



# CAPTAINS OF CHANGE



## Raising awareness and understanding of diversity in Finnish football

### Description of project

Football in Finland is diverse on the field but there is a lack of diversity in its administrative and management structures. The association therefore saw a need to increase knowledge and understanding regarding the benefits of and potential for diversity. The first step was to raise awareness and understanding of diversity by providing diversity training for the staff of the Football Association of Finland (SPL-FBF), club administrators, referees and coaches. The second step is the planning and implementation of the diversity plan. The diversity plan is seen as a key tool for making lasting changes to increase diversity in Finnish football's administrative and management structures.



*Anti-racism/diversity training as part of a referee course*

### Objectives

- All referees in the Helsinki and Uusimaa regions (the two biggest regions of the SPL-FBF) to attend anti-racism/diversity courses in 2015
- All coaches on the UEFA Elite Youth A diploma and UEFA A diploma courses to receive anti-racism/diversity training in 2015
- All participants in the two-tier football management and leadership programme to receive anti-racism/diversity training in 2015
- All participants (club leaders and administrators) at four regional seminars to receive anti-racism/diversity training at the start of 2016
- All SPL-FBF staff, including regional directors, to attend an intercultural management course in 2015
- Start producing Finnish football's diversity plan for the SPL-FBF's next strategy period (2016–20)

### Results

- Gave anti-racism/diversity training to more than 550 referees – approximately 25% of the total number of referees in Finland
- Extended diversity training to UEFA Elite Youth A diploma and UEFA A diploma coaching courses as well as part of the two-tier football management and leadership programme
- The diversity/equality criterion was included in the football quality management system, which reaches about 100 of the biggest football clubs in Finland

### Tips for replication

- In this kind of project the most important thing is to get full support from your association's top-level management
- It is good to have a project manager who knows your organisation and the people in it very well
- Make sure there is enough time for planning, improving stakeholder engagement and implementing the project
- It is also important to have a competent and reliable partner in the field of diversity and multiculturalism to provide diversity training for target groups

### Contact information

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