

TO THE MEMBER ASSOCIATIONS OF FIFA

Circular no. 1675

Zurich, 29 May 2019
GS/fad/eoh/gde

FIFA Diversity Award for member association projects

Dear Sir or Madam,

The annual FIFA Diversity Award recognises the efforts made around the world to promote and celebrate diversity and anti-discrimination, and FIFA hopes that it is inspiring others to take up the cause. Since its launch in 2016, the award has become a firm fixture of the sports awards circuit, thanks to such worthy winners as Slum Soccer (India, 2016), Soccer Without Borders (USA/Nicaragua/Uganda, 2017) and the Horn of Africa Development Initiative (HODI, Kenya, 2018).

This year, as in previous years, FIFA will assess a number of exceptional initiatives and organisations, as well as the efforts of personalities from the world of football, that consistently champion the cause of diversity and anti-discrimination through projects or programmes. The jury, which is assembled anew every year, will then narrow down the six selected nominees to three finalists.

In 2019, we would like to ask for your support in the preselection process. Do you run a sustainable initiative or project for diversity and anti-discrimination in or through football that you consider to be worthy of an award? Do you take an inclusive and diverse approach to your association's internal good governance, recruitment and employment standards and work with clubs and fans on specific commercial or marketing initiatives or campaigns in relation to diversity and anti-discrimination? Alternatively, could you recommend a sustainable initiative or project of a governmental or non-governmental organisation in your country? Do you know of a fan group or person from the football family that constantly campaigns for diversity and anti-discrimination in football at national or international level?

If so, please fill out the attached form (Annexe 1) and send it to Gerd Dembowski (gerd.dembowski@fifa.org) by 20 June 2019. It would also be helpful if you could forward this circular to your department that is in charge of diversity and anti-discrimination matters.

Your proposals will be reviewed by FIFA and, if selected, submitted to the jury for the final vote.



We look forward to hearing from you and to an inspiring FIFA Diversity Award 2019.

Yours faithfully,

FÉDÉRATION INTERNATIONALE
DE FOOTBALL ASSOCIATION

A handwritten signature in black ink, appearing to read "F. Samoura".

Fatma Samoura
Secretary General

cc: - FIFA Council
- Confederations

**Annexe 1 to circular no. 1675:
Proposal for the FIFA Diversity Award 2019**

Project proposal of _____
(Name of member association)

| | | | |
|---|--------------------------------|-----------------------------------|--|
| Name (organisation, initiative, individual) | | | |
| Duration of project* (if known) | | | |
| Reach | <input type="checkbox"/> Local | <input type="checkbox"/> National | <input type="checkbox"/> International |
| Target group(s) of project** | | | |
| Objective of project | | | |
| Content/focus of project*** | | | |
| Project partner(s)**** (if known) | | | |

| | |
|--|--|
| Project budget (if known) | |
| Project contact person (name and email) | |
| Other comments | |

Please take the following criteria into account when selecting your project:

- * The project must have been running for at least two years.
- ** The type and number of target groups.
- *** The content of the project takes into account educational, campaign and public work and/or the creation of new diversity and anti-discrimination standards by the member association in the context of good governance (e.g. equality and diversity programme for the member association's staff, introducing national football guidelines, launching a sustainable programme for the member association's clubs or leagues).
- **** Typical partners might be other member associations, confederations, clubs and/or leagues, as well as governmental or non-governmental organisations, initiatives and/or fan groups.

FIFA is aware that there are countless organisations, initiatives and individuals around the world that would be worthy winners of an award for their commitment to diversity and anti-discrimination. Unfortunately, not every submission can make it through to the shortlist of six nominees. However, we would like to assure you that we value your proposal and would reconsider it next year, should the situation arise.

Annexe 2 to circular no. 1675: FIFA Diversity Award – fact sheet

In 2016, FIFA created an annual award to recognise an outstanding organisation, initiative or football personality that stands up for diversity and anti-discrimination in football at national or international level and on a sustained basis. At the 2018 award ceremony in London, FIFA Council member and Diversity Award jury member Lydia Nsekera presented the trophy to the Kenyan organisation Horn of Africa Development Initiative (HODI), who share information on life skills and create a safe space for girls to learn from each other and play football. The organisation's flagship programme "Shoot to Score" helps to prevent young children from being sucked into ethnic rivalry and conflict and to provide safe spaces for learning a culture of non-violence through football.

HODI was chosen ahead of the other finalists, the Australian organisation John Moriarty Football and Show Racism the Red Card (United Kingdom).

1. Aims

The FIFA Diversity Award highlights the importance of the fight against exclusion and discrimination, and is presented to an organisation, initiative or football personality that, day in, day out, puts their full weight behind a project or programme that is making a significant contribution to diversity and anti-discrimination. Through this symbolic recognition and honour, FIFA hopes to inspire others around the world to take up the cause, which in turn will motivate other organisations, initiatives and individuals to exchange best practices and build up networks.

The award also provides FIFA with an opportunity to present and strengthen its own strategic approach and activities to promote diversity and anti-discrimination, for example by firming up relations with key stakeholders or fostering the debate around those topics.

2. Jury

Every year, FIFA assembles an 11-strong online jury comprising prominent figures from global football and international experts in diversity and anti-discrimination in sport. The winner of the previous year's award is invited to join the jury and replace the previous year's winner. Jury members combine expertise on discrimination in all of its guises, whether based on ethnic, national or social origin, gender, disability, language, religion, political opinion or any other opinion, wealth, birth or any other status, sexual orientation or any other reason.

This team then selects three exceptional candidates from the highly varied landscape of projects and programmes implemented by organisations, initiatives and individuals before deciding on the ultimate winner of the award.

3. Winners and finalists

| Year | Winner | Runners-up |
|------|---|--|
| 2016 | Slum Soccer (India) | International Gay & Lesbian Football Association (international) and Kick It Out (United Kingdom) |
| 2017 | Soccer Without Borders (USA, Nicaragua and Uganda) | Moving the Goalposts (Kenya), Discover Football (international) and Uni Papua Football Community (Indonesia) |
| 2018 | Horn of Africa Development Initiative (Kenya) | John Moriarty Football (Australia) and Show Racism the Red Card (United Kingdom) |