



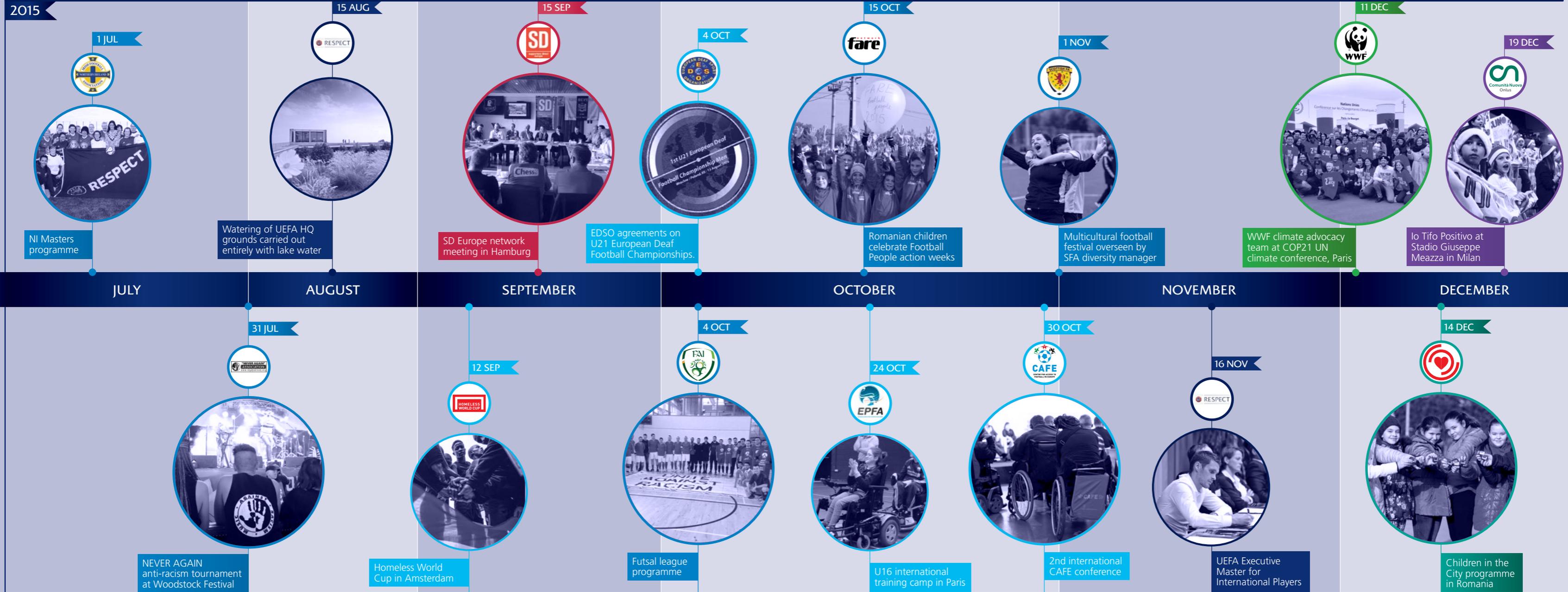
UEFA Football and Social Responsibility Report

2015/16



Timeline

The timeline illustrates representative activities undertaken by UEFA and each of the FSR partner organisations and member associations it supported during the 2015/16 season.



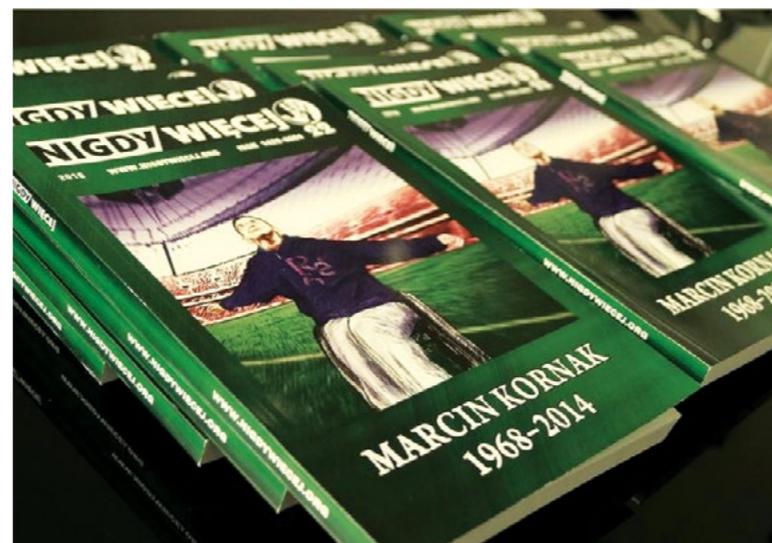
Fare network

Eastern European development with NEVER AGAIN Association

As a Fare network partner, the NEVER AGAIN Association (NAA) regularly monitors Polish league matches and fixtures in eastern Europe in cooperation with its local correspondents' network, journalists and other football stakeholders, such as stadium owners. During the 2015/16 season, its observers reported the prevalence of anti-refugee displays and street marches organised by the far right, with the participation of football fans. The aim of monitoring by the NAA is not to interfere with disciplinary processes, but to analyse social issues and to share the findings with the public. The intention is to raise the level of public awareness of the problems of racism and xenophobia and encourage debate around the topic.

The NAA's flagship activity is the **annual anti-racist football tournament at the Przystanek Woodstock Festival** (page in Polish). The 'info stall' with educational materials was especially popular with the festival participants in 2016: there were numerous conversations and a competition to find the best anti-discrimination slogans.

Issue 22 of the **NEVER AGAIN magazine** commemorated Marcin Kornak, the founder of the NAA, who passed away in 2014. It contained the latest edition of the **'Brownshirt Book'** a hate crime register listing xenophobic incidents that had taken place in Poland during the previous year.



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“ During the Woodstock Festival we promote tolerance and express our stand against racism and discrimination. For many years, through the Woodstock football tournaments, we have been kicking racism out of the stadiums together with the NEVER AGAIN Association. Our aim is a racism-free society.”

Jerzy Owskiak, journalist, activist and organiser of the Przystanek Woodstock Festival

In total, the NAA conducted more than **30** presentations for **2,000** people in Poland and abroad in 2015/16.

Key performance indicators

Objective	Indicator	Performance				Target 2016/17
		2012/13	2013/14	2014/15	2015/16	
Promotion of anti-racism message at Przystanek Woodstock Festival and tournament	Number of festival participants ¹⁰	500,000	750,000	750,000	500,000	500,000
	Number of players	160	320	120	100	100 ¹¹
Promotion of anti-racism message through cultural and sports events	Number of events	100	80	115	120	130
	Number of participants	75,000	50,000	75,000	100,000	120,000
Promotion of anti-racism message through publications	Number of leaflets, posters and brochures distributed	75,000	50,000	50,000	60,000	80,000
Promotion of anti-racism message through training sessions	Number of sessions	47	40	50	30	40
	Number of participants	3,500	2,600	3,000	2,000	2,500
Communication	Followers on Facebook	2,500	4,000	6,000	9,000	10,000
	Followers on Twitter	150	300	450	730	800
	Media articles	83	67	99	166	120
	Radio and TV broadcasts	64	48	73	112	90

Since the summer of 2015, there has been a series of xenophobic and discriminatory incidents and statements at Polish stadiums and across the public sphere. The NAA intends to continue its work, promoting values such as respect and diversity within this challenging social and political climate, and continuing to build alliances with progressive fan groups and minority communities.

¹⁰ The number is dependent on factors such as the festival line-up and the weather forecast.

¹¹ The NAA has decreased the number of players expected in order to keep numbers within reasonable limits for logistical reasons.