Football and Refugees

Addressing key challenges

A collection of good practices shared by UEFA member associations
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I was struck in mid-August by the international media headlines about a 90,000-year-old teenage girl of mixed origins, her mother a Neanderthal and her father a Denisovan. This goes to show that, despite what we might think, migration and diversity are really nothing new and are part and parcel of what makes us the humans we are today. Our European society is certainly more complex and sophisticated than the one that young girl inhabited in the Altai mountains of Siberia 900 centuries ago.

The challenges a refugee faces nowadays, however, are probably rather similar in essence to the ones Neanderthals and Denisovans were then confronted with: a difficult journey, being accepted in the new society, making themselves useful, demonstrating their skills, making friends, working and playing, finding a mate and founding a family. But the process of integration, because that is what we are talking about, is never easy.

The purpose of this UEFA best practice collection is to remind us of the steps and precautions we should take to make this age-old process smoother, more humane and more efficient.

European football has always been a powerful melting pot, and migrants have played a major role in spreading the game to five continents. National teams, which in the late 19th century were probably meant to symbolise the triumph of the nation-state over the dynastic empires, rapidly became a reflection of socially, linguistically, culturally and ethnically diverse national societies. Diversity in football is everywhere to be found, and we only need to look at photographs and captions of football teams from last century to notice how waves of migration have made European local and national cultures a patchwork or, rather, a mosaic of origins and identities blended together to make them stronger, more flexible and all-embracing.

Never was this melting pot more obvious than during the recent FIFA World Cup. The European national teams that were extremely successful in Russia fully reflected the wonderful diversity of our societies. It has been proved that alloys are stronger and harder than pure metals, and diverse teams tend to perform better than more traditional formations. The ‘beautiful game’ can make great use of this excellent UEFA best practice collection to ensure that refugees, also thanks to football, will thrive in their new homes and be able to make a lasting and positive contribution to the societies they blend into.

I am particularly grateful to the 14 national associations that contributed to this guide, outlining their own experiences with refugees and providing extremely useful advice and recommendations for the whole football community. I also appreciate the work accomplished in this field by other associations, clubs and leagues, big and small, and by UEFA’s long-time partner in the fight against discrimination, the Fare network.

Aleksander Čeferin
UEFA President
The refugee crisis has changed Europe

The unprecedented refugee crisis that has faced Europe over the last three years has required a major response from states, institutions, civil society and individuals. Accommodating and integrating up to 1.5 million people has been a challenge that is generation defining. These are the moments in history when it is time for all of us to show our support for the values of humanity, to stand up and be counted.

It is my feeling that the way that so many within football have responded is and should be a source of pride.

The challenges facing new arrivals, particularly those that have faced war, trauma and personal loss, are multiple and profound. How will we be received? Where to live? What will happen to our children? What has happened to our family? Those that have been through the experience describe the disorientation and fear that most of us can only imagine in our worst nightmares.

We often talk of ‘integration’ in passing, as a process and end result that can be described and brought about easily. In reality integration is a long journey that throws up complex practical difficulties for those seeking refuge and the societies which they come to call home. The need for housing, emotional support, language learning, skills development, jobs, and the need to develop social networks, acquire social capital, and be accepted as equals, do not come about overnight.

Despite the complicated nature of the issues we face, it is heartening to see that football has been able to respond to many of these challenges decisively and effectively.

This guide is a good example. It is a new idea and one that is hard to imagine existing before the current challenges that Europe faces; a football governing body such as UEFA has never before felt the need to gather a collection of good practices that involves the settlement of people.

But the guide is more than just a testament to necessity, it is a tribute to the sheer amount of work that has taken place by national associations, clubs, grassroots groups and government agencies. It is a body of work that we should all salute.

The initiatives set out here represent a methodology that has something as simple as playing football its heart, but the outcomes and impact are real and life-changing for many people. For many of the projects and initiatives that are included in this guide the prime methodology is football coaching, but the journey that follows and the friendships, training qualifications, jobs, language competencies, welfare advice and life affirmations that result are the real achievements that we can all be proud of.

Our congratulations to everyone involved; have pride in your achievements and please continue the good work. Europe has changed and football - teams, clubs, coaches, referees and supporters - will echo this change in the coming decades. We are only at the beginning.

Piara Powar
Fare network
Everyone understands football

These three words, which are taken from a pamphlet on refugees and football produced by the Swiss Football Association and the Swiss government, are a perfect indication of how the game can help to ease the strains caused by the current migration crisis.

Football has the power to bring people together, foster mutual understanding and break down prejudices.

A total of 65 million people around the world have been forcibly displaced – 9 out of every 1,000 people worldwide. While some countries are more affected than others, this forced migration has sparked a global debate spanning social, cultural, economic, political and environmental issues.

As the world’s most popular sport, and one that is deeply embedded in the fabric of society, football has been affected by this global crisis, yet also has the potential to help alleviate it. Many of UEFA’s member associations have been directly impacted and have sought to improve matters in their own countries.

As part of UEFA’s efforts to help tackle Europe’s refugee crisis, it recently organised a UEFA Study Group Scheme (SGS) seminar in the Republic of Ireland, in cooperation with the Football Association of Ireland, so that national associations could learn from one another and discuss the various challenges and share good practices on the subject of refugees and football.

The aim of this collection of good practices is to establish a formal record of the outcomes of that seminar, thereby helping other organisations to implement their own football-related initiatives with a view to tackling the refugee crisis.

Notes:

2 Figure taken from UNHCR presentation at Study Group Scheme in the Republic of Ireland. A displaced person is someone who has been driven from their home, typically because of war, persecution or a natural disaster.
Partnering with other actors

Working on an issues such as integrating refugees and asylum seekers need not be taken on alone. In every country there are state funded agencies, NGOs and rights groups who will be working on the issues already. A partnership with one or other of these bodies can help you with resources, knowledge and understanding. Do not be shy of taking the advice, help and support that is on offer from external groups.

For countries in the European Union there are funds available from various departments of the European Commission to support activities with this target audience. All of these departments have open calls, you will often require transnational partnerships in 5 other countries but they can be easily formed.
Partnering with other actors

<table>
<thead>
<tr>
<th>National association</th>
<th>Austrian Football Association (ÖFB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Social Football Award</td>
</tr>
<tr>
<td>Background</td>
<td>This project is due to start in October 2018. It was born out of the ÖFB’s desire to pay tribute to those people in Austria who are contributing to society through football.</td>
</tr>
<tr>
<td>Good practice</td>
<td>A jury commissioned by the ÖFB will award NGOs with funding for the social inclusion work they do in cooperation with the Austrian football family. The prizes will be awarded during a big inclusive – staffed by people with disabilities – and green – CO₂-neutral – event in Vienna. This will be a high-profile event, thanks to the presence of national team players and representatives of the ÖFB Management Board.</td>
</tr>
<tr>
<td>Stakeholders and partners</td>
<td>UEFA, Green Event locations and agencies, NGOs, sponsors</td>
</tr>
<tr>
<td>Outcome</td>
<td>The ÖFB is expecting an increase in inclusion work in Austria. It also expects to gain a better understanding of pre-established projects in Austria and to learn from and improve on existing good practices.</td>
</tr>
<tr>
<td>Beneficiaries</td>
<td>Direct beneficiaries: approx. 500 Indirect beneficiaries: expected to be in the thousands</td>
</tr>
<tr>
<td>Lessons learned</td>
<td>It is important to first convince the Management Board of the rationale for investing in inclusion. This helps to get others in the association on board.</td>
</tr>
<tr>
<td>Contact details</td>
<td>Ingo Mach: <a href="mailto:ingo.mach@oefb.at">ingo.mach@oefb.at</a></td>
</tr>
<tr>
<td>Website</td>
<td>Microsite under construction at the time of writing</td>
</tr>
<tr>
<td>Related website(s)</td>
<td>ÖFB’s preventive fan work: <a href="https://oefb.at/Der-OeFB/Fans/Die-Fans-im-Fokus">https://oefb.at/Der-OeFB/Fans/Die-Fans-im-Fokus</a></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>National association</th>
<th>German Football Association (DFB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>2:0 für ein Willkommen! (German Football Welcomes Refugees)</td>
</tr>
<tr>
<td>Background</td>
<td>Refugee numbers have increased significantly in Germany, especially since late 2015, when close to a million people entered Germany within the space of a year. Since then, football clubs as well as regional DFB federations and referees have played a fantastic role as positive catalysts for integration. The DFB programmes “1:0 für ein Willkommen!” followed by “2:0 für ein Willkommen!” were conceived to support amateur football clubs in their new and important social function.</td>
</tr>
<tr>
<td>Good practice</td>
<td>Amateur football clubs, through the German Football Welcomes Refugees campaign, have helped newcomers to Germany in many ways, including: meeting Germans, enhancing language skills, understanding customs and values, and developing a new sense of home. The entire campaign was funded by the DFB Foundation Egidius Braun and the State Secretary for Migration, Refugees and Integration, with additional support through the German national team. The initial phase, “1:0 für ein Willkommen”, lasted 20 months and saw €1.5 million awarded to clubs who invited refugees to play football, with a standard amount of €500 per club. This phase ended in December 2016 with a total of 3,013 clubs having participated. Since then, “2:0 für ein Willkommen!” has supported football clubs and other football organisations that enable refugees to participate more actively in society, e.g. through enhancement of language skills or help in seeking a job. €400,000 has been budgeted annually for 2017 and 2018.</td>
</tr>
<tr>
<td>Stakeholders and partners</td>
<td>Amateur clubs DFB Egidius Braun Foundation German government, (State Secretary for Migration, Refugees and Integration)</td>
</tr>
<tr>
<td>Outcome</td>
<td>Thus far, more than 3,500 amateur clubs have received financial support. In total, more than 1.8 million Euros have been transferred. More than 50,000 refugees have applied for a ‘player pass’ within the last three years.</td>
</tr>
<tr>
<td>Beneficiaries</td>
<td>Approximately 100,000 refugees</td>
</tr>
<tr>
<td>Lessons learned</td>
<td>A two-phase approach has proved highly successful. “1:0 für ein Willkommen!” was established to provide a rapid response to the immediate challenge. All clubs did was to provide a pitch and an instructor, and to invite refugees to play the game. “2:0 für ein Willkommen!” is about supporting recently arrived refugees in their efforts to learn the German language and to find employment. Much less clubs are supported, though the funding has been targeted to specific clubs, and increased.</td>
</tr>
<tr>
<td>Contact details</td>
<td>Annika Lammerskitten <a href="mailto:annika.lammerskitten@egidius-braun.de">annika.lammerskitten@egidius-braun.de</a></td>
</tr>
<tr>
<td>Website</td>
<td>DFB Egidius Braun Foundation’s “2:0 für ein Willkommen!” project <a href="http://www.egidius-braun.de/engagement-fuer-fluechtlinge/">www.egidius-braun.de/engagement-fuer-fluechtlinge/</a></td>
</tr>
</tbody>
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Partnering with other actors

<table>
<thead>
<tr>
<th>National association</th>
<th>Irish Football Association (IFA)</th>
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<tbody>
<tr>
<td>Title</td>
<td>IFA Club Mark scheme</td>
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</table>

**Background**

The Club Mark scheme was introduced seven years ago as part of a wider Sport Northern Ireland programme to improve good practice at sports clubs. The IFA tailored the scheme to a football environment. This was in response to highlighted cases of bad practice throughout sport.

**Good practice**

- The IFA’s Club Mark scheme is a tiered award scheme approved by Sport Northern Ireland – an NGO – and the government’s Department of Communities.
- It assesses clubs against various criteria to see if they have achieved the level required to gain a Club Mark Award, with successful clubs receiving bursaries for coach education, equipment and masterclasses from the IFA.
- The clubs are assessed on the extent to which they are an inclusive club, which in some cases involves the integration of refugees.
- Other areas of assessment include the following: relevant insurance, education level and numbers of coaches, number of players and teams, and opportunities for youth, women and disabled people.

**Stakeholders and partners**

- Sport Northern Ireland, Department of Communities (government), Department of Education (government), Access Northern Ireland (safeguarding of children), Red Cross, local councils, funders

**Outcome**

- Clubs that got involved in the Club Mark scheme have improved their practices, improved the football experience for players and parents, and enabled clubs to access further funding and sponsors.

**Beneficiaries**

- 100 refugees

**Lessons learned**

- The IFA has revisited this initiative a couple of times since it was first launched: While the main foundations of the scheme have been retained, it has cut back on the administration and paperwork, as club volunteers struggled to complete the large numbers of forms.

**Contact details**

- Ian.stewart@irishfa.com

**Website**


**Related website(s)**

- Sport Northern Ireland-endorsed schemes across all sports: [www.sportni.net/club-coaching/clubmark-ni/endorsed-schemes/](http://www.sportni.net/club-coaching/clubmark-ni/endorsed-schemes/)

**Related resources that have been developed**

- IFA Club Mark support folder: [www.irishfa.com/media/1922/club-excellence-club-mark-criteria-a4-brochure.pdf](http://www.irishfa.com/media/1922/club-excellence-club-mark-criteria-a4-brochure.pdf)
## Partnering with other actors

<table>
<thead>
<tr>
<th>National association</th>
<th>Hellenic Football Federation (EPO)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>#SameField</td>
</tr>
</tbody>
</table>
| **Background**             | The EPO seeks to promote the joy of playing football among vulnerable social groups and help integrate refugees into Greek society. The key objectives of the #SameField initiative, which was launched in 2017, are:  
- To inform Greek citizens about the problems faced by refugees  
- To inform refugees about opportunities to participate in sport  
- To organise education and activities for refugees |
| **Good practice**          | Through the #SameField initiative, the EPO organises football tournaments for refugees in Athens, as well as training sessions and study groups looking at nutrition, exercise and psychology in other cities and Greek islands which have Refugee Education Host Structures. These events are implemented with the help of regional associations and EPO partner organisations and include the offer of a medical examination. Before players participate in a football match/training sessions, doctors and nurses provide basic check-ups. Such medical examinations are important, as they can help uncover possible health conditions or risk factors that may come out during physical activity. |
| **Stakeholders and partners** | EPO sponsors, General Secretariat of Sports, football academies, regional associations, other partner organisations |
| **Outcome**                | The outcomes of this project were:  
- The transmission of the joy of playing for vulnerable social groups  
- The improvement of living conditions  
- The fostering of the social dimension of football  
- The promotion of volunteering  
- The dissemination of social messages arguing against all forms of separation  
- A number of refugees receiving medical check-ups |
| **Beneficiaries**          | 500 refugees                      |
| **Lessons learned**        | It is important to identify common health risks that may be faced by the communities that we are trying to reach. The EPO must work with local and national medical organisations to provide nutrition and general health training for refugees. |
| **Contact details**        | Athina Pateraki: a.pateraki@epo.gr  
Michalis Koutsouris: mkouts@epo.gr |
| **Website**                | News regarding the tournaments organised by the EPO can be found on its official website: www.epo.gr |

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<table>
<thead>
<tr>
<th>National association</th>
<th>English Football Association (The FA)</th>
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<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Connecting communities through football</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The FA realised that many of its stakeholders were already engaging with refugees and asylum seekers through football, but all projects were in isolation. This project began in 2017 and will continue until at least 2020.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The FA approaches its work with stakeholders by assessing community needs, increasing local partners’ capacity and sharing good practices across its network. It aims to take the strategic lead, raise awareness of the work of its partners and, at the same time, create resources using their experiences to further inform the football family.</td>
</tr>
<tr>
<td><strong>Stakeholders and partners</strong></td>
<td>UNHCR, International Organization for Migration, Premier League, Professional Footballers’ Association, English Football League, Amnesty International, Refugee Week, the Home Office (government), county football associations, City of Sanctuary, British Red Cross</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>To date, an intangible outcome has been felt through shared learning, networking and capacity building. Once the project becomes more established, The FA hopes to see an increase in the number of refugees and asylum seekers accessing football through a more local approach. It also hopes to help trigger a cultural shift in the attitudes of the football family towards refugees.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>Estimated to be in the thousands</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>To make this work sustainable, The FA advises using existing football structures. It would be beneficial to carry out an in-depth local needs assessment, because refugees can be very diverse in terms of both demographics and experience. All local stakeholders should be involved from the start of the project if possible.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:Kevin.Coleman@TheFA.com">Kevin.Coleman@TheFA.com</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.TheFA.com">www.TheFA.com</a></td>
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### Partnering with other actors

<table>
<thead>
<tr>
<th>National association</th>
<th>Malta Football Association (MFA)</th>
</tr>
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<tbody>
<tr>
<td>Title</td>
<td>Include Me and I Will Understand... All In</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>Meetings were held with the Malta-EU Steering and Action Committee (Meusac) and a number of stakeholders in 2017 in order to formulate the best possible proposal for inclusion in football. Implementation began in February 2018.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The MFA reached out to a number of organisations working with refugees and non-nationals, as well as people working on social cases and with vulnerable individuals of all nationalities. First it met with recognised national and international agencies, and then with government ministries and their departments, especially those dealing with equality, integration and social issues. The MFA found it beneficial to meet project partners and future beneficiaries in person at participating football clubs. This allowed it to explain the objectives of the project and create the right atmosphere for the continued success of the project.</td>
</tr>
<tr>
<td><strong>Stakeholders and partners</strong></td>
<td>Government agencies Government ministries and departments NGOs and associations Local community organisations Local football clubs Local councils</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>The MFA got to know the organisations that work in this field and was able to bring people together and build synergies between organisations, which all led to the creation of long-term working practices.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>240 (refugees and Maltese nationals)</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>Ensure continuity in meetings with partner organisations, as well as project activities: e.g. matchday experiences, football sessions and explanatory meetings on application. Identify leaders within partner organisations.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:Peter.busuttil@mfa.com.mt">Peter.busuttil@mfa.com.mt</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.mfa.com.mt">www.mfa.com.mt</a></td>
</tr>
<tr>
<td><strong>Related website(s)</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>Related resources that have been developed</strong></td>
<td>Application forms explaining the sessions Project brief for clubs and participants Banner and logo for use at events Photographic evidence of meetings and activities Documentary to be ready by 2019 (Contact the MFA for details.)</td>
</tr>
</tbody>
</table>
Partnering with other actors

<table>
<thead>
<tr>
<th>National association</th>
<th>Football Association of Norway (NFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Local cooperation synergies</td>
</tr>
<tr>
<td>Background</td>
<td>The integration of refugees into local communities, whether or not they have been granted residency, involves cooperation between many actors. The varying local contexts also present challenges when it comes to local cooperation: Who are the relevant actors? Who has the right resources/skills/experience to contribute? Where do the refugees living in the local community come from? What languages do they speak, and what challenges do they face?</td>
</tr>
<tr>
<td>Good practice</td>
<td>Through alliances based on thorough research and planning at a local level, local synergies are established that utilise actors’ resources and skills and ensure a proper understanding of what each actor can contribute. The NFF assists in whichever way the local context requires; whether by putting people in touch, providing contacts with the required skill set, etc. It is important to understand the local social context and which key persons should be involved. Refugee groups in certain municipalities may also face specific challenges (problems with disability, language barriers, experiences of trauma, etc.). This good practice is focused on the planning stages of a project and involves bringing local actors together to discuss how they can work together.</td>
</tr>
</tbody>
</table>
| Stakeholders and partners | Schools and after-school clubs  
Volunteers  
NGOs  
Local organisations  
Asylum seeker reception centres  
Coaches  
Local authorities  
Volunteer groups/alliances |
| Outcome             | This approach has helped to develop the use of football as a tool for integration, using the ‘simple language of football’ to integrate refugees into Norwegian society. It has also helped local actors to take better account of refugees’ specific challenges, needs and experiences, resulting in cooperation synergies that are more sustainable and locally adapted, and where each actor has a clear idea of their role, responsibilities and overall expectations. |
| Beneficiaries       | n/a                                 |
| Lessons learned     | Communication is key, and if the local football club has the ability/capacity to lead discussions, at least initially, this is ideal. The more ‘locally adapted’ it is, the better this good practice works. For this reason, the national association is not as involved. |
| Contact details     | Solveig Straume (solveig.straume@himolde.no)  
Anders Hasselgård (anders.hasselgard@fotball.no)  
Ragnhild Mizda (ragnhild.mizda@fotball.no) |
| Website             | There is a lot of information on the NFF’s website, but that information is in Norwegian. It is better to contact the above-mentioned persons for further details or advice. |
| Related website(s)  | n/a                                 |
| Related resources that have been developed | n/a |
Integrating refugees into mainstream football

Football is a sport and relies on people coming together in team environments to realise the full impact of its potential to create change. New migrants will be as keen to play football as any other group and so national associations can work with clubs (grassroots and professional) and other groups to create playing and coaching opportunities to give exposure to people, methods and learning that will achieve the aims of integration projects.

Effective interventions in this area can result in players joining and giving clubs a new lease of life, new referees, coaches and supporters.
Integrating refugees into mainstream football

National association
Royal Belgian Football Association (URBSFA/KBVB)

Title
Free-time welcome! Let’s play after school!

Background
In the 2017/18 season the URBSFA/KBVB decided to invest in building new local partnerships between asylum centres, municipalities and football clubs. The URBSFA/KBVB’s aim was to encourage and support these groups, helping them to bring their ideas on the integration of refugees to life.

Good practice
The URBSFA/KBVB saw that some refugees were not ready to go straight into a new football team. It realised that, in some cases, it was better to hold separate training sessions for groups of refugees until such time as coaches, or the individuals themselves, thought they were ready to enter mainstream football teams. The URBSFA/KBVB has increased the flexibility of its programme in order to deal with this specific situation.

Stakeholders and partners
Town of Aywaille
Province of Liege
Walloon-Brussels Federation
Vivons Sport (ADEPS)

Outcome
The URBSFA/KBVB has experienced the following outcomes as a result of the project:

- Increase in participation in the project
- Less conflict involving locals and refugees
- Greater self-esteem among refugees and asylum seekers
- Increase in social contact between children and volunteers (both of which are a mix of locals and refugees)

Beneficiaries
22 refugees

Lessons learned
Ensure you get the support of municipalities from the beginning.
Clearly communicate the advantages for the other partners: club, reception centres, local community groups and schools.
Ensure that you have a structured plan at the beginning and identify partners with common goals that can help you to execute this plan.

Contact details
hedeli.sassi@footbel.com
cornet.danielle1@gmail.com

Website
This publication has been translated into English by UEFA (please contact monica.namy@uefa.ch for details).

Related website(s)

Related resources that have been developed
French football dictionary
Good practice guide:
### Integrating refugees into mainstream football

#### National association
Football Association of Ireland (FAI)

#### Title
MyClub Open Training Sessions

#### Background
MyClub Open Training Sessions have formed part of the integration work of the FAI’s intercultural programme since 2007. As part of this work, a three-year project was launched in May 2017 to promote engagement with refugees.

#### Good practice
The strategic starting point is a nationwide appeal to interested clubs and organisations working with refugees who wish to cooperate and provide football opportunities for refugees. Then, clubs, community partners and a representative of the FAI meet to agree on roles and tasks, and complete a simple application form (link below).

The key to a successful alliance is having clubs and partners meet at the outset to agree on roles, tasks and capacity. This initial meeting deals with any lack of a dedicated ‘point of contact’ for refugees – a common issue for clubs that are voluntary in nature – as well as visa versa for community groups working with refugees.

#### Stakeholders and partners
- EU Asylum Migration and Integration Fund (administered in the Republic of Ireland by the Department of Justice and Equality)
- Football clubs
- Accommodation and orientation centres for refugees
- National state-run refugee protection agencies
- Schools
- Local authorities
- Local community development companies and NGOs focusing on integration or resettlement
- Local resettlement or integration workers

#### Outcome
Alliances have been formed between clubs and community groups working with refugees, and refugees have been introduced to clubs and locals (children and adults alike).

#### Beneficiaries
Approx. 80 children, through 8 clubs and 8 community partners

#### Lessons learned
- Identify a stable funding partner.
- Work with operational partners at national and local levels to bridge the gap to refugees.
- Work within a defined framework while allowing flexibility to deal with local contexts and challenges.

#### Contact details
des.tomlinson@fai.ie

#### Website

#### Related website(s)
Please see Further Reading

#### Related resources that have been developed
Project application form: www.fai.ie/domestic/take-part-programmes/integration-through-football-project
## Integrating refugees into mainstream football

<table>
<thead>
<tr>
<th>National association</th>
<th>Italian Football Association (FIGC)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>RETE!</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The RETE! project was launched in 2015 in order to fight discrimination and provide support to young refugees through football. The project allows refugees to play football at weekly training sessions, helping them return to normality and access mainstream football.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>Refugees can play football with local clubs in their municipalities thanks to a memorandum of understanding between the Ministry of the Interior, the National Association of Italian Municipalities (ANCI) and the FIGC. In training sessions, young refugee players benefit from an FIGC network made up of regional coordinators and football experts from the FIGC youth sector.</td>
</tr>
<tr>
<td><strong>Stakeholders and partners</strong></td>
<td>Italian government (Ministry of the Interior) Protection System for Asylum Seekers and Refugees (SPRAR): a network of local institutions that implement 'integrated reception' projects for refugees Puma: the FIGC’s official technical supplier, which is in charge of providing sports equipment for all participants. ENI: an Italian oil company and an FIGC sponsor Università Cattolica del Sacro Cuore di Roma (University of the Sacred Heart of Rome): entrusted with the development of a scientific study looking at the project, in cooperation with the FIGC</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>The FIGC has witnessed a significant change in public opinion and general perceptions of refugees since the launch of the project. RETE! has been revolutionary in terms of helping young refugees to access mainstream football. The project has opened the way for other Italian initiatives aimed at integrating of refugees, at both a national and a local level.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>2015: 237 registered players across 24 different SPRAR projects 2016: 280 players across 25 projects 2017: 397 players across 30 projects 2018: 508 players at the time of writing, across 39 projects</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>Support from governmental institutions is essential to give the project a chance to grow. The ability to rely on an existing national network (national association and/or partner organisation) is crucial in order to easily reach the entire country. Sufficient time is needed to see a significant change in public opinion and general perceptions.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:v.digioia@figc.it">v.digioia@figc.it</a></td>
</tr>
</tbody>
</table>

**Website**
- Article on FIGC website: [www.figc.it/it/204/2542255/2018/05/News.shtml](http://www.figc.it/it/204/2542255/2018/05/News.shtml)
- FIGC Media Centre (for videos and photos): [www.figc.it/i/106164/2528582/NewGallery.shtml](http://www.figc.it/i/106164/2528582/NewGallery.shtml)

**Related website(s)**
- UEFA #EqualGame website (Football Stories section/Abubacarr Konta): [Article on SPRAR website](http://www.figc.it/i/106164/2528582/NewGallery.shtml)
- Emotional videos produced by FIGC: [www.equalgame.com](http://www.equalgame.com)
- Scientific research relating to the project: [www.figc.it/i/204/2539252/2017/09/News.shtml](http://www.figc.it/i/204/2539252/2017/09/News.shtml)
## Integrating refugees into mainstream football

<table>
<thead>
<tr>
<th>National association</th>
<th>Scottish Football Association (SFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Football for All – Refugee Integration</td>
</tr>
<tr>
<td>Background</td>
<td>The SFA’s vision is to ensure that everyone has an equal opportunity to participate in football at all levels. Several consultations and surveys were held with under-represented communities to understand real and perceived barriers to being involved in football. This led to the launch of the Diversity &amp; Inclusion project in 2012.</td>
</tr>
<tr>
<td>Good practice</td>
<td>The Diversity &amp; Inclusion project was established with the aim of raising awareness and increasing opportunities for minority communities to get involved in mainstream football structures. A central component of this project was cultural and religious awareness training, which was delivered to grassroots clubs to build capacity and understanding of the needs of minority communities. Capacity building was also crucial in order to ensure that minority communities were empowered, rather than creating a culture of dependency. As part of this, coaching qualifications were subsidised to provide the opportunity to build skills. Partnerships were created with grassroots clubs to ensure new coaches could shadow qualified coaches and gain experience in a safe, positive environment.</td>
</tr>
</tbody>
</table>
| Stakeholders and partners | Cashback for Communities (Scottish government initiative)  
BEMIS Scotland  
Grassroots clubs  
Local authorities |
| Outcome              | Better awareness and understanding of opportunities available within football among under-represented communities, together with greater confidence and development of skills needed. Better awareness and understanding within grassroots clubs of the need to ensure an inclusive environment, taking into account potential linguistic, cultural and religious considerations. |
| Beneficiaries        | This has benefited roughly 4,500 individual participants from diverse minority communities across Scotland. Each year the SFA organises a ‘multicultural football festival’, which features 16 men's teams, 4 women's teams and a number of youth teams, all from diverse backgrounds. |
| Lessons learned      | KNOW – What does your community look like?  
ENGAGE – Engage with a credible local stakeholder who has established trust and relationships with the community. Ensure regular visits and meetings (faith and community centres) on their terms, e.g. in the evening and at weekends.  
RAISE AWARENESS – Identify role models/volunteers who are passionate and proactive in order to convey messages to the wider community.  
DEVELOP – Build on relationships and trust, especially considering the wider role of the family. Maintain consistency to ensure sustainability.  
ACTION – Organise activities (in partnership with local authorities, development officers and relevant stakeholders, to avoid duplication).  
EVALUATE – Use consultations, focus groups and surveys to measure success and the relevance of your activities. |
| Contact details      | david.mcardle@scottishfa.co.uk  
hala.ousta@scottishfa.co.uk |
| Website              | SFA website:  
www.scottishfa.co.uk |
| Related website(s)   | BEMIS Scotland:  
www.bemis.org.uk  
Cashback for Communities:  
https://cashbackforcommunities.org |
| Related resources that have been developed | Game for All Workshop – A coach education course run within grassroots clubs to raise religious and cultural awareness (contact SFA for more details) |
# Integrating refugees into mainstream football

<table>
<thead>
<tr>
<th>National association</th>
<th>Swiss Football Association (SFV/ASF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Together – Football Unites</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>At the time of writing, Switzerland had approximately 28,000 asylum seekers, 46,000 recognised refugees and 37,000 provisionally admitted foreigners. The need for this project first became clear in workshops with grassroots football clubs, and the project was then developed in cooperation with the partners listed below. The project was launched in September 2016 and is due to continue until the end of 2018.</td>
</tr>
</tbody>
</table>
| **Good practice**    | This project uses the SFV/ASF’s network of 1,400 grassroots football clubs to welcome refugees to Switzerland, and specifically to Swiss football. The project has several pillars:  
• Using an information campaign to empower club leaders to integrate refugees into grassroots football clubs  
• Encouraging club leaders using supportive statements by star player Xherdan Shaqiri  
• Providing clubs with training resources for teams or individuals  
• Facilitating the licensing process  
• Explaining the club structure and specific issues to refugees in their own language  
• Translating football terminology into refugees’ languages |
| **Stakeholders and partners** | 1,400 grassroots football clubs  
13 regional associations  
Federal Office of Sport  
State Secretary for Migration |
| **Outcome**          | The SFV/ASF has seen more grassroots football clubs welcoming and licensing refugees. 46 clubs have taken part, welcoming 499 refugees, of whom 262 are now registered players (April 2018). The project has delivered a clear statement in terms of football for all. |
| **Beneficiaries**    | 499 (April 2018) |
| **Lessons learned**  | • It is important to establish close cooperation with federal authorities.  
• The early involvement of grassroots clubs is also key. |
| **Contact details**  | egli.benjamin@football.ch |
| **Website**          | www.football.ch/together |
| **Related website(s)** | - |
| **Related resources that have been developed** | Information brochures, flyers, posters and a video interview with Xherdan Shaqiri, all of which can be accessed here: www.football.ch/together |
A lack of financial or human resources
### A lack of financial or human resources

<table>
<thead>
<tr>
<th>National association</th>
<th>Royal Belgian Football Association (URBSFA/KBVB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Helping is learning – through voluntary work!</td>
</tr>
<tr>
<td>Background</td>
<td>Refugees and asylum seekers look for learning opportunities, especially in sport, to help them to master the Belgian languages, develop or maintain their competences, fill their time in a meaningful way, and above all give back to the society that has welcomed them. This initiative was launched in 2017.</td>
</tr>
<tr>
<td>Good practice</td>
<td>URBSFA/KBVB has teamed up with NGOs and football clubs to help refugees and asylum seekers to work as volunteers in clubs. There are two main routes the process can take: 1. When NGOs identify refugees or asylum seekers that would like to volunteer for a club, they can contact the association to find a football club that is seeking volunteers. 2. Where clubs already have a relationship with NGOs, they can organise information sessions, inform social workers or even stick posters up at refugee and asylum centres to announce those opportunities. It is important that clubs facilitate the process by being clear about what they are looking for (referees, coaches, chefs, etc.).</td>
</tr>
<tr>
<td>Stakeholders and partners</td>
<td>Vlaams Steunpunt Vrijwilligerswerk (Flemish governmental organisation working with volunteers) Le Volontariat (Walloon governmental organisation working with volunteers) Refu-interim (NGO in Ghent)</td>
</tr>
<tr>
<td>Outcome</td>
<td>The URBSFA/KBVB has seen more clubs opening their doors, and more refugees and asylum seekers taking up those opportunities.</td>
</tr>
<tr>
<td>Beneficiaries</td>
<td>So far 22 clubs are participating in this initiative, with 16 volunteers placed so far: 8 head or assistant coaches 5 people helping club staff (photographer, equipment manager, catering and animation) 2 referees 1 board member</td>
</tr>
</tbody>
</table>
| Lessons learned      | It is important to have a good buddy that can guide the volunteer. Also, because voluntary work is new to certain cultures, the URBSFA/KBVB recommends investing in explaining what it means, as did the NGO, Refu-interim:  
  - https://youtu.be/rr8StdcxYOw (Dutch)  
  - https://youtu.be/JHcb6AYX1ZM (Arabic)  
  - https://youtu.be/Ob73HMbDFHc (Farsi) |
| Contact details      | hedeli.sassi@footbel.com |
| Website              | Refu-interim: www.refuinterim.be/nieuwkomer |
| Related website(s)   | Vlaams Steunpunt Vrijwilligerswerk: www.vlaanderenvrijwilligt.be Le Volontariat: www.volontariat.be |
| Related resources that have been developed | - |
### Room 4 Everyone

**National association**
Danish Football Association (DBU)

**Title**
Room 4 Everyone

**Background**
In 2012, a municipality and a local branch of Save The Children (STC) started Room 4 Everyone, providing local disadvantaged children with opportunities to play sport.

The project grew, and in 2016 the national office of STC and the DBU established a partnership aimed at integrating disadvantaged children and refugees into football clubs.

**Good practice**
The partnership between the municipality, STC and the DBU is key to the success of the project. Their roles are clearly defined:
- The municipality recruits the children. It also buys sports equipment and pays for their membership of the football club (if necessary). It also develops a relationship with the children’s families.
- STC is in charge of finding volunteers to transport the children to football training and matches and back home again. STC also handles background checks on volunteers and takes out insurance to cover this activity.
- The DBU identifies two or three grassroots football clubs in the municipality that are willing to take part in the project. Each club receives funding to employ someone for 150 hours per year to ensure that the disadvantaged children and refugees are well integrated into the club.

**Stakeholders and partners**
- Save The Children
- Local municipalities
- Donors: Bestseller, Agger Foundation, Trygfonden, Tuborgfonden, European Culture Capital Aarhus 2017. STC applies to donors for donations.

**Outcome**
An evaluation of the project is currently ongoing.

**Beneficiaries**
As yet unknown (evaluation under way).

**Lessons learned**
Since each organisation has its own responsibilities, there can often be bottlenecks (e.g. if the municipality is not able to recruit any children or STC does not find any volunteers). That is why it is important to have a project lead who oversees the delivery of each organisation's responsibilities.

**Contact details**
- rest@dbu.dk
- dime@dbusjaelland.dk
- jacm@dbujylland.dk

**Website**
Room 4 Everyone
www.dbu.dk/nyheder/2016/marts/room-4-everyone-plads-til-alle

**Related website(s)**
- Article by a Danish online news service: www.altinget.dk/social/artikel/ny-strategi-nu-hjaelpred-barnet-drenge-som-ibrahim-i-gang-med-at-spille-fodbold
- Article by the DBU: www.dbu.dk/indspark/socialt-ansvar/red-barnet-og-dbus-sammen_om-udsatte-boern
- Article by the DBU: www.dbu.dk/indspark/integration/integration-sker-bedst-deri-annelise-boerm

**Related resources that have been developed**
- Nadia Nadim: a refugee from Afghanistan; a role model for many Danes; a star of the Danish national team; voted the best Danish footballer of the year and Dane of the year in 2017.
## Football and Refugees – A collection of good practices shared by UEFA member associations

<table>
<thead>
<tr>
<th>National association</th>
<th>Football Association of Ireland (FAI)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Sport Inclusion Network (SPIN)</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>As part of the EU Erasmus+ Sport-funded project Sport Welcomes Refugees, SPIN works on – among other things (see website) – supporting connections between mainstream grassroots sports structures and refugees, which involves partners organising network meetings. This project was launched in January 2017 and will continue until December 2018.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>Two sport network meetings were held in Ireland, which were attended by refugees and community stakeholders working with refugees, including football clubs. Two basic sports packages – including funding, advice and on-the-ground support from the FAI – were offered to these community stakeholders after they had pledged to work collaboratively on the inclusion of refugees and asylum seekers. Funds were used to reduce fees, cover equipment costs and deal with venue costs.</td>
</tr>
<tr>
<td><strong>Stakeholders and partners</strong></td>
<td>Erasmus+ Sport as co-funding partner</td>
</tr>
<tr>
<td></td>
<td>SPIN is a collaborative partnership comprising the following eight organisations in eight EU countries:</td>
</tr>
<tr>
<td></td>
<td>• Fairplay Department of the Vienna Institute for International Dialogue and Cooperation – VIDC (Austria, Vienna)</td>
</tr>
<tr>
<td></td>
<td>• Football Association of Ireland – FAI (Ireland, Dublin)</td>
</tr>
<tr>
<td></td>
<td>• Unione Italiana Sport per tutti – UISP (Italy, Rome)</td>
</tr>
<tr>
<td></td>
<td>• Carmino (Germany, Berlin), an independent NGO specialising in social work and social studies</td>
</tr>
<tr>
<td></td>
<td>• Mahatma Gandhi Human Rights Organisation – MGHRO (Hungary, Budapest), which uses sport as a tool for its work</td>
</tr>
<tr>
<td></td>
<td>• Portuguese Players Union – JIPF (Portugal, Lisbon), which has a portfolio of activities in the area of social responsibility</td>
</tr>
<tr>
<td></td>
<td>• Läikkukaa – Sports for All (Finland, Helsinki), which organises sports and cultural events, with a focus on multiculturalism</td>
</tr>
<tr>
<td></td>
<td>• FAROS (Greece, Athens), which assists unaccompanied refugee minors in Greece</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>Network meetings allowed relationships to be established and allowed refugees to be introduced to clubs and sporting opportunities, as well as allowing clubs to be made aware of refugees’ situation. The network meetings led to concrete relationships being formed, and these were cemented by the basic sports packages.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>Two clubs</td>
</tr>
<tr>
<td></td>
<td>Approx. 30+ refugees and asylum seekers</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>Community stakeholders must have integration support workers to act as a bridge between clubs and refugees. The basic sports package is best used as a reward, not an incentive. The clubs that take part already have an inclusive ethos. Beware of fluctuating refugee numbers, human resources and funding challenges. Early planning will ensure sustainability.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:Des.tomlinson@fai.ie">Des.tomlinson@fai.ie</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>SPIN’s website: <a href="http://www.sportinclusion.net">www.sportinclusion.net</a></td>
</tr>
<tr>
<td><strong>Related website(s)</strong></td>
<td>Sport Welcomes Refugees website: <a href="http://swr.sportinclusion.net/?lang=ga">http://swr.sportinclusion.net/?lang=ga</a></td>
</tr>
<tr>
<td><strong>Related resources that have been developed</strong></td>
<td>Project application form (contact FAI for details)</td>
</tr>
</tbody>
</table>

## A lack of financial or human resources
Football and Refugees – A collection of good practices shared by UEFA member associations

## A lack of financial or human resources

<table>
<thead>
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<tbody>
<tr>
<td><strong>Title</strong></td>
<td>RETE!</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The RETE! project, which was launched in 2015, uses football to tackle discrimination against refugees.</td>
</tr>
</tbody>
</table>
| **Good practice**    | The FIGC has established partnerships with expert groups in order to magnify the impact of its own efforts:  
The Protection System for Asylum Seekers and Refugees (SPRAR) coordinates the efforts of psychologists, cleaners, doctors, educators, drivers, etc.  
The Ministry of the Interior plays a key institutional role, helping to boost cooperation at a higher level.  
Various municipalities ensure that the project works for all stakeholders at a local level.  
Regional football associations assign coaches and organise events within municipalities.  
Puma, the FIGC’s official technical supplier, is in charge of providing sports equipment for all participants.  
ENI, National oil company and FIGC’s sponsor. |
| **Stakeholders and Partners** | As above. |
| **Outcome**          | Beneficial synergies have been established through partnerships with national institutions and organisations.  
Each partner’s existing network has helped the FIGC to reach the entire country while assisting with financial and human resources.  
RETE! has opened the way for organisations to launch other national and local projects targeting the integration and inclusion of refugees. |
| **Beneficiaries**    | 2015: 237 players across 24 different SPRAR projects  
2016: 280 players across 25 projects  
2017: 397 players across 30 projects  
2018: 508 registered players at the time of writing, across 39 SPRAR projects |
| **Lessons learned**  | It is important to allow sufficient time to build new synergies and put them into practice, as the implementation phase may require more time than expected. |
| **Contact details**  | v.digioia@figc.it |
| **Website**          | Article on FIGC’s website:  
www.figc.it/it/20427542255/2018/05/News.shtml  
FIGC Media Centre (for videos and photos):  
www.figc.it/it/10616425283982/NewGallery.shtml |
| **Related website(s)** | - |
| **Related resources that have been developed** | Scientific research relating to the project:  
www.figc.it/it/20427542255/2018/05/News.shtml  
UEFA Equal Game  
www.equalgame.com  
Abubacarr Konta’s story:  
www.equalgame.com/story/abubacarr-konta-italy |
Engaging refugees in coaching and/or volunteering

Football coaching offers an opportunity to develop formal and informal skills. Guiding individuals and managing teams, taking coaching badges, developing administration skills, all offer the opportunity for self-development and formal and informal learning that can lead to greater confidence, a bridge into further qualifications or employment, or impact in other areas.
Getting refugees involved in coaching and/or volunteering

<table>
<thead>
<tr>
<th>National association</th>
<th>Royal Belgian Football Association (URBSFA/KBVB)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Coaching courses</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>In September 2018, the URBSFA/KBVB will run two courses training refugees and asylum seekers to work as coaches at football clubs, in light of clubs’ need for trained coaches (and additional staff/volunteers in general). Although this project was still in the preparatory phase at the time of writing, it has been included here as a result of its potential. Two coaching courses will be made available to refugees and asylum seekers in Belgium, one on the Flemish side and one on the Walloon side. Flemish course (not a certified course): • Differences between coaching in Belgium and Arabic countries • Planning a coaching session • Experiencing a coaching session • Giving a training session • Evaluation Walloon course (Level C certificate) • One-week course • Given in French, with PowerPoint presentations translated into English and Arabic • Professional teacher fluent in various languages • Required language level: A2</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td></td>
</tr>
</tbody>
</table>
| **Stakeholders and Partners** | Voetbal Vlaanderen (Flemish football federation)  
ASBL (sports association responsible for the education programmes)  
ACFF (Walloon football federation) |
| **Lessons learned**  | The URBSFA/KBVB recommends the following:  
• Focus on the practicalities of coaching, rather than theoretical issues  
• Keep the required language level low. A2 (CEFR) was used for this project, as it is the level required for many jobs.  
• Translating the curriculum into different languages will ensure that home study can take place. |
| **Contact details**  | hedeli.sassi@footbel.com                       |

<table>
<thead>
<tr>
<th>National association</th>
<th>Irish Football Association (IFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Peace IV – Mentor Scheme</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>This initiative was launched last year following a number of racist attacks on non-national communities and the launch of the EU Peace IV programme. The IFA has established a mentoring scheme for Syrian refugees through its Peace IV project. IFA coaches mentor the refugees over a ten-week period to equip them with the skills they need to begin coaching younger refugees and lead them along the pathway into local clubs.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>dangerous</td>
</tr>
</tbody>
</table>
| **Stakeholders and Partners** | Extern: An NGO that helps with the settlement of refugees  
Department of Communities (government)  
EU Special Programmes Body (government)  
Office of the First Minister and Deputy (government) |
| **Outcome**          | The Syrian refugees have learned coaching skills and developed their language and leadership skills. |
| **Beneficiaries**    | 15 Syrian refugees                                                        |
| **Lessons learned**  | Ordinarily, club coaches need a background check before being assigned to a club. This is not possible with refugees, so refugee coaches are partnered with an existing, vetted, coach to enable them to join clubs as an assistant coach. |
| **Contact details**  | Kris.lindsay@irishfa.com                                                   |
| **Website**          | Article on IFA’s website:  
### National association
- Malta Football Association (MFA)

### Title
- Include Me and I Will Understand... All In

### Background
Meetings were held with the Malta-EU Steering and Action Committee (Meusac) and a number of stakeholders in 2017 in order to formulate the best possible proposal for inclusion in football. These meetings resulted in a number of initiatives aimed at fostering the inclusion of refugees through coaching or volunteering.

### Good practice
The MFA is giving refugees the opportunity to participate in football clubs as coaches or volunteers, alongside Maltese nationals, to foster their integration into society. Courses focusing on football coaching and club administration are provided by football clubs – where they can demonstrate a need for those position(s) in their clubs – and funded by the MFA.

### Stakeholders and Partners
- Government agencies
- Government ministries and departments
- NGOs and associations
- Local community organisations
- Local football clubs

### Outcome
This project is ongoing. Initial observations show that individuals who would perhaps not ordinarily be interested in football are volunteering in clubs and benefiting from a fulfilling, inclusive experience.

### Beneficiaries
240 refugees and Maltese nationals

### Lessons learned
Publicity and media exposure should be complemented by direct and continuous contact with participants to make people aware of the opportunities and gather feedback.

### Contact details
- Peter.busuttil@mfa.com.mt

### National association
- Football Association of Norway (NFF)

### Title
- Parent volunteers

### Background
The impetus for this good practice came directly from the refugee crisis in 2015, which led to an influx of refugees in Europe, many from cultures which do not accept female involvement in football.

### Good practice
This good practice is based on the Norwegian concept of ‘dugnad’ and involves parents playing an active role in local football activities. Parents are encouraged to volunteer in for a range of different activities, from driving children to training sessions to contributing to fundraising activities for the local club. Such activities give them a feeling of ownership of the football club.

Introducing this concept to refugee families as a central cultural tradition in society can greatly contribute to a smooth transition into Norwegian society and help refugee families to feel included and become active members of the community.

The NFF promotes this initiative by raising awareness, sharing information and encouraging club contacts to engage with refugees.

### Stakeholders and Partners
- Parents
- Football clubs
- Children
- Schools

### Outcome
Parents become just as important a part of local football activity as their children. This brings refugee families closer to families in local Norwegian communities and serves to reduce cultural tension between refugees and host communities, while also creating greater mutual understanding.

### Beneficiaries
n/a

### Lessons learned
Ensure direct communication and cooperation with parents. Actively try to involve them throughout to promote a sense of integration in the local football activities. It is especially important to involve them in decisions relating to their children and invite them to events.

### Contact details
- Ragnhild Miza
  - ragnhild.miza@fotball.no
- Anders Hasselgard
  - anders.hasselgard@fotball.no
Cultural or linguistic barriers

The ability to be able to speak the language of the country in which you have settled is recognised by most international agencies as an important part of the integration process. The social interaction involved in coming together with strangers to play sport, to be part of a team, develop confidence and refer to adult learning institutions is an opportunity football-based projects can offer. It is often said that sport is a language of its own but the wider learning opportunities that can be opened up are invaluable.
## Cultural or linguistic barriers

<table>
<thead>
<tr>
<th>National association</th>
<th>Danish Football Association (DBU)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Football referee course for newly arrived refugees</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>Refugees who arrive in Denmark must attend language schools in order to receive full financial assistance. The DBU has established a welfare alliance with several municipalities in order to use football as an integration tool. Training refugees to be football referees began in 2017 and, thus far, has only taken place in a couple of municipalities.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The DBU and partner municipalities have created a refereeing course to be used in language schools, which teaches refugees both (i) the Danish language and (ii) refereeing skills. Afterwards, the local referee club helps them find opportunities to referee locally. The refugees referee football games while wearing official uniforms, which is not only a source of pride, but also an opportunity to participate in society (and earn money).</td>
</tr>
</tbody>
</table>
| **Stakeholders and Partners** | Language schools and municipalities  
DBU and regional associations  
Local referee clubs |
| **Outcome**              | Around 20 refugees have become a referee through this language course, and around 70% of those people are refereeing actively at the time of writing. |
| **Beneficiaries**        | 20 refugees |
| **Lessons learned**      | It takes time to convince municipalities that a refereeing course can be used at a language school. |
| **Contact details**      | mvin@dbujylland.dk  
jacm@dbujylland.dk |
| **Website**              | Article by the DBU:  
| **Related website(s)**   | Article by the DBU:  
[www.dbu.dk/indspark/integration/flygtninge_tager_dommeruddannelse](http://www.dbu.dk/indspark/integration/flygtninge_tager_dommeruddannelse) |
| **Related resources that have been developed** | Article about ‘refereeing courses for refugees’ in the local media (TV2 Nord):  

A refugee proudly shows off his refereeing licence after taking part in one of the DBU’s courses.
## Cultural or linguistic barriers

<table>
<thead>
<tr>
<th>National association</th>
<th>Football Association of Ireland (FAI)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Kicking Off With English Language Skills</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>In 2008, the FAI’s Intercultural Football Programme asked Coláiste Mhuire from the Marino Institute of Education to develop a teaching resource that would support the assisted learning of English through the medium of football in an after-school context. In 2017, that resource was modified for use with adults.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The programme comprises two parts: 45 minutes of language learning with a tutor, using football themes to work on language skills (grammar, spoken and written English skills, etc.), followed by a 45-minute football session, where specific language skills are reinforced. A guidance manual has been produced for tutors and coaches to help develop complimentary sessions. The programme is aimed at refugees and asylum seekers (both adults and children alike).</td>
</tr>
<tr>
<td><strong>Stakeholders and Partners</strong></td>
<td>Asylum Migration and Integration Fund (administered by the Department of Justice and Equality) Refugee/asylum seeker NGOs and accommodation centres, which have helped promote the programme Football clubs and other organisations, which have provided facilities</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>The programme provides language-learning support, combined with the benefits of playing football. The use of a local club as the venue for the programme provides a bridge to that club.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>More than 50</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>Efforts should be made, where possible, to link these sessions more seamlessly with existing club training sessions. This is often a timing or level-of-play issue, so care should be taken when making such links.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:Des.tomlinson@fai.ie">Des.tomlinson@fai.ie</a></td>
</tr>
</tbody>
</table>
| **Website**          | www.fai.ie/domestic/kicking-off-with-language-skills/videos  
https://vimeo.com/17150388  
Facebook UNHCR video: www.facebook.com/UNHCR/videos/10157580748698438/ |
| **Related resources that have been developed** | Comprehensive guidance manual: www.fai.ie/domestic/kicking-off-with-language-skills/manual |

<table>
<thead>
<tr>
<th>National association</th>
<th>Malta Football Association (MFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Include Me and I Will Understand… All In</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>This forms part of an EU-funded project, which involves a number of integration sessions for participants, refugees, non-nationals and Maltese. A number of meetings were held with NGOs and other stakeholders to identify specific issues, such as language difficulties and cultural barriers. Implementation began in February 2016.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>Participants in the programme are offered the opportunity to attend language lessons in English and Maltese, followed by football training. Teachers stay with the participants throughout, from the classroom to the football pitch. Where schools deliver these sessions, the MFA involves teachers and the school administration, who can communicate the requirements and goals of the sessions to parents and students. The after-school homework activity is always inclusive, encouraging refugees to work together with Maltese nationals to complete it.</td>
</tr>
</tbody>
</table>
| **Stakeholders and Partners** | Government agencies  
Government ministries and departments  
NGOs and associations  
Local community organisations  
Local schools  
Local clubs |
| **Outcome**          | This project is ongoing. Thus far, the MFA has managed to insert activities into a number of language and educational (conflict resolution) sessions. |
| **Beneficiaries**    | Over 300 (not quantifiable) |
| **Lessons learned**  | Football adds a practical dimension to the language lessons. Participants are not just learning a language for its own sake. |
| **Contact details**  | peter.busuttil@mfa.com.mt |
| **Website**          | www.mfa.com.mt |
| **Related resources that have been developed** | Visual and textual manual (work in progress, available by the end of 2019) |
**Cultural or linguistic barriers**

<table>
<thead>
<tr>
<th>National association</th>
<th>Football Association of Norway (NFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Language sharing</td>
</tr>
<tr>
<td>Background</td>
<td>This initiative uses football to encourage refugees to participate in a shared language learning programme. The goal is to make the football pitch a place where refugees and their families feel welcome, safe, and free to ask questions and share ideas.</td>
</tr>
</tbody>
</table>
| Good practice        | Providing information on local clubs’ activities in refugees’ own languages, as well as in Norwegian, allows people from the local community and newcomers to meet and share learning experiences. Key to the overall success of this project are:  
  - After-school activities, such as helping with homework. The language of football can help refugees who are not familiar with the Norwegian language to integrate into the community.  
  - Cooperation between schools and clubs to cover the different languages spoken by refugees.  
  - The production of coaching manuals (simplified C license) in Arabic and Farsi. These can be used to build relationships through shared language learning. Schools may also have useful material. |
| Stakeholders and Partners | Schools  
Clubs  
Refugees (in refugee reception centres, as well as those granted permanent residency)  
Local authorities  
Volunteers  
Parents  
Teachers |
| Outcome              | A better mutual understanding of different groups’ circumstances (refugees and people in host communities), with friendships built on mutual respect and a reduced likelihood of creating an ‘us and them’ culture. A learning experience that results in feelings of achievement, progress, self-worth, and so on. |
| Beneficiaries        | n/a |
| Lessons learned      | Focus on the ‘local’. That means listening to local actors’ experiences, views and wishes, and adapting projects or initiatives to fit the local context. A national model is less likely to work. |
| Contact details      | Solveig Straume  
solveig.straume@himolde.no  
Anders Hasselgård  
anders.hasselgard@fotball.no |
| Related website(s)   | Information on Norwegian language training and social studies:  
| Related resources that have been developed | A toolbox for clubs and regional associations is currently being put together, based on a study looking at the integration of refugees and economically disadvantaged people into regional associations and clubs in Norway (contact S. Straume for more information). |
Cultural or linguistic barriers

<table>
<thead>
<tr>
<th>National association</th>
<th>Scottish Football Association (SFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Football for All – Understanding and Removing Barriers</td>
</tr>
<tr>
<td>Background</td>
<td>Following the launch of the Diversity &amp; Inclusion project in 2012, free participation centres and initiatives were established in partnership with local grassroots clubs, football foundations and trusts in areas where there were large numbers of refugees. These became platforms for the introduction of further initiatives helping refugees to overcome barriers in relation to language, culture and religion.</td>
</tr>
<tr>
<td>Good practice</td>
<td>Grassroots clubs have become hubs for local refugee communities, allowing them to meet and receive information, support and guidance from a wide range of stakeholders. This has allowed the SFA, through consultation and engagement, to understand their problems and needs while working together to plan and adapt activities to suit their cultural and religious requirements. For example, while children take part in local activities, their guardians take part in classes focusing on English language skills, well-being and health, budgeting and finance, among others.</td>
</tr>
</tbody>
</table>
| Stakeholders and Partners    | Cashback for Communities (Scottish government initiative)  
BEMIS Scotland (a national body empowering ethnic and cultural minorities)  
Grassroots clubs  
Local authorities |
| Outcome                      | Better representation of the refugees at grassroots clubs  
Enhanced creativity and cohesion  
Greater diversity in terms of people’s experiences and backgrounds  
Promotion of respect and understanding between refugees and host community  
Better communication  
More coordination of support networks, helping the SFA and its partners to reach their target audience  
The SFA and its partners benefit from closer networks to help reach the target audience |
| Beneficiaries                | This has benefited a range of minority communities across Scotland. |
| Lessons learned              | Ask questions; do not make assumptions.  
When planning activities, think about potential barriers, such as:  
- Inability to speak the local language  
- Cultural/religious barriers (women and girls needing female-only environments to participate, alcohol and betting sponsors, etc.)  
- Training times (e.g. to accommodate potential religious/family responsibilities)  
- Location of activity and affordability of transport to get there  
- Funding/fundraising methods for club membership fees and kit  
- Lack of role models/volunteers |
| Contact details              | david.mcardle@scottishfa.co.uk  
hala.ousta@scottishfa.co.uk |
| Website                      | www.scottishfa.co.uk |
| Related website(s)           | BEMIS Scotland:  
www.bemis.org.uk  
Cashback for Communities:  
https://cashbackforcommunities.org |
## Cultural or linguistic barriers

<table>
<thead>
<tr>
<th>National association</th>
<th>Swedish Football Association (SvFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Everyone’s different – different is good</td>
</tr>
<tr>
<td>Background</td>
<td>The SvFF’s 2018-20 action and communication plan for democracy, gender equality and integration focuses on countering and preventing discrimination and sexual harassment in Swedish football. This project began in May 2018.</td>
</tr>
<tr>
<td>Good practice</td>
<td>Many (mainly male) refugees play football in clubs around Sweden. The SvFF plans to roll out a nationwide education programme focusing on democracy, equality and integration for employees of all clubs in all districts. That programme aims to help leaders and coaches to learn more about refugees’ backgrounds and how they can help them to integrate into football and society.</td>
</tr>
<tr>
<td>Stakeholders and Partners</td>
<td>Stockholm University, ICA and Svenska Spel (SvFF sponsors)</td>
</tr>
<tr>
<td>Outcome</td>
<td>In May 2018 all SvFF districts were awarded a Level 2 certificate under the ‘Democracy and Diversity’ education programme.</td>
</tr>
<tr>
<td>Beneficiaries</td>
<td>6,000</td>
</tr>
<tr>
<td>Lessons learned</td>
<td>Through its development of a comprehensive curriculum for the education programme, the SvFF has realised the importance of incorporating information concerning human rights and equality.</td>
</tr>
<tr>
<td>Contact details</td>
<td><a href="mailto:sevana.bergstrom@svenskfotboll.se">sevana.bergstrom@svenskfotboll.se</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.svenskfotboll.se/olikaarbra">www.svenskfotboll.se/olikaarbra</a></td>
</tr>
<tr>
<td>Related website(s)</td>
<td>-</td>
</tr>
<tr>
<td>Related resources that have been developed</td>
<td>Pictures and video clips can be found here: <a href="http://www.svenskfotboll.se/olikaarbra">www.svenskfotboll.se/olikaarbra</a> and <a href="http://www.facebook.se/svenskfotboll">www.facebook.se/svenskfotboll</a></td>
</tr>
</tbody>
</table>
## National association
Swiss Football Association (SFV/ASF)

## Title
Together – Football Unites

## Background
At the time of writing, Switzerland had approximately 28,000 asylum seekers, 46,000 recognised refugees and 37,000 provisionally admitted foreigners. The need for this project first became clear in workshops with grassroots football clubs, and the project was then developed in cooperation with the partners listed below. The project was launched in September 2016 and is due to continue until the end of 2018.

## Good practice
A poster and a brochure, both translated into seven languages, detail nine important points, including:
- Information for refugees about the relevant club’s structure and culture
- Details of a tool allowing project managers to communicate with refugees/parents
- A common vocabulary

## Stakeholders and Partners
1,400 grassroots football clubs
13 regional associations
Federal Office of Sport
State Secretary for Migration

## Outcome
Project managers (contact persons for refugees in clubs) were thankful for the translated information, as well as for the icebreaker, which helped them to get in touch with refugees.

## Beneficiaries
499 (April 2018)

## Lessons learned
The SFV/ASF has found that it is well worth spending time establishing a common understanding and vocabulary.

## Contact details
egli.benjamin@football.ch

## Website
www.football.ch/together

## Related websites
- www.football.ch/together

## Related resources that have been developed
Information brochures, flyers, posters and a video interview with Xherdan Shaqiri, all of which can be accessed here: www.football.ch/together
Negative sentiments about refugees in society

Migration is a hotly debated political topic and dominates mainstream politics in many countries. There can be a reaction to the presence of refugees in society and the resources that are being perceived to be spent as part of the process of giving people refuge. FAs should be aware that they may face some challenges on the work they are doing. The Swiss FA did this by defining it as a neutral, non-political, initiative in the humanitarian traditions of the country.
**Negative sentiments about refugees in society**

<table>
<thead>
<tr>
<th>National association</th>
<th>Austrian Football Association (ÖFB)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Viele Kulturen – ein Team – eine gute Mischung ('Many cultures – one team – a good mix')</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The ÖFB's aim with this initiative is to celebrate the different cultures living together in Austria. One of the main outcomes, a cookbook, seeks to contribute to an open-minded society. That book was published in 2017.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The ÖFB has created a cookbook, in cooperation with male and female fans, refugees and players. The goal is to show the unique diversity and the strong sense of community in the Austrian football family. The cookbook acts as a guide to healthy food, with the two national team cooks having approved all recipes. It also includes funny stories about fans and players. The ÖFB is selling the cookbook on its website, with profits going to refugee and fan projects.</td>
</tr>
<tr>
<td><strong>Stakeholders and Partners</strong></td>
<td>Specialist NGOs</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>At least 1,000 people have bought the cookbook, and, they are now aware that the ÖFB supports social diversity.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>At least 500 refugees have benefited from the profits from this cookbook.</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>This is a very easy project and can be implemented very quickly. You need the consent and approval of your national association.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:ingo.mach@oefb.at">ingo.mach@oefb.at</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>ÖFB online shop</td>
</tr>
<tr>
<td><strong>Related website(s)</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>Related resources that have been developed</strong></td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National association</th>
<th>Italian Football Association (FIGC)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>RETE!</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>Migration is an increasingly important social issue in Italy. In 2016, 181,436 refugees and asylum seekers arrived in Italy, followed by 117,979 in 2017 (Source: UNHCR). This project was devised in 2015 to promote inclusion and eradicate negative sentiments about refugees, using football as a key tool.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>Both traditional and social media have been used, in order to reach a large number of people in a limited amount of time. Using such channels to share what the FIGC does has been a valuable way of building public interest and combating negative sentiments about refugees, with posts by UEFA's #EqualGame team and retweets by professional footballers, including Francesco Totti, adding visibility and value to the overall message.</td>
</tr>
<tr>
<td><strong>Stakeholders and Partners</strong></td>
<td>Italian government (Ministry of the Interior) Protection System for Asylum Seekers and Refugees (SPRAR): a network of local institutions that implement ‘integrated reception’ projects for refugees Puma: the FIGC’s official technical supplier, which is in charge of providing sports equipment for all participants ENI: an Italian oil company and an FIGC sponsor Università Cattolica del Sacro Cuore di Roma (University of the Sacred Heart of Rome): entrusted with the development of a scientific study looking at the project, in cooperation with the FIGC</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>There has been an increase in the general public’s awareness, interest and trust, with an improvement in public perceptions and coverage by sports media. There has also been an increase in the implementation of football activities through local organisations.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>Approximately 1,400 individuals between 2015 and 2018</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>Increase the number of partnerships in order to benefit from institutional and communication support, and make good use of the power of testimonials.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:v.digioia@figc.it">v.digioia@figc.it</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Article on FIGC website: <a href="http://www.figc.it/it/204/2542255/201805News.shtml">www.figc.it/it/204/2542255/201805News.shtml</a> FIGC Media Centre (for videos and photos): <a href="http://www.figc.it/it/106164/2528582/NewGallery.shtml">www.figc.it/it/106164/2528582/NewGallery.shtml</a></td>
</tr>
<tr>
<td><strong>Related resources that have been developed</strong></td>
<td>UEFA Direct article (page 22): <a href="http://www.uefa.com/MultimediaFiles/DownloadFileExperience/uefaorg/Publications/02/54/23/71/2542371_DOWN.pdf">www.uefa.com/MultimediaFiles/DownloadFileExperience/uefaorg/Publications/02/54/23/71/2542371_DOWN.pdf</a></td>
</tr>
</tbody>
</table>
Swiss Football Association (SFV/ASF)

Together – Football Unites

At the time of writing, Switzerland had approximately 28,000 asylum seekers, 46,000 recognised refugees and 37,000 provisionally admitted foreigners. The need for this project first became clear in workshops with grassroots football clubs, and the project was then developed in cooperation with the partners listed below. The project was launched in September 2016 and is due to continue until the end of 2018.

The integration of refugees is strongly aligned with the idea of football for all. Consequently, the SFV/ASF has sought to address this issue by means of a neutral, apolitical initiative.

1,400 grassroots football clubs
13 regional associations
Federal Office of Sport
State Secretary for Migration

The project is accepted and greatly appreciated by all stakeholders and partners.

499 (April 2018)

The involvement of a national team player fosters acceptance and changes negative sentiments about refugees in society. Shaqiri's voice outweighs critical voices that see the project as unnecessary.

gedi.benjamin@football.ch

www.football.ch/together

Information brochures, flyers, posters and a video interview with Xherdan Shaqiri, all of which can be accessed here: www.football.ch/together
Community-building strategies for refugees
## Community-building strategies for refugees

<table>
<thead>
<tr>
<th>National association</th>
<th>Malta Football Association (MFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Include Me and I Will Understand… All In</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The MFA realised that working in partnership with community groups was a valuable way of ensuring that football was helping to integrate refugees.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>The MFA is working with a government agency called LEAP, which has offices and centres across Malta. LEAP deals directly with local community leaders and organisations and is best placed to refer individuals to the MFA for community-building projects.</td>
</tr>
</tbody>
</table>
| **Stakeholders and Partners** | Government agencies  
Government ministries and departments  
NGOs and associations  
Local community organisations  
Local football clubs  
Local schools |
| **Outcome**          | Through its partnership with LEAP, the MFA has been able to establish a network of local people and organisations, increasing their knowledge and understanding of what is happening at a local level. |
| **Beneficiaries**    | Over 300 and increasing |
| **Lessons learned**  | Through its work with LEAP, the MFA has realised that, where possible, it was beneficial to the impact it was having to have football sessions should take place close to the homes of participants. |
| **Contact details**  | Peter.busuttil@mfa.com.mt |
| **Website**          | www.mfa.com.mt |
| **Related website(s)** | - |
| **Related resources that have been developed** | - |
Women can be overlooked when sport and social interventions are designed. This is especially the case when it comes to new migrants; the majority of asylum seekers and refugees that have arrived in Europe in recent years are men and so some projects focus entirely on their needs, but research and consultations with refugees show that women can be equally interested in playing and the impact on their lives can be as equally if not more powerful.
### Reaching female refugees

<table>
<thead>
<tr>
<th>National association</th>
<th>Scottish Football Association (SFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Football for All – Ethnic Minority Female Participation</td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>The SFA’s Diversity &amp; Inclusion project, which was launched in 2012, recognised that girls, especially girls from ethnic minority backgrounds, were not actively involved in football. Most girls who responded explained that they would love to get involved in football but did not know how to, or lacked the necessary confidence. Similarly, girls from specific ethnic minority backgrounds highlighted barriers to participation caused by cultural and religious factors – for instance, the need to play in gender-segregated teams and away from male eyes so that they could remove headscarves or wear shorts.</td>
</tr>
<tr>
<td><strong>Good practice</strong></td>
<td>A survey and consultations were carried out in order to understand the potential barriers to participation, dispel any existing assumptions and better engage with people in under-represented communities. Most girls who responded explained that they would love to get involved in football but did not know how to, or lacked the necessary confidence. Similarly, girls from specific ethnic minority backgrounds highlighted barriers to participation caused by cultural and religious factors – for instance, the need to play in gender-segregated teams and away from male eyes so that they could remove headscarves or wear shorts. A female-only participation centre was launched. This allowed girls from all backgrounds who had never experienced football before to come together in a multicultural, gender-segregated, recreational environment and take part.</td>
</tr>
<tr>
<td><strong>Stakeholders and Partners</strong></td>
<td>Cashback for Communities (Scottish government initiative) BEMIS Scotland (a national body empowering ethnic and cultural minorities) Grassroots clubs Local authorities</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>An increasing number of girls from diverse backgrounds are attending the programme each week to take part in recreational football. Linking the girls’ group to several community clubs has provided a pathway for those who want to develop further. Also, the programme has been able to cover the cost of allowing girls to obtain coaching qualifications, which has been further enhanced by a coach mentoring scheme.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>This has benefited diverse minority communities across Scotland.</td>
</tr>
<tr>
<td><strong>Lessons learned</strong></td>
<td>This project has helped the SFA and its partners to better understand the needs of these girls and young women and provide them with a positive experience. As part of this project, a ‘Games for All’ cultural and religious awareness workshop was held, which has helped grassroots coaches to better understand the needs of these communities. Having ethnic minority female role models as coaches has had a positive impact – particularly in terms of establishing relationships with parents.</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td><a href="mailto:David.mcardle@scottishfa.co.uk">David.mcardle@scottishfa.co.uk</a> <a href="mailto:Hala.ousta@scottishfa.co.uk">Hala.ousta@scottishfa.co.uk</a></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.scottishfa.co.uk">www.scottishfa.co.uk</a></td>
</tr>
<tr>
<td><strong>Related website(s)</strong></td>
<td>BEMIS Scotland: <a href="http://www.bemis.org.uk">www.bemis.org.uk</a> Cashback for Communities: <a href="https://cashbackforcommunities.org">https://cashbackforcommunities.org</a></td>
</tr>
</tbody>
</table>
# Reaching female refugees

**National association**  
Football Association of Norway (NFF)

**Title**  
Coach education

**Background**  
The NFF realised that women and girls were being excluded from football activities on the basis of cultural barriers. This good practice is taken from its international project portfolio, but it still involves large numbers of female refugees (e.g. Syrian refugees in Jordan). This experience is therefore relevant to national contexts in Europe too.

**Good practice**  
Over 600 female participants have completed the NFF's coach education programme in Palestine, Lebanon, Egypt, Iran and Jordan. The course offers women, many of them teachers, an opportunity to build careers in football and break down the negative perceptions that surround women and girls playing football. The pedagogical part of the course comes naturally to qualified teachers, allowing for a more streamlined programme with emphasis on practical sessions. The course is built on grassroots values such as inclusion and fair play, ensuring that football activity in the region is safe, inclusive and open to all.

**Stakeholders and Partners**  
National associations, national governments, education ministries, embassies, female coaches, girls wanting to play football and society as a whole

**Outcome**  
This initiative challenges gender-based stereotypes, gives women and girls better access to football, creates more female role models in society and gives women opportunities to pursue coaching careers. It also contributes to the fostering of diverse and inclusive grassroots football at a national level.

**Beneficiaries**  
Over 600 female participants have completed this coaching course in the last three years.

**Lessons learned**  
It is vital to involve parents in this initiative and ensure that the coach education programme has a grassroots focus, so that the primary focus is not on winning or identifying talented players.

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Hans Finstad  
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Iselin Shaw of Tordarroch  
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**Website**  
Project-related article:  

**Related website(s)**  
There is a lot of information on the NFF’s website, but that information is in Norwegian. It is better to contact the above-mentioned persons for further details or advice.

**Related resources that have been developed**  
A simplified C license coaching manual is used for female coaching courses in the Middle East. So far, it has been translated into Farsi and Arabic (other language versions are in the process of being produced). This is available from the NFF on request and is not currently on the internet.
Further reading

Resources

- Deutsche Kinder- und Jugendstiftung (DKJS)
  All different – all the same?
  www.dkjs.de/fileadmin/Redaktion/Dokumente/programme/180426_All_differt_all_the_same.pdf

- Football Unites Racism Divides (FURD)

- Fairplay VIDD
  Sports for Refugees: New Online Publication for Coaches

- Fairplay VIDD
  Equal access for migrant volunteers to sports clubs in Europe: A baseline study

- Asylum Aid
  A simple guide to the asylum system in the UK
  www.asylumaid.org.uk/the-asylum-process-made-simple

- Sporting Equals and Women’s Sport and Fitness Foundation
  Muslim Women in Sport
  https://static1.squarespace.com/static/53c99b4fe6b000fba5c5b9c3e/b55c4d948e4b0f380d651eb39/1438964040144/Muslim+women+in+sport+-+WSEF+-+Muslim+women+in+sport.pdf

- The FA
  Soccercence
  www.thefa.com/womens-girls-football/get-involved/soccercence

- Irish Department of Justice and Equality
  The Migrant Integration Strategy – A blueprint for the future

- Kicking Girls
  www.kicking-girls.info/
  http://kick-for-girls.de/N9/ (website in German)

- UEFA Member Associations and Social Inclusion of Refugees Mapping

- German Football Association (DFB)
  Toolkit: Willkommen im Verein! - Fußball mit Flüchtlingen (Welcome to the club! - Football with refugees)
  www.bundesregierung.de/Content/Infomaterial/RPA/DFB%20-%20FLUECHTLINGEN.html

- German Football Association (DFB)
  Integration: A to Z
  www.dfb.de/fileadmin/dfbdam/13449-DFB_Buch_Integration_A-Z-2.pdf

- Fare network
  Refugees and football – Database: Who is doing what and where
  http://farenet.org/campaigns/refugees-football-database/

- Glasgow Refugees, Asylum and Migration Network
  Focused research unit
  www.gla.ac.uk/research/soc/gramnet/

- Integration of Refugees Through Sport
  Good practices
  https://irts.isca.org/collection/

- German Football Association (DFB)
  DFB Integrationspreis
  www.dfb.de/vielfaltanti-diskriminierung/integration/integrationspreis/

- Fan Supporters Europe
  Second Fan Shirt

- Fare Network
  Refugees and Football hub
  https://refugeesandfootball.org (site under construction at time of writing)

- Playlab
  Sport and Refugee Incubator
  www.sportanddev.org/en/media/video-gallery-play-international-incubation-week

- International Sport and Culture Association
  Implementation Guide for Integration of Refugees Through Sport
  #PlayTogether
  https://issuu.com/iscaoffice/docs/implementation_guide_for_irts
Further reading

- UEFA Foundation for Children
  Wrap up of activities
  https://uefafoundation.org/actions/refugees/

- Inclusion of Migrants in and through Sports
  A Guide to Good Practice

- streetfootballworld
  European network members working with refugees

- ENGSO
  Aspire – focussed on how sports clubs can best support the inclusion of migrants and refugees
  www.aspiresport.eu/

- Molde University College and Academic College in Logistics
  Inclusion of refugees in Norwegian football clubs
  http://hdl.handle.net/11250/2558384

- FAI
  Integration through football project - first phase evaluation - What do we know so far?

European Union

- UEFA EU & Stakeholders Affairs unit
  Head: Julien Zylberstein
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  Public Affairs & EU Projects Coordinator: Valerio Giovannini
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- European Commission
  Mapping of good practices relating to social inclusion of migrants through sport

- Call for proposals (07 June 2018): for Sport as a tool for integration and social inclusion of refugees

- Asylum, Migration and Integration Fund (AMIF)

- Call (31 January 2019): Transnational actions for integration of third-country nationals in the EU member states and supporting legal migration

- Snapshots from the EU Asylum, Migration and Integration Fund and the EU Internal Security Fund

- Communication from the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions Developing the European Dimension in Sport (section 2.5: “Social inclusion in and through sport”)

- Project: European Sport Inclusion Network (eSPIN) - promoting equal opportunities of migrants and minorities through volunteering in sport

- Project: Migration and sports - a challenge for sports associations and trainers
  https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details#project/EST-2012-1-AT1-GRU06-07408

- Project: Kick-off for Social Inclusion
  https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details#project/2016-3-FI01-KA105-034240

- Project: Football3 for Respect!

Articles

- The Guardian
  Steven Pienaar sees Football Welcomes as great way to bring people together
  www.theguardian.com/football/2018/apr/20/steven-pienaar-football-welcomes-amnesty-international

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Further reading

- Guardian

- European Football for Development Network

- The White House

- streetfootballworld

- streetfootballworld

- streetfootballworld

- streetfootballworld

- streetfootballworld

Video

- Everton FC
  Everton FC support refugees in the local community: [https://youtube/LudfBYZ5eVU](https://youtube/LudfBYZ5eVU)

- UEFA

- Show Racism the Red Card
  Immigration - What’s The Story? [https://vimeo.com/140806559](https://vimeo.com/140806559)

- UEFA refugee tournament
  [www.equalgame.com/?video=%2Fmedia%2F1017%2FRefugee-tournament.mp4#W0xLXOQcE0.email](http://www.equalgame.com/?video=%2Fmedia%2F1017%2FRefugee-tournament.mp4#W0xLXOQcE0.email)

Academic literature


## Projects implemented by participating national associations

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Football Award</td>
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<tr>
<td>Viele Kulturen – ein Team – eine gute Mischung ('Many cultures – one team – a good mix')</td>
<td></td>
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<tr>
<td>Free-time welcome! Let's play after school!</td>
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<tr>
<td>Helping is learning – through voluntary work!</td>
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<tr>
<td>Coaching courses</td>
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<tr>
<td>Room 4 Everyone</td>
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<tr>
<td>Football referee course for newly arrived refugees</td>
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<tr>
<td>Connecting communities through football</td>
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<tr>
<td>2-0 für ein Wilkommen!</td>
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<tr>
<td>#SameField</td>
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<tr>
<td>RETE!</td>
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</tr>
</tbody>
</table>
Projects implemented by participating national associations

- Include Me and I Will Understand… All In
- IFA Club Mark scheme
- Peace IV – Mentor Scheme
- Local cooperation synergies
- Parent volunteers
- Language sharing
- Coach education
- MyClub Open Training Sessions
- Sport Inclusion Network (SPIN)
- Kicking Off With English Language Skills
- Football for All – Refugee Integration
- Football for All – Understanding and Removing Barriers
- Football for All – Ethnic Minority Female Participation
- Everyone’s different – different is good
- Together – Football Unites