TO THE MEMBERS OF FIFA

Circular no. 1470

Zurich, 27 January 2015

Questionnaire for the development of the FIFA Good Practice Guide on Diversity and Anti-Discrimination

Dear Sir or Madam,

We are delighted to hereby invite you to be part of our next main step in promoting diversity and anti-discrimination in and through world football. Your support will be crucial for us to create the FIFA Good Practice Guide on Diversity and Anti-Discrimination for FIFA member associations.

Therefore, we kindly ask you to fill out the attached questionnaire on diversity and anti-discrimination. We are convinced that your experience, examples and ideas will provide us with valuable material to produce an important tool for FIFA and its member associations.

The FIFA Good Practice Guide on Diversity and Anti-Discrimination will be the result of the recommendations of the FIFA Task Force against Racism and Discrimination and will be based on the Resolution on the Fight against Racism and Discrimination of the 63rd FIFA Congress in Mauritius (2013), the FIFA Statutes (Art. 3), the FIFA Code of Ethics (Art. 23) and the FIFA Code of Conduct (Art. 3.3).

This guide will present an overall concept and outline practical tools on how to foster diversity and anti-discrimination within FIFA member associations. It will address associations’ specific responsibilities and provide recommendations on how to build a network with partners inside and outside football.

The FIFA Good Practice Guide on Diversity and Anti-Discrimination will be a practical handbook to showcase football-related experience and to guide FIFA member associations in implementing measures to promote diversity and fight all forms of discrimination in football.

Do not hesitate to contact us if you have any questions and please return the completed questionnaire to Gerd Dembowski (gerd.dembowski@fifa.org) by 18 February 2015 at the latest.
We look forward to receiving your valuable feedback and thank you very much for your cooperation.

Yours faithfully,
FIFA

Jérôme Valcke
Secretary General

Enc.: Questionnaire for the development of the FIFA Good Practice Guide on Diversity and Anti-Discrimination

Cc.: - FIFA Executive Committee
     - Confederations
Diversity and anti-discrimination in FIFA’s member associations

Questionnaire for the development of the FIFA Good Practice Guide on Diversity & Anti-Discrimination

By filling out the questionnaire below, you will help FIFA to produce the new FIFA Good Practice Guide on Diversity & Anti-Discrimination (GPG).

Please complete the questionnaire and return it to Gerd Dembowski (gerd.dembowski@fifa.org) by 16 February 2015.

In particular, we would like to receive stories and pictures of positive examples that we could use as case studies in the FIFA Good Practice Guide on Diversity & Anti-Discrimination.

Please note: this questionnaire does not relate to the traditional fair play initiatives and activities.

I Diversity and anti-discrimination through policy

Please send us a selection of materials (including photographs) that document your best examples of an initiative to further diversity and combat discrimination through “policy” (i.e. your organisation's policies).

1. Is article 3 of the FIFA Statutes reflected in your association’s regulations?
   □ Yes □ No
   - If so, which forms of discrimination against countries and people, within or in connection with football, are specified? (you may choose more than one answer)
     □ Race/skin colour/ethnic origin
     □ National origin
     □ Language
     □ Wealth
     □ Age
     □ Social origin
     □ Religion
     □ Birth
     □ Gender
     □ Political opinion
     □ Sexual orientation
     □ Any others: ____________________

2. Does your association have a code of ethics?
   □ Yes □ No
• If so, what/whom does your code of ethics explicitly protect? *(you may choose more than one answer)*

- Countries
- Private individuals
- Groups of people

• What is specifically mentioned? *(you may choose more than one answer)*

- In general:
  - Contemptuous words or actions
  - Denigratory words or actions

- Specifically:
  - Race/skin colour/ethnic origin
  - National origin
  - Language
  - Wealth
  - Age
  - Any others: ____________________

3. Does your association have a code of conduct?

- Yes
- No

• If so, what does your code of conduct explicitly mention? *(you may choose more than one answer)*

- Integrity
- Respect
- Zero tolerance for discrimination
- Any others: ____________________

*Please provide us with the original wording and/or the relevant documents.*

• If discrimination and harassment within and in connection with football are mentioned, what specific aspects do the relevant passages mention? *(you may choose more than one answer)*

- Race/skin colour/ethnic origin
- National origin
- Language
- Wealth
- Age
- Any others: ____________________

• If discrimination and harassment within and in connection with football are mentioned, what specific form of harassment is mentioned? *(you may choose more than one answer)*

- Verbal harassment
- Physical harassment
4. If the situation or experience in your member association is not represented by the options presented in part I of the questionnaire, please give a brief explanation of the actual situation below:


5. If you have ideas for further measures in regard to the issues raised in part I of the questionnaire, please give a brief explanation below:


II Diversity and anti-discrimination through sanctions

Please send us a selection of materials (including photographs) that document your best examples of an initiative to further diversity and combat discrimination through “sanctions”.

1. What aspects of discrimination within and in connection with football are mentioned in your association’s disciplinary code? (you may choose more than one answer)

   □ Race/skin colour/ethnic origin
   □ National origin   □ Social origin
   □ Language         □ Religion
   □ Wealth           □ Birth
   □ Age             □ Physical appearance
   □ Any others: __________________________

2. Which sanctions are stipulated in your disciplinary code for misconduct regarding the above-mentioned forms of discrimination within and in connection with football? (you may choose more than one answer)

   □ Match suspension ranging from one match up to ___ matches
   □ Stadium ban (for the team)
   □ Fine of ______ (in USD) up to ______ (in USD)

   Deduction of points ranging from ___ to ___ points for the current competition
   □ Forfeiting a match
   □ Playing a match partially behind closed doors
   □ Playing a match behind closed doors
□ Relegation
□ Expulsion from the current competition
□ Exclusion from future competitions
□ Personal stadium ban (for spectators)
□ Any others: _______________________

3. How many cases of discrimination and harassment within or in connection with football were raised from the 2010-2011 season up to and including the 2013-2014 season, and in what form?

_____________________

• In how many of these cases were charges brought?

_____________________

4. How many times were sanctions imposed for discrimination and harassment within or in connection with football from the 2010-2011 season up to and including the 2013-2014 season, and for what form of discrimination/harassment?

_____________________

5. Does your disciplinary committee bring in external experts in cases of discrimination and harassment within or in connection with football?

□ Yes □ No

• If so, in what form? (you may choose more than one answer)

□ Interdisciplinary advisors □ Academics
□ Experts from a government body
□ Experts from a non-governmental organisation
□ Others, e.g. _______________________

6. What was the breakdown of the sanctions imposed from the 2010-2011 season up to and including the 2013-2014 season according to the types of sanctions listed in question 2 above?

7. Does your association have a recruitment policy that takes into account principles of social inclusion and equality?

□ Yes □ No

Please enclose the relevant passages from your policy with this questionnaire.
8. Does your association have employee regulations that take into account principles of social inclusion and equality?

☐ Yes
☐ No

*Please enclose the relevant passages from your regulations with this questionnaire.*

9. How does your association find out about discriminatory incidents? *(you may choose more than one answer)*

☐ Referee's match report
☐ Information from the security officer
☐ Information from a team/club
☐ Information from the police
☐ Others, e.g. _________________

☐ Information from stewards
☐ Information from spectators
☐ Information from the media

10. Do you identify matches in advance that are high risk in terms of discrimination and harassment?

☐ Yes
☐ No

*If so, how do you go about identifying them? *(please give a short explanation)*

11. How do you and your members prepare for matches that are high risk in terms of discrimination and harassment?


12. Do you have an information leaflet with examples of discriminatory symbols/signs and chants?

☐ Yes
☐ No

13. If the situation or experience in your member association is not represented by the options presented in part II of the questionnaire, please give a brief explanation of the actual situation below:


14. If you have ideas for further measures in regard to the issues raised in part II of the questionnaire, please give a brief explanation below:


III Diversity and anti-discrimination through communication

Please send us a selection of materials (including photographs) that document your best examples of an initiative to further diversity and combat discrimination through "communications activities".

1. What sort of communications activities do you carry out in regard to diversity and anti-discrimination? (you may choose more than one answer)
   - Event-related articles or interviews about diversity and anti-discrimination (e.g. on a particular day of the year such as an "anti-discrimination day")
   - Event-related articles or interviews explaining what discrimination is (e.g. on a particular day of the year such as an "anti-discrimination day")
   - Regular articles about diversity and anti-discrimination
   - Media releases about disciplinary measures in relation to discrimination
   - Media releases about incidents of discrimination
   - Contribution to media coverage at the behest of external media sources (appearances or other types of contributions)
   - Media campaigns about diversity and anti-discrimination

   • If so, what form do your media campaigns about diversity and anti-discrimination take? (you may choose more than one answer)

   - Adverts in online or print media
   - Video spots in online media
   - Social media appeals (e.g. calling on spectators to participate)
   - Starting a discussion on your own homepage
   - Providing material online available to download
   - Hosting your own online forum related to the topic
   - Specific menu option on your official homepage
   - Online live debate with a discussion partner
   - Video spots on TV/in the cinema
   - Video spots in the stadium/at public viewings
   - Radio spots
   - Messages on display panels, advertising boards or banners in the stadium
   - Special match protocol (e.g. match officials read out a message, a special activity takes place on the pitch before the match, a minute's silence, an activity involving the mascots, etc.)
Attendee of official representatives at awareness-raising events related to diversity and anti-discrimination

Merchandising related to diversity and anti-discrimination

(Celebrity) ambassador or spokesperson for diversity and anti-discrimination

If applicable, please give a brief explanation of the role of your ambassador:

Granting a diversity and anti-discrimination award

Revision of your association’s history/asking clubs to revise their own history [from a perspective of diversity and anti-discrimination]

Diversity and anti-discrimination open day

Inclusion of diversity and anti-discrimination during an association open day

Inclusion of diversity and anti-discrimination as part of an exhibition by your association

Inclusion of a section on diversity and anti-discrimination in your association’s museum

Others, e.g. ________________

2. How much importance is given to the subject of diversity and anti-discrimination in your communications activities in comparison to other subjects?

Frequency with which the subject is mentioned: □ Very often □ Often □ Not very often □ Seldom

Type of activities: □ In-depth articles/interviews on the background to the topic □ Articles/interviews relating to specific incidents

3. What form do your communications activities around diversity and anti-discrimination take? (you may choose more than one answer)

□ In-depth background analysis □ Some background analysis

□ More likely to be incident-specific □ Always incident-specific

4. If the situation or experience in your member association is not represented by the options presented in part III of the questionnaire, please give a brief explanation of the actual situation below:

5. If you have ideas for further measures in regard to the issues raised in part III of the questionnaire, please give a brief explanation below:
IV Diversity and anti-discrimination through education

Please send us a selection of materials (including photographs) that document your best examples of an initiative to further diversity and combat discrimination through “education/training”.

1. Do you offer your employees training courses related to diversity and anti-discrimination?
   □ Yes □ No
   • If so, how are these training courses organised?
   □ By internal staff □ With the assistance of a government body
   □ With the assistance of the police □ By external experts
   □ With the assistance of your football confederation
   □ Various/a mixture of the above
   □ Others, e.g. ________________
   • How often do such courses take place?
   □ As a one-off □ Annually □ In connection with events/competitions
   □ Other, please specify: ________________

2. To which other groups of people do you offer training courses related to diversity and anti-discrimination? (you may choose more than one answer)
   □ Referees □ Clubs (incl. coaches) □ Stewards
   □ Other security personnel (e.g. those responsible for video monitoring)
   □ Individuals who have been sanctioned for misconduct by your association
   □ Others, e.g. ________________
   • If so, please give a brief explanation of the type of training you offer:

3. Do you perform any evaluation of your training courses and educational activities?
   □ Yes □ No
   • If so, please enclose a copy of any relevant documents regarding the evaluation with this questionnaire.

4. Do you have a person in your association who is responsible for diversity and anti-discrimination matters, either specifically or as one part of his/her role?
   □ Yes □ No
• If so, is this person responsible for diversity and anti-discrimination:
  □ as his/her main job?  □ on a part-time basis?  □ on a voluntary basis?

• Please give this person’s name and e-mail address below:

• Please give a brief explanation of this person’s role and responsibilities:

5. Do you document your organisation’s measures in the area of diversity and anti-discrimination within, in connection with, and through football?
  □ Yes  □ No

• If so, please enclose a copy of your documentation and examples of best practice (if possible with pictures) with this questionnaire.

6. Has your association re-examined its own history and/or asked clubs to re-examine their own history from a perspective of diversity and anti-discrimination in football in your region?
  □ Yes  □ No

7. If the situation or experience in your member association is not represented by the options presented here for training/education, please give a brief explanation of the actual situation below:

8. If you have ideas for further measures in regard to the issues raised in part IV of the questionnaire, please give a brief explanation below:
V. Diversity and anti-discrimination through networking and cooperation

Please send us a selection of materials (including photographs) that document your best examples of an initiative to further diversity and combat discrimination through "cooperation and networking".

1. Do you cooperate with external organisations to promote diversity and anti-discrimination?
   • If so, with whom?
     □ Government bodies □ Police □ Academia
     □ Non-governmental organisations □ External people
     □ Your football confederation □ FIFA
     □ Others, e.g. ____________________

   • What form do your cooperation and/or networks take?
     □ Subject-specific conferences run by your association
       o If so, how often does such a conference take place?
         □ As a one-off □ Annually □ In connection with events/competitions
         □ Other, please specify:

     □ Own working group
       o If so, please list the organisations that take part:
         Name: ____________________
         Type of organisation: ____________________

     □ Participation in other organisations' working groups
       o If so, who are the organisers?
         ____________________

       o Please list the organisations that take part:
         Name: ____________________
         Type of organisation: ____________________

     □ Taking part in panel discussions arranged by other organisations
     □ Financial support of projects and/or other organisations
     □ Giving support/advice to other organisations

   • If so, in what way?
     □ Allowing them to use your logo
     □ Taking part in events (but not as a speaker)
     □ Taking part in events (as a speaker)
     □ Providing materials/equipment
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☐ Providing forewords or welcome addresses
☐ Actively participating in the launch of a joint initiative/project
☐ Actively participating in the implementation of a joint initiative/project
☐ Issuing joint media releases
☐ Promoting initiatives/projects
☐ Others, e.g. __________________

2. If the situation or experience in your member association is not represented by the options presented in part V of the questionnaire, please give a brief explanation of the actual situation below:


3. If you have ideas for further measures in regard to the issues raised in part V of the questionnaire, please give a brief explanation below:


Thank you very much for taking the time to answer this questionnaire; your answers will be of valuable assistance in our work on diversity and anti-discrimination in world football.