

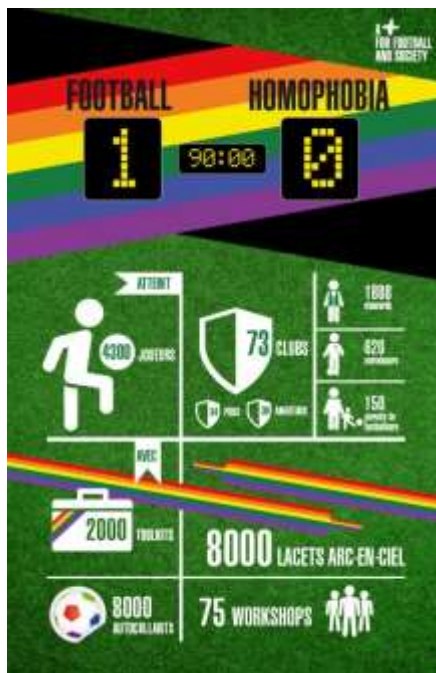


Belgian football against homophobia: 1-0!

Description of project

The Royal Belgian Football Association's Captains of Change project focused on creating a welcoming and inclusive football environment for LGBT people. The Football+ Foundation, the CSR arm of Belgian football, was responsible for implementing the project in cooperation with Belgium's various football bodies and the Flemish and federal governments.

Practical tools have been designed to help professional and grassroots football clubs to develop concrete action plans that bring being LGBT up for discussion. A toolkit and workshop have been developed and two successful national Rainbow Laces campaigns organised to create awareness of LGBT people in professional and grassroots football. Furthermore a chapter on LGBT people in football has been added to the educational programmes of coaches, referees, stewards and security officers. By taking these concrete steps, the Belgian FA had established an important basis for an inclusive and diverse Belgian football culture.



Captains of Change results of the LGBT action plan in Belgian football

Objectives

- Develop and distribute a toolkit for football clubs
- Create awareness through campaigning
- Develop and deliver workshops for club representatives
- Develop and integrate an LGBT chapter in all education programmes
- Find 20 pilots clubs at grassroots level to develop their own action plans
- Communicate good practices to inspire other football stakeholders

Results

- Football v Homophobia toolkit developed for football clubs and supporters
- Rainbow Laces campaign successfully organized with professional football clubs
- Various activities organised by 39 grassroots clubs, including campaigning, appointing a respect manager, and developing a respect charter
- 77 workshops organised with clubs, schools and the coach education and security departments of the Belgian FA
- New chapter added to education programmes for coaches, security officers, stewards and referees
- 3 promotional videos created to inspire other clubs

Tips for replication

- Contact relevant stakeholders such as the government and regional football associations and involve them immediately from the start
- Develop tools that can support football organisations and their activities
- Use role models such as professional football clubs to create awareness about the LGBT subject
- Do not only focus on the LGBT subject, but embed it in the broader context of respect and diversity.

Contact information

Should you have any questions with regard to this project, please contact the Football+ Foundation (info@fplusf.be)