

# DIVERSITY AND ANTI-DISCRIMINATION AT FIFA



**FIFA®**

*For the Game. For the World.*



## Introduction

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

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

## Strategic approach

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

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

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

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

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

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



## History – a selected timeline

**1960:** First resolution of the FIFA Congress on the issue of discrimination.

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

**1962:** Article addressing discrimination in the FIFA Statutes.

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

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

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

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

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

## Recent achievements

**March 2013:** Creation of the FIFA Task Force Against Racism and Discrimination.

The task force includes different stakeholders from the football community as well as a broad panel of experts in the fight against racism and discrimination. FIFA starts on the implementation of the task force’s recommendations.

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

**September 2013:** The the FIFA Task Force Against Racism and Discrimination identifies the following matters as key priorities:

- Allocation of specific resources for the fight against racism and discrimination
- Development of an anti-discrimination handbook to be given to all member associations for best practice and training
- Recruitment and training of anti-discrimination officers

- Identification of high-risk games
- Identification and engagement of anti-discrimination ambassadors
- Proposal of special award for achievements in the area of anti-discrimination

**March 2015:** First FIFA Women’s Football and Leadership Conference.

At the Home of FIFA in Zurich, FIFA celebrates International Women’s Day and signs the Brighton Plus Helsinki Declaration on Women and Sport to promote women in leadership.

**May 2015:** Introduction of the FIFA Anti-Discrimination Monitoring System.

The new monitoring system will assess more than 850 high-risk matches for potential discriminatory incidents during the 2018 FIFA World Cup Russia™ preliminary competition and selected friendly matches. It operates through the provision of evidence by the FIFA Anti-

Discrimination Match Observers, special match reports and disciplinary procedures. Central to this project is FIFA's close cooperation with the Fare network.

**June 2015:** Start of the FIFA Female Leadership Development Programme.

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

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

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

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

**February 2016:**

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

**March 2016:** Second FIFA Women's Football and Leadership Conference held on the theme "equality through reform".

**June 2016:** Second edition of the FIFA Female Leadership Development Programme.

**September 2016:** Presentation of the FIFA Diversity Award.

The jury, including different stakeholders of the football community as well as experts from governmental and non-governmental organisations, will decide annually on the winner of this award.

**December 2016:** 15<sup>th</sup> edition of the FIFA Anti-Discrimination Days at the semi-finals of FIFA Club World Cup 2016.

## FIFA Diversity Award

In July 2001, FIFA's member associations approved the ground-breaking and still relevant resolution against racism and discrimination at the Extraordinary FIFA Congress in the Argentinian capital of Buenos Aires. FIFA is commemorating the 15<sup>th</sup> anniversary of the passing of this resolution by creating the FIFA Diversity Award, which will be presented for the first time in July 2016.

The annual award recognises an outstanding organisation, group initiative or football personality that is standing up for diversity and anti-discrimination in football on a national or international level and on a sustained basis. It is part of the set

of recommendations made by the FIFA Task Force Against Racism and Discrimination, which are now in their implementation phase, and which include other projects such as the support provided to all 209 member associations in their fight against discrimination.

### Aims

The FIFA Diversity Award highlights the importance of the fight against exclusion and discrimination, and is presented to an organisation, group initiative or football personality that is putting their full weight behind a project or programme that

is making a significant contribution to diversity and anti-discrimination. Through this symbolic recognition and honour, FIFA hopes to inspire others around the world to take up the cause, which in turn will motivate other organisations, group initiatives and individuals to exchange best practices and build up networks. The award also provides FIFA with an opportunity to highlight and strengthen its own strategic approach and activities in the field of diversity and anti-discrimination, for example by firming up relations with key stakeholders or fostering the debate around diversity and anti-discrimination.

## The jury

FIFA has assembled an 11-strong jury, comprising prominent figures from global football and international experts in diversity and anti-discrimination in sport. Between them, the jury members will combine their expertise in the fight against discrimination in all of its guises, whether based on ethnic, national or social origin, gender, disability, language, religion, political opinion or any other opinion, wealth, birth or any other status, sexual orientation or any other reason.

## Award process

In this first edition, the selection of nominees to be submitted to the jury members were made by the

FIFA administration through its anti-discrimination experts. In future editions, member associations and the general public will also be invited to suggest organisations and individuals to the jury.

Every year, the jury will then select three exceptional candidates from the highly varied landscape of projects and programmes implemented by organisations, group initiatives and individuals. The three finalists and ultimate winner of the FIFA Diversity Award will be presented to the public on behalf of FIFA by members of the jury and prominent figures from the world of football.

### Members of the jury

Name	Function
Gerald Asamoah	Former German international received FIFA Fair Play Award 2015 on behalf of all football organisations, clubs and fans working to support refugees
Joyce Cook	Managing Director of the Centre for Access to Football in Europe – CAFE
Moya Dodd	Chairwoman of the FIFA Task Force for Women's Football, member of the FIFA Council
Thomas Hitzlsperger	Former captain of the German national team
Constant Omari	Chairman of the FIFA Task Force Against Racism and Discrimination, member of the FIFA Council
Alexandra Haas Paciuc	President of Consejo Nacional para Prevenir la Discriminación – CONAPRED
Piara Powar	Executive Director of the Fare network
Jaiyah Saelua	American Samoa international
Clarence Seedorf	Four-time UEFA Champions League winner, UEFA Global Ambassador for Diversity and Change
Tokyo Sexwale	Anti-apartheid activist, chairman of the FIFA Monitoring Committee Israel/Palestine
Abby Wambach	FIFA Women's World Cup™ winner, former USA international

## 5. Conclusion

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

of discrimination throughout the football community. At every opportunity, we must send a clear message that discrimination will not be tolerated in any form.

Discrimination is incompatible with the very essence of sport and the universal values inherent to it.



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