

DIVERSITY AND ANTI-DISCRIMINATION AT FIFA

FIFA[®]

Introduction

Racism and discrimination affect society at large, and football is no exception. Their impact on our sport is undeniable. FIFA recognises its responsibility to lead the way in abolishing all forms of discrimination in our game, but also to make the most of the influence football has beyond the pitch, thereby contributing to the fight against this scourge of society.

FIFA's position on the issue is unequivocal: there is no place for racism or for any other form of discrimination in football, as clearly described in the FIFA Statutes and several of FIFA's regulations and codes. We are committed to fighting discrimination in football in all its forms.

Strategic approach

In FIFA's day-to-day operations, this preventive approach involves five key and intersecting elements that are crucial to embrace diversity and anti-discrimination in world football:

Regulations provides the legal basis for FIFA's overall approach to diversity and anti-discrimination. This covers disciplinary matters, safety and security, employment policies and the position of a FIFA Diversity & Anti Discrimination Manager.

Controls and Sanctions covers risk assessments, match observation, investigation of discriminatory incidents and possible sanctions, referees' duties and the training of match officials.

Communications features all media information and PR on diversity and anti-discrimination issues, public awareness raising and campaigning.

Education means providing training for FIFA officials and FIFA staff, and providing an advisory framework for FIFA member associations.

Networking and Cooperation rounds off the approach by involving many areas of expertise and organisations such as member associations, confederations, and governmental and non-governmental organisations.



History – a selected timeline

1960: First resolution of the FIFA Congress on the issue of discrimination. Following the policy of apartheid progressively implemented in South Africa, the FIFA Congress approves a resolution against discrimination for the first time.

1962: Article addressing discrimination in the FIFA Statutes. A new paragraph is included in article 2 of the FIFA Statutes rejecting all forms of discrimination: “The objects of the Federations are [...] to prevent racial, religious or political discrimination or distinction among players whether their status be amateur, non-amateur or professional.”

2001: FIFA Conference and Extraordinary Congress against Racism in Buenos Aires. The Extraordinary FIFA Congress ratifies the conference’s resolution to fight racism and discrimination.

2002: FIFA Disciplinary Code. The newly created FIFA Disciplinary Code includes an article providing for strong sanctions against any acts of racism.

2002: Start of the annual FIFA Anti-Discrimination Days held at FIFA competitions.

2004: Creation of the Code of Ethics. The FIFA Executive Committee approved a Code of Ethics that prohibits any form of discrimination among the football community.

Recent milestones

March 2013 - December 2014: Creation of a FIFA Task Force Against Racism and Discrimination with experts from around the world to provide input and help develop concrete solutions to fight discrimination in football and strengthens FIFA's approach. Following set of recommendations were proposed:

- Allocation of specific resources for the fight against racism and discrimination
- Development of an anti-discrimination handbook to be given to all member associations for best practice and training
- Recruitment and training of anti-discrimination officers
- Identification of high-risk games
- Identification and engagement of anti-discrimination ambassadors
- Proposal of special award for achievements in the area of anti-discrimination

May 2013: Resolution of the 63rd FIFA Congress on the fight against racism and discrimination.

March 2015: First FIFA Women's Football and Leadership Conference. At the Home of FIFA in Zurich, FIFA celebrates International Women's Day and signs the Brighton Plus Helsinki Declaration on Women and Sport to promote women in leadership.

May 2015: Introduction of the FIFA Anti-Discrimination Monitoring System. The new monitoring system assesses all matches of the 2018 FIFA World Cup Russia™ preliminary competition and final tournament, as well as the all matches of the FIFA Confederations Cup Russia 2017 and selected friendlies. Central to this project is FIFA's close cooperation with the Fare network.

June 2015 - Juli 2017: FIFA Female Leadership Development Programme.

July 2015: Launch of the FIFA Sustainability Strategy for the 2018 FIFA World Cup Russia™.

The strategy forms the basis for a practical sustainability action plan which includes a systematic approach actions to diversity and anti-discrimination.

October 2015: Publication of the FIFA Good Practice Guide on Diversity and Anti-Discrimination.

The Good Practice Guide offers an overall concept and outlines practical tools on how to foster diversity and anti-discrimination within and among FIFA's member associations. It addresses the associations' specific responsibilities and provides recommendations on how to build a network with partners inside and outside football.

February 2016:

As part of a set of reforms, the Extraordinary FIFA Congress agreed on a greater recognition and promotion of women in football with a minimum of one female representative elected as a Council member per confederation and the promotion of women as an explicit statutory objective of FIFA to create a more diverse decision-making environment and culture.

September 2016:

Slum Soccer, an organisation using football to work towards improving the living conditions of women and marginalised populations in Indian society, wins the inaugural FIFA Diversity Award. The jury comprised prominent figures from global football and international experts in diversity and anti-discrimination in sport.

March 2017: At its first meeting, FIFA's independent Human Rights Advisory Board discusses FIFA's approach on diversity and anti-discrimination.

March 2017: FIFA 3rd Conference for Equality and Inclusion "Making Equality a Reality" takes place at the Home of FIFA in Zurich.

May 2017: The FIFA Council discusses the ongoing fight against discrimination and recent high-profile incidents of racism. The council concludes that member associations and referees should be ready to adopt a strict policy to deal with incidents of racist nature.

June 2017: FIFA is reinforcing its fight against discrimination in football with the introduction of a three-step procedure for referees in case of discriminatory incidents during the matches and the deployment of anti-discrimination observers at all matches of the FIFA Confederations Cup 2017. The measures also include

trainings for all relevant operational areas and awareness raising elements for fans in the stadium, such as the annual FIFA Anti-Discrimination Days on June 28 and 29.

October 2017: Presentation of the 2nd FIFA Diversity Award to Soccer Without Borders, an organisation using football as the key tool to build the confidence and assist with the integration of young refugees in places like the United States and Uganda.

November 2017: Successful first run of the anti-discrimination monitoring system with all 871 FIFA World Cup Qualifiers assessed and anti-discrimination observers deployed to 177 matches with a higher risk of discriminatory incidents.

December 2017: Introduction of three-step procedure for referees at the FIFA Club World Cup in UAE.

March 2018: FIFA 4th Conference for Equality and Inclusion takes place at the Home of FIFA in Zurich.

FIFA Diversity Award

Aims

The FIFA Diversity Award highlights the importance of the fight against exclusion and discrimination, and is presented to an organisation, group initiative or football personality that is putting 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 intends to inspire others around the world to take up the cause, which in turn will motivate other organisations, group initiatives and individuals to exchange best practices and build up networks. The award also provides FIFA with an opportunity to highlight and strengthen its own strategic approach and activities in the field of diversity and anti-discrimination, for example by firming up relations with key stakeholders or fostering the debate around diversity and anti-discrimination.

The jury

FIFA assembles an 11-strong jury, comprising prominent figures from global football and international experts in diversity and anti-discrimination in sport. Between them, the jury members combine their expertise in the fight against 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. The jury is tasked to select three finalists and the ultimate winner of the FIFA Diversity Award.

Jury of the FIFA Diversity Award 2017

Maria Sol Muñoz	Member of FIFA Council, Ecuador
Constant Omari	Member of FIFA Council, Congo DR
Tokyo Sexwale	South African anti-apartheid activist, chairman of the FIFA Monitoring Committee Israel/Palestine
Abby Wambach	FIFA Women's World Cup™ winner, former USA international
Jaiyah Saelua	American Samoa international
Clarence Seedorf	FIFA Legend, four-time UEFA Champions League winner and former Dutch international
Thomas Hitzlsperger	Former German international
Jefinho	Brazilian international of blind football, 5-a-side
Alexandra Haas Paciuc	President of CONAPRED, Mexico
Khalida Popal	Former Afghan player, Programme Director for the Afghanistan women's national team, activist for gender equality)
Abhijeet Barse	Executive Director of Slum Soccer, winner of the FIFA Diversity Award 2016, India

Measures related to the 2018 FIFA World Cup Russia™

FIFA and the Local Organising Committee (LOC) have been implementing a number of measures for the 2018 FIFA World Cup specifically related to diversity and anti-discrimination as well as engaging with key stakeholders in Russia and internationally to find sensible ways of addressing the most pressing issues. Those measures cover all the forms of discrimination including racism and homophobia as stipulated in article 4 of the FIFA Statutes.

4 Non-discrimination, gender equality and stance against racism

Discrimination of any kind against a country, private person or group of people on account of race, skin colour, 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 is strictly prohibited and punishable by suspension or expulsion.

During the entire tournament, FIFA will have staff dedicated to diversity and anti-discrimination present in Russia to coordinate and monitor the implementation of the following measures. FIFA has also implemented measures to ensure accessible stadiums for disabled people and people with limited mobility. Furthermore, FIFA will implement measures to ensure the respect of human rights.

1. Three-step procedure for referees

FIFA will implement the three-step procedure in case of discriminatory incidents as for the FIFA Confederations Cup 2017. With this three-step procedure, referees have the authority to first stop the

match and request a public announcement to insist that the discriminatory behaviour cease, to then suspend the match until the behaviour stops following another warning announcement, and finally, if the behaviour still persists, to decide to abandon the match. In all cases, the referees are supported by and in touch with other match officials to assess and manage critical situations.

2. Anti-Discrimination Monitoring System

For each of the 64 matches of the FIFA World Cup, FIFA will deploy three anti-discrimination match observers knowledgeable in the specificities of fan culture and forms of discriminatory behaviour in the stadium. Their observations will support the security disposition in the stadium and facilitate the investigations of FIFA's disciplinary bodies through the provision of evidence of discriminatory incidents. The activities are being coordinated by FIFA in collaboration with the Fare network, an international organisation with a long track record of combating discrimination in football.

Three specially trained anti-discrimination match observers for each 2018 FIFA World Cup match

- Observing fans from team A, team B and neutral spectators, taking into account their respective languages, regional characteristics and fan culture
- Submitting anti-discrimination match reports and evidence of incidents to the secretariat of the FIFA Disciplinary Committee

3. Security measures

Security officers and the stewards will be tasked to support the dialogue with conspicuous fans, identify and remove items deemed discriminatory and expulse spectators who behave in a discriminatory and non-cooperative manner. In preparation, security officers and stewards have been trained on diversity and will have access to the publicly available Global Guide to Discriminatory Practices in Football by the Fare network.

4. Information to fans at the stadium

Fans attending the match will be informed that they are entering a discrimination-free event and made aware of the measures taken by FIFA and the LOC to identify and manage discriminatory incidents. Ample information will be provided to them in the ticket guide, spectators guide, the stadium code of conduct, via stadium announcements, signage and videos.

5. Trainings

Special training on diversity and anti-discrimination and briefings are provided to:

- FIFA and LOC staff
- referees and other match officials
- volunteers
- stewards
- food & beverage staff

Special trainings for staff, volunteers, stewards, and food & beverage staff are delivered by FIFA and the LOC in cooperation with the Russian Federal Research and Methodological Centre of Psychology and Education in Tolerance. Participating member associations are requested to ensure that their fans respect diversity and are aware of all measures.

6. Guidance for participating teams

Participating member associations receive a special briefing on diversity and anti-discrimination, and are requested to ensure that their fans respect diversity and are aware of all measures. FIFA is providing advice and additional guidelines to them such as FIFA's Good Practice Guide on Diversity and Anti-Discrimination.

Beyond the above measures that are linked directly to the 2018 FIFA World Cup in Russia, FIFA has also been implementing additional projects to promote diversity. FIFA has had regular exchange with the Football Union of Russia (FUR) to support their activities on diversity and anti-discrimination in Russian football. Furthermore, FIFA and the LOC have been working with the Federal Research and Methodological Centre of Psychology and Education in Tolerance, and the Ministry of Education to develop educational school kits for teachers and educators of children and young adults in Russia.

Conclusion

FIFA recognises and embraces its responsibility to lead the way in the global fight against discrimination in football. While this fight also relies on the implementation of measures by FIFA, member associations at the national and local level, FIFA is striving to provide the

appropriate framework for the eradication of discrimination throughout the football community. At every opportunity, FIFA will send a clear message that discrimination is not be tolerated in any form. Discrimination is incompatible with the very essence of sport and the universal values inherent to it.

