



**Report
European Conference
Sport and Integration:
Challenging social exclusion
in and through sport**

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Report

European Conference

Sport and Integration:

Challenging social exclusion in and through sport

19-20 September 2011, Haus des Sports, Vienna

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Impressive conference venue: The Spiegelssaal (mirror room) at the House of Sport

Introduction

Putting Social Inclusion in Sport on European Agenda

More than 100 delegates from 76 different organisations representing 22 different countries came together in Vienna to discuss the widespread exclusion of migrants and ethnic minorities in European sport institutions.

The European conference “Sport and Integration” hosted by the Austrian Ministry of Sport brought together NGO activists, football and sport administrators, ethnic minorities, players, coaches, fans and researchers. International governing bodies contributing to the lively exchange included the European Commission, Council of Europe, UEFA, the players union FIFPro and ENGSO, the European Non-Governmental Sport Organisation.

William Gaillard, advisor of UEFA president Michel Platini, argued that affirmative action in European sport is needed to achieve more tangible equality. He urged NGO and grass-roots activists to keep up the pressure on sport, since new input is needed otherwise governing bodies would dry up and remain in the 19th century.

The Austrian Member of the European Parliament, Ulrike Lunacek, addressed the participants via a video message from Brussels. She pointed out that structural discrimination remains a fundamental problem in sports, which affects migrants, women and members of an ethnic or sexual minority.

Bart Ooijen of the sport unit of the European Commission highlighted the social inclusion of migrants and vulnerable groups through EU sport actions following the Lisbon treaty of 2009 which is giving the EU a formal competence on sport.

Cracking the Glass Ceiling from Above and Below

Following the morning session three working groups explored the following themes: The role of clubs, associations and public bodies in cracking the glass ceiling for ethnic minorities, innovative approaches, tools and campaigns against exclusion and discrimination in sport and self-organisation & empowerment of migrant groups in sport.

The panel discussions over the one and a half day conference also involved former professional football players including Ex-Austrian International Gilbert Prilasnig, youth coach at SK Strum Graz, FIFPro board member and former Hibernian FC midfielder Tony Higgins, Ex-Fulham FC captain Simon Morgan who is now the Head of Community Development at Premier League and Vladimir Sendrei, ex-player of MSK Rimavska Sobota and Roma human rights activist. The latter established recently his own NGO in Eastern Slovakia to convince Roma parents to send their children to the local football clubs and not wait for the state to provide resources.

Networking for Social Inclusion in Sport

The European Conference held at the Austrian House of Sport on 19-20 September was organised by the Austrian NGO FairPlay-VIDC in the framework of the ongoing project SPIN – Social Inclusion Network.

The SPIN project is one of five social inclusions projects funded by Sport Unit of the European Commission. The partners of SPIN include the Italian Sport for all Association UISP, the Football Association of Ireland (FAI), the migrant-led Mahatma Gandhi Human Rights Organisation from Hungary, Camino from Germany, the Finnish Liikkukaa, the Portuguese Players Union SJPF and FairPlay-VIDC as the lead organisation.

Following the Vienna conference a SPIN seminar in January 2012 before the opening of the first Winter Youth Olympic Games in Innsbruck addressed for the first time the involvement of young immigrants in winter sports.

In addition to the European Union the conference was supported by the City of Vienna, the Ministry of Sport and the Austrian Football Association.

In a time when social aspects of sport become salient policy areas of the European Union, it is hoped that this report contributes to the ongoing debate on the social inclusion of migrants and ethnic minorities in and through sport. Furthermore, the results and practical recommendations of this conference should help putting social inclusion on the agenda of European sport policies.

Kurt Wachter,
SPIN Project Coordinator,
FairPlay-VIDC



Welcome

Opening the conference on behalf of FairPlay at VIDC, Kurt Wachter welcomed 107 delegates, representing 22 different countries, to the House of Sport in Vienna. The purpose of this conference: to address and challenge exclusion and foster the involvement of migrants and ethnic minorities in mainstream sport institutions.

These sentiments were reinforced by *Ulrike Lunacek, Green/EFA MEP for Austria*, who provided an opening speech by video. As someone in whose life sport has, by her own admission, played an important part, Ulrike welcomed the first pan-European conference since the Lisbon Treaty giving the European Union competency in sports. This conference provides the opportunity to bring together social exclusion experts as well as grassroots activists from migrant and ethnic minority communities. She highlighted the ongoing presence of structural barriers faced by migrants, ethnic minorities, sexual minorities or 'even if you are a woman'.

This was followed by a plea for those involved at the conference to come up with strategies and recommendations on how to tackle 'the glass ceiling' in sports institutions. Pointing out that whilst many of the best players are migrants or ethnic minorities they are extremely under-represented in non-playing positions, in structures where decisions are made. Sports help to underpin our educational and cultural values in Europe and is a topic being debated within the European Parliament to which the perspectives provided by this conference can be a vital addition. Sporting institutions should be open to all members of our community, regardless of sex, ethnic origin, religion, age, sexual or gender identity, nationality or social background. Finally, Ulrike passed on her wishes for a fun and successful event in transferring knowledge, raising awareness, advising and empowering minorities within sport.

Opening Session

The opening session chaired by *Nicole Selmer, Football Writer / network F_in "Women in football", Germany*, provided a general picture of the range of issues and challenges facing sport in Europe with regard to greater integration and inclusion of minorities and socially segregated groups. It included some clear and inspirational messages from key institutions working for greater equality within sport. In particular, the issue of institutional racism was repeatedly raised.

Ilan Fellmann, Senior Advisor, Austrian Federal Ministry of Sport

Speaking on behalf of the Minister of Sport it was suggested that the relevance of sport as a factor for integration of socially disadvantaged groups cannot be underestimated. It is a major historic quality of sport. In Austria for example this tradition began with the establishment of the Workers Sport Association 120 years ago. Target groups may have changed but the premise remains of providing the opportunity for people to organise themselves, obtain an equal place in sport and thus in society more widely. The basis for this is low cost provision of sports facilities, services and infrastructure.

'Integration of immigrants through sport' has been included in the current reform of federal sport subsidies taking place in Austria at the behest of the Federal Ministry of Defense and Sports. It is important to support self-organisation and pave the way into regular 'organised sport' as well as open up clubs and facilities for immigrants. Migration of people within and from outside the EU will be one of the central challenges for the upcoming years. It is a challenge that faces society as a whole and more specifically the field of sports. It is important to mention that Austria has adopted all recommendations by the Council of Europe which it has also ratified and thus taken on an important international pioneering role.

Sport is playing a key role in the integration of immigrants throughout Europe. Participation in sport often also opens the door to society more widely. It is this special relevance of sport that the EU must consider. Experience in Austria has shown that the planning of cross-regional measures



WORKSHOP A Cracking the Glass ceiling: Simon Morgan, Claire Redmond, Daniela Conti and Heidi Pekkola

largely benefits from mutual exchange. The exchange of experience on a European level and information on projects and measures for the promotion of socially disadvantaged groups such as immigrants should be further promoted.

This requires:

- establishing cross-border cooperation between individual sport organisations and creating specific incentives
- setting awareness-building measures for the relevance of sport for the integration of immigrants
- analysing the national experiences in individual countries in clear structures and providing them to the public

The part played by the FairPlay initiative at the Vienna Institute for International Dialogue and Cooperation (VIDC) in Austria was highlighted as exemplary on a European level in a number of integrative and intercultural EU projects on sport, integration and anti-discrimination.

Kurt Wachter, Vienna Institute for International Dialogue and Cooperation (VIDC) / FairPlay

The SPIN Project ("Sport Inclusion Network – Involving migrants in mainstream sport institutions") was designed to challenge and address issues of inclusion and integration in and through sport. This is in response to the multitude of problems being faced by migrants and minorities in sport regarding various forms of exclusion.

The ethos of the 'level playing field' is still apparent in sport today but is also undermined by inequalities and social exclusion. Particularly in football, the symbolic representation of diversity and inclusion can be seen in the line ups of many top clubs and national teams – increasingly including Eastern Europe. But whilst football arenas can be seen as places of diversity and integration they also play host to discrimination and racism. This can take direct forms such as abusive chants, the display of right-extremist messages and symbols or overt forms of homophobia and sexism. There are also a whole host of less apparent forms of institutionalised or structural discrimination. Across Europe migrants and minorities are systematically excluded from positions of authority or status. They are under-represented in sport administration, management and coaching as well as in fan communities and in some

countries as players in professional leagues. Furthermore, in some cases, sporting regulations lead to the formal discrimination of migrants through, for example, quota systems in amateur football that restrict the number of third country nationals per team. This leads to a situation where immigrants or asylum seekers have to play in segregated leagues outside the government of national associations.

The SPIN project was developed to challenge and address issues of inclusion and integration in and through sport. The project has the following aims:

- Increase **networking and sharing of best practices** among European & national sport stakeholders on how to pro-actively involve migrants in and through sport
- Greater awareness and **knowledge about appropriate methods** among sport administrators on how to counter the social exclusion of migrants in their associations or clubs
- **Learning from football** and transfer of knowledge to other sports on mainstreaming intercultural action and equal opportunities policies
- Empower and **capacity-build migrant football teams and initiatives including refugees and asylum seekers** in order to participate in regular leagues and competitions

A range of actions are being carried out in order to achieve these objectives:

Good Practice Guide

The Good Practice Guide brochure will look at various stakeholders in the seven partner countries plus the UK and will present the most promising good practice examples. It will be a tool for awareness raising and generating public support for the integration agenda among sport stakeholders. Based on the good practice examples quality criteria and concluding recommendations will be made.

Train the Trainers Workshops

In May 2011 UISP (Bologna) hosted a two-day European workshop which trained two trainers from each partner organisation.

Inclusion Workshops for Sport Clubs & Associations

Each partner organises two Inclusion Workshops in their respective countries. One targeting key staff or members of the football association



WORKSHOP C: Self-organisation and empowerment of migrant groups and minorities in and through sport

or a professional football club and the second a non-football sport association or club.

Football Refugee Day

To mark the UN World Refugee Day on the 20th of June SPIN launched a Football Refugee Day for which partners organised multi-cultural tournaments and public events with refugees. The aim was to celebrate the power of football to overcome the exclusion of refugees and asylum seekers and to highlight their contribution to the game. Examples of former refugees who became role models in their sport include Fatmire Bajramaj initially from Kosovo and now playing for the German national team and Zlatko Junuzovic who fled the civil war in former Yugoslavia and became an Austrian International.

European Conference: Sport & Integration – Challenging social exclusion in and through sport

This two-day networking conference brings together sport and integration experts and migrant activists to discuss with sport stakeholders and policy makers current challenges, exchange best practices and devise future priorities.

European Seminar: Involving young immigrants in winter sports

In January 2012 youth coaches and multipliers will be invited for a seminar during the first Winter Youth Olympic Games (WYOG) in Innsbruck. It will be the first meeting to focus on winter sports and the questions of involving young talents from migrant communities and how sport organisations can overcome stereotyping.

William Gaillard, Advisor to the President, UEFA

"Institutional discrimination is probably the most insidious form of discrimination in sport."

The two issues that William Gaillard raises are the urgent need to focus on integration into amateur sport of the "most fragile groups", namely migrants, refugees and asylum seekers and the "glass ceiling" that prevents equality at the top of sports institutions.

Reflecting on personal experience of sport with regard to the former, it is on the sports field that engagement with migrants and refugees possibly first takes place. The first thing that children do, before being given the chance to be formally integrated into their new environment through institutions such as schools, is to want to kick a ball around with others. This is the first step to integrating into the new society in which you have just arrived.

This area of amateur sport however is not as well protected within the European Union as the professional sector. There are increasing obstacles to the integration of migrants, refugees and asylum seekers into the amateur structure of the sport, which is the one that really matters because professional, elite sport, "the gilded top", involves so few people that it does not really work as a means of integration. It is at the amateur level that sport can play a role in bringing new elements into society, integrating them, and making them feel included.

One of the reasons that sport is not doing as well as it should at this level is the historical development of our sports institutions and the subconscious desire of many leaders to maintain the status quo. Discussions in football still revolve around the idea of borders and nationality. This is the legacy of organised sports' early development at the beginning of the 20th Century; a period when the working class suddenly had a little leisure time that it could use to exercise coinciding with the rise of nationalism. As a result the organisations and structures we have inherited are very much bound to nationality and territory. The 'national sports association', the 'football federation', has become an attribute of sovereignty. If you are a nation you need to have a national football association like you need to have an airline emblazoned with the national flag. Sport has not fully incorporated within its structures the developments that have come with European integration.

The second problem is much more subtle but just as destructive. It is the fact that whilst there are many minority football players there are very few minority football leaders, i.e. club managers, coaches, national association chairmen or secretary generals. Exactly the same can be said about females in these institutions. This is the "glass ceiling" that women and minorities who have successfully reached the top of their sport suddenly hit – it is painfully hard but the other side is oddly visible. Because of this they cannot make it to that next level.



Opening speech: Bart Ooijen of the Sport Unit of the European Commission

UEFA officially confronted this issue for the first time at a historic seminar in January 2011 organised in partnership with FARE (Football Against Racism in Europe). A refreshingly honest admission emerged of how, “we still operate as an ‘Old Boys Club’ with unwritten rules; that we tend to elect people that look like us, talk like us, have the same lifestyle and life experience.” Consequently there is no room for minorities or for women.

UEFA has decided to do something about it, albeit symbolically. In a challenge to the whole democratic process that elects the executive committee and in opposition to those who believe in the equality of such a process, it has been agreed that one (non-voting) member should be female.

This represents a weakening in the glass ceiling. It will of course be meaningless if it does not open up opportunities to other under-represented groups but it is the first step.

It reflects decisions about quotas made by national Governments and private corporations but it would have been impossible without social pressure from outside the organisation. It is important that social pressure is relentlessly maintained though so we do not drift back into our old ways at the institutional level.

“I believe that the method that we used at UEFA, which is basically a form of affirmative action is probably in the first stages the only one available. Democracy unfortunately is not a fair system for minorities – or majorities in the case of women.” We need not be afraid of promoting ‘positive discrimination’ because it is only ethnic minorities and women that will actually bring sporting institutions into the 21st century rather than locked in the 19th. This led to a final plea to “keep up the pressure.”

The question was raised of whether UEFA intend to recommend ‘affirmative action’ as a policy to be adopted at federation level?

It is not in the FIFA or UEFA statutes that member federations must have an affirmative action programme yet. But, at the same time there are federations that have already basically implemented such programmes which is very much linked to the degree of awareness of such issues in that society. In a number of countries sports federations are required to follow the same guidelines as private corporations or government ministries and need to have provisions for gender equality. What UEFA has done is provide a funding pot of almost € 24million specifically for the development of women’s football. This develop-

ment of the women’s game at a participatory level will have a positive effect on involvement at a higher level but affirmative action will also be required.

Thomas Hollerer, Director Law and Administration, Austrian Football Association (ÖFB)

A brief summary of how the ÖFB view participation amongst minorities was provided starting with the question of whether even sports are a good method for integration and for overcoming discrimination. Their view is that football is useful for achieving such aims for three main reasons:

1. Football is known worldwide
2. Football has an easy set of rules
3. Football is cheap to play

One of the major developments in Austrian football is the change in quota restrictions with regard to young players under the age of 18. Players under this age from migrant backgrounds, whether from within the EU or outside it, are now recognised as ‘equal’ to other Austrian citizens with regard to their status as a footballer. The ÖFB still has a restriction of three non-Austrian players within adult football but this does not apply to those who moved here as minors under the age of 18. In the future this constraint will be further removed but it must be remembered that until recently there were still restrictions on the free movement of workers and services in Austria. In two years they hope to have achieved the aim that “everybody in Austria can play football regardless of his home country and regardless of nationality ... when you are a good footballer it doesn’t matter which religion you have, which country you come from or which skin colour you have.”

Of course, it is important not to limit it to players. It is about referees, coaches and everyone involved in the sport. Therefore the ÖFB is keen to work with non governing stakeholders, such as FARE and others present at the conference, to develop a mutual understanding of these issues.

Bart Ooijen, DG Education and Culture, Sport Unit, European Commission

The European Commission is in the process of developing their competency in this field and it is through the funding of events such as this



that such a process is happening. Previously it has dealt with sport as part of other areas of focus and has mainly dealt with professional rather than amateur sport.

Nonetheless, the 2007 White Paper on Sport suggested that better use could be made of the potential of sport as an instrument for social inclusion in the policies, actions and programs of the European Union and of Member States. The reasons for this as stated in the paper are as follows:

- Sport makes an important contribution to economic and social cohesion and more integrated societies.
- The specific needs and situation of underrepresented groups need to be addressed; the special role that sport can play for young people, people with disabilities and people from less privileged backgrounds must be taken into account.
- Sport can facilitate the integration into society of migrants and persons of foreign origin as well as support inter-cultural dialogue.
- Sport could support equality and it is a useful tool in the fight against stereotypes and discrimination

These are admirable rationales for progress in sport but how are such ideas implemented?

The first thing to recognise is the differences that exist across Europe. The diversity in sports structures and traditions throughout the European Union has led to the European Commission taking a complementary role to the National Governments of member states. Situations are very different from one country to another, even from one province or city to another. In some it may be the government that has control over sports policies, in others the sports movements have greater autonomy. Whilst it may be noted that sports organisations and the associated playing arenas can be seen as the new modern meeting place, when talking about social inclusion it is more than the simple provision of spaces to play. It is also about the kinds of activities. Some activities can help include people but some may do the complete opposite.

There are also inconsistencies in defining what we actually mean by 'social inclusion'. Is it just about avoiding social exclusion, of overcoming isolation from society? Or should social inclusion mean integration within main stream society, becoming actively involved? This is increasingly the

case. Furthermore, are we clear about the meaning of the term 'migrant'? Political sensibilities differ from one country to the next, based in part on colonial heritage regarding for example the legality of migrants and the place of asylum seekers. Is someone's entitlement to join an amateur sports club reliant on their passport or other identifying papers? What we are talking about is different groups, different experiences and about defining the kind of actions we need for specific groups and people.

The 2010 call for proposals in social inclusion in and through sport, through which the SPIN project amongst others emerged, had the following criteria:

- Supports transnational projects in sport focused on the social inclusion of migrants and persons of foreign origin.
- Supports transnational networking and exchange of best practices between different sports and sport organisations, schools, migrant organisations and/or national and local authorities in order to strengthen the social inclusion of different groups of migrants and persons of foreign origin in full respect of European values.
- Minimum size of the network: partners from at least five EU Member States

The value of this conference is the opportunity it gives for successful applicants to come together with others to share their experiences and knowledge. The benefit to the European Commission is that by being present at events such as this and listening to the discussions that emerge helps define future calls for action.

Applications were scored using five key criteria: quality of project, strength of network, dissemination, sustainability, EU added value. Successful projects demonstrated good practices based on firmly defined principles concerning social inclusion in and through sport. Indicators of social inclusion in sport are participation, representation in sports disciplines, leadership positions and media coverage. But, in relation to this, we must ask, for example, how programmes might overcome the isolation of migrant women within the home, encourage minorities to join sports centres or become members of supporters clubs. How do existing sports clubs organise themselves and the attached non-sporting activities to aid integration taking into account cultural differences such as Ramadan? One particular debate taking place at present is the suitability of sports clubs and leagues organised specifically for migrants over and above mainstream

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Plenary Session 1: Amila Karacic, Enlarged Partial Agreement on Sport (EPAS), Council of Europe

competitions. Furthermore, whilst the representation of migrants within a sport such as football is quite good, it is not the case for many other sports. In taking account of the cultural differences are traditionally non-European sports, such as Turkish wrestling for example, being accepted? Indicators of social inclusion through sport are related to work and educational opportunities, social cohesion within the local area or the effect upon behaviour amongst socially excluded individuals to help them reintegrate into society for example.

The message was quite simple. We know that there are a number of very good projects working towards these goals but what can we learn from them? It is not a case of copying good practices as that will not work in Europe because of the cultural contexts and diversity but "we need to have a concept behind the good practice based on a strategy and based on a certain vision and principle, not only theory from university research but also from practice." We also need to know the capacity required by an organisation to achieve such good practice. Can volunteers cope? Are staff suitably qualified?

The 2011 Call for proposals is on the Fight Against Violence and Intolerance in Sport. This call has widened the focus. So although there have been projects concerned with discrimination towards migrants in a similar fashion to the previous call, there are also programmes about intolerance towards gay/lesbians, the fight against violence amongst supporters and towards girls/women. There have also been a number of projects focusing on the education of respect and fair play.

What we want to see is innovative approaches started in some countries from which others can learn in order to develop their own programmes with respect to the specific national context in which they are working. We believe in the exchange of best practices. It is also important to undertake research in order to better understand trends in sport participation. One such trend is that although mainstream sports organisations are working towards being more inclusive we need to respect that some groups would prefer to organise themselves. It is in these situations that a more nuanced understanding of social inclusion is required.

Where are we now? We have an EU Competency in Sport that is being informed by the kinds of practices and organisations at the heart of conferences such as this. We have selected projects in 2009 (around the

topics of health, education, gender and disability) and 2010 (around social inclusion, anti-doping and volunteering) of which the VIDC project is one. We have announced a communication about what kind of priorities will be in the future.

Finally, in going forward over the coming years, it has been announced that within the Budget for Europe 2020, a revision of all EU funding programmes there will be a sport sub programme as part of Education Europe and it is clear that social inclusion and the fight against intolerance will be one of the priorities the exact direction of which can be helped by what we learn from this event.

The question was raised about migrant groups and communities being aware of social inclusion programmes, accessing funds that may be available and organising themselves to overcome social exclusion from sport?

There is a huge programme within the EU on integration including the European Integration Fund. One of the things that the EU are trying to do is to look at the ways that the different programmes and funds cut across one another. The other issue that organisations face is one of capacity as well as knowledge on how to even access EU funding. The process can be quite cumbersome; a certain amount of expertise is needed on how to apply and how to fill in an application. This is where it is useful to pair up with other organisations, ones that have already been successful.

In general it comes down to national states and sports bodies themselves to be concerned with how migrant organisations exist within their structures. Twenty years ago in the Netherlands, for example, opportunities were given to migrant organisations to organise their own competitions but this was not looked upon favourably by the sports federations. Eventually a solution was found as different sporting forms took hold. Of course, it may be that if there are demonstrable barriers to free movement within sporting competition a case could be put to the European Court.



Key Address: John Kellock, European Agency for Fundamental Rights (FRA)

Key Address – Racism, ethnic discrimination and exclusion of migrants and minorities in sport: Conclusions of the Study

John Kellock, *European Agency for Fundamental Rights (FRA)*

A summary of the report 'Racism, ethnic discrimination and exclusion of migrants and minorities in sport: A comparative overview of the situation in the European Union', was presented.

In reviewing the results of this investigation it is important to highlight the need to influence policy makers in acting on such findings and react to the impact of good practices as it is only through such mechanisms that change takes place. This report is part of the process of bridging the gap between practice and policy, helping those in positions of power to understand there are issues to be confronted and the possible ways in which to move things forward. It is also about offering a counter narrative that celebrates what minority groups bring to the world in which we live rather than just how they fit in.

The reasons for undertaking this study were because over recent years there has been an increasing awareness of racism in sport and its negative impact as well as the need for action at national and European level. There has also been recognition that sport can play a positive role in bringing communities together and enhancing inclusion/participation by all. That said, there are nonetheless key challenges relating to awareness and positive action in EU Member States by sport federations, sport clubs, and fans at different levels of all sports as well as underrepresentation of migrants and minorities in certain sports and at certain levels of sport – the 'glass ceiling' argument. There is also the issue of monitoring incidents and the data that is available. This is a key point as it is only with clear evidence that policy can be influenced. There is a lack of conformity across Europe in collecting data and defining the issues.

The evidence amassed for this report is provided by FRA's RAXEN network in 27 EU member states. It is based on interviews with relevant stakeholders and secondary data collected during the period 2003–2008. The study looked at both amateur and professional sports with a particular focus on football and athletics plus one other culturally significant sport in each nation – e.g. cricket in the UK and skiing in Austria.

The purpose of the study was:

- To raise awareness and examine the situation regarding participation by minorities and migrants in sport;
- To gather information on systems and mechanisms for monitoring racist incidents in sport;
- To look at ways in which sports bodies can play a more effective role in supporting social inclusion and equal opportunities through sport;
- To identify measures which can support greater participation by minorities and migrants (including women) in sport.

With regard to these aims, it was found that racism in various forms exists including verbal, physical and symbolic abuse but that the data is unevenly spread across different member states and different sports. Of particular note is racist incidents in children's and youth football, and incitement to racist violence on websites related to fan clubs, both of which appear previously to be unreported forms of discrimination. With experts warning that rightwing extremists are becoming active in amateur football leagues in some member states, the key issue is the varying levels of awareness amongst sports bodies and the associated regulatory systems.

The European Basketball Federation, for example, have, "never had any reported cases of problems and issues," with regard to racism, xenophobia or related prejudice. Such sentiments are echoed by the likes of the European Cycling Union and the European Tennis Federation, the former suggesting that such problems are, "non-existent in the realm of cycling sport," and the latter claiming that, "these problems are not really an issue in European tennis." It is difficult to understand that in sports where nationalism plays such an important role that there is not some kind of xenophobia. There is more awareness in other sports, with football authorities such as FIFA, UEFA and national governing bodies being most proactive in tackling the issues. For example, around 67% of European football federations specifically penalise racist incidents, however only two athletics federations explicitly address racism. It was found, though, that football regulations predominantly focus on racist abuse and spectator behaviour and few sports federations have developed concepts on structural problems and underrepresentation. Regarding barriers to equal participation in sport, little attention is paid to under-representation of ethnic minorities and women with relevant data only available in five EU member states.



Plenary Session 1: István Huszár, Rainer Rösslhuber, Nicole Selmer, Piara Powar and Amila Karacic

The attitudes and culture of sports bodies, closed recruitment procedures and lack of visibility in leadership positions are all contributory factors. Likewise, quota regulations that limit access of non-nationals to sport leagues and competitions also contribute to social exclusion.

In conclusion, what needs to be done is:

- Reinforce awareness and improve diversity by targeted action with sports governing bodies
- Develop effective monitoring and improve data collection
- Examine the use of positive action to remove barriers and encourage greater applications and participation in leadership positions by ethnic minorities and women
- Maximise the potential of enforcement bodies to take action to support equality
- Develop a stronger regulatory and enforcement framework to tackle discrimination and promote equality
- Make more efforts to identify and exchange good practice

There has been a suggestion that the media play a major role in perpetuating negative stereotypes with regard to ethnic minorities and sport. Given that the EU now has competencies in the area of sport will this extend to the ways in which the EU works with member states regarding media reporting of issues around racism and social inclusion?

The Directorate-General for Justice has been supporting a project to train journalists, especially sports journalists, in regard to this. It is run by the Council of Europe in partnership with a number of organisations who received approximately € 1 million to work with journalists from different countries. Training will not necessarily change the attitudes of those involved but it is a start and shows the importance that the European Commission place on making sure the media represent minorities and issues around gender in the field of sport appropriately. There needs to be cultural change within media organisations and the development of structures that will enable an environment in which the reporting and representation of women and minorities becomes more egalitarian and sensitive to the issues being addressed here.

Plenary Session 1 – Exclusion in European Sport: Racism, discrimination and other challenges

A number of organisations were represented in this session to present some of the different approaches to challenging social exclusion from the position of being part of the Council of Europe, a national federation or as a non-governmental organisation. The challenges being faced are that of obtaining accurate information and sharing it for the benefit of others, promoting the positive aspects of diversity and being pro-active in overcoming discrimination within sporting institutions.

Amila Karacic, *Enlarged Partial Agreement on Sport (EPAS), Council of Europe*

EPAS was established in 2007 and has 34 member states (33 in Europe and one outside, namely Morocco) signed up and 17 non-governmental sport based partner organisations that help support the work. The main purpose of EPAS is to provide a platform for cooperation between inter-governmental partners and sports organisations. This applies to cooperation between the national bodies and ministries of sport across different member states as well as within these countries between the sports organisations and the ministries. Sustainable partnerships at the local, regional, national and international level between government authorities and NGOs are crucial.

The priority is to combat discrimination and promote diversity, mutual respect, fair play and tolerance. This is achieved through upholding Council of Europe recommendations, European policies which have to be followed by all member states, especially the European Sports Charter and the recommendation on the prevention of racism, xenophobia and racial intolerance. The Council of Europe and EPAS have the job of monitoring these recommendations in the member states. This takes the form of monitoring visits to member states to see how these recommendations are being implemented on all levels. Most countries have adopted anti-discrimination legislation but only a limited number of cases are being prosecuted and



Plenary Session 1 debating issues of exclusion in European sport

sanctioned. It is therefore necessary for legal frameworks to be established in each member state.

Political support is very important for achieving EPAS goals. To this end, conferences are organised for the likes of ministers, civil servants, NGO representatives to network, exchange ideas and develop new strategies. The 2009 conference on Diversity and the Fight Against Intolerance held in Belgrade was attended by 150 people from 23 countries. This has been followed up by a seminar with the Vienna Institute on promoting intercultural dialogue and the 2010 conference in Skopje, Macedonia, on the topic of Racism and Ethnic Discrimination in the Balkans.

Whilst these conferences help in terms of networking, EPAS is also developing a set of handbooks, the first of which, 'Sport in Post-conflict Societies', was published in 2011. During the next couple of years the topics on which EPAS will focus their work and around which subsequent handbooks will be written are, 'Access of Young Girls and Women to Sports Practices in Europe', 'Social Inclusion of People with Disabilities' and finally one dedicated to the issue of homophobia. Based on evidence of good practices across Europe the handbooks will provide a practical set of recommendations by experts in the field that are transferable to different national and local contexts.

What is missing is better cooperation with the media in order to promote the positive things taking place around these issues to counter the sensationalist and often biased reporting. Through the Media Against Racism in Sport project, funded by the European Union and implemented by the Council of Europe, journalists are invited to apply for training and attend networking events to discuss ways of working together in the fight against racism and discrimination.

What are the mechanisms that will allow us to implement the positive actions that are being discussed here?

The legal instruments are already there in most countries. The question is how do we give those legal instruments some force? We need to lobby, campaign, embarrass if need be, those in authority, governments and governing bodies, to persuade them this is what they need to do by pointing to good practice in other places. That is the long hard graft that takes place at a national level on a day to day basis.

It is a process, that takes time but as with the example of getting women on to the board at UEFA we are moving in the right direction.

István Huszár, Secretary of Fair Play Committee, Hungarian Football Association (MLSZ)

The role of the Fair Play Committee is to promote and improve the Fair Play spirit of football in Hungary as defined in Hungarian Football Federation (HFF) statutes. The committee organises, evaluates and regulates the Fair Play competition, arranging prize-giving ceremonies as appropriate. Fundamentally, it is their job to rule on ethical and Fair Play issues.

Key to promoting Fair Play is, "education, education, education." Football and other sports can be a great tool for social integration not just in Hungary but also in other countries and it is events such as this that develop greater understanding amongst different people.

Within the HFF there is a Committee for Minorities. Previously called the Committee for Roma Football, their role is to advise on issues of racism, develop and promote positive activities in relation to minority issues, including the development of international relations with minorities, and provide support to local organisers in running football tournaments between minority teams in the 20 different counties of Hungary. They also keep the HFF Board informed about the international competition program of the Minorities Selection team and its results.

The János Farkas Award

János Farkas was a player of Roma origin who gained more than 30 caps for the Hungarian National team in the 1960s and was an idol to a lot of players in Hungary. He became a real star in the 1966 World Cup in England when Hungary played against Brazil and he scored the crucial goal to win the match which was an incredible result at the time.

The Board of the Hungarian Football Federation founded a special award called János Farkas Award for a young player of Roma origin, who is an example on and off the pitch with his behaviour. This award is handed over by the President of the federation at the end of the football season, during the same event when the best scorer, best player of the Hungarian Professional Football Championship receive their awards. In the season



Rainer Rösslhuber, the General Secretary of the Austrian Sportunion

2010–2011 the János Farkas award was given to member of the Hungarian U-15 national team Alex Maka from Ferencvárosi Torna Club. He comes from a region where a lot of Roma people do not have jobs so it is good to see such talent emerging which can hopefully be seen as something positive. Because it is awarded at the same event as numerous other football awards it has great media coverage and provides a positive message about Roma players.

The János Farkas Foundation

The János Farkas Foundation was founded fifteen years ago with the purpose of assisting young talented Roma players to develop their abilities and become formally registered to play club football. In doing so the aim is also to help integrate them into society through football.

The János Farkas Foundation manages and coordinates the activities of a Roma selection team which with financial and ethical support from the Hungarian Football Federation has played over 100 football matches and participated in international football competitions all over the world. The Roma football team successfully combines the sport with the fight against racism and discrimination wherever they go.

The attitude towards Roma in Hungary is often quite negative particularly from the authorities so in organising matches with, for example, police football teams has made for a much more cooperative relationship.

Rainer Rösslhuber, General Secretary, SPORTUNION Austria

The Sports Union of Austria is a large federation of about 4,000 clubs and 860,000 members. They represent 140 sports so a shift in focus is possible away from football as there are many migrants who have an interest in other sports activities. To put the numbers into perspective, in Austria 1.6 million of the total 8.5 million population (about one fifth) are from a migration background. Of those, 1.1 million were born outside Austria and half a million are second generation migrants. The main origins are Germany (220,000), Serbia, Montenegro, Kosovo (210,000), Turkey (185,000), Bosnia (131,000) and Croatia (70,000).

Following an integration survey it has been found that two out of three Austrians say they are not satisfied with the progress of integra-

tion. Yet from the perspective of migrants themselves, 85% claim to feel completely at home in Austria. There is clearly a gap between the views of migrants themselves and the media and political discourses that inform public opinion. Having said that, it is good that optimism is growing amongst immigrants and the wider Austrian population. There has been a movement from migrants as 'guest workers' during the 70s/80s, who expected to return but have found themselves settling in Austria, to them being acknowledged as 'fellow citizens', as part of civic society.

Echoing what others have suggested, there is a lack of data available to map the situation regarding sport and migration in Austria. In contrast, there is a 22 year tradition of programs enforcing integration in German sports structures and some figures from here give an indication of the challenges that may be faced in a similar nation such as Austria. 2.6 million (9%) members of German sports clubs have a migration background and two thirds of them are male with only one third being female. A third of German sports clubs have volunteers with a migration background. 18% have these persons in the board and 22% in the management of the clubs. These developments have significantly risen in recent years showing what 22 years of work in this area can achieve.

There has finally been a significant turnaround in Austrian politics dealing with integration in the last few years. Between 2008–2010, the 'National Plan for Integration' was developed, consisting of seven fields of action: language and formation, work and profession, health and social welfare, intercultural dialogue, habitation and regional planning, laws and virtues and of particular note and quite unusually sports and leisure time. A council of experts was installed in 2010 to implement and reinforce the recommended actions.

In autumn 2010 a platform for integration in sports was founded representing the sports ministry, the main sports federations and the Austrian fund for integration. This platform has developed a guideline for funding projects in Austrian sports promoting integration. Also, the Austrian government designated a state secretary for integration in spring 2011, which has helped to strengthen the facts in public discussions and avoid polemic campaigns before elections.

Part of the process was an analysis of existing projects and efforts that promote integration. The result is a set of guidelines to be fulfilled by future



projects. These are awareness raising, public commitment to integration, cooperation and participation, opening of structures, networking, sustainability and empowerment.

A question was asked about the point at which a minor or young person is well integrated into society.

You can't tell when integration is finished. It can only be judged by when someone from a migrant background feels at home and cooperates with the other citizens or on the other side when the citizens accept the person with migrant background as one of them. Fundamentally, integration is never over.

Piara Powar, Director, FARE Network

There was a time when raising issues of racism was met defensively. The usual response was to suggest that the problem did not exist when it very clearly did or to make out that this was a societal problem and not an issue to be addressed by our federation, our club or our fan group. Things have moved on tremendously and the landscape of sport has changed. Supported by academic research there is now a significant public discourse about the problems of discrimination and how it is reflected in sport. Responsibility is being taken by sports federations. There is wonderful recognition of the role sport can play as a means of integration, as a means of bringing people together. In fact, there does not seem to be a social problem that sport says it cannot solve, whether it be obesity, mental health problems or inequality. This is all part of the same movement in which people are really starting to come to realize how we can use sport, particularly mass participation sports like football.

These notions have also been financially supported. There has been a significant spend by the likes of UEFA and other national federations on the social side of sport rather than say 'sport for sport's sake' or to promote the business side of sport.

Looking at the way in which European society has evolved we now see a very high visibility of some of those groups who are discriminated against. Women are beginning to take prominent positions within European institutions. It would be wrong for sport not to be responding to these social changes that are taking place more widely.

On the field of play across Europe we have an international player base. Football makes Europe look and feel like a very integrated, very multi-racial, very multicultural society. All of these things are very, very positive. But, whilst football does seem to reflect ethnic diversity in one of its most visible forms scratching a little bit beneath the surface brings forth other issues. Faced with an economic recession and the difficult times this brings, populations tend to look inward resulting in an increase in xenophobia, nationalism and overt racism. We are beginning to see those things reappear in sport. Despite all the positive progression that has been made there are still other issues such as the invisibility of the LGB community or the lack of women or ethnic minorities in sports administration positions. It is within these institutional settings which we need to focus some of our attention if we are going to make some gains on the integration issue. UEFA in partnership with FARE have done a great deal of work already, culminating in the appointment of a woman to the executive committee. Such an action sends out positive messages so that other national associations will begin to ask themselves what they can do to follow such proactive leadership by UEFA.

The debate about the lack of black coaches and managers in professional football has arisen. In the UK there are only two black coaches in 92 league clubs. There is a disparity when you compare that to the number of black players which is somewhere between 25-30%. Coaches are recruited from former players who have gone on to do the appropriate qualifications and moved into leadership positions. There is a possible solution that has been implemented by the NFL in North America. They call it the 'Rooney Law' which in effect is a form of affirmative action whereby for every coaching job, for every front of house job as the Americans term it, two minority candidates are interviewed. As a result of that positive action the face of coaching in the NFL has changed. They have gone from 2 out of 32 franchises with black coaches to 16 out of 32 at one point.

There have been interesting noises from the English Football Association, the Football League and from the Premier League but it remains to be seen whether the football authorities in the UK would be willing to adopt a similar approach. It is this kind of challenge that we need to be mindful of as we move forward.

The challenges faced by our own movement, which includes fans, ethnic minority communities, players, football associations and the likes of



Jacco van Sterkenburg (Utrecht University) facilitated Workshop C

UEFA also involves looking inwardly at our own organisations and making sure that we have adequate representation and are reaching out to the people with whom we are working. We need to make sure that our own NGO boards, that our own organisations at a fan group level, are trying to reach out to ethnic minorities, are trying to reach out to women, to the gay community and are generally having an inclusive approach to everything that we do. It is very easy to look at the International Olympic Movement or the football governing bodies and say, 'they are the problem' but in fact if we are unable to point to diversity amongst ourselves then many of the arguments that we are making will dissolve.

There seems to be a dispute over language, over what constitutes social inclusion. There seems to be a contested space where we are even unsure about what exclusion or discrimination means. All of us have been doing this for far too long to start to have those arguments again; to start to redefine what discrimination is or to begin to rewrite that. It is very clear that what we are looking for is the solutions going forward. We need to do some creative thinking. Sometimes the onus is on us to go beyond just providing a critique. We need to focus on practical solutions. That is one of the aims of this conference.

How can you bring together people with different national identities through football when they are so focused on supporting their own country's national teams?

I think there is a way of expressing support for your national team, having pride in your flag, without that spilling over into xenophobia and extreme nationalism. There is perhaps more work to be done in educating fans at this level. It is always about drawing a line in the sand and saying this is appropriate, this is wrong. I guess the same could be said about abuse of players who are different on the field of play. It used to be argued that for a fan or supporter to abuse a player was simply part of the game, it was part of the process of putting them off their game because you wanted an advantage for your own team. But it was very clear that you could do that but these are the places you cannot go, these are the things you cannot say.

It has also been suggested that his kind of nationalism isn't so serious any more but it is more like dressing up in your national colours. I'm cautious of this explanation but there were incidences during the European Championships in Austria/Switzerland of local people adopting other nations once their

own team had been eliminated and overtly expressing their support through dressing in alternative national colours.

How are the various organisations working to empower women to get to the same level as men?

I think we need to fight stereotypes such as football federations using an image of high heeled shoes as the symbol on their website to link to the section concerning women's football. A simple review of how women are portrayed within sporting organisations' publicity is perhaps the starting point as it is this that reinforces public perceptions and helps to perpetuate power imbalances within the structures of sport.

There are also possibilities to do something concrete as well. We have learned from our European Leadership for Women projects that we can prepare women in a better way for positions within sporting federations across Europe. This can be extended to training for people with migrant backgrounds to help prepare for positions from boardroom level to volunteer level. This will not break the glass ceiling but perhaps it is better that the glass ceiling be broken from above rather than below. In other words, perhaps training for the 'white men in power' in how to adjust to change is more important than courses for women and migrants.

We should also not be afraid of quotas. In Scandinavia quotas are working. We are not doing anybody a favour by elevating them through the quota system but are providing opportunities similar to the Rooney Rule mentioned before. We need to go to places in the debate that many of us have never been before or many other people wouldn't like us to go because otherwise we rely on the same old solutions. Moralistic arguments that we make that go over people's heads or they are not interested. Let's look at solutions that feel like they're out of bounds at the moment and who knows, over time they may become a reality.



Input from Gerd Dembowski, who developed the exhibition *Ballarbeit on migration in football*

Plenary Session 2 – Reports from the Workshops and Open Discussion

WORKSHOP A – Cracking the Glass Ceiling: The role of clubs, associations and public bodies in promoting inclusion of ethnic minorities and migrants

Input for this workshop was provided by *Heidi Pekkola, Communication and Policy Officer, ENGSO / European Olympic Committee* who presented the ENGSO Manifesto for Truly Inclusive Sport which was adopted by the ENGSO General Assembly in 2010. *Simon Morgan, former captain Fulham FC / Head of Community Development, Premier League, UK* summarised some of the measures that the Premier League (PL) have in place to challenge discrimination and promote inclusion. **Gerd Dembowski, creator of the exhibition *Ballarbeit on migration in football*, BAF, Germany** explained the role of fans in Germany in encouraging greater diversity amongst supporters and reviewed his own research into the positive actions taken by the German football authorities in recent years to counter discrimination and improve integration.

For this workshop the question was posed of why there is a glass ceiling and how it can be cracked. The discussion began with the need to know more about the situation beyond the playing field and the lack of quality data available means there is no clear picture. It was acknowledged that the equality standard in the UK imposes a set of criteria which clubs have to meet. This implies that a certain degree of data is available but this should be extended across Europe as the basis for a more rigorous research programme. Research needs to take into account the different contexts across Europe and examine the views of migrant communities themselves.

The issue of educational attainment was raised with a suggestion that it was perhaps wider educational structures that were failing ethnic minorities in achieving basic qualifications needed for off the field roles. In the case of women however data suggests that qualifications for those women that have made it into such positions must be higher than for

men. So whilst it is important to make sure that training opportunities reach out to those striving for these positions, awareness training for those already above the glass ceiling is vital.

It was highlighted that the existence of a glass ceiling was due to a number of interconnecting factors that act cumulatively to maintain the status quo with regards to the under-representation of ethnic minorities in coaching positions. One effect of the glass ceiling is that it reduces aspirations of black players to become coaches. With no significant role models to look up to a negative attitude towards such progression pervades. Football cannot be divorced from the societies in which it exists and it is highly likely that in many cases club owners will have views on black people or minority people which will mean that they prefer not to employ on racist grounds black coaches or black managers. If the experience of football by black players is one of prejudice, which for many it will have been, why would they want to remain in an industry which they have experienced as racist beyond their playing careers if they do not need to? There are still residual stereotypes around black people which place physicality over intellect which may account on the one hand for the over-representation of black players or the under-representation of black coaches. These stereotypes are embedded in societies. Finally as acknowledged by William Gaillard, black players are outside those networks that dominate football governance. There is a tendency of club owners to recruit in their own image and it becomes a closed shop.

Despite huge progress having been made by UEFA and the large sums of money that are made available to national federations it is often provided without clearly defined stipulations around the issues of integration. Targets need to be set by those in power.

This leads to the following recommendations of Workshop A:

Quantitative data amongst administrative workforce is difficult to get – there are no common indicators in existence so no comparisons can be made. **Research to gather quantitative data on minority representation at administrative level is needed and a set of indicators is required to guide this research.**

Crack the glass ceiling from above – UEFA and FIFA can do more with their links to National Governing Bodies. *Training with CEOs and Executive*



WORKSHOP B: New approaches, tools and campaigns against exclusion and discrimination in sport

Committees around building a business case for addressing minority issues should be developed and delivered. Clubs can be advised in this regard through compulsory standards schemes.

Engage with and ask ethnic minorities about their experiences. Case studies on many different countries can be compiled and knowledge can be shared.

Targets for change – high targets for migrant activation coaching, administrative and governance positions in sport need to be set by people in positions of power otherwise nothing will be done. Look at models in existence around promoting female engagement. Models currently exist around female representation and these can be replicated.

Introduction of a quota for coaches and in relevant bodies to boost minority representation

Funding needs to be allocated to structural projects that can roll out the findings of and support research projects. This needs to be embedded in institutional structure to ensure sustainability

WORKSHOP B – New approaches, tools and campaigns against exclusion and discrimination in sport

This workshop was led by **Des Tomlinson, Intercultural Football Programme National Coordinator, FA of Ireland (FAI)** with input from **Craig Bankhead, Education Manager, Show Racism the Red Card, UK** and **Kris Hermans, Project Coordinator, The Red Anthracite (DRA), Belgium**. The main focus was the challenges being faced in developing new approaches with regard to the situations in different countries.

Acknowledging the good preventative work being carried out to tackle racism the discussion began with an exploration of the root causes for such attitudes. The media were seen as a particularly important source for the propagation of negative ideas about migrant populations and minority cultures. In Britain, for example, the tabloid press contain a lot of anti-Islam and anti-asylum messages at present. Another reason, allied to this and on which such stories rely for their influence, is the ignorance of readers around these issues. In areas where the population is overwhelmingly white, particularly in rural districts, there are people that have never en-

countered anyone black or Asian face to face. Their views are based upon stereotypes that the mass media sensationalise in order to sell papers. In Britain, for example, it is the case that a large proportion of white people cannot differentiate between the notion of an asylum seeker, a migrant and an economic migrant. In most people's eyes they form one homogenous group. There are myths that need to be challenged. Furthermore, beyond the mass media, similar messages are being used by mainstream political parties across Europe further legitimising, and in some cases encouraging, such views. It was also suggested that migrant communities need to be more proactively involved in the debate about what fuels the stereotypes being reported by the media.

In current society where the public spaces are becoming more about consumption than communication, much of our engagement with others and our learning about the world around us is done through electronic forms of media. They are the new civic spaces where people come in contact with one another and with different types of opinion. A question was asked about the relationships that different organisations and campaigns have with various forms of broadcast and print media in getting their messages heard?

In the case of 'Show Racism the Red Card', the message of anti-racism is carried on the back of professional footballers with whom the organisation works and whose status is attractive to local and national media. In the case of one project, the German-Czech Football School, their ongoing daily work is of little interest to the media but when the profile is raised through linking with a major football club such as Borussia Dortmund, Manchester United or Sparta Prague they are able to get good media coverage.

It was recognised that football seems to lead the way in challenging racism but that there are limitations in reaching groups with little interest in the sport. Football is not necessarily a particularly popular sport in some countries and national governments and European funders need to be made aware that other sports can be used to raise awareness of the issues. This leads to the question of how examples of good practice can be transferred from one activity or one target group to another?

Football projects are often criticised for being too male centred but the celebrity status of football extends into the worlds of young women just as



Input from Willie Westerhof of the Netherlands Institute of Sport and Physical Activity (NISB)

much as young men. It is this popularity of football that can be utilised. Equally, other activities can be used for different groups and for different reasons. Whether it is other sports or the likes of music that provides the right kind of role models that can help extend the anti-racist message, it is easily transferable because the sports professionals provide a strong figure who can discuss their experiences within the educational context of the work.

There are different realms in which racism occurs that need to be considered; cultural, political and community. Approaches are needed that tackle the issue at different levels, both 'top-down' and 'bottom-up'.

With reference to education systems across Europe it was pointed out that in many countries across Europe the school curricula have not been adapted for multicultural life and diversity in society. In a study carried out in the UK it was found that teachers in England are afraid of tackling issues around racism because they themselves do not have the experience and knowledge necessary for such a task.

Is there a greater need to encourage more diverse partnership working and a greater multi-stakeholder approach to these campaigns that would include educational, community, political and media organisations?

Examples were given of numerous working partnerships that are essential to the success of the work from local authorities, national governments, trade union movements, non-government organisations and funding agencies.

One contributor noted that networking had not been their initial priority but more recently they have discovered that the more they do network the more interest there is in the project and the more offers they get to extend the work.

It was suggested that there is a need for more research on the benefits of diversity and migration in order to be able to challenge the myths surrounding the issues.

The level at which this work needs to be targeted is very different from one country to another as migrant populations are far more established in some places than in others and the issues being faced have to be seen at different levels of complexity from one nation to another.

The Football Association of Ireland (FAI) have had an intercultural programme for four years which came about due to rapid demographic

changes within the country in recent years. The national government were keen to use sport for integration so the football association were given funding to develop an intercultural strategy. In other countries national governments are not even prepared to recognise the issues related to increasing numbers of migrant groups arriving and settling in their country making it very difficult in some places, such as Finland for example, to carry out any kind of work and certainly not receive funding for doing so. This leads to the following recommendations:

- Promote benefits and positive aspects of migration/ diversity and challenge racism
- Working with media on challenging stereotypes
- Increase multi-stakeholder partnership with a common approach (all levels: migrant communities, trade unions, government level, European Commission)
- Engage a prominent high profile partner (ambassador for diversity)
- Focus also on other sports (not just football)
- Promote an equal representation of migrant groups in media (not just for negative aspects)
- Promotion of activities mixing sport and culture
- Every club should have a diversity programme supported and funded by European and national government
- Consultation with target groups in planning and developing campaigns and tools
- Providing opportunities for interaction between and within communities/groups

WORKSHOP C – Self-organisation & empowerment of migrant groups and minorities in and through sport.

This workshop promoted what it was preaching by encouraging involvement from attendees through practical participation. Input was provided by **Gibril Deen, Chairman, Mahatma Gandhi Human Rights Organisation / African Stars, Hungary** who provided background information about the self organisation of refugees and immigrants into their own football teams due to the difficulties faced by these groups in being accepted in



Vladimír Sendrei, Ex-player, coach & founder of the Roma initiative *Futbal nas spaja* in Slovakia

Eastern Europe. This was followed by a presentation from Asma and Nora from **Young Muslim Women Austria**, part of **Muslim Youth Austria (JMÖ)**. Their aim is to motivate young Muslim women to take part fully in society and overcome the negative stereotypes associated with female Muslim culture. Sport offers a particularly good medium for actively showing positive images of Muslim women participating in mainstream activities. This includes the organisation of annual sports camps in the summer and the winter where the group can participate in typical seasonal sports whether it be swimming and mountain biking or skiing and snowboarding. **Willie Westerhof, Project Leader, Netherlands Institute of Sport and Physical Activity (NISB)** presented the Join-In programme, the premise for which is to 'educate by doing', with a very practical demonstration of how martial arts can be used to promote inclusion provided by **Yusuf Celik, Dutch Institute for Martial Arts and Society (NIVM)**.

Applying the principles of the Join-In programme to the workshop encouraged discussion in much smaller groups to give everyone the chance to contribute leading to the following recommendations:

- Consider legal situation (in specific contexts)
- Proper funding
 - transparent guidelines
 - equal access
- Networking
 - migrant/ethnic communities and different organisations
- Transfer of know-how & resources
 - Both scholarly research and grass roots expertises
- Publicity/Media work
 - make minorities visible and combat stereotypes
 - promote respect, tolerance
- Awareness raising
- Specific offers for different target groups with regard to access and opening times
 - e.g. women/Dancing & youth & parents) – Access/Opening
- Empowerment

Plenary Session 3 – The crucial role of athletes, (ex-)players and coaches

This session highlighted some very different ways in which former professional football players are involved in helping to set the agenda at the local, national and international level with regards to challenging racism and promoting social inclusion through their own passionate belief in the power of sport and sporting role models to make a difference and the desire themselves to work with professional clubs, local organisations and national federations to help marginalised groups.

Vladimír Sendrei, Coach & Roma activist, *Futbal nas spaja*, Slovakia

The 'Football Unites Us' (*Futbal nas spaja*) project was introduced with the joint aims of uniting people via the phenomenon of football, highlighting positive examples and good practices, and bringing the attention of the media and the public to the existence of racism in society.

The project focuses on the Roma population in Slovakia, which it hopes to help directly by making football activities more inclusive to Roma people and indirectly, though more importantly, by changing the opinions of the public as a whole about the Roma population.

Roma people are often afraid to get involved in mainstream activities and the project hopes to help by encouraging more to become players, coaches and involve themselves in sporting societies more widely. One of the most difficult things is to convince Roma parents to get active in football because at the moment most Slovakian clubs charge something like € 5 per month for children to participate. The project is working towards organising sport for which such costs are not necessary. Thus the project is funding football tournaments for both Roma and Slovakian children to play together using referees from both communities as a way of bringing everyone together. This model is proving to be quite successful and has also helped in encouraging women to be involved.

They also have a good connection with the Slovakian Football Association, who have given them small grants to help train their own coaches.



Tony Higgins, Scottish board member of the International Footballers' Union FIFPro

They also have some funding to organise a match between a Roma selection of players from lower league clubs who will play under the 'Football Unites Us' identity and 2nd division club MŠK Rimavská Sobota, which has a very radical fan club and at whose home matches racism is very apparent. Following the match they will also hold a panel discussion with the fan club in order to encourage dialogue about these issues beyond playing football.

Part of the problem with integration of Roma is that many young people suppress or hide their Roma identity, not wishing to promote that side of themselves due to the negative connotations other people attach to it. What else could be done to reverse this trend of shying away from the Roma identity?

Individuals need to be identified with positive attitudes towards being Roma to act as role models in sport and in society. It is not just athletes and sports personalities but doctors, politicians and other professionals who need to show their pride in the Roma identity.

Tony Higgins, former player Hibernian FC / Board Member, International Footballers' Union FIFPro

FIFPro is the governing body of the player unions, representing 42 unions throughout the world and approximately 60,000 professional players. Through an explanation of his own experience of playing professional football in the UK during the 1970s, Tony describes how he became embarrassed by the treatment of fellow professionals who were suffering abuse because they were black. He believes that players have a responsibility to challenge racism as he did during his playing days.

He draws a comparison between those days when racism was first being challenged in British football and the current situation in other sports and in other nations around Europe and urges those involved to be brave in taking on the fight. With no support at the time from the clubs or the federations, it took the courage of certain individuals to speak out, with the backing of the players' union; an organisation with far more limited resources than the clubs or the federations. FIFPro encourages all player unions to utilise the status of professional footballers to challenge discrimi-

nation but it is important that governing bodies like UEFA and FIFA support their members in order to provide working environments that are not unacceptably hostile for certain players in certain countries. It is also important to direct any work at the right audiences. It is very difficult to change the attitudes of adults once they have become an ingrained part of their identity but with children, who are still developing their understanding of the world around them, it can be much easier. This was demonstrated by a recent campaign that was undertaken in Glasgow, involving players from Rangers and Celtic, to educate young people about asylum seekers, whose presence in the city was causing tension. The views and attitudes of athletes in the public eye are incredibly important and powerful and if you have the passion and the commitment you can say much more as a player than you can as an administrator.

It has been a long struggle, which is far from being over, but through working in partnership with organisations like 'Show Racism the Red Card' and continued lobbying of the Government, a number of campaigns over the years have been funded and there is now support from the clubs and federations that were initially resistant to the anti-racism message. For those sports facing up to these similar challenges across Europe at present, it is important to learn from the approaches taken within football, especially the mistakes already made, and with drive and commitment you have the chance to make progress.

Emmanuel Ekeigwe, New African Football Academy, Austria

The New African Football Academy (NAFA) was started six years ago when Emmanuel Ekeigwe, a former professional football player in Nigeria, arrived in Austria. Wanting to extend his football career but having experienced discrimination from his colleagues at the Austrian club he was with, he decided to form a more egalitarian team. They play in the sixth tier of the Austrian football league system. When they started 80% of players were not working. Many were asylum seekers and although there were no problems for such migrants obtaining their playing license, as long as they had a legitimate residence in Austria, it has been a struggle to fund the club. The team has survived through private donations and expenses being met from his personal bank account. The club now has youth teams



Plenary Session 3: The crucial role of athletes, (ex-)players and coaches

and is working with women. Being comprised of 70% black players the team has experienced racial discrimination in many ways. They have carried on despite overt racism from spectators but more recently the issue of discrimination by referees has had to be tackled. Players are not well paid and play amateur football with enthusiasm because of the joy it provides. So when they are being prevented from doing so for racist reasons steps need to be taken. Complaints yielded no results so other solutions have been sought. Emmanuel Ekeigwe as chairman of the club therefore made a point of speaking to the president of the Vienna Football Federation to discuss ways of tackling this issue. When complaints were made the evidence was not considered strong enough to take disciplinary measures against the referees. The alternative approach was to address the referees themselves by creating a forum where players and referees could get to know one another. The discussion about what problems may exist in officiating minority groups such as NAFA was very positive.

A question was raised about the responsibility of the authorities in making sure black players are not treated unfairly by referees, the suggestion being that in some countries ethnic minority players receive a disproportionately high number of bookings.

This would be an issue for FIFPro if it was the case in international fixtures but within national leagues it is something for player unions and the local federations to address. If it is a disciplinary issue where there is evidence to show racism is occurring and the federation has a rule precisely around racism, which all federations should, then it should go through their stated process.

Gilbert Prilasnig, former Austrian International / youth coach, SK Sturm Graz

Sturm Graz has 200 boys and girls registered but compared with other clubs and the general population of Vienna has a low percentage of youth players from migrant backgrounds. It is also only in the last 12 months that the club have formed female teams. There may be many reasons for this but as a club it was felt that they needed to do more to attract young people from excluded social groups. With the cooperation of a local school teacher a project was started to encourage participation. In many cases

migrant families whether they have an interest in football or not are unaware of the opportunities available and the ways in which their children might be able to join a football club. In other cases they may think it is too expensive for their children to join the club. Or it may be because the geographical location of the club is inconvenient for people who have to rely on public transport.

SK Sturm Graz now hold a training session once a month to which all pupils of the primary schools in the city are invited. This involves more than 200 children and 10 professional coaches who volunteer to help with each session. With the help of the Austrian Football Federation they have spoken with parents to help them find football clubs in their neighbourhood.

Gilbert Prilasnig also coaches the Austrian Homeless World Cup Team which is a great example of the integrative power of football. The Homeless World Cup was founded by two Austrians and a Scotsman almost 10 years ago and has received the UEFA Charity Project Award. Homelessness is a very big problem all over the world including Austria, much to the dismay of many Austrians. There are, in particular, a lot of young people in Austria without anywhere permanent to live. In partnership with CARITAS who have a network of social institutions offering support to homeless people, the Homeless World Cup Project invites people using these institutions to attend football training sessions that, from which players are selected for the Homeless World Cup Team. Eight players then have the opportunity each year to actually attend the Homeless World Cup, the last of which held in Paris had 64 men's teams competing and 16 women's teams in a separate competition. "At the Homeless World Cup the whole world comes together and nobody cares about any difference because everything is so different that there is no time to care about anything other than football and enjoying yourself ... In the Homeless World Cup the result of matches is not important despite games being competitive. What matters is that for so many participants it offers a way of building self-confidence."

The role of players has been highlighted here but clearly the role of referees is crucial especially if the laws of the game are being applied in a discriminatory fashion, whether intentionally or unintentionally. This may be happening at all levels of football from amateur leagues to the World Cup finals. Diversity training needs to be given to referees. As custodians of



Sabine Behn from the SPIN partner organisation Camino

the game referees need to be able to recognise what the issues are and have more power to take action including stopping the game in situations where players are being racially abused such is the case in European matches. A survey that was conducted in Finland which asked referees whether they had witnessed any racism during a match found that although 40% answered affirmatively there were only three reported incidences recorded so there are also clearly not the appropriate mechanisms in place for referees to be confident about challenging racially motivated provocation.

Is there also a need for federations to provide diversity training for all professional players as part of their community relations work and would players be open to that?

In England a programme has been started where every young player is given diversity training as part of his apprenticeship and it is being looked into in Scotland which already has drinking, gambling and drugs awareness training for players.

And are there forums that provide an opportunity for fans and players to engage in a dialogue about issues of racism and exclusion?

There are such things in Scotland where often it is ex-players and fans coming to together but if young players can be trained and skilled up in talking about these issues they become invaluable in conveying them to the wider football community because of their status and media profile.

Closing Plenary Session – Social inclusion in and through Sport: Good Practice and the way forward

Sabine Behn & Till Sträter, Camino, Germany

As a product of the SPIN project, the Good Practice Guide was presented. The guide provides practical examples of good practice from eight European countries (Austria, Germany, Italy, Republic of Ireland, Finland, Hungary, Portugal, UK) with respect to the following headings: National/governmental programmes, regional programmes, sports clubs and associations, qualifications and continuing education, migrant sports clubs, migrant girls/women, anti-racist and intercultural events, and access through school and through the local neighbourhood. It also includes a section on indicators and criteria for judging inclusion.

The guide distinguishes between two basic perspectives: inclusion in sports and inclusion through sports. The former focuses on the approach of migrants to sport and the facilitation of the capacity to act in sport. It calls for regular long term participation and involvement in sports clubs and is based upon the premise that involvement in sports already represents an instance of inclusion. The latter is based on the assumption that inclusion is not automatically achieved as a by-product of sport involvement. In this perspective inclusion is not achieved simply by a mere increase in the number of migrants in sport but rather by a focus on inclusion work. Sport clubs can therefore be regarded as places of interaction and civic engagement which can allow individuals to gain experience and acquire skills, which they can apply to other social contexts such as at school, at work or in the community.

The opening sections of the guide present examples for corporate strategies on the national or regional level and possibilities for sports clubs themselves. National and regional programmes are mostly co-ordinated by governing bodies of sport and funded by governmental institutions such as the Ministry of Sport or Education, the Ministry for Youth or for Migration for example. Several programmes have the goal to support sports clubs and enable a systematic encouragement of the process of inclusion of migrants.



Till Sträter (Camino) presenting the SPIN Good Practice Guide

Assistance for the sports clubs can be provided in the form of material and financial aid or creative support, e.g. conceptual consultation and supervision. There are programmes that promote a strategy to make target groups aware of club oriented support by using easy access leisure programmes. In some cases in order to create acceptance for this amongst family members the parents will also be included. Thereby the target group can be motivated to join the club and the programmes will function as 'door openers' for the target group easing initial contact to unknown sports clubs within the host society. The good practice example given was the establishment by the Football Association of Ireland (FAI) of a sustainable futsal league in County Clare. There are also several examples in the guide of sports clubs taking the initiative themselves to be more open to migrants or to sensitise and create interest around inclusion issues. The Helsinki Diplomats Sports Club in Finland for example initiated an international supporter club explicitly to oppose racist supporter initiatives in football. Some clubs like the Lancashire Cricket Board in the UK have developed their own intercultural standards.

The section of the guide on Qualification and Continuing Education in Sports provides examples that deal with two problems: the underrepresentation of migrants within sport as coaches, referees or club officials and the preparation of coaches and referees to work in increasingly multicultural sporting situations and deal with the resultant challenges that did not previously exist. How continuing education in sport can be linked to inclusion processes. A good practice example is the Berlin Football Association which implemented a project entitled 'Integration through Qualification'. There are many officials from the numerous migrant clubs in Berlin, many from Turkish background, that are not properly prepared for the bureaucratic challenges involved with the running of an amateur football club. To reduce these deficiencies and remove insecurity courses were offered directly to migrant club officials with the aim of raising the skills of those participating which can then be passed on through internal training of young volunteers within the clubs for the future. The courses taught were Organisational Management, Membership Management, Taxes & Insurance and Marketing & Communication as well as elements aimed more towards coaches focusing on areas like intercultural education, conflict management, dealing with racist insults, teambuilding, approach to parents, etc.

Public discourse around migrant sports clubs suggests the existence of separated societies. In contrast, the guide provides a number of examples illustrating the inclusion potential of migrant sports clubs. The African Star football team which participates in the lower leagues of the Hungarian Football Association, for example, is composed of refugees and migrants and provides the opportunity to raise awareness about groups who in Eastern Europe commonly face discrimination and xenophobic hostility. Also, the Berlin based football club Türkiyemspor has become the figurehead of the city's Turkish community providing a positive role model for Turkish born immigrants and migrant workers. The club has frequently used their media attention for involvement in various social issues including raising awareness around sexual diversity and the support of actions against domestic violence.

Several examples in the guide demonstrate that sport activities can only exercise integrative ability effectively and sustainably when they function in a gender orientated manner. This can be achieved for example by implementing activities aimed only at women or girls or it can be achieved by the provision of opportunities for girls in the form of core educational concepts which gives special consideration to their needs and demands. Women and girls with a migrant background are often more involved in their ethnic communities or even controlled by them. Ultimately this means that sports programmes aimed at gender and inclusion must be oriented towards participants' living environment.

The public nature of sporting events as a benefit for raising public awareness and facilitate cross cultural exchanges is exemplified by such anti-racist and intercultural sport events as the Mondiali Antirazzisti, the well known anti-racist world cup held in Italy, and the Tolerance Cup held in Budapest which aims to support the Roma minority in Hungary.

Many migrants lack of access to mainstream sports clubs is often rooted in economic and social structural causes. It appears that it is necessary to approach them on site in their respective contexts. Young people from migrant backgrounds especially often do not have the resources to use public transport or pay club fees. Many projects suggest that most frequent access to sport is achieved in the neighbourhood and in school. Across Europe education is compulsory for all children so school is a space where a high number of young people from different social and ethnic backgrounds can be addressed



Salomé Marivoet on the situation in Portugal

through sport programmes. Also research has indicated that parents from migrant minority backgrounds often use school as a safe well organised and trusted environment and are therefore perhaps more disposed to information received from this source. Several good practice examples also show how sport facilities in a school context may also be linked in a very intelligent way with the mediation of language or civic values. Concerning the neighbourhood, in many European countries urban areas have developed in the course of several migration waves. These neighbourhoods are accordingly a crucial area for inclusion projects. The Portuguese project Choices Ball Forward carried out social interventions through street football in Lisbon and Porto. The target group was the descendents of immigrant and ethnic minorities. In addition to the regular training activities and participation in inter-team games the project focused on the training of the trainers. These projects are innovative due to the adoption of empowerment strategies at the level of sports. The youngsters who will be trained as street football trainers gain civic and personal skills which might facilitate employment.

The guide also provides indicators and criteria which are helpful for the evaluation of inclusion in and through sports. This includes quantitative and qualitative indicators. The main quantitative indicator is migrants' representation on different levels of the sport sector in relation to the proportion of migrants in society or different regional and social contexts. The qualitative indicators are less straight forward. With regard to access to sport programmes answers to the following questions need to be considered:

- Are there sport programmes which break down access barriers for migrant groups?
- Is availability of sport programmes ensured for social groups which are unable to afford public transport? Are there on-site sport programmes?
- Are there on-site 'peer' cooperations which serve as a gateway for the target group and which recognise in particular the needs of the ethnic groups or the local context?

Indicators concerning intercultural accessibility of clubs are listed as follows:

- Internal organisational awareness and sensitisation
- Social framing/interaction

- Special consideration of religious or culturally related regulations with girls/women
- Co-determination and participation
- Networking

Finally, the degree to which inclusion through sport is being achieved can be assessed with reference, for example, to whether there are:

- Possibilities to improve language skills in the day-to-day practice of the sports programme
- Any possibilities for civic engagement designed in such a way that migrants can be assigned important functions and positions (e.g. trainers, group workers, youth officers, etc.) so that they can position themselves beyond the formal membership
- Target group specific training programmes according to the context of the sport which enable people to occupy important positions in the club (club management, trainer course, etc.)
- Sport pedagogic concepts which promote specific social and personal skills (e.g. self-esteem) of young people

Salomé Marivoet, *University of Coimbra, Portugal*

Portugal does not have a strong tradition with social inclusion work for migrants. It is only in the last decade that the country has received significant numbers of people from abroad; Brazil, the far east and the former colonies in Africa being the most prominent communities. The publication of the EU White Paper in 2007 had a significant impact in Portugal in highlighting the social role of sport.

The first governmental programmes linking sport with social issues have been created back in 2001 but it was only last year that projects on the social inclusion in and through sport were introduced. Two projects kicked-off last year which are integrated with larger programmes of social inclusion. These projects work with street football with the aim of training the trainers. In this way the participants' involvement is increased and offers empowerment. What must be remarked upon is the importance of not only the action that takes place but also the evaluation. It is important to understand the impact of these projects. All of the chosen projects need to have evaluation. They



Clive Lessem, Development Consultant of MIFALOT

need to have indicators to show whether the social skills have improved or not. Therefore, qualitative and quantitative techniques were used and participants, parents and teachers provided evidence. The other focus on transferability. Each project needs to develop a kit comprised of a video and a manual that can help other organisations to adopt similar practices.

Beyond this there are a number of projects developed by the Portuguese Players Union including a school citizenship programme that takes advantage of the status of former international players to promote inclusivity, involvement in the annual FARE week of action against racism as well as projects to engage with women, people with disabilities and disadvantaged communities.

Clive Lessem, Development Consultant, MIFALOT, Israel

One of the problems we all have in Israel is a tendency to feel we are out there on our own. That nobody is doing exactly what we are doing. That nobody is facing exactly the same challenges. We live interestingly in a particularly isolated part of the world. We're part of Europe, members of UEFA. We have a border with the EU member country Cyprus. We're funded under the European Union European Neighbourhood Policy and yet we tend to feel that we are isolated and on our own.

I represent a football club Hapoel Tel Aviv. Hapoel is the Hebrew word for 'worker'. It used to be owned by the trade unions and in the 1990s when the trade union movement collapsed and the football teams were privatised the DNA of the club remained the same. Hapoel Tel Aviv FC is in the mixed Palestine and Jewish neighbourhood of Jaffa. It is the first Israeli side to send a Palestinian to the national team and it is the first Israeli team to have a Palestinian captain. Minorities are an integral part of the club unlike other clubs in the country. As a result there is an absence of racist chanting on the terraces at Hapoel. It certainly governs the work we do at MIFALOT.

When the current owners of the club took over 13 years ago they made the decision that part of owning a club was corporate social responsibility. All the profits they made out of football would be invested back into the community and promptly went almost bankrupt and lost € 30million in 10 years. So there were no profits but the principle of investing back into the community remains the same. It was decided that the investment back

into the community would be done by a fenced not for profit organisation. This is very similar to Barcelona's foundation and other clubs that hedge their community foundations and do not operate their community work under the marketing and public relations departments of the club. We find very often that corporate social responsibility for a football club is translated into getting backsides onto seats so we are giving away tickets as well. A main focus is to include people into the club, we are encouraging local footballers to be professional because we want to get them into our youth teams. This is done in the framework of a CSR organisation which is hedged, meaning that the football club can't take the money of the Non-Profit organisation and if MIFALOT gets funding from outside sources – other sponsors, European Union or government departments – those resources do not belong to the club. So MIFALOT is a hedged organisation, independent of the club with an independent board.

We operate in Israel, Palestine and Jordan. We have over 20,000 kids in weekly activities in 8 core competency programmes. About 50% are minority kids and the other half are from lower social economic groups. To do so wasn't an ideological decision. We just decided to work in the most troubling areas and these areas tended to have the largest minority population or the largest groups of immigrants. This includes programmes in the southern parts of Tel Aviv for Darfourian and Eritrean refugees. We have a land border with Africa which has people crossing at a rate of 2000 per month through Egypt. Since the fall of the Mubarak regime in Egypt the stream has slowed down a little bit because the route has become simply too dangerous but still there is a large collection of asylum seekers in Israel.

One of the programmes we are most proud of is our work with young Bedouin women. Bedouin are the nomadic tribes of the south, of Sinai, Israel, Jordan and Saudi Arabia. To see over 200 Bedouin women playing football in a dress with jeans underneath, because we couldn't negotiate with them to play in kit, has been a breakthrough. But for us the most important breakthrough has been to get graduates of this programme onto coaching courses and to have young Bedouin women coaching younger Bedouin boys.

Sharing practices and the transfer of technology is very important to us. We were active in Haiti after the earthquake. We have the unfortunate experience of running sessions for kids under constant shelling and we are



Closing Plenary Session: Social inclusion in and through Sport

now along with other organisations offering expertise in Angola, Rwanda, Cameroon and hopefully soon in Benin as well.

For us the way forward is to be part of as much as possible national and international networks. We are a member of the SCORT network of clubs set up by FC Basel (which includes Tottenham Hotspurs, Werder Bremen amongst others). We cooperate with Barcelona in the region running joint programmes for Palestinians and Israelis.

For us the biggest challenge is to develop sustainable income models because we cannot rely simply on money coming from the club and/or government grants or EU money. What we have managed over a three year process is to isolate what in our portfolio are saleable services. What we can sell as consultancy services, as services to municipalities and services to other football clubs or sports clubs. I would like to see at the next conference an opportunity to share best practice about sustainable income models.

Milan Hosta, Director, SPOLINT Institute, Slovenia

The final presentation provides a philosophical look at the role of sport and poses some general questions about how sport has developed and the values with which it is associated.

Open our minds and go beyond some of the realities that exist. The domination of sport as a representation of national pride for example means that elite sport attracts large amounts of funding. This is the case in Slovenia but how many Slovenian sports men or women could the audience name? One or two? Is this justification for such investment in sport?

Sport, of course, provides other things such as friendship and solidarity. But also structural paradigms that speak to us through sport, such as modern imperialism. People in Europe pay for children to be developed as athletes in Africa then import them to clubs in Europe. And when they can no longer play, they are exported back home.

Sport was misused and abused for political and military reasons. Instead of making weekend joggers, they produced weekend soldiers. We have developed since the age of Coubertin the athletic religion, athleticism. There are also strong messages you can send through sport. Like in the Mexico Olympics 1968 when the athletes Tommie Smith and John Carlos fought for the recognition of black power in the US. They were

good enough to run for the country but not allowed to go into a restaurant back home or sit down on the bus. This was only 40 years ago.

An Indian philosopher said, as soon as we divide ourselves as Indians, as Muslims, Christians or for that matter into Germans, Slovenians, we are violent. It is a violent act, dividing humanity into nationalistic parts.

Playing international sports on a nationalistic basis is kind of reproducing this violence. Again we have Slovenes against Croats, Serbs against Croats, they fought each other, now they play each other but just without guns. But again we have all this nationalistic mythology going on. So in the Western Balkans we do not have a post-conflict society, it is just an in-between conflict society.

In Europe we are moving towards the 'United States of Europe'. What does it mean for the FIFA World Cup? Which countries will be there? Just one, Europe! Will we allow it? If we want to go further on in this Humanism then yes, we have to. Or we will have only corporate teams in future. Professionals playing for money for corporations such as Nike, Coca Cola, Puma or Adidas?

How many of you believe that from the good practices that you do, you have made a change? Was it worth doing it, or was it just spending a couple of Euros? Do we just reproduce the world? Is it just cosmetics so that others can play their power games?

When we are looking at these problems of migration, corruption and violence, shouldn't we start something new? It starts, drop by drop and then you say it is raining but each drop of rain has to fall down because that is the reality that each drop falls, then evaporates and then again and again. It is the same with us. Each human being has to develop itself morally. Drop by drop, time again we learn the same things.

Don't forget the black swan effect: just because we have been living the same pattern for 20-30 years doesn't mean that tomorrow will be the same. It can be a quantum leap. Most of us here come from counties in the top 10% of the richest nations. This balance cannot be maintained in a proper manner. Establishing lasting peace is the work of education and is our personal intention of why and how you do the projects you do. You have to first be clear and honest with yourself.

"Establishing lasting peace is the work of education; all politics can do is keep us out of war." Maria Montessori

List of Participants

- 1.) **Nora Abuzahra** | Austria | *Young Muslims Austria – JMoe* | info@jmoe.at
- 2.) **Adu Adjei** | Switzerland | *Swiss Minorities Sports Culture & Integration* | swissminorsci@yahoo.com
- 3.) **Asma Aiad** | Austria | *Young Muslims Austria – JMoe* | asma.aiad@projektfatima.at |
- 4.) **Silke Almesberger** | Austria | *Sport Teacher* | silke.almesberger@gmx.at
- 5.) **Stefanie Arnold** | Northern Ireland | *Irish Football Association (IFA)* | sarnold@irishfa.com
- 6.) **Muslim Bakir** | Turkey | *Okan University* | mbakin1954@yahoo.com
- 7.) **Craig Bankhead** | UK | *Show Racism the Red Card* | craig@theredcard.org
- 8.) **Sabine Behn** | Germany | *Camino* | sabinebehn@camino-werkstatt.de
- 9.) **Oana Botez** | Austria | *Women Football Club* | oana.botez@yahoo.com
- 10.) **Michael Boyd** | Northern Ireland | *Irish Football Association (IFA)* | mboyd@irishfa.com
- 11.) **Steven Bradbury** | UK | *Loughborough University* | s.bradbury@lboro.ac.uk
- 12.) **Anna Maria Buleczka** | Poland | *Fundacja Krakowskiego Radia Akademickiego Radiofonia* | annamaria.buleczka@gmail.com
- 13.) **Yusuf Celik** | Netherlands | *Dutch Institute for Martial Arts and Society* | celik@vechtsportenmaatschappij.nl
- 14.) **Robin Toskin Chepsigor** | Kenya | *East African Standard* | toskinrobin@gmail.com
- 15.) **Daniela Conti** | Italy | *Unione Italiana Sport per Tutti (UISP)* | d.conti@uisp.it
- 16.) **Gibril Deen** | Hungary | *Mahatma Gandhi Human Rights Organisation* | gandhiegyesulet@gmail.com
- 17.) **Gerd Dembowski** | Germany | *BAFF* | feczak@web.de
- 18.) **Tamas Doczi** | Hungary | *Semmelweis University* | doczi@tf.hu
- 19.) **Marion Draxler** | Austria | *ZARA-Zivilcourage und Anti-Rassismus-Arbeit* | marion.draxler@gmail.com
- 20.) **Tamara Effler** | Austria | *FairPlay-VIDC* | tamara.effler@gmx.at
- 21.) **Emanuel Ekeigwe** | Austria | *New African Football Academy (NAFA)* | office@nafa-academy.org
- 22.) **Manuela Engleitner** | Austria | *FairPlay-VIDC* | engleitner@vidc.org
- 23.) **Joaquim Evangelista** | Portugal | *Portuguese Professional Players Union (SJPF)* | jevangelista@sjpf.pt
- 24.) **Michael Fanizadeh** | Austria | *VIDC* | fanizadeh@vidc.org
- 25.) **Judit Farkas** | Hungary | *Semmelweis University* | farkasj@tf.hu
- 26.) **Ilan Fellmann** | Austria | *Austrian Ministry of Sport* | Ilan.Fellmann@sport.gv.at
- 27.) **Christian Fessl** | Austria | *WiG – Wiener Gesundheitsförderung* | Christian.fessl@wig.or.at
- 28.) **Clemens Foschi** | Austria | *name*it – positive media* | Clemens.foschi@gmail.com
- 29.) **William Gaillard** | Switzerland | *UEFA* | william.gaillard@uefa.ch
- 30.) **Sabrina Gausbacher** | Austria | *Gymnastikbund Österreich* | gymnastikbund@gmx.at
- 31.) **Corinna Graubaum** | Germany | *Camino* | corinnagraubaum@camino-werkstatt.de
- 32.) **Yilmaz Gülüm** | Austria | *derStandard.at* | yilmaz.gueluem@gmx.net
- 33.) **Elisabeth Hackl** | Austria | *Researcher* | lisi.h@gmx.net
- 34.) **Amani Hamada** | Austria | *Junge Musliminnen Österreich* | info@jmoe.at
- 35.) **Burhan Hamdon** | Finland | *Hakunila International Organisation* | hakunilan@kolumbus.fi
- 36.) **Sepideh Hassani** | Austria | *FairPlay-VIDC* | sepideh83at@yahoo.de
- 37.) **Kris Hermans** | Belgium | *De Rode Antraciet vzw* | kris.hermans@derodeantraciet.be
- 38.) **Tony Higgins** | UK | *FIFPro* | tony@pfascotland.co.uk
- 39.) **Thomas Hollerer** | Austria | *Austrian Football Association (ÖFB)* | thomas.hollerer@oefb.at
- 40.) **Andreas Hoogink** | Netherlands | *Athletics Federation of Netherlands* | Andre.Hoogink@atletiekunie.nl
- 41.) **Milan Hosta** | Slovenia | *SPOLINT Institute* | milan.hosta@spolint.org
- 42.) **Katarina Hradilová** | Czech Republic | *Palacky University* | hradilova.k@gmail.com
- 43.) **David Hudelist** | Austria | *FairPlay-VIDC* | hudelist@vidc.org
- 44.) **Istvan Huszár** | Hungary | *Hungarian Football Association (MLSZ)* | Huszar.Istvan@mlsz.hu
- 45.) **Mustafa Iscel** | Austria | *Vienna Türkücü SKV* | mustafaiscel@yahoo.de
- 46.) **Thomas Jäger** | Austria | *Projekt SIQ!* | t.jaeger@caritas-steiermark.at
- 47.) **Martin Kainz** | Austria | *University Vienna* | mkainz@gmx.at
- 48.) **Cornelia Kaiser** | Austria | *IPO-UN, International Press Organization* | c.kaiser@suisse.com
- 49.) **Sophie Kammerer** | Belgium | *ENAR* | sophie@enar-eu.org
- 50.) **Amila Karačić** | Bosnia-Herzegovina | *Council of Europe – EPAS* | Amila.Karacic@mcp.gov.ba
- 51.) **John Kellock** | Austria | *European Agency for Fundamental Rights (FRA)* | John.KELLOCK@fra.europa.eu
- 52.) **Corina Korner** | Austria | *ASKÖ* | corina.korner@askoe.at
- 53.) **Elisabeth Kotvojs** | Austria | *FairPlay-VIDC* | kotvojs@vidc.org
- 54.) **Selma Kustura** | Austria | *FairPlay-VIDC* | kustura@vidc.org
- 55.) **Hans Henrik Lamp** | Denmark | *City of Aarhus – Denmark – Abteilung Sport & Kultur* | hhl@aarhus.dk
- 56.) **Clive Lessem** | Israel | *MIFALOT* | clive@lessem.net
- 57.) **Henrik Lunde** | Norway | *Football Association of Norway (NFF)* | henrik.lunde@fotball.no

- 58.) **Hanna-Mari Maijala** | Finland | *Research Center for Sport and Health Sciences* | hanna-mari.maijala@likes.fi
- 59.) **Mashudubele Charles Mamabolo** | Austria | *Embassy of the Republic of South Africa* | mamabolom@dirco.gov.za
- 60.) **Salomé Marivoet** | Portugal | *University of Coimbra* | smarivoet@sapo.pt
- 61.) **Norman Merchant** | Austria | *IPO-UN, International Press Organization* | ipo_un@yahoo.co.uk
- 62.) **Simon Morgan** | UK | *Premier League* | smorgan@premierleague.com
- 63.) **Winfried Moser** | Austria | *Institute for Children's Rights (IKEP)* | winfried.moser@kinderrechteinstitut.at
- 64.) **Layla Mousa** | Italy | *Unione Italiana Sport per Tutti (UISP)* | l.mousa@uisp.it
- 65.) **Arno Niederle** | Austria | *youngCaritas Käfig League* | arno.niederle@caritas-wien.at
- 66.) **Marie Overgaard Nielsen** | Denmark | *City of Aarhus* | mcon@aarhus.dk
- 67.) **Tihanyi Nilgün** | Austria | *ASKÖ* | nilgue.tihanyi@askoe.at
- 68.) **Christoph Obenhuber** | Austria | *Wiener Sportalternative* | christoph.obenhuber@gmx.at
- 69.) **Martina Öhlinger** | Austria | *Wiener Gesundheitsförderung WIG* | martina.oehlinger@wig.or.at
- 70.) **Petri Öhman** | Finland | *Liikkukaa* | ohman@liikkukaa.org
- 71.) **Junaid Olalekan** | Hungary | *Mahatma Gandhi Human Rights Organisation* | gandhiegyesulet@gmail.com
- 72.) **Bart Ooijen** | Belgium | *European Commission* | Bart.OOIJEN@ec.europa.eu
- 73.) **Heidi Pekkola** | Belgium | *European Non-Governmental Sports Organisation (ENGSO)* | pekkola@euoffice.euolympic.org
- 74.) **Jenny Penrose** | Northern Ireland | *Irish Football Association (IFA)* | jpenrose@irishfa.com
- 75.) **Dejana Petrovic** | Austria | *Danube University Krems* | dejanapetrovic@hotmail.com
- 76.) **Markus Pinter** | Austria | *FairPlay-VIDC* | pinter@vidc.org
- 77.) **Astrid Podsiadlowski** | Austria | *European Agency for Fundamental Rights (FRA)* | Astrid.Podsiadlowski@fra.europa.eu
- 78.) **Piara Powar** | UK | *FARE network* | Piara.Powar@Farenet.org
- 79.) **Gerald Prell** | Germany | *German-Czech football school* | Gerald.prell@dtfs.de
- 80.) **Gilbert Prilasnig** | Austria | *SK Sturm Graz* | gillisfanpost@yahoo.de
- 81.) **Katarina Raczova** | Slovakia | *Club Fair Play Slovak Olympic Committee* | katarina.raczova@utanet.at
- 82.) **Alexander Rakowitz** | Austria | *Balkan Alpe Adria Projekt* | alex.baap@gmx.at
- 83.) **Claire Redmond** | Ireland | *Football Association of Ireland (FAI)* | claire.redmond@fai.ie
- 84.) **Michal Riečanský** | Slovakia | *Football Supporters Europe (FSE)* | mi.rieco@gmail.com
- 85.) **Jakob Rosenberg** | Austria | *Football Magazine Ballesterer* | rosenberg@ballesterer.at
- 86.) **Rainer Rösslhuber** | Austria | *Sportunion Österreich* | r.roesslhuber@sportunion.at
- 87.) **Maren Satke** | Austria | *die Berater UnternehmensberatungsgmbH* | m.satke@dieberater.com
- 88.) **Nicole Selmer** | Germany | *network F_in "Women in football"* | nicole.selmer@t-online.de
- 89.) **Vladimir Sendrei** | Slovakia | *Futbal nas spaja* | sendrei@post.sk
- 90.) **Richard Solder** | Austria | *Medienservicestelle Neue Österreicher/innen* | richard.solder@medienservicestelle.at
- 91.) **Anita Steinberger** | Austria | *Austrian Sports Organisation (BSO)* | A.Steinberger@bso.or.at
- 92.) **Christoph Stone** | UK | *Football Unites, Racism Divides (FURD)* | chris.stone@furd.org
- 93.) **Till Sträter** | Germany | *Camino* | tillstraeter@camino-werkstatt.de
- 94.) **Michael Teichmann** | Austria | *Projekt SIQ!* | m.teichmann@caritas-steiermark.at
- 95.) **Christian Thibault** | Finland | *Liikkukaa* | thibault@sci.fi
- 96.) **Des Tomlinson** | Ireland | *Football Association of Ireland (FAI)* | des.tomlinson@fai.ie
- 97.) **Shahid Ulhaq** | Pakistan | *Sports and Fitness Association of Pakitas* | spofit@gmail.com
- 98.) **Tatjana Van Driessche** | Belgium | *Demos VZW* | tatjana.vandriessche@demos.be
- 99.) **Jacco Van Sterkenburg** | Netherlands | *Utrecht University* | j.c.vansterkenburg@uu.nl
- 100.) **Erika Vannini** | Italy | *University of Cassino* | erika.vannini@yahoo.it
- 101.) **Kurt Wachter** | Austria | *FairPlay-VIDC* | wachter@vidc.org
- 102.) **Sarah Stephanie Weimann** | Austria | *youngCaritas Käfig League* | kaefigleague@youngcaritas.at
- 103.) **Willi Westerhof** | Netherlands | *Netherlands Institute of Sport and Physical Activity (NISB)* | willie.westerhof@nisb.nl
- 104.) **Bernhard Wolf** | Austria | *Homeless World Cup* | wolf@homelessworldcup.org
- 105.) **Christoph Wytoszynskij** | Austria | *Institute for Children's Rights (IKEP)* | christoph.witoszynskij@gmail.com
- 106.) **Michal Zalesak** | Slovakia | *Ludia proti Rasizmu* | zalesak.michal@gmail.com
- 107.) **José Carlos Ferreira** | Portugal | *Portuguese Professional Players Union (SJPF)* | sjpf@sjpt.pt



Contact

Kurt Wachter | Project Coordinator
FairPlay-VIDC
Möllwaldplatz 5/3
A-1040 Vienna, Austria
E-Mail: wachter@vidc.org
Tel. +43 1 7133594 90 | Fax + 43 1 7133594 73
Project Website: www.sportinclusion.net

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