

FIFA[®]
CONFERENCE FOR
EQUALITY & INCLUSION 2018



PASS IT ON – HOPE THROUGH FOOTBALL



Foreword

Acting as the governing body of a universally beloved sport is a privilege that entails a considerable amount of responsibility – one that touches directly upon the interest and the passion of millions of people, from all imaginable origins and backgrounds.

It is imperative for FIFA to constantly remind itself of this responsibility. To use the power of football to promote change across societies as a moral compass guiding every action in which the organisation engages.

As representatives of the game's worldwide reach, it is our obligation to advocate equality. It would be irresponsible of us, even unfair, not to do our utmost to foster inclusion and social justice.

This year's FIFA Conference for Equality and Inclusion again showcases the many powerful ways in which football can provide opportunities and change lives: as an instrument to empower marginalised women, just as much as a platform to integrate refugees into a community; as a means to bring together different ethnicities or as an effective educational tool.

But this edition of the FIFA Conference for Equality and Inclusion strikes a particularly strong chord with its theme: "Pass it on – Hope through football". After all, it is a call to action that encompasses just what the vital principle of an event like this should be. You do not make a difference only by believing in

the right things or saying them out loud: it comes down to taking action and passing it on.

FIFA has been doing this in an array of different ways: be it by requiring unequivocal commitment to human rights from the member associations wishing to host the 2026 FIFA World Cup™, by establishing an all-encompassing anti-discrimination protocol for its key competitions, or by largely increasing the participation of women in its decision-making processes.

Anyone who is lucky enough to be an active part of a realm as enthralling as the sports world should strive for equality and justice. And there is nothing more inspiring for that than listening to the fascinating stories and examples that we bring together for this conference. I sincerely hope you enjoy it.

Yours in football,



Gianni Infantino
FIFA President





Five things to know: The FIFA Conference for Equality and Inclusion...

1 Aims to create and maintain a platform for a free discussion and open debate about issues of global and social importance related to football, and about issues relating to equality and inclusion in football

2 Invites key industry experts to reflect on examples in which sports helped to promote equality and inclusion, and uses these best practices as a vision for FIFA and other organisations to strive for a better future

3 Highlights the important role that football plays as a true equaliser, as an important tool for integration, and as an avenue for opportunities and positive change

4 Adopts “Pass it on – Hope through football” as its theme in 2018. It is a call to action by FIFA to all those working in football to cherish the opportunities they have received and pass them on to new generations

5 Is free to attend and is open to the public; each of the first three editions attracted more than 220 participants, both men and women, from 30 countries around the world

PROGRAMME

Moderator: **Kate Abdo** Journalist and presenter at Fox Sports

08:00 Registration

09:00 Official welcome: **Gianni Infantino** FIFA President

Introduction: **Honey Thaljieh** FIFA Corporate Communications Manager

09:20 Keynote speech: **Elhadj As Sy** Secretary General, International Federation of Red Cross (IFRC)

09:45 **Session I: Stories from the field: equal opportunities in sports**

The opening session features prominent athletes who tell their stories and share their journeys towards equality and inclusion in their lives and sports. These professionals highlight the importance of sports and football in tackling universal challenges such as the integration of refugees and immigrants, the empowerment of women, the prevention of violence, providing life opportunities, and the recognition and inclusion of minorities.

Panellists

Fatuma Abdulkadir Adan Founder and Executive Director, Horn of Africa Development Initiative (HODI)

Loretta Claiborne Chief Inspiration Officer, Special Olympics International

Warshan Hussin Role model, Soccer Without Borders

Chan Yuen Ting First female coach, Hong Kong Premier League

11:00 Break

11:15 **Session II: Restoring humanity: integration through sports**

In this session, academics and practitioners provide expert analyses and discuss models for achieving equality and inclusion in and through sports. Experts in the field discuss how integration and positive social change can be achieved through sports and football. In today's globalised world, in which more people than ever are on the move, the panellists explore the significant role sports play and their great potential as tools for inclusion, empowerment and justice.

Panellists

Mario Fehr Head of Security and Minister of Sports, Canton of Zurich

Kevin Hylton Professor of Equality and Diversity in Sport, Leisure and Education, Leeds Beckett University

Rosa Roncal Director of the International Department, Real Madrid Foundation

Mel Young President and co-founder, Homeless World Cup

12:30 Lunch break

14:00 Keynote conversation

Frédéric Oumar Kanouté Former professional footballer – Mali and France

Jean Sseninde Professional footballer – Uganda

14:40 **Session III: Calling for action: empowering through sports**

The final session looks to the future; speakers propose actionable recommendations for fostering positive change in and through football. Experts from the football industry share their experiences, success stories and lessons learned, and discuss opportunities for replication and further progress. The session provides practical steps to address the various challenges and achieve equality and inclusion in the field of football and in sports and society at large.

Panellists

Federico Addiechi Head of Sustainability and Diversity, FIFA

Sarai Bareman Chief Women's Football Officer, FIFA

Fiona May Head of Integration, Italian Football Association

Alexey Smertin Anti-Discrimination Officer and former professional footballer, Football Union of Russia

Silje Vaadal Board member, Norwegian Football Association, Head of Culture and Community Development, Horten municipality

16:00 Closing remarks **Fatma Samoura** FIFA Secretary General

16:15 Drinks reception



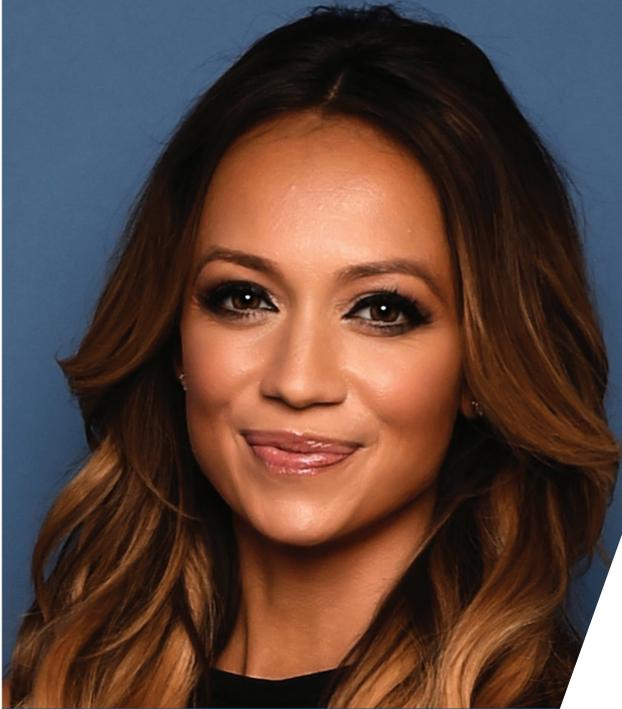
Fatma Samoura

FIFA Secretary General

After starting her United Nations career in Rome as a senior logistics officer with the World Food Programme in 1995, Fatma served as a country representative or Deputy Humanitarian coordinator in seven countries: Djibouti, Cameroon, Chad, Guinea, Niger, Madagascar and Nigeria. In a humanitarian career with the United Nations that spanned 21 years, she managed to initiate and lead several development and humanitarian programmes across the globe. Countries in Africa, Asia, Latin America, and Europe have all benefited from her skills in programme and operations management. Her leadership and vision has helped empower women and young people, change lives and protect the environment.

With significant experience in complex development, socio-economic, political and security situations, Fatma has helped countries to respond to various socio-political, economic, humanitarian, security and human rights challenges. She has been able to make a difference for millions of people through her work at the UN, and has now stepped into her new role at FIFA to help change the world through football as the first-ever female Secretary General of world football's governing body.

“Football should transcend barriers, whether cultural, political, racial, ethnic or gender-based.”



Kate Abdo

Journalist and presenter at Fox Sports

Kate Abdo is an accomplished journalist and television host. She currently serves as studio host for FOX Sports' extensive soccer coverage. Kate also hosted the weigh-in, pre-fight and post-fight Mayweather-McGregor coverage for FOX in 2017. She officially joined the network in January 2017, but had previously worked with FOX as part of the team covering the FIFA Women's World Cup 2015™ in Canada, where she hosted FS1's Emmy-Award nominee nightly wrap-up show, FIFA Women's World Cup Tonight. She also hosted FS1 coverage of the prestigious Algarve Cup.

Prior to joining FOX, Kate anchored Sky Sports News in the UK. She also hosted the FIFA Ballon d'Or ceremonies in 2014, 2015 and 2016, as well as Sky Sports' coverage of the Premier League's deadline day and European soccer coverage including *La Liga*, the UEFA European qualifiers and *Coppa Italia*. Throughout her career, Kate has conducted notable interviews with some of international football's all-time greats, including Cristiano Ronaldo, Lionel Messi, Pep Guardiola and Manuel Neuer.

Kate was born in England, and speaks fluent English, Spanish, French and German. She studied at universities in both the UK and Spain, graduating with honours and earning a degree in European Languages.

"As a woman who has long worked in what has traditionally been considered a male domain, equality and inclusion is something I am hugely invested in. The opportunities I have been afforded in my career come only on the back of the pioneering work that other women laid before me."



Honey Thaljieh

Corporate Communications Manager, FIFA

Honey Thaljieh is Corporate Communications Manager at FIFA, where she founded and leads the FIFA Annual Conference for Equality and Inclusion, now in its fourth year. As Corporate Communications Manager, Honey also works to communicate FIFA's efforts and lead projects to promote diversity, gender equality, integration, empowerment, and peace initiatives through football.

Honey is the co-founder of women's football in Palestine, the first captain of the Palestinian national football team, and the first woman in the Middle East to obtain a FIFA Master and be employed by FIFA. She managed to break through social and political barriers and become a role model to women and girls throughout the Arab world and beyond. Following a series of career-ending knee injuries, Honey directed her efforts to empower the next generations.

Honey continues to be a poignant voice for empowerment and equality through sports. She is an international activist, inspirational speaker and community leader, and strong advocate for the role of sports in changing lives and creating hope and opportunities. She is recognised ambassador for several pro-social sports organisations such as Peace and Sport, Save the Dream, Homeless World Cup and Football for Peace.

Honey speaks regularly at global conferences and prestigious international organisations including the UN, UNESCO, UNICEF, Harvard, the Vatican, and TEDx Zurich. She has received various recognitions including from Leaders Under 40, her football jerseys are displayed in museums around the world, from Japan to Germany, Spain to France, and she has featured in documentaries and media worldwide, most notably in Eric Cantona's "Football Rebels".

"From what I have experienced, in a context of complex differences football always creates a culture of unity."



Elhadj As Sy

Secretary General of the International Federation of Red Cross (IFRC)

Mr Sy began this leadership role on 1 August 2014 and is based at the IFRC secretariat in Geneva, Switzerland. Mr Sy has extensive experience in leadership roles in the humanitarian sector, having previously served at a senior level with UNICEF, UNAIDS, the Global Fund to Fight AIDS, Tuberculosis and Malaria, and other agencies for more than 25 years.

Before joining the IFRC - the world's largest humanitarian network - Mr Sy was UNICEF's Director of Partnerships and Resource Development in New York. He has also served as UNICEF Regional Director for Eastern and Southern Africa and Global Emergency Coordinator for the Horn of Africa.

From 2005 to 2008, Mr Sy was the Director of HIV/AIDS Practice of the United Nations Development Programme in New York. Before that, he worked with the Global Fund to Fight AIDS, Tuberculosis and Malaria as its Africa Regional Director and later as Director of Operational Partnerships and Country Support in Geneva.

Mr Sy has also held the position of UNAIDS Representative in New York and Director of the New York Liaison Office.

From 1988 to 1997, he served as Director of the Health and Development Programmes of Environment and Development Action in the Third World in Dakar, Senegal.

Mr Sy holds a Bachelor's Degree in Arts and Human Sciences from the University of Dakar. He then pursued a Master's in German Language and Literature at the University of Graz, and graduated from the Diplomatic Academy in Vienna. He was also awarded a postgraduate diploma in Education from the École normale supérieure in Dakar. He speaks English, French and German and is a national of Senegal.

“Humanity and universality: two of the principles of the International Red Cross and Red Crescent Movement speak loud and clear to FIFA and its theme of equality and inclusion through sport. Sport binds us; it empowers us; it teaches us values. It builds up individuals; it builds up communities. It brings us together where we all belong: our shared humanity.”



Fatuma **Abdulkadir Adan**

Founder and Executive Director, Horn of Africa Development Initiative (HODI)

Fatuma Adan was born to parents who were from two warring tribes in Marsabit, Northern Kenya. After her training as a lawyer, she returned to her hometown in order to promote peace between the conflicting Borana, Gabra and Rendille communities. In 2003, she founded the Horn Of Africa Development Initiative (HODI), a non-governmental organisation. She uses football to foster peace, advocacy, education for vulnerable children and build resilient communities.

Through the HODI, Adan launched “Shoot to Score, not to Kill” that uses football to engage Kenyan youths in advocacy for peace. The initiative was featured in an award-winning film the *Soldiers of Peace* narrated by Michael Douglas. In 2008, she initiated “Breaking the Silence using Football on FGM, Early Marriage and Beading”. In 2015, Breaking the Silence won the Beyond Sports Award for Social Inclusion and Fatuma was featured among the 50 most influential people in sports. In 2016, Fatuma was the first African woman to be re-elected to the board of streetfootballworld, bringing together 125 organisations using football for social change. In 2017, she was nominated as Champion for Goal 5 on Gender Equality by the Kenyan Gender Minister during the UN Convention on the Status of Women in New York.

“Give me the ball and I will score the GOAL myself. I am tired of standing on the sidelines and watching other people make decisions for me as a woman. Personally, I believe even as a veiled woman I have a voice and I have a choice.”



Loretta Claiborne

Chief Inspiration Officer, Special Olympics International

Loretta Claiborne is truly an amazing and inspiring woman who has not only touched the lives of hundreds of thousands, but has changed the lives of all those she has met. She is a woman of faith who shares her personal story to promote hope and tolerance for all people around the world.

In 2000, Walt Disney Productions created *The Loretta Claiborne Story*. Loretta is a world-class runner and gifted motivational speaker who happens to also be a Special Olympics Athlete and has an intellectual disability. She has received two honorary doctorate degrees (Quinnipiac University in 1995 and Villanova University in 2003); completed 26 marathons (she finished in the top 100 women of the Boston Marathon with her best time 3:03) received the 1996 ESPY Arthur Ashe Award for Courage; contributed to a motion picture by Walt Disney Productions about her life; has a fourth degree black belt in karate; is an inductee into the Women in Sports Hall of Fame and Special Olympics Pennsylvania Hall of Fame. She is an accomplished public speaker, who introduced President Clinton at the 1995 Special Olympics World Summer Games and appeared twice on the Oprah Show, can communicate in four languages, and is fluent in American Sign Language.

"Ms Eunice Kennedy Shriver inspired me. She said, 'Don't tell me what you can't do, show me what you can do!' Her words stuck with me all my life and I continue to use sport as my way to excel at the things that I can do. Sport helps me to stay physically, mentally and emotionally healthy."



**“The sky is not the limit,
it is just the beginning.” –
Donovan Livingstone.**

Warshan Hussin

Role model, Soccer Without Borders

Warshan Hussin is a 20-year old refugee from Iraq, currently studying business at Howard Community College in Maryland and working as a Project Manager for the LAZ Parking company. Warshan and his family arrived in Baltimore, Maryland, when he was 12 years old, after fleeing the war in Iraq and spending four years in Syria. When he arrived in the United States, Warshan joined Soccer Without Borders (SWB), an organisation serving recent refugee, asylee and immigrant youth, helping them develop the skills to overcome the barriers they face to growth, inclusion, and personal success. Warshan was part of the SWB programme for six years before graduating with honours from Digital Harbor High School in 2015. During his time at SWB, Warshan developed his leadership skills, becoming the captain of his team, as well as his high school's varsity team. In 2014, he was named Maryland's Player of the Week. Now, as an alumnus of the programme, Warshan has returned as a volunteer, giving back to the organisation that helped him succeed. He has demonstrated a desire to help young people facing similar challenges to those he has faced and overcome in his journey.



“It is not important whether I am a woman or man, but rather whether I do my job well as a football coach.”

Chan Yuen Ting

First female coach, Hong Kong Premier League

Chan Yuen Ting was the first female football coach in the Hong Kong Premier League, winning the league title with Eastern SC in 2016, at the age of just 27. As Eastern SC qualified for the AFC Champions League in 2017, she became the first woman in the world to coach a men’s club in a continental club competition.

The accolades followed, as Chan Yuen won the 2016 AFC Women’s Coach of the Year and 2015/16 Hong Kong Premier League Coach of the Year and was selected among the BBC’s 100 Women in the same year. Her name is also in the Guinness Book of World Records for being the first woman to win a top-flight title in men’s professional football.

Chan Yuen started playing for the Sha Tin Sports Association women’s football team in 2004. She worked as a data analyst for Hong Kong Pegasus FC after graduating from university. Prior to joining Eastern SC, she was an assistant coach for the Hong Kong Premier League clubs Pegasus FC and Southern District FC. She also had coaching roles with the Hong Kong women’s national youth team, Hong Kong women’s national futsal teams and Sun Pegasus FC under-18 clubs.



Mario Fehr

Head of Security and Minister of Sports, Canton of Zurich

Government Councillor Mario Fehr, MLaw, is Head of the Department of Security of the Canton of Zurich. In his role, he is politically responsible for the execution of all cantonal policies concerning public security, social welfare, migration, military affairs, as well as sport. Before his election onto Zurich's Government Council, he was a national councillor and member of the Foreign Affairs Committee and the Science, Education and Culture Committee. As a member of the community council of his hometown Adliswil in the suburbs of Zurich for 16 years, he was responsible for youth policy and the promotion of sports activities. Therefore, he has an understanding from the roots upwards of how well-defined, inclusive policies in such areas can contribute to integrating disadvantaged people or groups into society. In his spare time, he seldom misses the opportunity to watch his favourite football club FC Zurich play or likes to travel to London for neatly planned weekend trips, usually watching three football games within 24 hours. Of course, he is looking forward to the 2018 FIFA World Cup Russia™.

"Besides providing a workplace, football is the most effective way to include people in society. Moreover, it is for sure the most fun."



Kevin Hylton

Professor of Equality and Diversity in Sport, Leisure and Education,
Leeds Beckett University

Kevin Hylton is Head of the Research Centre for Diversity, Equity and Inclusion, Leeds Beckett University, UK. Kevin is also Professor of Equality and Diversity in Sport, Leisure and Education and is the first black professor to hold this title. His research focuses on “race” in organisations and especially in sport, leisure and education. Kevin has published extensively in peer-reviewed journals and high-profile book projects. Kevin authored *‘Race’ and Sport: Critical Race Theory* (Routledge, 2009) and *Contesting ‘Race’ and Sport: Shaming the Colour Line* (Routledge, 2018). Kevin is a board member of the *International Review for the Sociology of Sport* (IRSS), the new *Journal of Global Sport Management* and co-editor of the *Routledge Critical Series on Equality and Social Justice in Sport and Leisure*. Kevin is Patron of the Equality Challenge Unit’s Race Equality Charter.

“Football can inspire us and it offers us a sense of well-being and of belonging. In return, it is our job to take care of our beautiful game and to cherish the many richly diverse people within it. Football belongs to each and every one of us. These are very exciting times for us all.”



Rosa Roncal

Director of the International Department, Real Madrid Foundation

Rosa Roncal is the Director of the International Department at the Real Madrid Foundation. She has been part of the organisation since 2010 and has actively participated in the consolidation of its international presence, which has reached 77 countries.

She has a Bachelor's degree in economics and business from the Universidad Autónoma de Madrid, a Master's degree in production, technology and operations from the ICADE and has a Production and Inventory Management Certificate from APICS.

She began her career working in the world of industrial optimisation and customer satisfaction, building her professional experience in a multinational company in the telecommunications sector. With the arrival of the new millennium, she started developing an interest in corporate social responsibility and international development projects. Thus, after participating in courses and seminars of the Graduate Institute of Geneva, the European Commission, UNICEF, etc., she worked at the Spanish NGO Manos Unidas as a volunteer for five years, managing development projects in India, and thereby finding a response to her social sensitivity.

She is a passionate traveller and is equally enthusiastic about institutional relations and fieldwork with the most vulnerable groups. She leads a group of professionals, who, like her, firmly believe that sport and education are the engines that drive change in the lives of children worldwide.

“Sport is good at any age and in any circumstance. This is why at the Real Madrid Foundation we develop programmes helping the homeless, unemployed, elderly and hospitalised children in order to strengthen their enthusiasm, motivation and self-esteem.”



“Football in itself is inspiring and there are hundreds of stories about how the most marginalised people in the world have changed their lives as a result of being involved in football.”

Mel Young

President and co-founder, Homeless World Cup

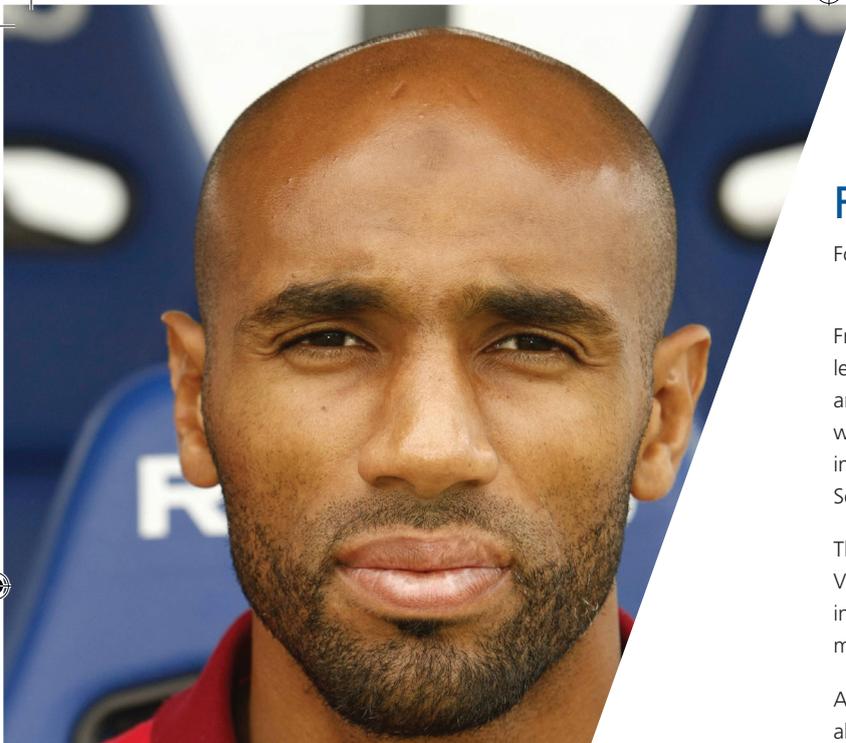
Mel Young is the President of the Homeless World Cup, which he co-founded in 2003. Under his leadership, the organisation and its partners expanded globally, working in 74 countries and touching the lives of over 100,000 homeless people per year. Over 1.2 million people have used the initiative to change their lives.

There have been 15 annual events since 2003, which have been held across the world. The 2017 annual event was held in Oslo, and previous venues include Rio, Paris, Mexico City, Amsterdam, Santiago, Melbourne and Milan, among others. The 2018 event will be held in Mexico.

Previously, Mel worked as a journalist and editor with a social conscience. He co-founded multiple publications, including *The Big Issue* in Scotland. He is the co-founder and former President and Honorary President of the International Network of Street Papers.

He is the Chairman of sportscotland, the national sports agency for Scotland.

Previously he was a non-executive director on the board of Glasgow Life. He is a former member of the World Economic Forum Sports Agenda Council. He has been awarded five honorary degrees from Scottish universities and was awarded an MBE in 2017.



Frédéric Oumar **Kanouté**

Former professional footballer, Mali and France

Frédéric Oumar Kanouté enjoyed a distinguished football career in the top leagues of France, England, Spain and China. Frédéric has won the Spanish and UEFA Cups twice, the Spanish Super Cup, and the UEFA Super Cup with Sevilla FC (Spain) and was named African Footballer of the Year 2007 in recognition of his sporting achievements. Achieving legendary status at Sevilla FC, he was awarded the rare honour of a club testimonial.

Through his Kanouté Foundation, he established the Sakina Children's Village in Mali, an education and welfare project. The Kanouté Foundation, in partnership with UNICEF, also organised the Champions for Africa football matches in Spain – raising several million euros for projects in Africa.

Although retired as a professional footballer, Frédéric remains passionate about the beautiful game, and is an ambassador for *La Liga* (Spain) and the Mali Football Federation.

Apart from helping the next generation of footballers, and advising clubs and academies through 12MANagement, Frédéric remains an outspoken humanitarian – often speaking at international events and helping raise awareness of various charitable causes.

“Football is the most popular sport on the planet, with an unparalleled potential to break down barriers and bring people together. We must use the uniting power of football to promote inclusion, equality and justice, and stand against discrimination – both on and off the pitch.”



**“We cannot achieve anything alone;
we can make even greater things
happen when we are together.”**

Jean Sseninde

Professional footballer, Uganda

Jean Sseninde plays for the English Women’s Premier League club, Crystal Palace Ladies. She also plays for the Uganda women’s national team with whom she participated in the CECAFA women’s championship in 2016.

Jean is a member of Common Goal, an organisation whose members pledge to give away at least one percent of their annual salary to charity. She is the first African and Ugandan to have joined Common Goal. She founded the Sseninde Foundation, in the quest to help with the development of all communities by equipping them with informal skills to create their own jobs. She also founded the Sseninde Women’s Development Cup, which has now been held twice in her country. Its purpose is to give the same opportunity as she had to play football to more girls and women. She is a strong advocate of women’s football in Uganda, but also in the world. She has travelled around various communities in Uganda to help develop and inspire the younger generations, regardless of their age, colour, gender and background, to become role models and continue playing football. She continues to aspire to become an inspiration to many girls, boys, women and men, not only in Africa but the world.



Federico Addiechi

Head of Sustainability & Diversity, FIFA

Federico Addiechi is responsible for sustainability at FIFA and reports to the Secretary General. Federico worked in various capacities in the sports industry before joining FIFA in 2003 to take charge of the corporate social responsibility and humanitarian activities of world football's governing body and of its relationship with the United Nations system and non-governmental organisations.

In his role as Head of Sustainability & Diversity, Federico has initiated and implemented programmes to address issues ranging from social development through football, child labour, human rights and labour rights to climate protection, waste management, accessibility for fans, discrimination and green stadiums. He has also contributed to the strengthening of FIFA's management system through the integration of sustainability standards, policies and reporting frameworks for FIFA and the FIFA World Cups™.

As a former professional volleyball player (Argentinian national team and Italian and Swiss leagues), and through his current role as a board member of the Swiss Volleyball Federation, he has an intimate knowledge of the world of sports administration and competition management as an athlete, manager and official.

Federico has an undergraduate degree in engineering from the University of Mar del Plata, Argentina, and studied human sciences and philology at the University of Catania, Italy. He holds an Executive MBA from the University of Dallas, USA, and has completed the Executive Programme on Corporate Social Responsibility at Harvard Business School, USA.

“As a result of our intensified work in the past two years, we have seen many positive responses and efforts from our member associations to tackle racism and homophobia in football. This is a very encouraging development which confirms we are on the right track.”



Sarai Bareman

Chief Women's Football Officer, FIFA

Sarai Bareman joined FIFA in November 2016 to lead the newly established Women's Football Division as the first-ever Chief Women's Football Officer. As the sole female member of the 2016 FIFA Reform Committee, she advocated in favour of concrete requirements to secure the presence of more women in leadership positions and more resources for women's football. She has become one of those leaders herself and someone in a position to promote the implementation of concrete measures. Her first 12 months with the organisation have seen the creation of FIFA's first global strategy for women's football, and the new division has worked hard on developing innovative, new, tailor-made projects to further enhance the work that FIFA has done around the globe in women's football.

Born in Auckland, New Zealand, to a Samoan mother and Dutch father, Sarai played football for 20 years, representing the Samoa women's national team. After a 12-year career in the banking and finance industry in New Zealand, she started her career in football administration working for the Samoan Football Association, which had just gone through a normalisation process conducted by FIFA.

Following two years of rebuilding the financial management of the association, Sarai took over as CEO and continued to grow and develop the sport of football in the country. In July 2014, she moved back to New Zealand to take up the position of Deputy General Secretary at the Oceania Football Confederation where she kept on working diligently towards the growth of football in the wider Pacific.

"The global reach and popularity of football makes it one of the world's most powerful platforms for advocacy and communication. As FIFA, it is our responsibility – our obligation – to use this platform to advocate and drive for positive societal change, everywhere that the ball is kicked."



“There are no colours in sport – only GOLD, SILVER and BRONZE.”

“Sport laughs in the face of prejudice.” – Mandela

Fiona May

Head of Integration, Italian Football Association

Fiona May was born in Slough, Great Britain, on 12 December 1969 to Jamaican parents. She currently lives in Florence, Italy, with her two daughters, Larissa and Anastasia, 15 and eight years old, respectively. She is a former British athlete and competed for Italy in the long jump for ten years. She was married to an Italian athlete from 1994 to 2005. Fiona is considered to be the athlete with the highest number of medals in her career. She has won 11 medals, which include three world titles and two Olympic silver medals (Atlanta 1996 and Sydney 2000). To this day, she is the Italian record holder for the long jump. After retiring in 2005, she worked as an actress for RAI.

She worked as a presenter for Sky Sports for the London Olympic Games 2012. She also worked for Eurosport at the European Athletics Championships 2016 in Amsterdam. She is an executive committee member for the Italian Olympic Committee and was an Athlete Representative from 2013 to 2017. She is currently Head of Integration for the Italian FA (FIGC). In 2015, she was head of delegation for the U-19 Italian women’s team. In 2016, she was chairwoman of the Fair Play and Social Responsibility Committee of UEFA. Since 2016, she has been a board member of the Children’s Foundation of UEFA. She is currently studying for an Executive Master in European Sport Governance.

She is very passionate about promoting sport to the younger generations, and strongly believes that sport can be used as a positive tool to educate people and eliminate prejudice of any kind.



"I will do my best to make sure there is no place for racism or discrimination in my country. With the World Cup just around the corner, and with Russia as the host country, we must exemplify global tolerance on the pitch, as well as off."

Alexey Smertin

Anti-Discrimination Officer and former professional footballer, Football Union of Russia

Anti-Discrimination Officer for the Football Union of Russia (FUR), ambassador for the 2018 FIFA World Cup Russia™ and FIFA Legend: where diversity and anti-discrimination is concerned, Alexey Smertin is a tireless worker both behind the scenes and in the public gaze. It is a cause he also passionately espouses as a member of the FUR Executive Committee and as the Deputy Executive Director of Dynamo Moscow. As a player (and later captain of the national team), Alexey's travels took him to Moscow in 1999, where he won the Russian Cup a year later with Lokomotiv. He then moved to Bordeaux, with whom he won the French League Cup in 2002, before turning out for his country at the FIFA World Cup Korea/Japan™ later that year. Under José Mourinho, he was a member of the Chelsea side that won the Premier League and League Cup in 2005. Alexey's career had more humble beginnings, his first club being Dynamo Barnaul in Siberia. His life now appears to have come full circle as he is giving something back to the game by enabling youngsters in Barnaul to benefit from his considerable experience in global football. But in 2018, he is devoting all of his energy to the World Cup.



Silje Vaadal

Board Member, Norwegian Football Association,
Head of Culture and Community Development, Horten municipality

Silje Vaadal has worked for players from club level to men's and women's national teams and was the first female president of a player's union at international level. Today she is Head of Culture and Community Development in the Horten municipality. She was Chairman of the Norwegian player's union NISO for seven years before becoming Head of Organisation in the Norwegian Professional Football Leagues. She was elected a member of the board of the Norwegian Football Association (NFF) in 2016 and she is also a qualified lawyer.

"The feeling of being really respected is very important for every football player. The association can see this historic agreement as an investment to increase the level of the women's team."



FIFA Legend Alex Scott joined FIFA, UNICEF, Oceania Football Confederation and local children on a walk on Universal Children's day to promote the END violence campaign whilst she was in Papua New Guinea for the U-20 Women's World Cup. The campaign seeks to stop violence against women and children in an area where incidents of violence are very high.

Pass it on – Hope through football

Fédération Internationale de Football Association

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