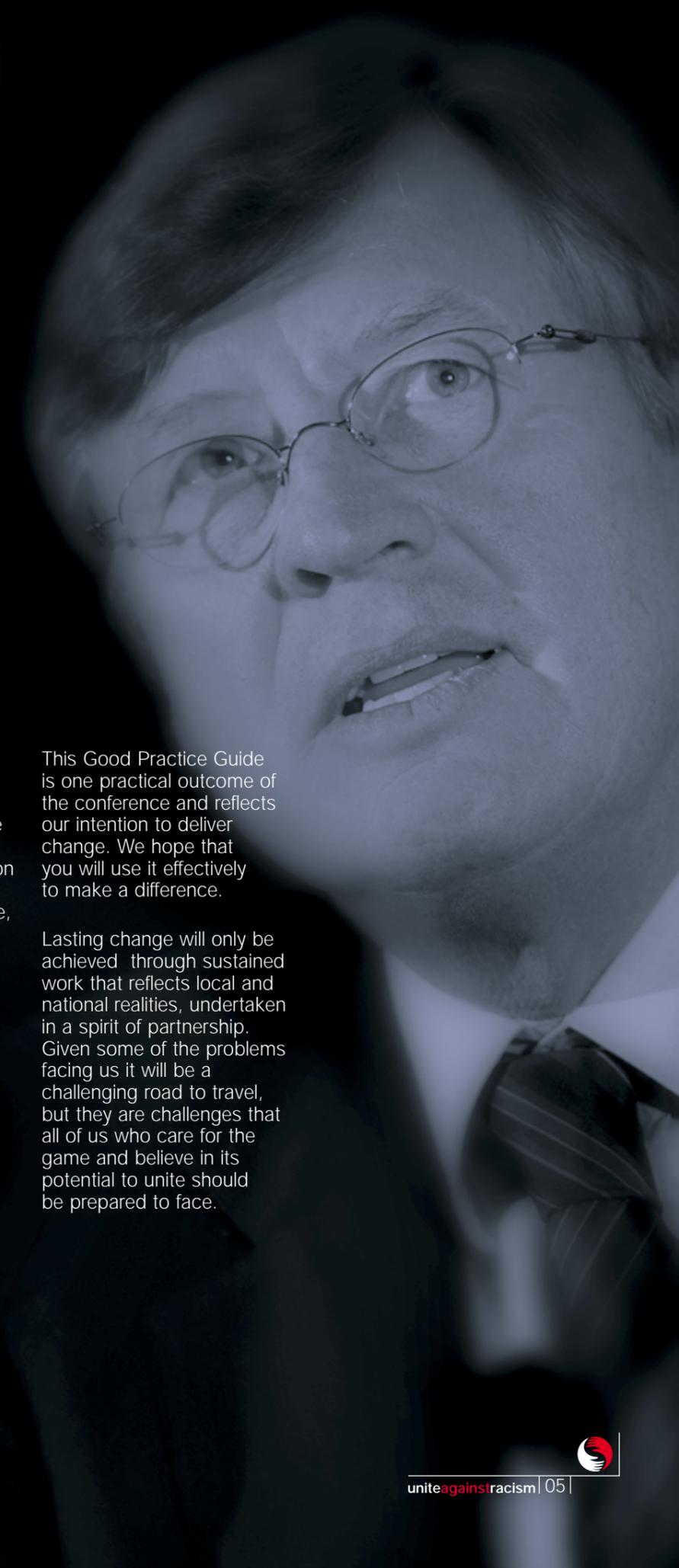
In October 2002 the UEFA President, Lennart Johansson, and I sent out a joint letter to the entire European football family issuing a 10-point action plan to encourage action at club level.

UEFA is also supporting its member associations to undertake anti-racist action at the national level with a new financial assistance scheme approved by the UEFA Executive Committee in November 2002.

On March 5th 2003 a landmark event in tackling racism took place at Chelsea FC, in London. We worked closely with FARE and The Football Association to organise the 'Unite Against Racism' conference, to bring together representatives of all 52 European footballing nations, to exchange ideas and information and together to set out a response to this problem.

This Good Practice Guide is one practical outcome of the conference and reflects our intention to deliver change. We hope that you will use it effectively to make a difference.

Lasting change will only be achieved through sustained work that reflects local and national realities, undertaken in a spirit of partnership. Given some of the problems facing us it will be a challenging road to travel, but they are challenges that all of us who care for the game and believe in its potential to unite should be prepared to face.





## a guide to action

This guide is being presented by UEFA and FARE following the 'Unite Against Racism' conference at Stamford Bridge, Chelsea FC, on March 5th 2003, as one of a number of practical outcomes from the conference.

It is by no means complete in its representation of the work that has taken place in European football, no document could ever claim to do that comprehensively. Nevertheless, it stands as a significant record of the achievements of many in campaigning to tackle racism. Hopefully, many others in the European football family can take practical guidance from the examples set out here.

The objective has been to bring together the best examples of anti-racism activities from significant groups within and outside of football, such as fans, clubs, players, football authorities, or migrant and ethnic minority organisations. These responses may have been developed in reaction to racist incidents or in attempting to build respect and educate the wider football community.

Our ultimate hope is that by sharing examples of 'good practice', such practice will spread and that new approaches and initiatives will be generated, adding to the growing momentum of the campaign against racism

From these practical actions are drawn a set of principles, or good practice guidelines, that we hope you will use to inform your activities.



## what is racism?

Racism is the belief of the superiority of a particular race, religion or ethnic group. It is most commonly expressed through words or practices which cause disadvantage. It can occur intentionally or through a lack of understanding and ignorance. It may manifest itself openly or it can be covert, and often it is institutionalised.

The problem will apply differently across the continent with ethnic minorities often the focus of abuse, harassment and discrimination. In many parts of Europe ethnic minorities subjected to racism will be those from neighbouring countries or regions. In many Western European nations citizens of the former colonies, often in Africa or Asia, are those most often victims of racism.

There remain forms of racism that are centuries old and persist throughout Europe. Examples include racism towards Jews – anti-semitism – and Roma peoples. In recent years there has also been a growth in attacks and discrimination against Muslims.





# racism in football in europe

European football is probably the most prestigious sports arena in the world, watched by hundreds of millions of people. The top leagues attract the best players from across the world and in most countries football has become a multi-ethnic, multi-national sport.

Yet, despite the skills displayed by stars from Africa, South America, Asia, Australia, North America and all corners of Europe, racism continues to be a problem that is a feature of both our professional leagues and of amateur and grassroots football.



As the following examples illustrate racism has featured at all levels of European football over the last ten years:

**December 1991, Scotland:** Alarmed by the rise in far-right activity at Scottish grounds football supporters form a campaign to combat racism in football, SCARF (Supporters' Campaign Against Racism in Football).

**July 1992, Italy:** Lazio fans show their anger at the club's new signing, Holland's Surinamese-Indian, Aaron Mohammed Winter, by scrawling "we don't want neither nigger nor Jewish" on a wall of the club's headquarters.

**October 1993, Germany:** During a European championships qualifier between Germany and Turkey, German fans chant repeatedly "Kreuzberg must burn"; Kreuzberg is an area in Berlin where many Turks live.

**December 1994, Spain:** Fans of Sporting Gijon spray "red and white yes, black no" on the walls of their stadium after the club signs Nigerian Rashidi Yekini.

**October 1995, Holland:** The Dutch Football Association protests to UEFA about racist abuse against Ajax's black players during a UEFA Champions League match against Ferencvaros in Budapest.

**June 1996, France:** Jean Marie Le Pen, president of the Front National, says that French players of ethnic minority origin should not sing the national anthem because they are 'not worthy' to represent the nation.

**September 1998, Austria:** Austrian fans chant anti-Semitic slogans throughout a game between Austria and Israel.

**February 1999, Turkey:** After Kevin Campbell signs for Trabzonspor, the president of the club says: "We bought a cannibal who believes he is a forward."

**November 2000, Italy:** Racist abuse is heaped on Liverpool's Emile Heskey throughout England's friendly in Turin.

**August 2001, Romania:** During the derby against Rapid Bucharest Dinamo supporters display a huge banner on the terrace saying "More Tigane" (Death to the Gypsies).

**October 2001, Czech Republic:** Bayern Munich players Samuel Kuffour and Pablo Thiam are subject to monkey chants from Sparta Prague fans during their UEFA Champions League match.

**October 2001, Portugal:** Racial abuse is directed at Emile Heskey, by Boavista fans. The Liverpool and England striker says afterwards: "It does happen a lot in Europe and the fact is I have got used to it. I have had to."

**October 2002:** A series of games during UEFA club competitions witness incidents of racial abuse of players, with the Euro 2004 qualifier, Slovakia vs. England subject to mass racist chanting.

**April 2003, England:** Supporters at the England v. Turkey match use racist abuse against other fans and players.





# anti-racist action

the actors - national associations

Leadership to tackle racism must come from within the heart of the football family. As the guardians and governing bodies of the game national associations have a vital role to play in acknowledging problems that may exist, encouraging the implementation of the UEFA tenpoint plan for professional clubs, and setting out clear codes of conduct against racism, including disciplinary sanctions against players, clubs or officials who contravene those codes.



In amateur and grassroots football national associations should be aware of, and take action to curb, the high numbers of racist attacks on migrants and ethnic minorities. In some countries rules are in place that effectively prohibit individuals born to one or more foreign parents competing in mainstream amateur football. By insisting that only players of full citizenship are registered such statutes both contravene the spirit of the game and its ability to unite individuals from different backgrounds, and lead to the development of parallel, unaffiliated leagues.

In order to encourage proactive planning of action at national level UEFA has set up a fund to offer financial assistance to anti-racism projects led by national associations.

The fund makes available up to 50,000 Swiss Francs to cover 50% of the budget of projects that FA's may wish to develop. The remaining 50% of the funding will need to come from the association.

Details of the fund were sent to national associations in November 2002 with guidance as below:

"With this initiative UEFA invites all member associations to develop their own programmes to raise awareness and take a stand against racism at national and local level. Campaigns could be conducted in co-operation with leagues and clubs."

the actors - national associations

The letter goes on to emphasise the importance of working with partners with expertise in the issue by stating that, "Member organizations of the FARE network would be available for consultation." A number of associations have been proactive over a period of time in developing their own action in response to local needs.

The Norwegian Football Association have produced a charter, consisting of eight principles, around which its clubs can focus their anti-racist and anti-discrimination work (see next section for details of these charters).

The Norwegian FA's action has been spearheaded by its president, Per Ravn Omdal, having been sparked by one of the most disturbing racist incidents in European football in recent years, the murder of 15 year-old footballer, Benjamin Hermansen.





## ▲ the actors - national associations

Born of African and Norwegian parents, Benjamin had become a symbol of the unifying potential of the game when he made an anti-racist statement on national television. The tragedy inspired the country's largest post-war demonstration when more than 50,000 people took part in a torch-lit march through Oslo, including members of the government, royalty, footballers and immigrants.

The NFA have assisted the work of the Norwegian Players' Union (NISA) and the Norwegian People's Aid organization. Through actions inside stadiums where both teams have held up red cards to racism before the game. The recent Euro 2004 qualifier between Norway and Poland players saw the same action taking place before the game and the display of an anti-racist banner.

The German FA (DFB) have organised a series of campaigns in response to concern over racism from fans. In 1993, DFB launched the campaign 'Peaceful together – My Friend is a Foreigner' at a special match between the senior national team and a selection of foreign Bundesliga players. It also issued a ten-point charter against racism which supporters groups have lobbied to have adopted by every club and football council in the country.

The Football Association in England has long been a sponsor and supporter of anti-racism campaigning, particularly through the 'Let's Kick Racism Out of Football' campaign, now run by Kick It Out. At times, it has played a key role in fronting public education campaigns about the issue, and has organised schools competitions and produced literature in partnership with other football bodies. In 2001 the FA took the brave step of publicly apologising to black players for the abuse they suffered in England through the 1970's and 1980's.

The FA have now developed a comprehensive Ethics and Sports Equity Plan which has been accepted at the highest levels of the organisation the implementation of which will see them take forward a holistic strategy for equality in all of it's areas of their governance.

In early 2002 an investigation was undertaken in Spain by the national federation (RFEF) after Malaga's Congolese-born Dutch midfielder player Kizito Musampa complained that he was racially abused by three opponents in league matches. "It is completely unacceptable," said Musampa. "I can understand that players get angry but not that they make insults about the colour of your skin. You have to report these sorts of things so that they do not happen again. I don't mind if I am insulted but this is racism and it cannot be accepted just because it comes from a fellow professional."

Many European societies are changing. There are now greater numbers of visible ethnic minorities resident in our major towns and cities than ever before. As a consequence football, like many other areas of life, will need to change and adapt to ensure the contributions new citizens can make to the game are welcomed and utilised positively. This may be especially a factor in central and east European countries.

In Poland, the popularity of Emmanuel Olisadebe, a Nigerian who plays for the Polish national team, has had a positive influence on the perception of African peoples.

The Polish FA, through working with the NGO Never Again have identified anti-semitism as a persistent problem and have fined clubs for displays of racist banners, and threatened to close stadia.

The FA of Hungary have identified abuse and exclusion of players from Roma communities as a key issue. They are seeking to address some of these problems through the development of facilities and playing opportunities in areas in which the Roma predominate.





## supporters

While it's undoubtedly true that some football supporters are perpetrators of racist abuse against players and other fans, it would be too easy to stereotype fans in general as 'the problem'. In fact, as most people will acknowledge it is always a minority among supporters who take part in racist activity, whether it's abuse and chanting or something more physical and menacing.

However, it is also true that football fans have always been at the start of attempts to combat racism. If, sometimes, they are the problem, they are also the solution. In many European nations it has been the actions of fans that have kick-started other members of the football family into taking notice, and taking action.

Fans create the atmosphere and passion that make football unique. It's their culture and it's from the spirit of this culture that the most effective attempts to combat racism arise.



Take banners, for example. Fans' homemade banners enliven and colour football stadiums around Europe every week. They carry messages – usually about their team and heroes; their opponents, the villains; or themselves, the fans, 'ultras', or 'crews' of the terraces. Anti-racist fans in many countries have used this simple method to make their first public stance against racism in football grounds.

For example, at a match between Padova and Cosenza in Italy in May 1997, Cosenza fans displayed a large home-made banner which read, in English, 'Stop Racism Forever'. This was produced in response to racist chants made by Padova fans against two Nigerian players bought by the club. In 2001, during FARE's first week of action, anti-racist banners were also displayed in Italy by fans of Perugia, Empoli, Ancona, Genoa, Sampdoria, Atalanta, Cavese, Venezia, Pisa, Ternana and Bologna, to name just a few.

In Austria in 2001, a banner declaring 'Fair Play. Different Colours. One Game' was hung in the stadium by fans of the premier team SV Ried during their game against SW Bregenz. Also in 2001, fans of FC Tirol produced a banner declaring 'United Colours of Innsbruck' during the game against SV Salzburg. At this game fans also released hundreds of balloons with the slogan 'All Colours – One Game' and 9,000 copies of a magazine and poster were distributed. During the Action Week in April 2002 the Austrian Fair Play campaign produced a poster 'Viennese football shows racism the red card' in partnership with the major fan clubs from Rapid, Austria Vienna and sportklub.

In Germany the fans group 'Schalker gegen Rassismus' (Schalke Against Racism) displayed large banners during Schalke 04's Bundesliga match against FC Kaiserslauten. They also distributed 20,000 flyers inside the stadium and held a joint press conference with the team manager and players after the game.



#### ▲ supporters

Elsewhere in Germany, members of the Oldenburger Faninitiative have persuaded their club, VfB Oldenburg to have an anti-racist banner permanently on display in the ground. The banner was first revealed before their fourth division match against TSV Havelse. Similarly, the Fanprojekt Hannover '96 group produced two banners saying 'Different Colours – One Game' and 'Young fans against racism', which were carried around the ground by young fans before Hannover 96's games against RW Oberhausen and MSV Duisburg.

In a variation on the theme, the Polish NGO 'Nigdy Wiecej' (Never Again), who are supported by Emmanuel Olisadebe, distributed T-shirts with the slogan 'Wykopmy Rasizm ze Stadionow' (kick racism out of the stadium) to supporters of Warsaw in their ground. They have also produced posters, fanzines and a CD of anti-racist football songs.

Just as banners, balloons, leaflets and t-shirts are a long-standing part of terrace traditions, fans' magazines, or fanzines, are also part of the culture of the football supporter, and have often been used to campaign against racism by giving supporters a chance to air their own views, tell stories about racist incidents, and call for action to stop them. They have also provided a space for ethnic minority fans to make themselves heard, and to demonstrate their loyalty to the team.

A prime example of the power of fanzines comes from England in the late 1980s where a group of Leeds United supporters produced a new fanzine, 'Marching Altogether', explicitly to campaign against racism at Leeds' Elland Road stadium. The club had established a reputation for attracting supporters from far-right groups such as the National Front and the British National Party. The fanzine was crucial in bringing like-minded fans together, and a group called Leeds United Against Racism and Fascism was formed by its contributors and readers.





▲ supporters



This was followed in the 1990s by the national Football Supporters' Association (FSA) who produced an anti-racist fanzine called United Colours of Football, 100,000 copies of which were distributed widely outside grounds and through club-based fanzines up and down the country. Recently, Kick It Out, the national campaign against racism in football, has produced two further editions of United Colours, one of which was aimed at England supporters and given out to fans before England's final World Cup qualifying game against Greece last October.

Similar initiatives have been taken across Europe. In the newly-formed German states, where racism from far right groups has been a growing problem in football, one group of fans formed their own club. Roter Stern Leipzig (Red Star Leipzig) was formed in 1998 to provide an alternative to the racist cultures associated with the town's two established clubs. RSL now has two men's teams, a women's team, a youth team and a senior's side, as well as its own club house and ground.

Despite the growth of its playing side, the emphasis on anti-racist work has been maintained, focused around its fanzine, called Prasses Erben (Prasse's Heirs). Red Star members have also persuaded the town's other clubs, such as FC Sachsen Leipzig, to hold anti-racist events, with banners and flyers, and have produced their own anti-racist CD.

Not every fans' group is as organised as this, but there are many examples across Europe of fans who have taken spontaneous actions when racism emerges – reporting incidents to authorities, to their national campaigns, or FARE; removing racist graffiti from walls and stadiums when it appears; and lobbying their clubs and football authorities to take responsibility for opposing racism.

This form of co-ordinated action has been most effective where fans of different teams have come together in networks and associations. Two FARE member organisations are good examples, the Italian groups Progetto Ultra and UISP and Germany's Buendnis Aktiver Fussballfans e.V. (BAFF). These organisations set out anti-racist activity that draws on the culture of fans as a key principle of their work.





## playersandclubs



playersandclubs ▲

While fans are often the spur for anti-racist action they cannot defeat racism on their own, and not merely with banners, leaflets and fanzines. To generate wider recognition of the problem, and greater media attention in particular, they need the support of players and the clubs they play for.

Players, of course, are the heroes of the fans and their words can have a wide impact. Players can also be the victims of racism, and occasionally, the perpetrators. Building support among high profile professional players for the cause of anti-racism has been a core objective of many campaigns.

The players' union in England, the Professional Footballers' Association, is a founding member of Kick It Out and has been a long-term sponsor and supporter of efforts to rid the game of racism. The PFA produces an anti-racist poster each season – 'It's only the colour of the shirt that counts' – and helps to persuade its members to take public stands against racism through appearing at events and undertaking symbolic actions such as wearing anti-racist T-shirts.

The Show Racism the Red Card campaign has used interviews with players, whether in magazines or on video, to take the anti-racist message to school children and young people beyond football grounds. These are the stars who young people look up to, and when they talk about racism and how it affects them – both within football and outside – it can have a important and educational influence.

Players such as Ryan Giggs, Les and Rio Ferdinand, Andy Cole, Dwight Yorke, Shaka Hislop, and many others have spoken out about racism.

The Norwegian Players' Union (NISA) and the Norwegian People's Aid organization have teamed up on the 'Show Racism The Red Card' slogan to organise an anti-racist schools competition. The winners were given their awards on the pitch at the national Ullevaal stadium at half-time during a game between Norway's premier clubs, Lyn, and Rosenborg.

The campaign also draws on the positive appeal of players in its educational work very effectively.

Players have also been known to take spontaneous actions, usually in support of teammates who are being subjected to abuse. For example, in Italy last season players from the Serie B team Treviso coloured their faces black before they came onto the field for a game to show solidarity with their teammate Akeem Omolade. The Nigerian had been booed by fans when he made his debut against

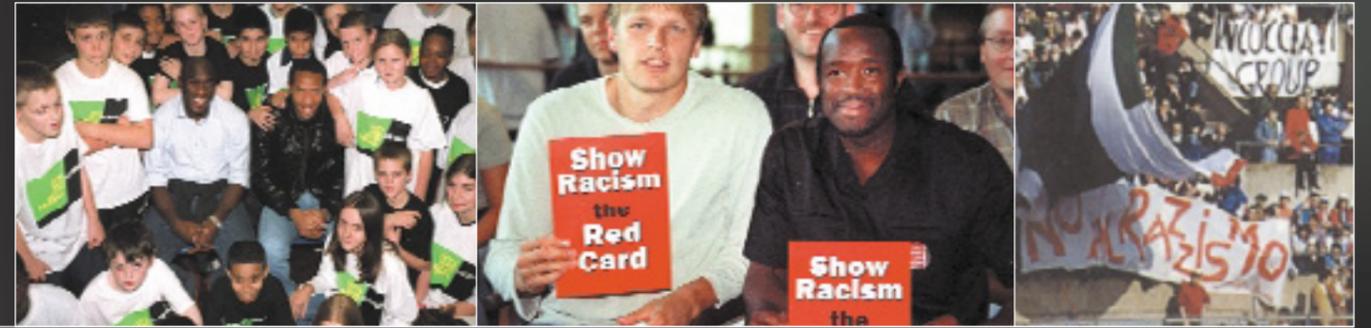
Ternana the previous week. Omolade came on as a substitute against Genoa and scored the second goal in a 2-2 draw.

This was not the first time players in Italy have taken a stand. In 1993 the stars of AC Milan took the field before one Serie A game carrying a banner which proclaimed 'No al Razzismo'. In similar vein, all players in the German Bundesliga showed red cards calling for more tolerance and integration on the same match day in December 2000.





players and clubs



The activities of clubs, as well as their players, can be vital for campaigns against racism. Clubs have an important influence over the atmosphere in their grounds and unequivocal statements condemning racism help to show that such abuse will not be tolerated.

When racism became a common occurrence at the home games of French club Paris St Germain the club worked with local NGOs to turn things around. A group of racists, known as the Bolougne Boys, gathered behind one goal, which they declared to be a whites only area. In April 2000, the club erected a permanent sign at the Parc des Princes saying, "There is a place for everyone at Paris St Germain, except racists".

Permanent anti-racist banners and hoardings can now be seen at many clubs around Europe, such as those seen at the stadiums of clubs throughout the Premier and Football Leagues in England. A great number of clubs in England now follow this up with action from the UEFA/FARE Ten Point Plan – including putting messages in matchday programmes, making announcements over the PA system, erecting signs and banners stating that racists will be ejected, and holding special kick racism out of football days of action on match days.

Many clubs in England are now looking to ensure that the theme of equality runs across every area of their activities, that they are sensitive of the need to work with and engage minority communities in cities across England. Kick It Out has worked with the FA Premier League to develop a framework for these actions through a racial equality standard for clubs, which will reward and acknowledge achievements in developing anti-racist policies.

On the occasion of its 100th anniversary the Austrian Bundesliga team Grazer AK committed itself "to the fight against any form of xenophobia and racism", and GAK demands from its players, members, supporters and guests "in each situation the moral courage to stand up for the rights of victims of xenophobia."

In Belgium champion Racing Genk together with the foundation "Samen Kleurrijk Sporten" have recently launched a poster which states "Show Racism the Red Card". They will be joined by more clubs delivering different sorts of work as the foundation takes forward its work in the future.

As football clubs become larger organisations with multi-faceted operations so their responsibility as employers and exemplars of good community relations grow. Many are also employers and it is important that they operate 'equal opportunities' policies, that they encourage people from ethnic minorities to apply for jobs, involve those communities in outreach work and develop community partnerships.

In parts of Western Europe some clubs are looking beyond the moral reasons for working for equality and are increasingly aware of the potential commercial benefits of engaging with previously excluded communities.





## ethnic minorities and migrants

Involving ethnic minority fans and migrant groups in campaigns against racism in football is vitally important. One of the most striking aspects of all European football is the discrepancy between the high number of black players on the field and the lack of black faces in the crowd.

For example, it is estimated that about 15 per cent of all professional footballers in England and Wales are black. But a recent survey of fans found that on average less than one per cent of season ticket holders at Premier League clubs were ethnic minorities. What's more 27 per cent of fans said they had heard racist abuse directed at players during the season.

Efforts to attract more ethnic minority participation in football, at all levels, but in particular to professional grounds as fans, is an important part of campaigns to eradicate racism in football.

In Sheffield the Football Unites, Racism Divides (FURD) project have been instrumental in countering the exclusion of young people from local ethnic minority communities through football themed activities. Set up in 1996 by fans of Sheffield United, they are a model project demonstrating the way in which football, education and community involvement can be linked to bring about positive change.



FURD's support of local youth football and the anti-racist work of the two Sheffield clubs has been recognized nationally.

In Hungary the Mahatma Gandhi Human Rights Organisation in Budapest formed the African Star football team, which gives refugees and people of African descent the possibility to play football. They also hold a special football tournament in summer hence creating a more tolerant and friendly social atmosphere through sport programmes.

For those from within the game relationships with ethnic minority communities will need to be seen as longer-term partnerships mutually beneficial to football and the process of integrating newer communities into the mainstream.





## media

Football generates enormous amounts of broadcast and print coverage across the continent. For many campaigners an active involvement with the media reflects the key role they play in highlighting both the problems of racist activity and the solutions.

The most successful campaigns have been able to engender a wide-ranging dynamic in which all public institutions, the media prominent amongst them, play an active role in changing attitudes among supporters and demanding action and commitment from football authorities.

Gaining media coverage through launch events, banners and displays at matches, radio phone ins, and other methods, is crucial to successful outcomes.

The mainstream media have covered numerous anti-racist actions by fans and other groups across Europe, particularly when this has been connected to specific events such as an anti-racist action day at a club, anti-racism weeks of action such as the one organised by FARE last year, or the high profile star-led launch of a publication, video, or exhibition.

Many anti-racist campaigners produce their own media, of course – magazines, fanzines, newsletters, posters, videos, CDs, websites and so on. And often the mainstream media will cover the issue of racism in football on their own initiative, usually when racism occurs.

In Romania, for instance, the popular magazine Pro Sport and the TV channel Pro TV joined the FARE Action in April 2002 and printed 15,000 posters where high-profile players – including a player of Roma origin – of the Bucharest teams FC Steaua, FC Dinamo and FC Rapid wore Football against Racism in Europe T-shirts. During the live broadcasting of the Rapid vs. FC Universitatea Craiova, Pro Sport explained the background to the action.





# anti-racist action

## the actions - action plans, charters and principles

Late last year UEFA took the initiative of issuing a ten point plan of action against racism developed by FARE. The plan sets out the ten measures that national associations and clubs should take as the starting point of their actions to challenge racism.

It is hoped that all national associations will adopt the plan and encourage clubs and others to sign-up and commit to the actions outlined.

Some associations have drawn up their own plans over the past few years as a response to issues at home.

The recent emergence of racism in Norwegian football has prompted Norway's FA to draft a set of eight anti-racist principles. They are a way of giving football clubs a focus for anti-racist and anti-discrimination work.

- 1 Recognition of human worth by all who participate in sport.
- 2 All discrimination must be fought.
- 3 Non-acceptance of prejudice.
- 4 Be alert to, and prepare to fight against, racism.
- 5 No to violence.
- 6 The participation of all in football.
- 7 Football exists because of voluntarism, encouraging people to work together as a team.
- 8 Parental participation is essential if children are to be encouraged into sport.



Similarly, The German FA adopted an anti-racist charter which calls for action from football clubs:

- 1 Adoption of an anti-racism clause in stadium rules and regulations stating that racism and xenophobia and the displaying and calling of extreme-right signs and symbols will not be tolerated and will lead to the persons concerned being banned from the stadium.
- 2 Instruction of stewards with regard to forbidden symbols attributable to the extreme right.
- 3 Publication of statements in match programmes informing fans that the club does not tolerate racism, condemns racist chanting and the displaying of extreme-right symbols and salutes, and will take appropriate action.
- 4 Insisting that owners of season tickets commit not to take part in racist abuse, racist chanting or any other form of aggressive behaviour such as the use of pyrotechnic devices and that they report persons who behave otherwise to the stewards or the police.
- 5 Introduction of appropriate steps against the sale or distribution of racist and xenophobic literature on stadium property on matchdays.
- 6 Influencing of players, coaches and officials not to make racist comments.
- 7 Removal of all racist graffiti on stadium property.
- 8 Development of action plans or projects in association with the authorities, the police, the fan projects, supporters clubs, sponsors, the social services, and players and coaches to raise awareness against racism and xenophobia.
- 9 Use of regular announcements against racism and xenophobia by the PA announcer.
- 10 Use of messages on the scoreboard stating that the club and the fans are against discrimination and racism.

These national statements of principle can be a spur to action. If nothing else, they may force club officials to recognise that there is a problem when it occurs.



## stewarding and policing policies

The highly visible presence of racist chants inside the stadiums of some of the most prominent clubs in Europe continues to scar the game.

Whilst the longer term solutions lie in the implementation of co-ordinated campaigning measures, the effective stewarding and policing of racism inside stadiums should be an intrinsic part of those strategies.

The culture and modes of football support differ across Europe. In one country fans might display banners, flags and scarves, as they stand behind fences. In another, chants and songs, and the wearing of replica shirts while seated with a free view to the pitch may predominate. These differences are in part due to culture and in part to differing models of stadia.

Whilst stewarding and policing policies will reflect these different circumstances – with some stadiums stewarded prominently and others reliant on police checks at entrances - the primary objective of all stewarding must be to ensure the safety of spectators and players.

These basic safety provisions should also include measures to ensure the effective policing of racism, reflecting the view of the majority of fans and players that prejudice should not be part of the experience of attending football matches.

This may take the form of highly visible ground regulations, training of stewards to recognise racism as it occurs through chants, symbols and banners, or graffiti. The operational protocols setting out which action should be taken and when, should include situations in which racism rears its head.

In common with measures taken by a number of German clubs FC Sankt Pauli take a firm line against those caught up in racism. The club sets out a clear policy through well sign-posted stadium statutes, backed up with targeted action to identify perpetrators. Once identified the individuals are banned and referred to the club's fan project who work with them to change attitudes.

In England the football authorities have drawn on the advice of Kick It Out to devise a training programme to be delivered to every steward in England and Wales in the next few years. The programme lasts 1 hour and covers all aspects of problem recognition and operational responses.

With the problem as extensively evident as it is now, in the current climate not taking any action is not a viable option.





### action at matches

Professional football matches can be scenes of racial harassment and abuse, both on the pitch and in the crowd. They can also provide the best arena for promoting the anti-racist message and building opposition to a racist minority.

We have already seen how fans have used matches to counter racist activity with banners, balloons or leaflets, but matches can also be the focus of more official and organised action.

In many countries clubs are designating games as anti-racism days where positive themes of unity and community togetherness are emphasized through articles in programmes, messages from players and choreographies from fans.

These are just three examples:

**December 1992, Germany:** All Bundesliga teams wore shirts with the slogan "My friend is a foreigner" to launch a campaign against racism in football stadiums.

**November 1999, Italy:** Lazio and Juventus players took the field at the Rome stadium wearing t-shirts with the slogan "No to anti-Semitism, Violence, Racism". Italian fans have been using fan choreographies from the terraces for a long time, with banners, chants and displays commonplace.

**October 2002:** Campaigners in England have drawn on the idea of dedicated anti-racism days for many years with messages in programmes, banner displays before kick off, etc, common alongside fan choreographies and players wearing T-shirts.



## UEFA's Ten Point Plan of Action for Professional Football Clubs

- 1 Issue a statement saying the club will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. The statement should be printed in all match programmes and displayed permanently and prominently around the ground.
- 2 Make public address announcements condemning racist chanting at matches.
- 3 Make it a condition for season ticket holders that they do not take part in racist abuse.
- 4 Take action to prevent the sale of racist literature inside and around the ground.
- 5 Take disciplinary action against players who engage in racial abuse.
- 6 Contact other clubs to make sure they understand the club's policy on racism.
- 7 Encourage a common strategy between stewards and police for dealing with racist abuse.
- 8 Remove all racist graffiti from the ground as a matter of urgency.
- 9 Adopt an equal opportunities policy in relation to employment and service provision.
- 10 Work with all other groups and agencies, such as the players union, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop pro-active programmes and make progress to raise awareness of campaigning to eliminate racial abuse and discrimination.





## the FARE weeks of action

FARE has held three European-wide Action Weeks Against Racism where the football family is invited to co-operate with local partners, NGO's and fan groups, to organise activities in professional and community football. Last October's week featured over 600 activities in every corner of the continent.

Future weeks of action will continue to be held in October. The week of action for the season 2003/2004 is scheduled for 16-28 October.

### The activities in October 2002 included:

Supporters of Dutch club PSV Eindhoven started an action called "PSV fans against Racism", in response to the racist abuse of Arsenal FC striker Thierry Henry at the recent UEFA Champions League match between the two clubs.

In Austria, various migrant communities in Vienna organised a charity football tournament for the victims of floods in Austria. Amateur teams from Yugoslavian, Turkish, Romanian and Bosnia-Herzegovnian backgrounds took part.

Fans of the Belgian club R. Standard de Liège performed an anti-racist choreography before a home match, and players of the French top-flight club FC Girondins de Bordeaux supported the action by wearing T-shirts with the slogan "South Stand Against Racism" during the warm-up for the match against AS Monaco FC.

Over the course of two weekends, English football clubs dedicated home matches to the campaign to kick racism out of football. For example, Leeds United and Arsenal FC held highly visible displays of support, with fans raising cards emphasising opposition to racism.



In Germany, clubs of the stature of FC Schalke 04 were prominent in anti-racist activities. Fans held talks with Schalke team coach Frank Neubarth and three players, Niels Oude-Kamphuis (Netherlands), Anibal Matellan (Argentina) and German international Gerald Asamoah.

Together with Italian, French and Spanish fans, the Italian group Progetto Ultras produced a bilingual anti-racist magazine in Italian and English, called "Ultras unisce - Razzismo divide".

Fans of several leading Swiss clubs met in Zurich to form an alliance against racism called 'Fans United', and flyers against racism and violence were distributed to fans before matches at several stadiums in Yugoslavia.





# principles of good practice

Whilst it is impossible to prescribe all the elements of successful anti-racism interventions, there will be many things that depend on local circumstances, there are some important principles that can guide positive action.

The following are by no means exhaustive but provide some useful pointers:

- Adopt a set of principles for action that can be widely publicized to all in the football community. Encourage widespread publicity and ownership of these principles.
- Develop a nationally appropriate plan of action with practical outcomes to implement the principles above. Use the UEFA ten-point plan as the basis of action. Set targets for progress and monitor regularly.
- Develop your own brand name for the campaign, one that reflects football in your country and can be used on a wide range of materials. 'Unite Against Racism' or 'Football Against Racism in (your country)' are two good examples.
- Establish partnerships - involve fans, players, police, stewards and NGO's with expertise in the field in planning and implementing action. Include ethnic minority communities and migrant groups.
- Show respect for the culture and traditions of fans and their organisations, seek to instill anti-racism through fan culture, using the methods and media associated with fans and their groups.
- Draw on the support and appeal of high-profile players to underline anti-racist messages.
- Encourage ethnic minorities and migrants to participate in football at all levels and in all capacities, and make it possible for them to do so without fear of discrimination or abuse.
- Make sure the message reaches young people in particular, through schools, youth clubs and children's publications.
- Link campaigns against racism in football to wider campaigns against racism and xenophobia in sport and society.
- Set up systems for monitoring and reporting racist abuse or discrimination in any aspect of football.
- Ensure that action is taken against the perpetrators whenever racism occurs, at every level of the game, so that those involved know it will not be tolerated.



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