



Respect



UEFA Football and Social
Responsibility Report
2019/20

Abbreviations

ACE

Adverse Childhood Experience

ADC

Audio-descriptive Commentary

APL

Armenian Premier League

BFDS

Betting Fraud Detection System

CAFE

Centre for Access to Football in Europe

CSR

Corporate Social Responsibility

D&I

Diversity and Inclusion

DAO

Disability access officer

DCL

Deaf Champions League

DCO

Doping control officer

EAFF

European Amputee Football Federation

EDRU

European Deaf Referees Union

EDSO

European Deaf Sport Organisation

EuroFIT

European Fans in Training

FDEP

Football Doctor Education Programme

FIP

Football Integrity Programme

FIRE

Football Including Refugees in Europe

FSE

Football Supporters Europe

FSR

Football and Social Responsibility

GRI

Global Reporting Initiative

HWCF

Homeless World Cup Foundation

IBSA

International Blind Sports Federation

ICRC

International Committee of the Red Cross

IFCPF

International Federation of Cerebral Palsy Football

IPASS

International Partners Sharing Skills

KIO

Kick It Out

KPI

Key performance indicator

LIAISE

Liaison-based Integrated Approach to Improving Supporter Engagement

MESGO

Executive Master in Global Sport Governance

NAA

Never Again Association

NADO

National anti-doping organisation

NGO

Non-governmental organisation

OFFS

Open Fun Football Schools

PET

Polyethylene terephthalate

SDGs

Sustainable Development Goals

SLO

Supporter liaison officer

SOEE

Special Olympics Europe Eurasia

TACBIS

Tackling Colour Blindness in Sport

WADA

World Anti-Doping Agency

WFLP

Women in Football Leadership Programme

WWF

World Wide Fund for Nature

Fare network

Never Again Association (NAA)



Mission

The NAA promotes multicultural understanding and contributes to the development of democratic civil society in central and eastern Europe.

neveragainassociation.org

Objectives

Teach young people to reject racial and ethnic prejudice through educational and cultural events with anti-racism and anti-discrimination messages.

Publish and distribute educational materials on issues such as racism, anti-Semitism, xenophobia and discrimination.

Monitor and document instances of hate speech, discrimination and hate crime inside and outside stadiums.

Take part in public debates to promote respect for diversity.



Highlight

In 2019, students at the Centre for Continuous Learning at the prison in the town of Czarne, Poland, organised, in cooperation with the NAA, three anti-racism exhibitions featuring posters, photos and other materials.

One exhibition covered the issue of prejudice in sport and included posters, leaflets and other materials about the struggle against racism and prejudice in and through football. Another took place on 9 November 2019, the 81st anniversary of Kristallnacht (an anti-Semitic pogrom in Nazi Germany), which is now the International Day Against Fascism and Anti-Semitism.

In a thank you letter to the NAA, Michal, an inmate, wrote: "We say NO to confusing nationalism with patriotism in any manner!" This was the first such project at the prison and, according to Michal, was greatly appreciated by inmates.

Over the years, the NAA has implemented numerous initiatives promoting diversity and respect in cooperation with prison staff and inmates. The aim of such educational activities is to promote positive societal values among inmates and young people at risk of marginalisation.

Additional achievements³²

- The NAA published two special reports in 2020. The first, 'The Virus of Hate',

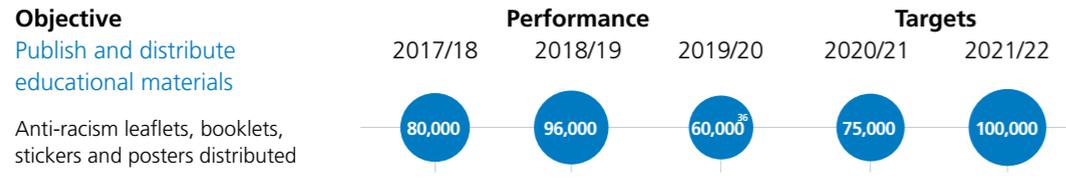
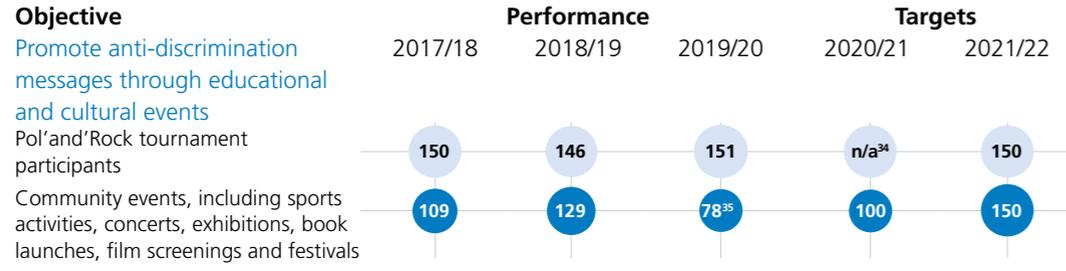
documented xenophobia during the COVID-19 pandemic, with examples from the world of sport. The second, [Racism Returns to the Stadiums](#), documented support for Janusz Waluś³³ in the form of banners and slogans displayed in football stadiums.

- [Educational and cultural events](#) with anti-racism and anti-discrimination messages were co-organised and promoted, including sports activities, concerts, exhibitions, book launches, film screenings and festivals. In addition to the events' participants, a much larger audience was reached through media reports on those events. Some events were cancelled as a result of the pandemic, but others continued as online activities.
- A large number of [educational materials](#) (including anti-racism leaflets, booklets, stickers and other materials) were published and distributed at numerous events. The target group for the distribution of those materials included young football fans, as well as participants at festivals and other cultural events.
- The NAA [monitored and documented](#) instances of hate speech and hate crime inside and outside stadiums, in cooperation with its network of local correspondents, journalists and football stakeholders. In addition to eyewitness accounts, social media posts and far-right publications were also monitored. Incidents were documented in the Brown Book (a registry of hate crimes), with information made available to interested media organisations and stakeholders.
- The NAA continued to participate in public debates and promote anti-discrimination messages. The association was consulted and quoted by numerous local, national and international media organisations, and its own [social media presence](#) also grew.

³² The NAA believes that one important feature of its activities is that they are of an ongoing nature, spanning many years. As a result, it carries out some of the same activities each year, which can be seen in several of its main achievements.

³³ Polish-born Janusz Waluś is serving a life sentence in South Africa for the racially motivated assassination of Chris Hani, general secretary of the South African Communist Party.

Key performance indicators



³⁴ Owing to the COVID-19 pandemic, this event will primarily take the form of online music activities. In addition to online activities, a record will be produced.

³⁵ Some of the planned events were cancelled, postponed or moved online on account of the COVID-19 pandemic.

³⁶ This figure was lower than expected as a result of the effects of the COVID-19 pandemic.

³⁷ This figure was lower than expected for two reasons: first, the COVID-19 pandemic dominated news coverage and football was suspended; and second, political control of Polish state radio and TV meant that the NAA had limited access to those media channels.

³⁸ In addition, the NAA is also actively working on a strategy to minimise waste caused by the materials that it distributes. In the 2019/20 season (as in previous seasons), it exercised care when distributing its materials and made a point of minimising litter.

Planned activities

2020
JUL
AUG
SEPT
OCT
NOV
DEC
2021
JAN
FEB
MAR
APR
MAY
JUN

For the annual Pol'and'Rock Festival (August 2020), the NAA will conduct online activities throughout August, encouraging both online participation and socially distanced sporting activities with an anti-racism message.

Continued production and distribution of educational materials, with particular emphasis on online distribution on account of the pandemic.³⁸

Continued monitoring and documentation of hate speech, discrimination and hate crime throughout the season.



Concluding remarks

“The NAA is determined to continue and expand its work tackling the twin scourges of racism and xenophobia, both in football and beyond.”

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