

## PASS IT ON – HOPE THROUGH FOOTBALL

Friday, 2 March 2018  
Home of FIFA – Auditorium

### AGENDA

## #FIFA4Equality

*The conference will be streamed live on Facebook and YouTube*

**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, Soccer Without Borders, role model*

*Chan Yuen Ting, First female coach, Hong Kong Premier League*

11:00 **Coffee 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 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*

16:00

**Closing remarks, Fatma Samoura, FIFA Secretary General**

16:15

**Drinks reception**