FAI Intercultural Football Programme: challenging racism & promoting participation through football:

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20-25 minute agenda:
1. Irish context.
2. Anti-Racism 3 parts.
3. Integration via participation in football.
4. Challenges/Lessons learned
5. Q/A.
Football the Panacea?

Football often the willing player but needs partners/team mates to be successful (State, Community, Educational etc.).

All agents equally important in supporting a football and social environment that challenges discrimination and celebrates diversity. Will you play?
Irish Context/background
anti-racism & integration role of football/ sport.

Top 5
- Polish-122,585
- UK-112,259
- Lithuanian-36K+
- Latvian-20k+
- Nigerian-17K+

Wider context: White Paper on Sport & Lisbon Treaty

Social Function of Sport

Source Census 2006/2011
Non-Irish Nationals circa 500,000

National Action Plan Against Racism (NAPAR 2005-2008)
& State Policy Statement
‘Migration Nation’ 2008 considered
sport as one tool to address racism & promote diversity.

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DEPARTMENT OF JUSTICE AND EQUALITY
Irish Context/background anti-racism & integration role of football/ sport.

- 2006 Intercultural Football plan & Office developed to:
  - compliment state policy objectives (e.g. integration & anti-racism etc.)
  - Add-value to football & wider community e.g. a sport reflective of the diversity in society; the opportunity for more players, refs, supporters, volunteers etc.

- Multi-stakeholder Advisory Group supported plans development (State dept., NGO’s)
Football and Integration Republic of Ireland

Intercultural Strategic objectives:

1. Promote participation
2. Challenge racism (Football/Society)
3. Support the process of Integration

To give life to objectives:
- Core programmes developed:
  - Anti-Racism Rules & protocols
  - Education/training /monitoring
  - Campaigns-UEFA Football against racism in Europe
  - Community based football participation programmes- 10-15% rate
Anti-Racism Rules and Protocols

Rule Book

• 2007 FAI Racism Rule 91:
Definition: Any Participant, who publicly disparages, discriminates against or denigrates someone in a derogatory manner on account of ‘race’, colour, language, religion or ethnic origin, or perpetrates any other racist and/or contemptuous act, shall be subject to disciplinary sanction.

The relevant disciplinary body shall consider and have the power to impose a suspension, fine and/or other sanction as deemed appropriate. In the case of individuals, the minimum suspension shall be for a period of five matches. All levels-Min 5 match ban.

Article 1 Convention & State equality legislation
Anty-Racism Rules and Protocols

- Resources/tools to support clubs/affiliates:
  - Guidance on reporting & management of complaints.
  - Referees dealing with incidents not seen or heard, with supplementary guidance notes to disciplinary bodies (leagues) 2013.
Anti-Racism Rules and Protocols

- Law 5- mechanism for referees to stop, temporarily suspend or abandon matches.
- **Intercultural office function:**
  - referrals
  - liaise with FAI disciplinary & Control Unit (DCU)
  - expert reports/advice in cases
  - record types of cases, case management & outcomes

Article1
National League & Grassroots cases recorded seasons 2011-2015

• Type of incidents
  - Player to Player
  - Side-line or crowd behaviour

• Number of cases: 14
  - Outcomes range from sanctions, warning, insufficient evidence to conclude

• Cases a mix of national league and grassroots reported to the Association for management—Important to note that not all cases/incidences at grassroots are managed directly by the Association in the first instance.
Survey/Audit:

- Seasons 2011-2013.
- Survey with 19-20 questions.
- Selected data from 108 respondents “Have you dealt with, experienced or witnessed a racist incidence”?

So what do we know on the ground?
Strengthening the evidence base for action

Experience of racism

- Yes: 58%
- No: 42%
National League
Good practice pilots scheme

12 Premiers Clubs-various levels of work:
- Stadium & Outreach community
- Policy/admin- implement aspects of UEFA 10 point plan.
- Verification visits.

Part of Licensing for clubs to play in the league since 2009:
- Toolkit to support clubs implement the UEFA 10 point plan.
- Match Observers monitoring function on match day
UEFA 10 POINT PLAN/FAI CLUBS
NATIONAL LEAGUE LICENSING

Club Licensing/Racial Equality Practice

UEFA Old article:

• The licence applicant must sign up to and implement the UEFA Ten Point Plan as defined in the UEFA Safety and Security Regulations.

UEFA’S New article

• The licence applicant must establish and apply a policy to tackle racism and discrimination in football in line with UEFA’s 10-point plan on racism as defined in the UEFA Safety and Security Regulations.

Racial equality and anti-discrimination practice
Intercultural Standards-Good Practice pilots Scheme at Grassroots

- Grassroots scheme running in 2014
- Clubs & Community partners encouraged to sign up.
- Simpler criteria.
- Verification group.

- Focused around: Integration/increase participation practices
Education/Training/Campaigns

- FAI Staff & Affiliates.
  - face to face workshop
  - online element UEFA supported

- Referees mandatory training modules.
  - Anti Racism embedded in referees training at grassroots-face to face + online.

- Schools:
  - Show Racism the Red Card partnership FARE WK
SRTRC Online training complements the workshops delivered for those involved as volunteers in football but also teachers and professionals in education.

http://training.theredcard.ie
Harnessing the high profile of Football for social good - Focused on 3 Levels since 2009 in Ireland

International Level:
- Oct Home International-High Profile
- Pre-match adverts UEFA Click
- Info in Match Day Programme
- On Pitch display-Players line out
- National League & Grassroots
- Clubs on pitch displays at home match
- Grassroots clubs dedicate regular matches as FARE WK games
- Schools based education work
Football Supporting Integration

• Core actions
  - Extra Curricular School-Club based actions.
  - Call for parent volunteers (migrant background)
  - Adult/youth community programmes.
  - Sporting bridge to wider community for Asylum Seekers- children/youth
  - Integration events/initiatives: Poland-Ireland (Polskaire Fest) & Africa Day.
  - 10-15% participation rate
Importance of Participation Monitoring
What do we know—the evidence base for action?

- Participation Targets:
  - 10-15% participation targets— to be reflective of the diversity in society.
  - Participation monitoring in Coach Education & other programmes
Importance of partnership and strategic alliances:

- State partners collaborate on, & compliment strategies/key objectives & messages.
- Educational partners: Anti Racism collective projects.
- Community partners (Civil society NGO’s etc.) engage target groups.

Political Champions: Minister for Equality, New Communities and Culture presents to winning entry in SRTRC Creative Competition 2015. President at 2013 Comp.
Lessons Learned/Challenges

Importance of

• Clear stance: racism rules & sanctions
• Anti-racism/diversity awareness education (inoculation of treatment?)

- Educational Partners: Show Racism the Red Card

- Use of the High profile of football ambassadors (best in combination with State champions???)

- Collaborative Partnerships: NGO’s- Football stakeholders (buy-in). Shared objectives/resources

• Participation:
  - Identify who & who isn't involved

Challenges:

• Monitoring functions- grassroots
• Effective engagement channels-migrant volunteers
• Not one size fits all approach
• Bridge data gaps at grassroots -systematic collection processes
• Systemic reporting process/systems whole organisation
• Sporting sanctions- grassroots behaviour effect?
Recommendations

**Anti Racism rules/Education**

- Annual or bi annual audit of racist incidences - strengthen evidence base
- Requirement to produce a report on discriminatory incidences, their nature and management processes.
- Training specific to Football but also cross cutting (general equality), here alignment/partnerships with existing best practice of statutory & non statutory sectors with expertise in this area could be considered.

**Anti Racism rules/Education**

- Annual audit of training to measure outputs (number of courses, people trained etc.) and outcomes (impact on behaviour, (number and nature of cases etc).
- Dedicated functions and funding models/stream to support the effective/efficient overseeing and delivery of training via partnerships would need consideration.
Recommendations

**Anti Racism rules/Education**

- Use flagship high profile sports events to promote keys anti-discrimination/Diversity messages.
- Consider the appointment of a national diversity champion/ambassador for the duration of flagship events, use the profile of role to highlight key messages throughout the year.
- Work closely with relevant NGO and Statutory partners to achieved profile messages in an integrated fasion where policy or organisational objectives are in alignment.

**Partnerships**

- Mutli-stakeholder partnerships were objectives align e.g. Government Policy areas.
- Partnerships should provide both agreed monitoring/overseight functionas, as well as operational partnerships in terms of supporting delivery of actions e.g. training, education, campaigns etc.
Recommendations

International Good Practice Standards-two sides of coin (as per Intercultural Football Standards Scheme)

- supports anti racism actions-aligned with wider strategies (State)?
- Football integration/inclusion actions-aligned with wider strategies-State/International actors?
- monitor outputs and outcomes-aligned with wider strategies-State/International actors?
- possible alliance with equality bodies/Civil society agencies (monitoring/guidance)

Policy level considerations:
- State and sports collaborations on achieving policy actions as part framework
- Resourcing tied to systematic ME of actions inline with established or wider indicators (impact assessment)

So what could a framework look like?

Suggested National Strands

- POLICY & MANAGEMENT
- MONITORING & EVALUATION
- TRAINING & EDUCATION
- PARTNERSHIPS
- Communication
THANKS FOR YOUR TIME
ANY Q/A’s?