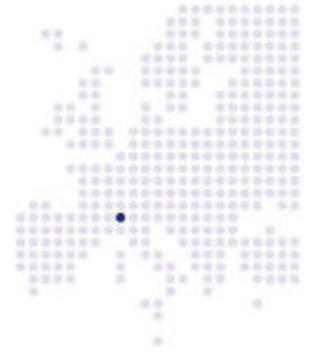




WE CARE ABOUT FOOTBALL

Union des associations européennes de football



No. 45

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference

Your correspondence of

Our reference
CEO/Lee/br

Date
14.07.2003

Guide to Anti-Racism Good Practice

Dear Sir or Madam,

It is with pleasure that I present you with a copy of the UEFA guide to good practice to tackling racism in football.

A draft of this guide was first made available to participants of the [uniteagainstracism](#) conference in London on 5 March. The final version reflects the results of the conference and has been produced in conjunction with our partners in this field, the FARE network, to help the European football family to understand the issues at the heart of a problem that has so visibly tarnished our game over the past few seasons.

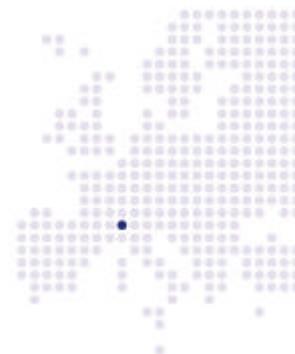
Most importantly, the guide has been produced to enable you to take forward football's challenge to racism in all its forms. As one would expect of such a document, it seeks to offer practical guidance, through illustration of the many positive things that have already been achieved in this area, together with some guiding principles for action.

You will also be aware that in November 2002 UEFA's Executive Committee allocated CHF 2.6 million out of the disciplinary fine account to help fund anti-racist programmes run by national associations. The fund makes available up to CHF 50,000 to cover 50% of the cost of your project. (ref circular No.71-2002)

We are delighted with the fact that nine [uniteagainstracism](#) projects have already been approved under this scheme and are up and running.

Applications should be made to UEFA's Assistance Programmes Unit (contact: Patrick Gasser) accompanied by a written project plan. Also enclosed with this letter are two documents to help you make an application to the fund – a guideline for project presentation and a checklist.

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Racism in football is an evil that must be challenged and I hope you will be able to use this guide throughout your national football organisations and clubs to effect positive change in the interests of everyone involved in our great game.

If you need any further information on UEFA's campaign against racism please do not hesitate to contact us.

Yours faithfully,

U E F A

Gerhard Aigner
Chief Executive

Enclosure(s)

- Guide to Anti-Racism Good Practice
- Guidelines for UEFA Member Associations on Anti-Racism Projects
- Checklist for UEFA Member Associations on Anti-Racism Projects

cc (with enclosures)

- UEFA Executive Committee
- Control and Disciplinary Body
- Appeals Body
- Referees Committee
- Fair Play and Ethics Panel
- European members of the FIFA Executive Committee
- FIFA, Zurich

Guidelines for UEFA Member Associations on Anti-Racism Projects

1. Policy

Has your association developed and adopted a written anti-racist policy outlining measures to be taken (such as a code of conduct, national plan of action and distribution of UEFA 10-point plan to clubs) to keep the stadiums free of racism and to promote equal opportunities within your organisation and football structures and through your outreaches?

Indicators

- Approval of anti-racism policy by executive
- Public signing of action plan or code
- Nomination of senior staff to take care of policy implementation

2. Partnership with Targeted Groups

How will you ensure that groups who are potential targets of racism and intolerance (i.e. ethnic and national minorities, immigrants, Jewish community, Roma or refugees) are actively involved in the different stages of the project (planning, implementation, assessment)?

Indicators

- Number of ethnic minorities who will be involved in the different project activities
- Consultation with ethnic minority groups
- Use of positive images of ethnic minorities in your publications

3. Involvement of Fans and Clubs

Does the identity or brand of your campaign or project provide opportunities for active participation and "ownership" by football clubs and fans on the ground?

Indicators

- Ongoing contact with supporter groups, fan projects and/or fan coaches during project implementation
- Number of local football clubs and fan groups participating in the action
- Share of the budget allocated to fan activities

4. Publicity

Have you used available means of communication to publicise your anti-racism stance including the display of visual notices in the stadiums (advertising boards, notices in match day programmes), public address announcements and the publication of anti-racism content in official publications, newsletters, the web-site etc. ?

Indicators

- Appropriate publicity and photographs
- Awareness among spectators and users of FA media

5. Training

Have you thought about providing key actors in your association (referees, match observers, security personal, coaches and football administrators) with anti-racism training to increase their capacity to recognise and challenge racism when it occurs?

Indicators

- Training plan and provision of specific anti-racism training
- Number of key actors and staff involved

6. Expertise in Anti-Racism

Have you approached Non Governmental Organisations (NGOs) experienced in the field of anti-racism in order to seek their support to help you to run your project or campaign more efficiently?

Indicators

- Partnerships with NGOs
- Share of the budget allocated to NGOs

7. Long-Term Process

How will you make sure that the action you are implementing is not a one-off event? Have you considered a follow-up to sustain the project?

Indicators

- Long-term planning
- Planning of resources for follow-up

Checklist for anti-racism projects

The checklist below has been developed to help National Associations to plan anti-racism projects, and UEFA to understand the details of projects requesting financial assistance.

Please read the checklist in association with the advice attached to this document and the UEFA/FARE Good Practice Guide. The checklist should be submitted with the Project Presentation form.

1. Policy development

- (a) Have you, as an FA, developed a written anti-racism policy, which has been approved by your Executive Committee or Board?
- Yes •
No •
- (b) Have you sought to raise public awareness of the policy, through for example a public signing or ceremony?
- Yes •
No •
- (c) Is there a senior member of staff that has been nominated to lead on implementation of the policy?
- Yes • Name of member of staff and position:

- No •
- (d) Has the UEFA/FARE **Ten-point Plan of Action** been sent out to clubs with a request for implementation?
- Yes •
No •

2. Scope of the proposed project (multiple answers possible)

- (a) Which of the following problems does your project seek to address?
- Racism and xenophobia •
Nationalism •
Anti-Semitism •
Under-representation of minorities •
Other forms of discrimination •
- (b) Which of the following areas does the project you are developing seek to impact?
- Amateur football •
Professional football • Clubs • Leagues •
Youth football •
Grassroots participation •
The whole of football •
- (c) Who are the key audiences for your anti-racism message?
- Fans •
Ethnic minorities and migrants •
The media •
Schools and youth •
The football family • Other, please specify

3. Establishing partnerships

- (a) Does your project involve outreach to ethnic minorities or other targeted groups?
Yes •
No •
- (b) If Yes, do you have an estimate of the numbers to be involved
Yes • Please give number estimates _____
No •
- (c) Have you undertaken any consultation with ethnic minority and migrant groups at a regional, national or local level?
Yes •
No •
- (d) Have you taken steps to ensure widespread ownership of your anti-racism work and brand, amongst fans by consulting with supporter groups during the development of the project?
Yes •
No •
- (e) Have you approached non-governmental organisations (NGO's) with experience of anti-racism or social work (fan coaching, community relations) to support you in the project?
Yes •
No •

If Yes, please name organisation(s) _____

4. Publicity

- (a) Are the publicity elements of the 10 point- plan (such as notices in stadiums, pitch side boards, articles in match day programmes) being implemented?
Yes •
No •
- (b) Do you intend to use anti-racism content in other official media you have available, such as web-sites, newsletters and other publications?
Yes •
No •

5. Training

- (a) Are there any plans for you offer training in the area of racism and equal opportunities to key actors in football?
Yes •
No •
- (b) If Yes, which groups will undertake training?
Administrative staff •
Referees •
Match observers •
Security staff or police •
Coaches •

- Players •
- Fans •
- Others, please specify •

6. Long term planning

(a) Please state what long-term impact you expect from the project you are planning

(b) How will you ensure the project you are undertaking is not a one-off event?

(c) Will you evaluate the success of the project?

- Yes •
- No •

(d) If Yes how do you propose to evaluate?

- An external evaluation •
- A descriptive evaluation •
- Using press cuttings •
- Photographs •
- Web- site postings and other media •
- Feed back from participants •
- Feedback from fans •
- Feedback from partners •