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*Sport Inclusion Network*

# **Inclusion of Migrants in and through Sports**

## **A Guide to Good Practice**

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# Inclusion of Migrants in and through Sports

## A Guide to Good Practice

A publication in the framework of the European project "Sport Inclusion Network (SPIN) – Involving migrants in mainstream sport institutions" co-funded by the Sport Unit of the European Commission.

### Table of Content

1. Executive Summary	3
2. Introduction	3
3. National/Governmental Programmes	4
4. Regional Programmes	8
5. Sport Clubs and Associations	10
6. Qualification and Continuing Education	12
7. Migrant Sport Clubs	13
8. Migrant Girls/Women	16
9. Access: Neighbourhood	19
10. Access: School	22
11. Anti-Racist and Intercultural Events	23
12. Inclusion Workshops	24
13. Quality Criteria for Inclusion in and through Sports	26
14. Appendix	27



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## 1. Executive Summary

This Guide gathers good practice examples on the inclusion of migrants and ethnic minorities in and through sport. It is based on country studies of eight member states of the European Union, including Austria, Finland, Germany, Italy, Ireland, Portugal, Hungary and United Kingdom.

Chapter 3 and 4 present examples of corporal strategies for inclusion in and through sport on the national or the regional level. These programmes are mostly coordinated by national sport governing bodies or umbrella sport associations and funded by governmental institutions such as sports ministries or ministries for youth and education.

Chapter 5 lists several examples of sport clubs which themselves take the initiative to open up their clubs to migrants and other under-represented groups. In addition to anti-racism measures, there is a particular focus on tackling institutional discrimination on all levels of the club. The topic of chapter 6 is how qualification and continuing education in sport can be linked to inclusion processes. In public discourse migrant sport clubs are still mainly seen as evidence of the existence of a 'parallel society'. In contrast, chapter 7 shows a variety of examples illustrating the integrative potential of migrant sport clubs. Several examples demonstrate that sport activities can only realise their integrative potential effectively when they function in a gender-oriented manner as chapter 8 suggests. Chapter 9 and 10 discuss neighbourhoods and schools as social spaces in which a high number of young people from different social and ethnic backgrounds can be addressed through sport programmes.

Chapter 11 displays different examples for anti-racist and intercultural sport events. A variety of examples portray the public nature of sporting events as a benefit for raising the public's awareness of the situation of refugees and to facilitate cross-cultural encounters.

As part of the Sport Inclusion Network (SPIN) project, the European partner organisations conducted several so-called inclusion workshops, which are presented in chapter 12 as good practice examples. The closing chapter suggests quality criteria which could be helpful for the evaluation of inclusion in sport programmes.

## 2. Introduction

The under-representation of migrants and their exclusion from positions of authority and the lack of advancement of minorities in non-playing positions is an open secret in European sports. The **Sport Inclusion Network (SPIN)** project is designed to promote the inclusion and involvement of ethnic minorities, migrants and other third country nationals (including refugees) through and in mainstream sport across Europe.

The SPIN project brings together a mix of experienced national key players in the field of countering exclusion and discrimination in sport, including the **FARE** founding organisation **FairPlay-VIDC**, the Italian sport for all association **Unione Italiana Sport per Tutti (UISP)**, the **Football Association of Ireland (FAI)**, the Portuguese Professional Players Union **SJPF**, the migrant-led **Mahatma Gandhi Human Rights Organization** from Hungary, the multicultural Finnish sport initiative **Liikkukaa**, as well as the German Organisation **Camino**, an expert on action-oriented research on sport and youth.

As a product of the SPIN project, this Good Practice Guide presents examples towards the inclusion of migrants, in and through sport, from eight European countries.

The compilation presented here is based on the studies and experiences of the above named European partner organisations and introduces practical examples on various levels and in various contexts.

Thus, this guide seeks to promote new ideas on how inclusion work in sport can look like and to facilitate exchange. In conclusion, indicators and quality criteria will be presented resulting from the exchanges of the practical experience of the EU project, which could serve as a guideline for the assessment of the potential of inclusion of various sport offers, projects and programmes in the future.

The individual national studies can be viewed in English on the project's homepage:

[www.sportinclusion.net](http://www.sportinclusion.net)

### 3. National/Governmental Programmes

Whether national sport programmes are placed in a nationwide context, which aims at including migrants and ethnic minorities depends to a great extent on how far awareness has been raised for this issue, firstly on a political level and secondly at the level of large umbrella organisations. Causal research and the potential for sport as a tool of inclusion can only be established and mobilised once a low representation of migrants in sports is perceived as a deficit.

Here, one can distinguish between two basic target perspectives: Inclusion into sport and inclusion through sport.

Inclusion into sport focuses primarily on the introduction of migrants (or other under-represented groups) to sport and the facilitation of the capacity to act within sport. These objectives simultaneously offer a prerequisite for the activation of further inclusion potential and are thus a precondition for inclusion through sport. It calls for regular, long-term participation in sports and an improvement of athletic skills and achievements. It is based on the premise that involvement in areas of sport already represents an instance of inclusion. In doing so, the involvement in a sport club can create particularly favourable conditions for further inclusion processes since sport associations are characterised by the fact that training and practice sessions take place regularly and almost without exception in groups, and that sporting activities often take place within the framework of other social activities that provide additional opportunities for intercultural interaction. Sport clubs can therefore be regarded as places for social interaction and civic engagement, which can allow individuals to gain experience and acquire skills, which they can apply to other social contexts, such as schools, workplaces and communities, etc. Accordingly, the majority of nationwide programmes, whose structures are presented here as examples, aim at raising the representation of migrants in sport. Linked to this, however, are further expectations for inclusion potential that will be disclosed only through actual participation in sports.

The Football Association of Ireland (FAI) hopes to promote a participation of migrants in sport of around 10 – 15% through the support of intercultural programmes.

#### IRELAND

The FAI has used football to promote social inclusion and cohesion and focuses its work in four key areas, these being people with a physical disability, females, young people and those from immigrant or ethnic minority backgrounds. Strategies and programmes designed to impact social inclusion using football have been developed in each of the above areas. With regards to the inclusion of people with immigrant or ethnic minority backgrounds, the FAI was the first national governing body of sport in Ireland to develop an Intercultural strategy and associated programmes. The FAI's strategy and programmes have been supported by the Irish Government within the framework of the Government's Integration Strategy 'Migration Nation' and through the National Action Plan against Racism. The FAI's Intercultural Football programme's policy states that the aim of inclusion is "to ensure every individual can feel free to become involved in football on a basis of equality, confident that they will be welcomed if they do so, and to contribute thereby to an integrated society at ease with its growing diversity". In order to make inclusion into football a reality, FAI in partnership with key stakeholders, actively works to promote a 10–15 percent participation rate of people from ethnic minority or migrant backgrounds on the programmes delivered through its Intercultural Football programme, Grassroots and other Departments.

Nonetheless, the various governing bodies of sport in Ireland have taken active measures to promote inclusion in sport through their policies.

Similarly as a means to promote the betterment of social welfare, others sports are also often used to foster a shared identity with members of a community. "Inclusion," as defined by the Gaelic Athletic Association (GAA), "essentially means people having a sense of belonging, of being comfortable in being part of something they value" (GAA). Furthermore, the GAA stresses that "inclusion reflects diversity and aims to offer that sense of belonging to everyone, irrespective of gender, marital status, family status, sexual orientation, religion, age, race, or membership of the Traveller community and/or disability".

The Irish Sports Monitoring report states that "Overall, the patterns of playing sport and physical activity by social group remain dramatic and suggestive of powerful social forces that determine people's opportunities. These disparities therefore remain one of the major challenges in sports policy"

(For examples of practical application compare chapters "Regional Level" and "Neighbourhood")

[www.integration.ie/website/omi/omiwebv6.nsf/page/AXBN-75QDF91044205-en/\\$File/Migration%20Nation.pdf](http://www.integration.ie/website/omi/omiwebv6.nsf/page/AXBN-75QDF91044205-en/$File/Migration%20Nation.pdf)

[www.fai.ie/index.php?option=com\\_content&view=article&id=100036&Itemid=297](http://www.fai.ie/index.php?option=com_content&view=article&id=100036&Itemid=297)

[www.gaa.ie/content/documents/publications/inclusion\\_and\\_integration/GAA\\_Inclusion\\_Integration\\_Strategy\\_100110225137.pdf](http://www.gaa.ie/content/documents/publications/inclusion_and_integration/GAA_Inclusion_Integration_Strategy_100110225137.pdf)

[www.irishsportsCouncil.ie/Research/The\\_Irish\\_Sports\\_Monitor/The\\_Irish\\_Sports\\_Monitor\\_2007/Irish\\_Sports\\_Monitor\\_2007.pdf](http://www.irishsportsCouncil.ie/Research/The_Irish_Sports_Monitor/The_Irish_Sports_Monitor_2007/Irish_Sports_Monitor_2007.pdf)

The German Olympic Sports Federation's nationwide programme aims to increase the participation of migrants in sport clubs in Germany through, both, the promotion of sport clubs that especially attract migrants and the creation of easier access to those clubs.

#### GERMANY

The programme "Integration through Sport" is aimed primarily at people with an immigrant background. In existence since 1989, it was mainly aimed at ethnic Germans. In 2001 the programme was expanded to cater to the migrant target group in order to reflect the current immigration situation. The programme is funded by the Federal Ministry of the Interior and the Federal Office for Migration and Refugees. The German Olympic Sports Federation is responsible for the programme coordination at the federal level.

#### Coordination

The central tasks of the federal coordination are the consultation and supervision of national coordination in the implementation of programme conception, the continuous development of the work programme based on social and political developments and scientific knowledge, the documentation, networking and multiplication of experiences and lessons learned from the programme work, the transfer of federal funds to the state coordination offices, the acquisition of external funding for the expansion of the programme work, as well as communication and representation of the programme both internally and externally.

In the individual federal regions, both the national and regional coordination offices are affiliated to the respective region's sport as-

sociation and implement the programme nationally according to the specific conditions of each region. They advise and assist sport clubs, networks and projects locally in the development and implementation of sports-related inclusion concepts and provide financial support and furthermore activate, supervise and coordinate the many volunteers at the grass-roots level. They are involved in the creation and maintenance of networks and, in addition, are responsible for the development and implementation of training opportunities in the context of intercultural transparency, as well as public relations for each of the regions.

### Support Associations

Sport clubs involved in inclusion work within the framework of the "Inclusion through Sport" programme are referred to as support associations and are integral to the programme's structure. Sport clubs which, on the strength of their social demographic structure (e.g. increased share of the target group within the club or its periphery) exhibit a recognizable need for inclusion or which want support for their commitment to inclusion can be supported. They have a central significance for the programme's implementation in as much as they provide regular, long-term, continuous work in the field, and create and promote inclusion structures through the integration of organised sports. Assistance for the support associations can be provided by the programme in the form of material and financial aid or creative support through, for example, conceptual consultation and supervision. Financial aid for support associations is, as a rule, limited to five years of start-up funding.

The following criteria apply for participation in the programme as a support association:

- The sports club develops appropriate demand-oriented measures to implement the programme goals and directs them via e.g. easy access, target group oriented offers for the inclusion of target groups (outreach/follow-up programmes, reduced membership fees, etc.); regular club programmes of non-sporting activities (e.g. educational programmes, consultation); creation of participation possibilities for target groups, involvement in executive and decision-making positions, etc.
- The sports club accepts the definition of inclusion and its aims and orients itself towards the target groups of the programme.
- The sports club shows willingness to cooperate with the programme (participation in further training, intercultural openness, public relations work, and growth of competence).

### Volunteers

Volunteers are an important prerequisite for the successful and continued implementation of inclusion work at the grass-roots level. The deployment and activities of the volunteers in the programme "Inclusion through Sport" are extremely diverse in nature. They can be active as trainers, mobile sport unit supervisors, contact persons in the club, network coordinators, information disseminators, or inclusion agents. The volunteers' task spectrum is accordingly versatile and, depending on the operational area, encompasses mainly practical, sport-oriented or organisational functions, such as for example:

- the realisation of regularly occurring and mobile sport and movement proposals
- addressing the target groups' participation in sport and their inclusion in the structures of organised sport (attracting new members)
- the planning and execution of club activities other than sports

and the support work for target groups

- guidance, advice and support of participants in their sports, personal and social development
- acquisition of new partners (especially by approaching migrant organisations) as well as the creation and maintenance of networks
- the dissemination of information about the programme and inclusion work in sport

An adjustable and needs-based training offer for qualifying volunteer was developed specifically for the programme and encompasses the (further) development of the necessary specialist and educational skills related to sports as well as social and intercultural skills, thus ensuring qualified support and inclusion work from the volunteers in the programme.

[www.integration-durch-sport.de](http://www.integration-durch-sport.de)

A further goal of national programmes often is to sensitise and interest sport clubs at the grass-roots level for the requirements of inclusion and cross-culturalism. This also concerns itself with a change in understanding of inclusion in immigrant communities. Whereas an assimilative understanding of inclusion in many cases used to dominate, the basic premise being that the immigrants had to adapt to the host society, now a paradigm shift has taken place. Hence, a pluralistic interactional understanding of inclusion is the aim: here, inclusion is understood as a cross-cultural learning process in which the dismantling of prejudices and the engagement with other social and cultural patterns is seen as a valuable contribution to personal development, and so demands a minimum of tolerance, sensibility and openness from immigrants and natives alike. Accordingly, the programmes work to promote the intercultural openness of the clubs. In this way, for instance, the promotion of clubs by state agencies or national federations can be linked to cross-cultural minimum standards.

In England an equality standard has existed since 2004, which evaluates sport clubs on their openness to groups under-represented in sport on four "levels" and makes aid dependent upon this evaluation:

### UK

The National Governing Bodies (NGBs) see themselves not only as providers of sports facilities but also of possibilities to use sport for more than just sport. This view is combined with the development in the field of inclusion politics in general with for example Labour's Human Rights Act in 1998, binding public bodies to the European Convention on Human Rights. There is a broad co-operation of NGBs, sports organisation and private sponsorship on a national level.

**UK Sport** (established in 1997) is a public body of the Department for Culture, Media and Sport and responsible for the distribution of governmental funding (and National Lottery grants). As an organisation it has its own "racial equality scheme" and a Commitment to Equality. Its focus, however (and even more so in view of the Olympics 2012), is on elite sport. Community and school sports are covered by the Home Country sports councils like Sport England.

The Department for Culture, Media and Sport was involved in creating the Policy Action Team in 1999 which delivered research into sport's potential for inclusion and the improvement of communities. The result was the department's 2002 Game Plan: a strategy for delivering Government's sport and physical activity objectives, which corresponds with New Labour's early sports policy. The title of the replacement document from 2008, *Playing to win. A New Era for*



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Sport, already shows the shift in policy, also underlined by the current government's Department for Culture, Media and Sport business plan. There is indication (besides the obvious cost counts) of a more de-centralised approach and more outsourcing into the private/commercial sector.

One important impact of governmental policy-making during the last 10 to 15 years is the **Equality Standard** for sport launched in 2004, an initiative by the four Home Country sports councils and UK Sport and supported by various sport organisations. It succeeds the Race Equality Standard of the Commission for Racial Equality (2000) and aims to offer sports organisations assistance to reduce inequality in sport and provide better access for under-represented groups and individuals (women and girls, ethnic minority groups, people with special needs). The standard defines four levels of achievement – Foundation, Preliminary, Intermediate and Advanced. Attaining the first level is mandatory for national governmental bodies to receive funding from Sport England.

The football campaign **Kick it Out** has set up a separate Equality Standard for Professional Clubs in 2004 with three levels. More information can be found on the website. In addition to this, the KIO Equality Standard is presented as a good practice example in a "Handbook of Good Practice" commissioned by the Fundamental Rights Agency.

[www.uk sport.gov.uk/pages/commitment-to-equality](http://www.uk sport.gov.uk/pages/commitment-to-equality)  
[www.equalitystandard.org](http://www.equalitystandard.org)  
[www.kickitout.org/298.php](http://www.kickitout.org/298.php)

Like the national and regional sport councils, the sports organisations themselves also adhere to **equality policies**. Commitment to equality, diversity and/or inclusion figure more or less prominently on the websites of the following organisation:

- Amateur Swimming Association and British Swimming  
[www.swimming.org/asa/about-us/equality-and-diversity](http://www.swimming.org/asa/about-us/equality-and-diversity)
- British Cycling  
[www.britishcycling.org.uk/news/article/bcst-Equality](http://www.britishcycling.org.uk/news/article/bcst-Equality)
- England and Wales Cricket Board (ECB)  
[www.ecb.co.uk/ecb/one-game/statement-of-intent](http://www.ecb.co.uk/ecb/one-game/statement-of-intent)
- Football Association (FA)  
[www.thefa.com/TheFA/WhatWeDo/Equality](http://www.thefa.com/TheFA/WhatWeDo/Equality)

- Rugby Football League (RFL)  
[www.therfl.co.uk/equitydiversity/what\\_is](http://www.therfl.co.uk/equitydiversity/what_is)
- Rugby Football Union (RFU)  
[www.rfu.com/ManagingRugby/ClubDevelopment/Equity.aspx](http://www.rfu.com/ManagingRugby/ClubDevelopment/Equity.aspx)

In 2011, the Italian Football Federation (FIGC) implemented a mandatory awareness training for representatives of all professional clubs delivered by Unione Italiana Sport Per tutti (UISP).

#### ITALY

##### Workshop on antidiscrimination for clubs

In 2011 the Italian Football Federation asked UISP to organise a training for all club members of the federation (Serie A, Serie B, 1st and 2nd Divisions) on the issues of antiracism, discrimination and inclusion in professional football.

The training was conducted in two steps, one at the Italian national team headquarters (Coverciano) and one in Milan. As it is difficult in Italian football to involve professional clubs in social initiatives, the attendance of the workshop was obligatory, thereby ensuring the attendance of one or two representatives for each club.

These kinds of initiatives are very important to confront high level clubs with antidiscrimination issues. As well as those obliged to attend, there are also clubs which are interested in developing group work on the issue.

In Austria, in addition to a number of other measures by the Ministry of the Interior, an annual prize is awarded for integration in sport:

#### AUSTRIA

##### Integration through Sport

In January 2010 the Austrian government created a nationwide integration strategy with the National Action Plan for Integration (NAP). The NAP "aims to optimise, focus, and systematically develop measures for a successful inclusion at federal, state, city, parish, social partner and civil societal organisation levels" and contains recom-



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recommendations of measures in seven different spheres of activity. In the sphere of sports and leisure, the integrative potential of sport is emphasised. Associations that seek the inclusion of migrants as well as those promoting the sporting activity of girls and women are encouraged and the importance of sport as a means for inclusion is given high publicity. There is criticism of NAP with regard to the spatial and temporal limitations of many initiatives to promote integration: the preference for local and regional activities is not suitable to overcome all barriers to inclusion at the level of national legislation.

The Sports Ministry had previously supported a handful of individual inclusion projects albeit, without transparent objectives with regard to content. Moreover the anti-racism organisation FairPlay-VIDC or initiatives like Sport Against Racism (SAR) are supported by the Sports Ministry. In January 2010 a working group ("ARGE Sport und Integration") was set up whose aims are the promotion of integration and inclusion activities in and through sport. For 2012, it is planned to award financial grants to sport clubs, which bring their range of services into line with sound and transparent criteria on the inclusion of migrants. A currently running pilot phase with selected integrative sport projects is to be subjected to evaluation in autumn 2011.

Since 2008 the Integration Prize for Sport has been awarded annually by the Austrian Integration Fund, which is affiliated with the Federal Ministry of the Interior. In 2011 some 13 prizes were awarded among the 60 submissions nationwide. The mostly locally active sport integrative projects and initiatives received cash prizes ranging from 200 to 3000 Euros. Alongside these the Austrian Integration Fund allocates individual and project related financial awards, such as for participation in sports club programmes or the organisation of tournaments.

[www.integrationsfonds.at/betreuung/inclusionspreis\\_sport/](http://www.integrationsfonds.at/betreuung/inclusionspreis_sport/)  
[www.sportministerium.at/de/menu\\_main/themen/gesellschaft-und-sport/fair-play](http://www.sportministerium.at/de/menu_main/themen/gesellschaft-und-sport/fair-play)  
[www.sar-austria.at](http://www.sar-austria.at)

Since 2004, a large project, which supports inclusion projects in selected regions, has existed in Portugal. Sport is an essential component.

#### PORTUGAL

Created in 2001 through a government initiative, the **Programme Choices** (Programa Escolhas) has been supporting projects aimed at the promotion of social inclusion of children and youths, equal opportunities, and the strengthening of social cohesion in areas such as sport, art, associativism, professional training and education.

The Programme Choices' objectives include the implementation of a process of validation of social inclusion good practice in the chosen areas, which is intended to secure the transferability of the intervention methods ('choices resources'). Throughout the validation of the choices resources, preference is given to exchange between partners and independent experts at different moments during the projects' development phase, which is accompanied by publications and other forms of dissemination and publicity.

(For examples of practical application, see chapter "Access: neighbourhood".)

[www.programaescolhas.pt/projectos](http://www.programaescolhas.pt/projectos)

In Finland, a research and practice programme named **Benefiting of Sports for Social Inclusion (BOSSI)** has been running since 2005, supported by the Ministry of Education and Culture:

#### FINLAND

Liikkukaa started the BOSSI programme in 2005 by starting to collect and distributing information about migration and sports in Finland. Later BOSSI became a project funded by the European Refugee Fund. For several years now BOSSI has been funded by the Ministry of Education and Culture.

The aim of the programme is to increase knowledge of both the challenges of multicultural sport and the benefits of sports in integrating migrants. The programme has three parallel target groups, namely (municipal) administration sport clubs, federations, migrants and their own sport clubs. With each target group BOSSI lessons aim



to take a look at multicultural sports from their particular viewpoint introducing good practices, relevant background information and the basic legislative framework.

BOSSI is meant to support both professionals and volunteers working in the field of multicultural sport.  
[www.liikkukaa.org/index.php?id=44](http://www.liikkukaa.org/index.php?id=44)

#### 4. Regional Programmes

In the following, examples that attempt to increase the proportion of migrants in sport and thus promote inclusion at a regional level are presented. Particularly in regions with high immigration rates, government agencies and regional sports federations offer the chance to develop target group specific programmes and opportunities in order to test them in terms of their inclusion potential.

The following example shows how the Football Association of Ireland's Intercultural Football Programme (see above) together with the Irish government established working partnerships with community stakeholders on a regional level. The programmes encourage an ideal participation rate of 15% of adults from international/ethnic minority backgrounds in Adult Futsal in Clare County, a region with a high share of migrants.

##### IRELAND

In 2009 Clare Intercultural Network (CIN) a migrant lead voluntary organisation, based in County Clare in the Republic of Ireland realised the need for an all year round football based programme and established a Futsal league, which was developed in stages with technical and financial support from the Football Association of Ireland's Intercultural Football Programme.

The first stage was designed to gauge the level of interest and build and support capacity for a year round Futsal league, while the second stage focused on transferring both the playing and non-playing capacity into the establishment of a sustainable league. A series of initial tournaments was held and discussions with participants took place about how they could support the development of a structured and affiliated league.



© SIPF, Corduff Sports Centre

CIN facilitated the capacity building phase of the league, sourcing a venue, arranging meetings and supporting migrants to develop a structured league committee with specified roles (e.g. league secretary, chairperson, treasurer).

Affiliation to the Football Association of Ireland was sought via the Regional Football Association (The Munster FA) and successfully received for the season 2010/2011 for the first ever Clare Intercultural Futsal League.

In this way the league provides a space for increased socialisation between people from various migrant backgrounds and those from a non-migrant background.

Another project of the Portuguese region of Coimbra is presented as an innovative example of good practice through sports, due to the use of sport in informal learning, the accessibility of its experience to the community, the increase in partnerships, and the creation of a local network.

##### PORTUGAL

The Project **ID-Inclusion Through Sport (ID-Inclusão pelo Desporto)**, promoted by the IUNA Association in partnership with the Faculty of Sciences of Sport of the University of Coimbra, and the Commission for the Protection of Children and Youth (CPCJ), with the support of the Municipality of Coimbra among other local institutions, has as its target group children and young people from more vulnerable socio-economic contexts, namely descendants of immigrants and ethnic minorities. The project currently reaches around 750 children and adolescents.

The objectives of the project include the promotion of social inclusion in and through sports, in particular through the practice of capoeira, and awareness-raising among local and national institutions regarding the developmental potential of sport in the promotion of social inclusion, with the aim of creating a local network. The strategy of social intervention thus takes into account pedagogical, sports, recreational and awareness-raising aspects.

In the activities developed we find a promotion of the regular practice of capoeira at the headquarter facilities and awareness-raising actions at schools, communities, and social solidarity institutions of the





© Ikkkkaa - SPPF

region, as well as a summer camp, and various sports studios with incorporated pedagogical ends (e.g. intellectual and manual work, practical lessons in entrepreneurship, cultural heritage and environmental issues) Furthermore they organised the 1st National Congress for Social Inclusion through Sport, directed at sports, educational and social solidarity organisations in 2010.

The strategies of social inclusion in and through sport adopted in this project focus on exploring the potential of informal education through the practice of capoeira, games, and other recreational activities for the development of personal, social and motor skills of the target group and on the dissemination and transfer of knowledge and awareness-raising for this type of intervention among local stakeholders.

[www.inclusaodesporto.com/homesite.html](http://www.inclusaodesporto.com/homesite.html)

Beside financial incentives set up by national and regional sponsorship programmes, the incentive for sport clubs to open themselves interculturally is, to increase the membership base by doing so and to reach new volunteer groups, which, as of yet, have had negligible involvement in club work. A model project in the German federal region of North Rhine Westphalia is aiming at just that in an area (particularly in the towns of the Ruhr area) with a high immigration rate, which is to say that between 40-50% of the youth in the region come from a migrant background.

## GERMANY

The **“spin – sport interkulturell”** model project focuses on girls/young women with an immigration background.

The model project “spin” has been running since 2007 in selected towns in the Ruhr area of Duisburg, Essen, Gelsenkirchen, and Oberhausen and is set to run for 11 years. It is implemented by the regional sport alliance of North Rhine Westphalia with support from the Federal Office for Migration and Refugees and the Ministry for Generations, Family, Women and Inclusion of the federal state of North Rhine Westphalia.

The goal is to support sport clubs as “institutions of borough-related integration” and to enable a systematic encouragement of the process of inclusion, particularly of young girls and women from 10

to 18 years of age with a migrant background. This inclusion process will be applied on two levels: Firstly, it will attract young women to a club-based sporting event, in this way socially integrating them in the club community. Secondly, it is assumed that via the resultant transfer the target group will build competences and relationships, which will in turn enable them to interact with greater meaning, understanding and success in other contexts within the host society, e.g. in school, family and employment.

To this end, the project is based upon five elements:

1. The leisure programmes aim to make the target group aware of club-oriented sport by means of easy access programmes, thereby motivating the target group to join the clubs. In order to create acceptance for this with family members, the parents will also be included. In this way, the programmes will function as “door-openers” for the target group, making initial contact to the often unknown sport clubs in the host societies more easy.
2. The sport programmes are constructed in such a way as to remove existing access barriers into sport clubs by means of specific sport and movement programmes, which relate to particular cultural qualities. The programmes will, moreover, contribute to the improvement of motor abilities, feelings of self-esteem, and health concepts of young women. In the end, tied to the specific programmes is the expectation that physical and societal interactions and thereby social contacts and relationships between young women with and without backgrounds of migration will be stimulated.
3. The qualification possibilities for trainers occupy a central position. In this way particularly women with a migration background will be enabled to offer educationally challenging arrangements for intercultural sportive youth work and youth work that goes beyond sports. They are to be regarded as an important connecting link between the sport clubs and target groups, not least because of their own migration experiences. (See chapter, “qualifications and continuing education”).
4. The possibilities for involvement as citizens are designed to make the target group's access to official status and voluntary involvement in the clubs (e.g. as trainers or youth attendants) easier. In order for them to be able to establish themselves in



© UISP/Francescine, UISP/Bambini

the structures of the clubs. Linked to this is the expectation that the experiences as voluntary club members will stimulate involvement in their borough or municipality. The young women involved will, moreover, function as positive identification figures and thereby further inspire others to join sport clubs.

5. In the end, this will result in an encouragement of linguistic abilities via informal and formal learning processes. While the informal improvements in language will be fulfilled via the communication in German in the sport groups, the programme also has in mind to arrange for language learning possibilities for young women with extreme linguistic deficits with suitable further education organisations.

<http://spin.lsb.oc.kernpunkt.de>

## 5. Sport Clubs and Associations

Apart from the national and regional programmes, there is a wide array of examples of sport clubs, which themselves take the initiative to open up their clubs to migrants and other under-represented groups. As well as an anti-racist agenda, there is a particular effort to exclude institutional discrimination at all levels of the club. A first step in this direction can be indicated by the appointment of an inclusion representative.

The England and Wales Cricket Board (ECB), for example, can look back on a past of anti-racist activities.<sup>1</sup>

### UK

As a follow-up of the ECB's research and engagement in the field of anti-racism the regional **Lancashire Cricket Board** started its own action plan in 2003 (Lancashire Cricket Board 2003) with the aim of including more Black and minority ethnic persons in the different levels of the game. Part of the action plan is the establishment of local "Ethnic minority development groups" whose input on the implementation of the plan is to be sought throughout the process. Furthermore, the plan lists an award system for clubs to achieve "EquiMarks", i.e. become a club that is open to Black and minority ethnic groups. The prerequisites include, for example, equality training for coaches, a strategy to recruit Black and minority ethnic coaches and a Black and minority ethnic liaison contact person. The actual outcome of the plan could not clearly be determined. However, "Ethnic Minorities" figures prominently as one area of the cricket board's website (currently under reconstruction) and is an assigned work field for one of three development managers which might be taken as an indication for an on-going engagement from the cricket board.

[www.lancashirecricket.org](http://www.lancashirecricket.org)

Another example comes from professional football with the **Chelsea Asian Soccer Stars**.

### UK

In 2009 and 2010 Chelsea FC, together with The Football Association, Kick it Out, and the Asian Media Group, launched a competition to recruit young male members for its football academy from the Asian community. The project is a reaction to the still conspicuously low participation of this population group.

[www.thefa.com/TheFA/WhatWeDo/Equality/NewsAndFeatures/2010/AsianStarChelsea](http://www.thefa.com/TheFA/WhatWeDo/Equality/NewsAndFeatures/2010/AsianStarChelsea)

<sup>1</sup> Prior to the Cricket World Cup in 1999 in England it launched the Clean Bowl campaign against racism in cricket that was informed by a report into the issue also commissioned by the ECB.



The Helsinki Diplomats Sports Club initiated an international supporters club explicitly to oppose racist supporters initiatives in football.

The projects presented here were run in quite different ways. In Brescia and Rome, Italy, there were good experiences with one of the sport offers tailored to the migrant group:

**FINLAND**

Helsinki Diplomats Sports (HDS) has initiated an international supporters group with African drumming. The group was used in high-profile games, as in the Helsinki Diplomats Sports club cup game against HJK Helsinki or in the Atlantis FC Division 1st league games. Following this, HDS has received positive media coverage and has been discussed in many supporters blogs and thus hopefully inspired others to be creative in their supporters work. The initiative had also cooperated with the supporter-club of FC Honka ("Hongankolistajat"), as a result they combined traditional and Afro-Supporter chanting during the FC Honkas Ladies cup final game. They were able to add a positive intercultural atmosphere to the game, support their team to a win and also were awarded with the 'Virtual Global Family award'. This was done as an answer to the offer of the racist group 'White Pride Finland' to the rather new and young FC Honka supporter group to be their official guards and protectors. The young supporters answered: "We are black and yellow (the clubs colours) and we don't care for any other kind of colour!" This action was accompanied by a two-page article about tolerance and social inclusion in the club's magazine and the inclusion of values like tolerance and openness into the club's ethical rules.

Some project approaches deal with the question of to what extent participation can be increased through particular consideration of the needs of various migrant groups. Such projects are based upon the premise that so-called "sport-biographical causes" are responsible for the fact that, especially in certain sports, so few migrants take part. This is the case in Austria, for example, where popular types of sport like hiking, skiing, tobogganing, or ice-skating are seen as a self-evident components of sport and cultural socialisation for locals but are unfamiliar to migrants from Turkey, the Balkans, Asia or Africa for the most part.<sup>2</sup>

<sup>2</sup> It has been criticised that the powerful Austrian Skiing Association (ÖSV) until now has no strategy or even measurements in place how to promote inclusion. Indeed, the absence of migrants in skiing in general it is criticised and concrete steps, such as reduced or free lift tickets, equipment and accommodation, or campaigns for openness do not exist as of yet.

**ITALY**

**Cricket tournaments**

In the town of Brescia a network of associations active in work with people with a migrant background, among them UISP, the local committee of Brescia, realised that it was difficult to involve the strong community of Asian people (e.g. from Pakistan, Sri Lanka etc.) in the organised sport activities. They found that it was because the sports usually proposed, like football, did not meet the interest of the community and were not part of their cultural background. Consequently, the group of organisations listened to the needs of migrants and organised, together with traditional football tournaments, some cricket tournaments, especially for migrants but open to everybody, as well as a female only tournament of "Elle" (a kind of baseball played by women in Asian countries).

Moreover, there has been a long tradition of work with Asian communities so that the initial organisation of tournaments later resulted in the creation of a specific UISP area, namely the coordination of cricket tournaments in Rome.

As there is no cricket tradition in Italy, it was not a primary proposition as a sport for inclusion. This project demonstrates that sometimes the lack of involvement of people in a project is not necessarily a general lack of interest in structured activities, but is simply due to the difficulty of detecting the real wants of target groups.

A research project by the British Rugby Football League (RFL) tried to figure out why there was such a low participation rate of young migrants in Rugby. Some of the results showed that rugby clubs were perceived as "white spaces" and as reserved for elite athletes, while within the RFL prejudices about young Asian people having no interest in rugby dominated, which is to say that it was assumed that young Asians were interested in football and cricket only but not in a contact sport:



© MGHRC, UJSP

## UK

**Rugby Football League research project**

An interesting project for the inclusion of young Asian Muslims has taken place under the direction of the Rugby Football League in order to learn about their perceptions and experiences with rugby. The regions chosen were Leeds, Bradford, Huddersfield and Oldham based on a high proportion of Black and minority ethnic/Asian communities and a strong rugby tradition in the area. Contacts to local communities were established beforehand.

Target groups were young males and females who had previously had little or no contact with rugby that is neither as active players nor as spectators. The research was carried out in three parts: The participants were provided with information on the game with ensuing group discussions on the stereotypes around rugby, sport and ethnic groups etc. This was followed by a match visit and a follow-up on the match and practical lessons in rugby (in different groups with indoor lessons for the girls as requested by them). The outcome might not be spectacular in itself but points to specific views from the target group that should help to shape further activities.

Rugby Football League (ed.) (2010): Perceptions & Experiences of Rugby League: Asian Muslim young people. Leeds  
[www.therfl.co.uk/~rflmedia/docs/RFL\\_BME\\_Research\\_doc\\_24pp.pdf\\_final.pdf](http://www.therfl.co.uk/~rflmedia/docs/RFL_BME_Research_doc_24pp.pdf_final.pdf)

## 6. Qualification and Continuing Education

Beside language courses, professional further education programmes count as important building blocks for inclusion and the encouragement of participation in public life. Accordingly, the provision of training for qualifications in sports can play an important role in inclusion as, above and beyond the sport related content, it can convey social competence and key qualifications of relevance in other societal areas. General democratic values are gained and civic skills acquired through active participation in the social life of the club. The conveyance of pedagogic qualifications may represent an additional incentive for migrants to participate in vocational and further education courses in a sports club. As the experiences of the

Berlin Football Association show, it pays off to provide local further education opportunities on-site, for example, to offer them in the club house of the sport club so that the target group can be reached.

## GERMANY

From 2007 to 2010 the Berlin Football Association (governing body of the Berlin football clubs) implemented the project "**Inclusion through Qualification**" with the support of the Federal Ministry for Migration and Refugees.

**Qualification for club officials**

The first vocational and further education offer was aimed particularly at volunteers acting as club officials for migrant clubs who had, in the past, expressed uncertainty in dealing with bureaucratic structures, regulations, and cooperation with sports institutions. To clear up these shortcomings and remove insecurity, courses were offered directly to club officials, whereby not only those participating would qualify but a knock-on effect was further expected: The clubs aim to be able to train young volunteers for tasks in the future. Twelve 3 hour sessions were conducted.

The contents of the modules are divided into four topic areas and each is comprised of three seminars:

- Organisational and personnel management, committee work
- Membership management, sports facilities, sports business
- Finance, tax, legal and insurance
- Marketing, communications, events, new media

Each seminar draws on practical issues relevant to the day-to-day work of the club. Thus, for example, the following seminar topics are covered:

- Intercultural conflict management
- Intercultural openness as a task of the club management
- Personnel management and cultural challenges in the voluntary field
- Attraction of young people to club work
- First aid treatment of sports injuries
- Insurance coverage in the day-to-day club business
- Legal basis of club leadership
- Basics of finance work in a sports club

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- Electronic data processing (EDP) in a sports club
  - Facilitation and presentation skills for the club's events
  - Sponsorship and marketing requirements of an intercultural club
- <http://berliner-fussball.de/aus-weiterbildung/inclusion/inclusion-durch-qualifizierung>

ogy and was complemented by lessons of civic education. Participants were accompanied by tutors, qualified referees and Italian language teachers, according to a special programme consisting of drawings, pictures and videos. The course also included a practical internship.

As sport clubs in immigrant societies are often multicultural in composition, coaches and referees are often faced with new challenges in the daily routine for which they are not adequately prepared. It is therefore advisable for the sports' governing bodies to integrate the demands of inclusion and cross-culturalism as a solid building block for the teaching of coaches and referees. In addition, federations are encouraged to meet the challenge of recruiting referees and coaches with a migration background.

## 7. Migrant Sport Clubs

### GERMANY

#### Condensed training for coaches/trainers

The "Inclusion through Qualification" project offers condensed training courses for football coaches and trainers which specifically teach the safe handling of multicultural teams and their environment. Through the assistance of qualified trainers the project offers appropriate further education courses that include theoretical, as well as, practical elements. They go beyond the technical side of the sport, dealing with pedagogic topics important for daily and integrative work with children. The focus of the qualification is on areas like intercultural education, the handling of racism in situ, conflict management, team building, and how to approach parents, etc.

<http://berliner-fussball.de/aus-weiterbildung/inclusion/inclusion-durch-qualifizierung/>

#### Training for migrant referees

In 2009, the UISP Cagliari football league in Sardinia organised a referees course for immigrants, which was part of a project of the Cagliari province, targeted at the social inclusion of foreign citizens living in the province.

The course was free of charge and focused on social inclusion with particular attention to women. It was divided into 21 theoretical and practical lessons and was integrated into lessons of Italian language to improve the specific knowledge of technical sport terminol-

The term migrant sport clubs refers to those clubs with members from a predominantly migrant background and whose club identity and external perception are linked to the origins of the majority of the members.<sup>3</sup> The major importance of migrant sport clubs is to facilitate the participation in sport and competition of migrants. Migrant sport clubs are still mainly seen as evidence of the existence of a 'parallel society' in public discourse. In contrast, one can find a plethora of examples illustrating the inclusion potential of migrant sport clubs.<sup>4</sup> Migrant sport clubs are frequently more attractive to migrants as host nationality clubs since there are no linguistic or cultural barriers and those active are shielded from racism and discrimination, at least within the club. In this way, many migrants are introduced through their membership in such sport clubs to the nature of clubs of the host country and to participation in sporting competitions. A relationship with the host society is formed through the running of games and the connection to the clubs (as opposed to more inwardly directed migrant organisations) and space for encounters between migrants and locals is created.

The potential for participation generated by self-organised migrant sport clubs is also dramatically demonstrated by the following example of the **African Star** football team in Hungary in which many refugees are involved. Though their participation, some of the players living in refugee camps can, as an exception, leave them if they are playing in a football match.

<sup>3</sup> Based on these criteria, the term migrant clubs also refers to clubs in which people with different backgrounds (including those from the host countries) are members.

<sup>4</sup> This should not be understood as an affirmation that migrant sport clubs per se offer a contribution to inclusion. Rather, following German sport sociologist Gunter Pilz, it can be seen that migrant sport clubs in a pluralistic society of immigration do just as well and as badly as other sport clubs regarding inclusion, depending on whether the right and the demands of intercultural learning are fair or not.



© SIPF

## HUNGARY

**The African Stars football team** was established in 1994 by the Mahatma Gandhi Human Rights Organization. The team is composed of ex-refugees and migrants, who succeeded in getting a residence authorisation sharing their positive experiences with those who might have not yet succeeded to integrate in Hungary. Refugees and migrants of colour commonly face discrimination and xenophobic hostility in Eastern-Europe. The team participated in the lower leagues of the Hungarian Football Association (MLSZ) and cup competitions on various occasions. The African Stars are currently playing in the Budapest Division 4 League (BLSZ IV). It offers contracts to refugees and tries to get to the higher league, demonstrating the abilities of the players and taking itself seriously, which is to say not as a part-time or a mere hobby team. The matches create a unique melting pot of old and new, African and Asian, migrant and refugee. Everybody can leave his origins behind and enjoy the challenge, overcoming both opponent and self.

The Mahatma Gandhi Human Rights Organization organises special football matches aimed at creating harmony and co-existence between Hungarians, refugees, and people of African and Asian descent. These matches have created harmony among people from different cultures and backgrounds. This has played an important role in destroying the barrier between what would otherwise have been opposing cultures and given the opportunity for all to participate in football matches regardless of colour or background. The team won the Anti-Racism World Cup held in Italy in 2009 (see below) and allowed African migrant players to participate in the most popular sport in Hungary giving the opportunity to increase awareness in the Hungarian society about migrants and refugees, helping the participants to gain acceptance through the sport.

The participation in the team and the league has helped to improve the situation of the refugees, playing in the team, in several aspects:

The media attention the team gained helped when there was a racist attack on one player after one of the matches. The attack was reported and appeared on television. It is a proclaimed goal to stop such attacks and create a safe environment. Refugees are registered as players as a result of their involvement in the team and asylum seekers have got visas with less difficulty because of their participation in the team.

As the sport clubs are also always meeting places, they frequently fulfil support and advice functions within the migrant community. In this way, the sport clubs are drop-in centres for legal problems, which beset migrants in particular, but also function as job agencies and further fulfil requirements relevant to daily life („peer-to-peer-benefit“).

In some of the selected examples, the importance of sport as a contact point for migrants, and especially for newly arriving refugees, is placed in the foreground. In such a way, sport clubs and competitions in which refugees or migrants come to the fore contribute to public awareness of their situation and the state of the problem.

## ITALY

### Liberi Nantes football and touch rugby

Liberi Nantes Football Club is a football team in Rome which is composed of players, who are victims of forced migration. This is the first permanent team in Italy which decided to represent the population of refugees, asylum seekers and generally people obliged to escape from their country to survive.

The colours of the team are blue and white, like the colours of the United Nations who sponsors them – is composed of 25 players from Afghanistan, Eritrea, Guinea, Iraq, Nigeria, Sudan, Togo, Central Africa etc...

Because of a regulation in Italian football laws, a team composed solely of asylum seekers cannot play in official championships. Liberi Nantes finally obtained permission to play in the 3rd Category (the lowest) where they are exempted from the ranking, meaning that even if they win they have no possibility to gain points. It is a compromise to let people play and face other teams on the territory in official competitions.

For two years, Liberi Nantes has also managed a touch rugby training programme for women (asylum seekers but also Italian), and trekking activities for everyone. The aim is to offer the possibility to play sport and to foster connections and inclusion between refugees and Italians to everybody.

[www.liberinantes.org](http://www.liberinantes.org)



## ITALY

**Football Tournament "Cartellino rosso al razzismo"**

UISP Genova and Macaia Association organised the third edition of the football tournament "Cartellino rosso al razzismo" (show racism the red card). This third edition saw the participation of 24 teams made up of social communities, associations, students, social workers, supporters and new Genoese from Ecuador, Morocco, Tunisia, Peru, China, Senegal, Nigeria and Romania.

This third edition of the anti-racist tournament marked the continuation of a process which began in 2005 and which over the years demonstrated the ability to be an expression of a network of people and territorial initiatives regarding sport and football as an indispensable opportunity for community celebration, encounter, athletic competition, anti-fascism and anti-racism. UISP Genoa also proposes a mediation initiative called "Maghreb Olympic Centre" founded in 1993 within the project. It is today a functioning centre for children of second and third generations of migrants. The association is mainly active in Genoa and has about 200 members.

The primary function is to carry out welcoming activities, providing a place where migrants can relax and have a shower, wash their clothes and where they have easy access to basic services. Along with these initiatives, sports initiatives are promoted in addition to recreational, artistic and musical workshops for adolescents.

## ITALY

**Arcobaleni (Rainbows)**

This tournament – played in Turin – involves mixed teams of migrants (heterogeneous teams not characterized by nationality) without gender differences and skills. It does not focus solely on playing football but is also about being together. Arcobaleni was born from the "Arcobaleni in campo", a UISP project for foreign and migrant communities. Many teams of different communities are established there and go on to participate in UISP national or local football tournaments.

The project aims to revive the inclusive values in football practice like, for example, a time to meet and socialize, play and discuss. Arcobaleni is an opportunity to promote concrete actions to establish a culture of dialogue and respect for others, using the



popular language of football, understandable in all the languages of the world.

Problematic developments have arisen in such events before. The African Football League, for example, which was organised by migrants from Africa in Vienna, Austria from 2007 to 2009 and in which up to 16 "national teams" played too, had to be abandoned because the games, played in public spaces, led time and again to mass arrests of people without documents by the Austrian police.

In many cases the self-organised migrants' clubs offer realistic prospects to be active as coaches or officials. Many of these skills, acquired through voluntary activity or on the official level, are also indispensable in other areas of society. A number of examples illustrate that this potential of migrant clubs is taken up and used strategically in order to qualify its members and promote a sense of self-empowerment. In contrast, local sport clubs – even where there were many players with an immigrant background – usually involved no migrants at the leadership level.

## UK

The Asian Football Network (AFN) founded in 2004 in London offers mainly strategic support to a grass-roots football movement (not necessarily limited to Asian communities). The initiative underlines its bottom-up approach and positions its website as a support and exchange forum with a variety of information including good practice case studies around the topic of Asians in football. Among the AFN's own projects is the Coaching Pathway Programme for providing Football Association level 1 (i.e. basic) coaching courses for Asian and ethnic minority men and women together with County Football Associations. The programme is informed by research trying to understand the lack of participation from Asian communities in the existing coaching programmes; its ultimate objective is to channel more Asian and minority ethnic individuals into mainstream provision programmes. Another initiative is focused on creating local forums of different agencies to foster common projects like taster sessions, tournaments etc. [www.asianfootballnetwork.org.uk](http://www.asianfootballnetwork.org.uk)



Migrant clubs can, as a positive role model of ethnic communities, frequently function as an important contribution to the dismantling of cultural prejudices. The selected examples demonstrate that clubs are to some extent aware of their role in society of sensitizing the public and contributing to understanding.

#### GERMANY

Formed in 1978 in West Berlin, **Türkiyemspor** is the most well-known migrant club in Germany. By virtue of its sporting triumphs, it has become the figurehead of Berlin's Turkish community and the multicultural district of Kreuzberg. Particularly in its period of sporting success, Türkiyemspor was not only a positive role model for Turkish-born immigrants as it also proved to migrant workers on the whole that they too can celebrate successes under the same conditions and not have to perish into the majority society. In the past the club has frequently utilised the public attention to get media attention for their involvement in various social issues. Türkiyemspor has, in this way, for many years supported "Respect Gaymes" which was initiated by the Berlin Lesbian and Gay Alliance and works to dismantle prejudices against gays and lesbians and to raise awareness of sexual diversity. Club official Cetin Özeydin described this cooperation with reference to shared experiences of exclusion in a newspaper interview:

"Whether about Turkish people, gays, Jews or political dissenters, the mechanisms are the same"

The club also supports an annual day of action against violence against women. The slogan "Give violence no chance!" ("Gewalt kommt nicht in die Tüte) is printed in German and Turkish on shopping bags handed out in a Berlin district with a high percentage of migrants. The aim of this campaign is to generate public awareness and create a strong lobby against violence. Finally, it is important to recruit men as positive role models in this domain.

[www.tuerkiyemspor.info](http://www.tuerkiyemspor.info)



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#### UK

The **British Asian Rugby Association** was set up in Bradford with a multi-agencies co-operation by the council, the mainstream Rugby organisation, and Sport England. Its aim is to provide positive role models, foster more participation and overcome cultural and religious barriers.  
[www.bararugby.com](http://www.bararugby.com)

## 8. Migrant Girls/Women

Sporting opportunities can only realise their potential to integrate effectively and sustainably when they function in a gender-oriented manner. This can be achieved, for example, by implementing choices aimed only at women/girls that expand their sphere of action, or by the provision of opportunities for girls in the form of coeducational concepts which give special consideration to their needs and demands.

The statement that inclusion in and through sport is about participation in the host society *and* in their own ethnic community, and indeed with the aim of gaining social acceptance in differing areas of both societies, applies particularly to women and girls with a migrant background. They are often more involved in the ethnic community or controlled by it. Ultimately, this means that sport programmes aimed at gender *and* inclusion must be oriented towards the participants' living environment. One must here consider that the environments of girls and boys and of men and women are different – not least in ethnic groups of Muslim influence.

In practice this means that sport programmes aimed especially at Muslim women/girls must take into account that, in such communities, religious or cultural codes may exist, which limit the interchanges between girls and boys, men and women, and the exposure of one's body. These must be taken into account and addressed by sport programmes instead of simply demanding conformance. In practice this means:

- Offering sport in gender-specific groups
- Recruiting female personnel as trainers, lifeguards, etc.
- Denying entry to boys and men
- Taking care that men/boys cannot watch the girls and women wearing sport or swimwear, i.e. spaces not open to public view
- Ensuring good accessibility





© Camino, FAI

- Taking into account that girls/women are involved in domestic duties in the evenings and that girls in particular are not allowed to go home late when planning training schedules.

It is clear that for equal cooperation it is important to have a grasp of intercultural knowledge in order to be able to better understand and successfully deal with the needs and attitudes of different cultures. Furthermore, religious rituals and traditions have an influence on daily life as they shape social behaviour by setting standards of human and female-male relationships.

Correspondingly, different sport programmes are implemented, which are aimed specifically at girls and/or women with a migrant background and work on the basis provided by the above points in many countries.

#### UK

##### Women in Action

Women in Action emerged from a women-only swimming group set up in an area of Cardiff with a high black and minority ethnic population rate. The course was run by project workers from the health sector: the Barefoot Health Workers' Project and the Triangle Project, an action research project at Cardiff University and funded by the Health Promotion Division for Wales. Over 130 women from the Yemeni, Somali, Pakistani, Indian, Bangladeshi and Chinese communities participated in the sessions. The follow-up included training courses (e.g. building capacity course, food and nutrition training), lifeguards trainings and outings to break down social isolation.

#### ITALY

##### Sport for girls

UISP Turin have opened for the area's female Muslim community two centres specifically for women and girls. The space is for women of every nationality and culture and provides courses, relaxation and children's activities. The aim is inclusion, providing opportunities to meet and socialise as well as the enhancement of physical culture in general.



#### AUSTRIA

**Girls' and Women's day in a public pool** Twice a month the organisation Kinderfreunde (Friends of children) organises a separate girls' and women's day in a public swimmingpool in Vienna. On this day men are denied access: the large influx of Muslim women shows that there is additional need for such offers.

The embracing of girls/women with a migration background as a target group poses a particular challenge for sport programmes. Here, outreach and easy access approaches play a special role. In order to reduce specific barriers to access, it is useful to place these programmes not only in the context of sport clubs but also to bring them to where the girls/women spend their daily lives, i.e. in schools and youth facilities, but also in ethnic communities and mosques. It is important that these are commonly known places, which are acceptable to the parents and convey reliability and safety as regards the care of their children. They should also be located in their immediate vicinity and easily accessible.

#### GERMANY

##### The "Sport with Muslim girls and young women" project

In this project run by Youth Sport Lower Saxony, contact with the target group of Muslim girls was made by searching out meeting places and facilities where the girls and young women congregated, e.g. schools, children and youth organisations, cultural associations, etc., but also mosques. The mosque is an important community oriented space in which the girls receive Quran lessons, sing, and celebrate together, thus the idea developed to initiate sport programmes within a mosque as it represents a living environment already possessing the trust of the parents. In such a way, a condition allowing the girls' participation in sport programmes has been fulfilled.

A cross-cultural project team was formed for the planning and monitoring of the project, consisting of representatives from the mosque, the advice centre for inclusion and migration issues and the sport club. Spaces were made available in the mosque for a regular sport programme, taking place in various groups after the Saturday Quran lessons. An average of 12 girls participated in each of the sport



programmes. Initially, beside gymnastic warm-up exercises and self-defence techniques, body awareness was placed in the foreground. Later, programmes in dance, fitness and strength training were added. The programmes were taught by various trainers with Turkish migration backgrounds. Alongside the cooperation partners and consultants the girls and young women themselves were involved in the planning of the movement courses, by means of surveys, for example.

[www.praeventionstag.de/html/GetDokumentation.cms?XID=138](http://www.praeventionstag.de/html/GetDokumentation.cms?XID=138)  
[www.lsb-niedersachsen.de/live/lbsb\\_nds/live.php](http://www.lsb-niedersachsen.de/live/lbsb_nds/live.php)

This example illustrates how helpful cooperation is in implementing sport programmes with migrants and in cultivating the acceptance of parents. Beside the cooperation with religious institutions, the liaison with schools also exhibits significant success when it comes to reaching girls with migrant backgrounds and achieving their longer term involvement in sports activities. Schools can also lead girls to sport clubs. Many parents of migrant girls are not familiar with the activities of sport clubs and of their prevailing traditions, scepticism, distrust and even fear often come between the daughters and their way to the sport clubs. Contact to the clubs can be established through sports activities in schools, allaying initial reservations about club sports.

#### GERMANY

### Kicking Girls: Easy access to girls football

The Kicking Girls project exists in various schools in urban quarters with high proportions of migrant youth. The schools, in cooperation with nearby cooperation clubs, provide so-called girls' working groups (Arbeitsgemeinschaften) in the school and the coaches are mostly female members of the club involved. The girls acquire the basics of football and develop an enjoyment of the game in a "protected environment". Separate girls' football breaks in the school playground and class and school tournaments encourage the girls to join in. In this way, through the girls' football working groups, it is possible to reach, inspire and involve girls with a migrant background. The parents accept the participation of their daughters in the football working group because the school a familiar place is for



© FAI, SPPF

them. In addition to expanding their profiles with the inclusion of girls' football programmes, the schools also combine the hope of improving their extra-curricular range. With the cooperation with the school, the club aims to establish an attractive option for girls in order to attract new members and potential talent.

However, the transition from the academic community into a club-linked team is by no means automatic, requiring careful supportive measures to ensure that the aim of inclusion – the membership in a football team – can be realised. These measures include information for parents, parent evenings, separate changing rooms for girls, training sessions before the onset of dusk, solving transport problems, consideration of religious rules and the funding and contribution of team jerseys.

Many girls show an interest in the participation in the working groups. Girls can apply for becoming football coaching assistants who are then trained in the working groups in schools as well as in the clubs. They can also get involved in the planning and organisation of school competitions and tournaments. In a second step, the girls take on the independent leadership of practice groups.

Another important aspect that needs to be noted is the development of programmes of types of sport that address migrant girls/women directly. It is a relief for adolescents when programmes do not contradict the educational ideas of their parents or, failing this, when they provide awareness-raising and advocacy. In practice, it seems that girls/women are presented with many opportunities and open content whether it is dancing, aerobics and fitness, martial arts, self-assertion or football. The practice of martial arts in particular is, for traditionally aligned Muslim girls or young women, well suited to the religious rules regarding veiling.

Many sport activities aimed at girls/women take as their central goal the meeting of girls/women from different countries, thereby promoting cross-cultural understanding. In addition to sporting contexts, a space is created for encounters between people who would otherwise not meet. A particularly good framework for this are sports tournaments.



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## GERMANY

**Discover Football** is a one-week international women's football tournament incorporated into an cross-cultural encounter week for women, football and culture, which was held for the first time in Berlin in 2010. The international invitation is not aimed at professionally supported clubs but at women's football teams, which are committed to intercultural football encounters and social improvement. Many of them encounter particular social resistance to their sport involvement or receive little support in pursuit of their sport. It is precisely these players to which Discover Football gives a platform.

The aim is to promote intercultural understanding through international encounters in women's football. The tournament also includes a special feature that distinguishes it from others: The so-called MIX games run parallel to the classic group games. Here the teams are mixed, i.e. two equal groups are formed and then, for example half of the Brazilian team plays together with half of the Indian team against the other half of the Brazilian and Indian women. Thus, football becomes a bridge, bringing together players who do not know one another. Alongside the tournament, representatives from the areas of society, politics and sport discussed topics around football and women's rights on the so-called "pink podium" and in 2010 there was also a presentation of a photo exhibition about the Afghan women's national football team.

[www.discoverfootball.de](http://www.discoverfootball.de)

## AUSTRIA

**Sport Union Tyrol – Le Debut**

Partners of this project, which is aimed at women and girls of different countries of origin, are Sport Union Tyrol, the club, "Women from all countries", the Turkish-islamic cultural association ATIB and Girlspoint ARANEA. The goals are the introduction to active movement, the mediation of enjoyment and health awareness through movement and the achievement of sustainability through independent activity. The programme range combines regular exercise modules and taster sessions of individual sports with presentations on health through exercise and nutrition. The programme is jointly developed with the girls/women and adapted to performance levels (women:

gymnastics, hiking, pilates, yoga, dancing; girls: hip hop, modern dance, tummy-leg-bottom, climbing, skating, volleyball).

Exemplary here is the inclusion of target groups remote from sport – many of the women had neither physical education at school nor were involved in sport before – as well as the introduction to fun and trend sports. In addition, participants can – in the sense of helping people to help themselves be trained to become fitness trainers.

**9. Access: Neighbourhood**

Often, economic and social structural causes are the root of the lack of access of many migrants to mainstream sport and clubs and societies. It appears that it is necessary to approach them on-site in their respective contexts, as especially young migrants often do not have the resources to use public transport, let alone pay club fees.

In many European countries, urban areas with a very high proportion of migrants and particularly socially disadvantaged persons have developed in the course of several migration waves.

These social spaces become the focus of European inclusion policy debates, not least as a result of violent social conflict, as seen in the Parisian suburbs in 2005 and more recently in England in 2011. These districts are often perceived in public discourse as particularly violent and denounced as "problem areas". Coming from one of these neighbourhoods is often a social stigma. Accordingly such districts are a crucial area for inclusion projects.

Many community projects use sports „as a carrot“ as summarised by a Youth Worker of the Corduff Youth Project, Ireland, which started to reach out to young people using football as one of the main tools to attract mostly young males.

## IRELAND

The **Corduff Community Youth Project** is situated in an area of huge ethnic and cultural diversity. The project runs a variety of programmes and activities aimed at enabling young people to engage in their own personal development. Many of these programmes focus on sports such as basketball, volleyball, boxing, football as well as programmes that cover a range of issues relevant to many teenagers



© FA, IJSP

(e.g. personal development, early school leaving, teenage sexual health etc...). Sport is used as an engagement tool and helps to build relationships and introduce young people to other personal development programmes on offer at the Youth Project. Football, because of its popularity, is used as an activity to engage young males in particular. Given the large ethnic diversity in and around the location of the Corduff Youth Project, the projects' youth workers have proactively reached out to young people from ethnic minority backgrounds living in the locality.

The impact has been an increased engagement of young people from migrant/ethnic minority backgrounds and a greater sense of mutual respect among adolescents from diverse backgrounds.

As districts often have little infrastructure in the sports and leisure sector, the sports offered require little effort and allow easy access.

#### PORTUGAL

The **Choices Ball Forward** (Escolhas Bola p'ra Frente) and **Choices Younger** (Escolhas Mais Jovem) carried out their social intervention through street football in more vulnerable socio-economic contexts, with descendants of immigrants and ethnic minorities among their target group. In addition to the regular training activities and participation in inter-team games involving adolescents residing in the target-neighbourhoods, the projects focus on the training of trainers, their objective being the creation of a theoretical-practical socio-sports methodology of street football as a support. The experimentation process of this resource is based on an interactive and participative dynamic between the trainers and the target group, with some young people trained to fulfil the function of trainer. In the instruments/tools of the choices resources, we find the creation of DVDs and brochures on the intervention methodologies in the training of street football in community contexts (neighbourhoods, municipalities, small towns, schools and institutions that accommodate children and youths under a boarding regime). As strategies for social inclusion in and through sport, these projects focus on training the target groups for street football player and trainer, with the aim of improving personal, organisational, social, and civic skills. These Choices projects are innovative due to their adoption of empowerment strategies at the level of sports, civic

and personal skills (which might facilitate target group employment); their inclusion of a wide group of participants with minimal technical resources required of the promoting body; and the creation of validated resources with the potential for transferability at the level of training the street football trainers.

<http://bolaprafrente.programaescolhas.pt/projecto>  
[www.maisjovem.net/projecto](http://www.maisjovem.net/projecto)

#### UK

**Street Games** was funded by Sport England, the Football Foundation and various donations in 2007 operating in England, and Wales, and starting in Scotland in the summer of 2011. Like many recently established initiatives it has no explicit focus on migrants but on "deprived communities". StreetGames promotes doorstep sport; which is declared as "sport delivered at the right time, the right place and the right style to engage young people and make sport accessible to those who live in the most deprived areas in the UK". It supports local projects in co-operation with sports providers, local groups, project workers but also entails a volunteer campaign "Co-operative StreetGames Young Volunteers" that draws on adolescents, previously involved in StreetGames projects and offers them training as well as organising national reward and recognition events as incentives. Further projects include fundraising workshops for local initiatives or info on case studies.  
[www.streetgames.org](http://www.streetgames.org)

In England in the past 15 years, the focus has shifted to specific ethnic groups and to supporting anti-racist commitment towards the increased support of "deprived communities".

#### UK

Sport England together with other partners set up (among others) three initiatives tackling issues round participation/inclusion and sports: **Positive Futures** (together with Sport Wales), **Sport Action Zones** and **Active Communities**. The target groups of all are socially deprived communities and groups (including migrants, women and



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girls, disabled people) with less than average participation in sport. The objective is to support local projects and the reports from the programmes indicate that a basis for success is the co-operation with deliverers who know the specific needs of the community (and ethnic groups) and ideally are part of it themselves. All programmes are still in existence. Positive Futures, which from the beginning was focused more on young criminal offenders and drug-users has been taken over by the Home Office and includes also arts and media projects and co-operates among others with FURD "Football unites, Racism divides", a long-standing anti-racist football initiative and charity based in Sheffield. From the Sport Action Zones set up in 2000, the London North Lambeth and North Southwark Sport Action Zone seems the most active today. It has now partnerships with London boroughs and also commercial sponsors. Likewise the Active Communities Network has partnerships with corporations and for example the Premier League. Active Communities Network has recently published a detailed report of its **Breaking Barriers** programme for community cohesion and sport in different London boroughs with special emphasis on engaging minority ethnic communities through among others boxing and football. But it also included qualifications for youths as boxing tutor, football referee, youth worker etc. Important keys of success listed in the report are: accessible, comfortable and neutral venues and facilities; peer role models; events as incentives; co-operation with existing structures and locally identifiable staff.

[www.posfutures.org.uk](http://www.posfutures.org.uk)  
[www.thesportactionzone.org](http://www.thesportactionzone.org)

It is frequently emphasized that the sport programmes can also be used as neighbourhood meetings and part of further partnerships at the neighbourhood level, which contribute to a positive identification with the neighbourhood – thereby promoting "community building".

**UK**

The Lilian Baylis Old School (LBOS) lies in the London borough of Lambeth with a rate of 37 % black and minority ethnic population and serious gang crime activities and violence with previously no leisure facilities. The LBOS is a very good example of a venue turned into

a successful community and sports activity centre. In 2004 the school moved house; local residents and groups and the "Sport Action Zone" initiative used the old building for summer school sports activities in 2005. This was followed by more partnerships (with sport clubs, churches, commercial partners and other programmes like Positive Futures and StreetGames) to expand the programme.

In this way the LBOS has been turned into a community sports hub which offers many different sports and other activities with impressive participation figures and is used by different partners; it also features very positively in the Breaking Barriers report as a suitable venue to be used. In an area with gang crime activity and violence the LBOS seems to have shaped a "neutral", accessible and welcoming space and a focal point for the whole community, which is now also working as a model for other areas. Currently the council plans to hand over control of part of the site to a community trust to run the sports and leisure activities.

The following project is presented as an example of good practice in particular through the creation of accessible sports facilities for children and adolescents from families with underprivileged economic resources, residing in segregated territories mainly immigrants; and through the promotion of spaces for social and sports interaction in socially diverse contexts in Lisbon.

**PORTUGAL**

The programme **Judo in uptown Lisbon** (Judo na Alta de Lisboa), promoted by the Lisbon Judo Club in partnership with three groups of local schools, has the support of the Municipality of Lisbon and of the UNESCO National Commission in Portugal, in addition to other institutions and sponsor organisations. The project has as its target group children and young people, who frequent the schools and other institutions of the area, including those from more needy families residing in social housing neighbourhoods, mainly 3rd generation immigrants. Started in 2007, the project currently involves 600 children and young adults.

The objectives of the project involve social inclusion in and through sport, in this case through the regular practice of judo by children and youths from families of different social strata. The strategy of social

intervention thus involves different aspects, such as pedagogy and sports, and also the promotion of sociability networks across the different social conditions.

The activities developed include regular judo training sessions at schools and at the local sports facilities ceded to the project, travels for participation in internships, tournaments, and social and sports holidays.

The strategies of social inclusion in and through sport adopted in this project focus on the educational potential of judo for the development of motor, intellectual, emotional and social skills (in particular aggression management) and the transmission of values (judo's Code of Ethics) to the target group.

[www.jcl.pt](http://www.jcl.pt)

<http://judoclisboa.blogspot.com>

## 10. Access: School

Since education for children and adolescents is compulsory in all European countries, school is the social space in which a high number of young people from different social and ethnic backgrounds can be addressed through sport programmes. Also, research has indicated that parents from migrant/ethnic minority backgrounds often view the school as a safe, well organised and trusted environment and are therefore perhaps more disposed towards information received from this source.

Hence, it is particularly networks in schools which open up possibilities to address the target group of migrant young people. Especially for sport clubs in regions with a high immigration rate, access through school partnerships are essential for the development of their own members, as examples from Vienna, Austria and Middlesex, England illustrate.

### AUSTRIA

In urban areas, especially in Vienna, there are numerous collaborations between football, handball, and basketball clubs and schools in the area. In schools in particular areas of Vienna, more than 90% of the children are from migrant families. Examples of such collaborations include the handball clubs Fivers in the 5th and WAT 15 in the 15th districts of Vienna or the football club Slovan HAC in the 14th district. Although the Slovan cooperation with the school had to be discontinued for financial reasons, a high proportion of players are nonetheless from a migrant background. This high proportion reaches from junior to senior squad – as is the case with most Viennese football clubs. The youth development work of the junior handball club Fivers is to be highlighted in particular: The club regularly organises training courses at nearby schools and parks. The annually held handball festival attracts approximately 1.000 students/pupils. As a result of these activities, the junior teams in almost every age group have won the championship for many years running. In 2011 the senior team won the handball league title for the first time. Like practiced at WAT 15, girls can switch to a partner club in women's handball.

### UK

The **Grasshoppers Rugby Football Club** in Middlesex has formed connections with the Schools Sports Partnership programme to bring rugby to youngsters especially from black and minority ethnic com-

munities. The club holds close links with the two Schools Sports Partnership (SSP) teams in Hounslow and has now provided 483 hours of coaching to 2671 young people (1406 out of them were girls, 1198 came from a black or other minority ethnic groups). Even more interesting is the appointment of a community rugby coach (funded by the club and Sport England), who focuses on primary schools and the large ethnic minority in the area. The engagement of the club seemingly stems mostly from the wish to generate new junior players and volunteers which of course is legitimate. The club is the winner of the Social Inclusion Award of the Rugby Football Union (RFU) 2008/2009. [www.grasshoppersrfc.com](http://www.grasshoppersrfc.com)

The Football Association of Ireland (FAI) has spotted a good way for getting migrant children into long participation sports in partnerships between schools and grass-root clubs. The original idea is to involve the parents (particularly women) and to recruit and train them to become potential volunteer sports leaders and coaches.

### IRELAND

#### Good practice example for achieving inclusion in Grassroots Sports Clubs

The Intercultural Football Programme of the FAI has developed and now delivers a nationwide after-school club link programme with a focus on football and life skills development. The programme has received funding from what was then the office of the Minister for Integration.

The Programme is broken down into two phases: Phase 1 sees the delivery of a 6 week after-school programme in primary schools with more than 20% of the student population originating from diverse ethnic, cultural, or religious minority backgrounds/origins. To ensure female participation in 2010/2011, half the programmes were offered to girls only. Parents/Guardians are recruited to support the programmes using a multilingual expression of interest letter, which the schools send home with each child. The letter informs parents/guardians about the opportunity to volunteer their time on the programme and requests permission for their child to attend the after-school programme. Parents/Guardians that volunteer their time on the programme act as assistant sport leaders, working alongside a qualified coach and receive mentoring during the 6 week programme. In phase 2, after the 6 weeks after-school programme ends, children and volunteers are invited to a Club Open Day or Session at a local club. Because of the funding received through the minister all programmes offered are free of charge.

Between 2009 and 2010 over 108 programmes have been delivered nationwide with over 30% of all participants coming from an ethnic minority background. 120 local club open sessions/days have been arranged to provide follow-on opportunities to join a club after the afterschool programme for both children and adults.

The MyClub afterschool and Club Open Day programmes provided greater connectivity between schools with a high percentage of students from diverse backgrounds introduced to a mainstream grass-roots clubs, the opportunity for parents/guardians to volunteer and the opportunity for clubs to engage volunteers, who are motivated and received training for 6 weeks or more.

Sports facilities on a school context may also be linked in an intelligent way with the mediation of language or civic values, as illustrated by the following two examples:



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## IRELAND

**Kicking off with the English Skill Programme**

Familiarity and proficiency in the host language can often act as a barrier or an aid to inclusion. The Football Association Ireland (FAI) commissioned a teacher training college to develop a teacher's resource that could be used in the classroom with children at primary school level. The resource was complemented by practical football sessions supportive to English language learners, developed by FAI staff.

The programme is based on supported learning in an after-school club with food provided for up to 20 children and is split into two components:

1. 30 minutes informal classroom sessions utilising interactive activities designed to improve oral and written English language skills. Activities are themed around football.
2. 30 minutes of sports, i.e. field/hall based learning with football activities linked to classroom learning (especially around oral English)

On the whole, teachers and students reported a positive view of the pilot. Teachers expressed a positive view of the programme on: (a) impact on student's motivation to learn, (b) the availability of a comprehensive teaching resource that greatly assisted in developing of sessions plans (c) the use of football as a novel modality through which to engage students in a fun and interactive after-school programme that combined the learning of English (d) the transferability of some of the resources from the learning pack to others topic areas.

## PORTUGAL

The project **School Football Citizenship** (Escola Futebol Cidadania), promoted by the Portuguese Players Union (SIPF), with the support of the Secretary of State for Youth and Sport and the Ministry of Education, is coordinated by the charismatic former international player João Vieira Pinto, in his role as ambassador. This national level project has as its target group secondary school students. The project started in the school year/ sports season of 2009/2010; its first edition included the participation of around 5,000 young people.

The objectives of the project consist of social inclusion in and through sport, in this case through the practice of football, and the

promotion and awareness of citizenship, good practice, fair play (friendship, tolerance/acceptance of diversity and social inclusion), and sports practice as a means for the promotion of health and well-being. The intervention strategy includes pedagogical, sports, recreational and awareness raising aspects.

The activity programme at schools takes place throughout the day. In the morning there is a 5-a-side football tournament between 6 selected mixed teams (each team consists of 12 participants, 8 boys and 4 girls) and in the afternoon, in addition to cultural entertainment (concerts, fashion shows, casting and stand-up comedy), there is a workshop by the ambassador on topics related to the project, followed by the delivery of the fair-play award to the two players (one boy and one girl) who most stood out for their good practice of fair play in the morning's tournament. The school's winning teams play the final at the Lisbon National Stadium at the end of the school year, with a concert at the end.

<http://escola.futebol.cidadania.sapo.pt>

## 11. Anti-Racist and Intercultural Events

A number of examples portray the public nature of sporting events as beneficial to, both, society and to the effort of raising the public's awareness of the situation of refugees, as well as to facilitate cross-cultural encounters. One well-known event of this kind is the Anti-Racist World Cup, which is held every year in Italy with teams participating from all over Europe.

## ITALY

**Mondiali Antirazzisti**

The Anti-Racist World Cup Mondiali Antirazzisti was created in 1996 as a challenge, in order to prove that coexistence between diverse cultures is possible and that multiculturalism is a vital and incredible resource for all. Mondiali Antirazzisti is a festive occasion of a non-competitive tournament of football, basketball, volleyball, cricket, and rugby. But it is also, however, an occasion of music, debates, exhibitions and exchange of experiences. Those who have

come to the Mondiali have built up an informal relationship network, which has often made it possible to create trans-cultural projects and similar events all around Europe. They are open to everyone, there are no special rounds and no barriers. The teams are composed of supporter groups, ethnic minority communities, antiracist and anti-fascist organisations from all over the world; the only rule being mutual respect.

Participants of Mondiali come from all over Europe and the world, with an average of 4.000 to 5.000 people attending.

Mondiali Antirazzisti consists of a 5-day long event, which changes its venue each year, but always takes place in the Emilia Romagna region. After some years, people coming to Mondiali felt the need to reproduce the idea during the rest of the year and autonomously organised various anti-racist, non-competitive tournaments that finally came together under the umbrella of "Waiting for Mondiali". This development fits in perfectly with the aim of Mondiali i.e. an action spreading, reproducible event, which invites people not only to attend but to "create". At the same time it is a perfect example of how an event born at regional level, with the real involvement of participants, can become a national and European event.  
[www.mondialiantirazzisti.org](http://www.mondialiantirazzisti.org)

An annual event in Budapest is the "**Tolerance Cup**", whose goal it is to raise awareness of racial discrimination against minorities in Hungary, especially against the Roma.

#### HUNGARY

The **Tolerance Cup** is organised every year by the Mahatma Gandhi Human Rights Organization. The event is supported by public officials from the district and local government and the Minority Committee of the Hungarian Football Association.

This event targets mainly the minority group (Roma) in Hungary as they are mostly neglected and "excluded" from major organised events. Their exclusion is not legally mandated but their socio-economic status makes it difficult for them to participate.

The aim of the Tolerance Cup is to help integrate not just the Roma but minorities in general and underprivileged members of the Hungarian society into the larger society. This event brings together people of different ethnic and socio-economic backgrounds under one umbrella of sport.

The Tolerance Cup was established for young people in 2004. In the first year of the programme schools from Hajdu-Bihar and Szolnok county were targeted; in the second year 10 high schools from Budapest were chosen to spread the message of tolerance. Whilst still in contact with the previous schools, other schools from the capital as well as from the countryside were contacted in 2006.

Under the Tolerance Cup event, educative school programmes and sport activities are made available for young people, while the attention of the older generation is attracted by cultural programmes. The proclaimed goal is to introduce the cultures of immigrants and other minorities to their host community, thereby contributing to a harmonious multicultural society.

The Football Association of Ireland (FAI) has established a partnership with the educational charity "Show Racism the Red Card" (SRTRC) to promote an anti-racism message within football.

#### IRELAND

The SRTRC / FAI Intercultural Programme has delivered anti-racism workshops to grass-roots leagues and referees societies in order to promote an understanding of what racism is and also to boost awareness of the 'racism rule' in the association rulebook. SRTRC has delivered anti-racism training to 64 FAI Development Officers to ensure their confidence and competence in delivering anti-racism education as part of their UEFA FARE week activities.

The outcome is that 64 FAI Development Officers have delivered anti-racism workshops in 130 schools in 2010 reaching 5,000 young people and a similar number in 2011. The activity is appreciated by schools because a sports organisation is bringing an educational message into the school and it likewise assists the association in developing their relationship with schools.

The teachers are also encouraged to register their class to participate in the Show Racism the Red Card Creative Competition thereby creating an ongoing impact with the young people. The Awards for the competition are held annually at the AVIVA stadium, the national stadium for soccer in the Republic of Ireland.

A so-called Weekend of Inclusion promotes the coexistence of immigrants and natives in Italy.

#### ITALY

##### Weekend of Integration

In 2009 this action took place in 16 cities as the second phase of the "integrated corporate communication campaign on social inclusion of migrants" supported by the Ministry of Welfare to promote coexistence between legal immigrants and Italian citizens. In 8 cities (Milan, Rome, Turin, Genoa, Venice, Modena, Pescara and Catania), UISP organised competitions, tournaments and different kinds of sport activities, i.e. athletics, basketball, football, cycling, dance sports, mini volleyball, swimming, volleyball and table tennis.

## 12. Inclusion Workshops

As part of the SPIN project European partner organisations conducted several so-called inclusion workshops for football and non-football stakeholders. One workshop is presented here as a good practice example organised by the Football Association of Ireland.

#### IRELAND

##### Non-Football Workshop

The target was to bring together a wide range of actors, including sports practitioners, policy makers/influencers, and community practitioners/advocates to raise awareness and discuss solutions around the issue of inclusion in and through sport in an Irish context. The workshop focused on providing a space for people to reflect on the topic as well as their perceived roles in contributing towards inclusion / integration. For the non-football workshop the FAI teamed up with a national organisation that oversees the delivery of the Community Games in Ireland, which includes a wide range of sports. In





© SIPF

addition to the Community Games other sports were targeted, including Rugby and Gaelic Games.

The target group included, sports coordinators, youth workers (that use sport as part of their work), Irish Sports Council representatives, Local Sports Partnerships, Coaches, Child protection Officers, Club Officials as well as NGOs who have an interest/stake in sport and inclusion (including for example, the Equality Authority, the Integration Centre, New Communities Partnership, and other immigrant/integration focused NGOs, as well as Show Racism the Red Card and Sport Against Racism in Ireland and others).

The conference workshop was also attended by key football stakeholders including, the Head of the FAI Grassroots Department, FAI Grassroots Department managers (Regional area Managers), locally based FAI Football In the Community Development Officers, as well as the chairperson of the Professional Players Union in Ireland.

### Football Workshop

The second workshop was held at a football league in Cork City (second largest city in the Republic of Ireland with a diverse demographic), with the same overall target as the non-football workshop. Attendees included, referees, league committee members, coaches, managers and club chairpersons/secretaries.

### Activities

A one day conference format with side workshop sessions was employed for the non-football workshop delivery. While the football workshop was modified and delivered over two hours as part of a regular League monthly meeting.

Workshops included:

- (a) Presentations by international experts in the field of sport and inclusion.
- (b) Interactive workshops sessions focused on these specific topics: (1) barriers/solution, (2) understanding discrimination, (3) delineating what is inclusion (4) cultural competency (5) good practice examples (6) open forum/the next steps.

### Effects/impact

The workshops raised people's general awareness of the issue of inclusion/integration and the role that sport can play in this area.

Generally speaking, it was expressed that more work needs to be done to bring out further good practice examples and to delineate what good practice is. There was also a view that further workshops and training in this area would be beneficial along with a national forum/network for sport and inclusion).

The non football workshop was held in Dublin and required people based outside the capital to travel, which made a need to regionalise workshops delivery apparent. The workshops have encouraged debate about maintaining and developing the Sport Inclusion Network within Ireland and this has become an ongoing discussion between the FAI's Intercultural Football Programme, the Community Games, and other key potential stakeholders.

### Challenges/problems

One problem that arose during the planning stages and was more of an issue for the non-football workshop, focused on how best to strike the balance between attracting attendees involved in sport and development as paid professionals, and those involved on a voluntary basis. A secondary and related issue that transpired concerned itself the scheduling of workshops e.g. during the day, evening or weekend? Workshops during the day catered for those involved in sport and development as paid professionals, while limiting possible attendance of those involved in sports at the grass-roots level in a voluntary capacity. However, the football workshop managed to fully bridge this gap as it was grass-roots based, though it has to be mentioned that the football workshop did not allow room for community stakeholders (NGO's/ community groups etc...) to discuss the issue together.

Camino conducted two workshops for sport facilitators in different fields of Sport.

### GERMANY

#### Pedagogical role games

The objectives of the workshops were to raise awareness for mechanisms that exclude people in sports and in a second step to work on methods for inclusion in their respective sports.



© FairPlay-vidc

Therefore two different methods were approved: Firstly, "Like in real life" (Wie im richtigen Leben), a pedagogical method/role game that points out how life situations determine your success in society. Secondly, World Café, a method where the participants get room to discuss crucial questions of in- and exclusion in sports from their own experience. At the same time the aim is to make participants work on their ideas of inclusion in their own sport associations.

"Like in real life" illustrates, that cultural patterns of oppression (race, gender, class and ethnicity) are interrelated. The method investigates the ways in which racialising structures, social processes, and social representations are shaped by gender, class, sexuality, etc. "Like in real life" is a role game. Each participant gets a card with some keynotes about a character. For example: white, German female, 27 years old, lesbian, or 23 year old, stateless Roma man, heterosexual, not married, is working on building sites, etc. The participants are then positioned in a row on one end of the room. The trainer will ask them questions like:

Do you have health insurance and can you go to a doctor?

Can you ask for the police if something happens and you need protection?

Do you walk on the street being affectionate with your lover? Can you go shopping for a day? etc.

Each person who can answer the question with a yes can make a step forward. After about 20 questions the participants can see that some of them could make a lot of steps and some were left behind. This reveals different possibilities of success for different people in the society. The main part of this method is the moderated discussion after the acting part.

World Café is a practical method that can be conducted without much effort as it simply simulates coffee shop conversation and so invites for open and informal dialogue. 4-5 participants sit at a coffee table (normally a set of three tables and conversation durations from 20-30 minutes). Every table should be able to reproduce a coffee house atmosphere. The table cloth acts as a means to collect key points, ideas, suggestions, and ideas of the discussion in writing. All tables deal with one topic and are guided by a moderator. Hereby, participants are encouraged to let their creativity wander.

### 13. Quality Criteria for Inclusion in and through Sports

This final chapter refers to criteria which are helpful for the evaluation of inclusion in sport programmes. Again, the two perspectives of inclusion *in* and *through* sport are considered:

The first quantitative indicator for to the evaluation of inclusion of migrants in sport is the consideration of migrants' representation at different levels of the sport sector. National governing bodies of sport and other organisations should be encouraged to reach or concretely set minimum targets for participation in relation to the proportion of immigration in the society or different regional and social contexts.

#### Representation of people with a migrant background in sport (quantitative)

- Representation of athletes with a migrant background in premier and professional sports (e.g. national team, Olympic participation, etc.)
- Representation at the different levels of sport clubs and regional and national sports associations (coaches, officials, club chairman, association president, etc.)
- Representation of migrants in sports institutions (referees, sports tribunals)
- Active amateur athletes (in and outside of clubs)
- Participation in school sports
- Representation of migrants in other sport-related contexts (supporters, sports politics, sports media)
- The public presence of migrants in sport through media coverage
- Health care data (accumulation of certain illnesses due to lack of movement in different population groups) may serve to complete the picture.

In order for a successful inclusion of migrants in sport, a number of criteria are set up to counteract socio-structural discrimination and therefore ease initial access to sport. A research based practice will be reasonable to determine what the key barriers are.

### Access to sport programmes (qualitative)

Are there sport programmes which break down access barriers for migrant groups?

- Recreational activities aimed at introducing young people to sports that are organised in clubs and designed to find acceptance also with the parents
- Programmes appropriate to target groups (see below)
- Is an availability of sport programmes ensured for social groups that are unable to afford public transport? Are there on-site sport programmes (neighbourhood school partnerships, cooperation with grass-roots clubs)?
- Are there on-site “peer” cooperations, which serve as a gateway for the target group and which recognise in particular the needs of the ethnic groups or the local context?

If inclusion is seen as a pluralist, interactive process and not as mere adaptation, sports clubs require standards which can, firstly, promote intercultural learning and, secondly, establish equality between groups of different backgrounds. The following quality criteria can be used to assess the cross-cultural accessibility of sport clubs:

### Intercultural accessibility of clubs (qualitative)

- Internal organisational awareness and sensitisation
  - Public commitment to interculturalism as a value
  - Prejudice-free education, avoidance of stereotypes (including “positive” stereotypes)
  - Positive role models (peers)
- Social framing/interaction
  - Are social activities in the context of sport programmes tailored to the specific religious or cultural requirements of migrant groups? E.g. Religious regulations in relation to food and alcohol consumption at club events/leisure activities/travel
- Special consideration of religious or culturally related regulations with girls/women
  - Is sport offered in gender-homogenous groups?
  - Are there female staff members as coaches, lifeguards?
  - Do the times of training allow for the fact that girls/women are involved in the domestic sphere and that girls in particular are not allowed to return home late?
  - Is care taken that men/boys are not able to watch the girls/women in sports or swimwear, i.e. spaces not open to public view?
- Co-determination and participation
  - Is there an inclusion officer?
  - Are there any coaches/officials with a migration background?
  - Are migrants active in supporter organisations?
- Networking and consultations with organisations active in the migrant/inclusion sphere (community organisations, migrant associations, NGOs and social organisations, schools, nurseries, youth clubs, interest groups, media, business, etc.)

The role of national governing bodies of sport is crucial for the development of good practises of inclusion in and through sports. The following quality criteria can be used to assess their supportiveness.

### Role of National Governing Bodies of Sport and the Public Sector (qualitative)

- Are there cross-departmental policies-strategies on the role of sport for inclusion (developed via a wide scale consultation process)?
- Are there sustainable policy-led cross-departmental funding streams to support inclusion practice based on policy?
- Is funding linked to impact assessment?
- Is funding linked to National Governing Bodies of Sport’s having effective community partnerships (NGOs etc) and action plans?
- Is there a designated unit/champion (Ministerial or Sporting) for inclusion through/in sport?

Criteria for inclusion *through* sport are based on the assumption that inclusion does not occur automatically as a “by-product” of sport involvement and is not achieved simply by a mere increase in the number of migrants in sport but rather by focused inclusion work. It raises the question whether there are options that promote social inclusion through organised sports, which then allow migrants to realise positions and rights within and also outside the sport club and to acquire new knowledge and skills.

### Inclusion potential through sport (qualitative)

- Are there possibilities to improve language skills in day-to-day practice of the sport programme (e.g. language courses)?
- Are there any possibilities for civic engagement designed in such a way that migrants can be assigned important offices and positions (e.g. trainers, group workers, youth officers, etc.) so that they can position themselves beyond formal membership?
- Are there target group-specific training programmes according to the context of the sport which enable people to occupy important positions in the club (club management, trainer course, etc.)?
- Are there sport pedagogic concepts which promote specific social and personal skills (e.g. self-esteem) of young people?

## 14. Appendix

### Sources of Data

- Case study Austria, compiled by Christoph Witoszynskij for FairPlay-VIDC
- Case study Finland, compiled by Antonino d’Allura for Liikkukaa
- Case study Germany, compiled by Till Sträter for Camino
- Case study Hungary, compiled by Valentine Josa Balint for the Mahatma Gandhi Human Rights Organization
- Case study Ireland, compiled by Des Tomlinson for the Football Association of Ireland (FAI)
- Case study Italy, compiled by Unione Italiana Sport per Tutti (UISP) Emilia Romagna
- Case study Portugal, compiled by Salomé Marivoet for SJPF – Portuguese Players Union
- Case study United Kingdom, compiled by Nicole Selmer for Camino



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### Contact

Kurt Wachter | Project Coordinator  
FairPlay-VIDC  
Möllwaldplatz 5/3  
A-1040 Vienna, Austria  
E-Mail: [wachter@vidc.org](mailto:wachter@vidc.org)  
Tel.: +43 1 7133594 90  
Fax: + 43 1 7133594 73  
Project Website: [www.sportinclusion.net](http://www.sportinclusion.net)

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