

SHOW RACISM THE RED CARD

RAISING AWARENESS ON RACISM
AND DISCRIMINATION IN FOOTBALL,
AND THROUGH FOOTBALL



PROGRAMME

- Introduction to:
Show Racism the Red Card Europe
- Different ways your club can participate in
Show Racism the Red Card



SHOW
RACISM
THE
RED
CARD

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RACISM AND DISCRIMINATION IN FOOTBALL:

SHOW
RACISM
THE
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CARD

AN
ALARMING
RISE.



EFDN: PART OF THE CHANGE

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CARD



Things are slowly changing

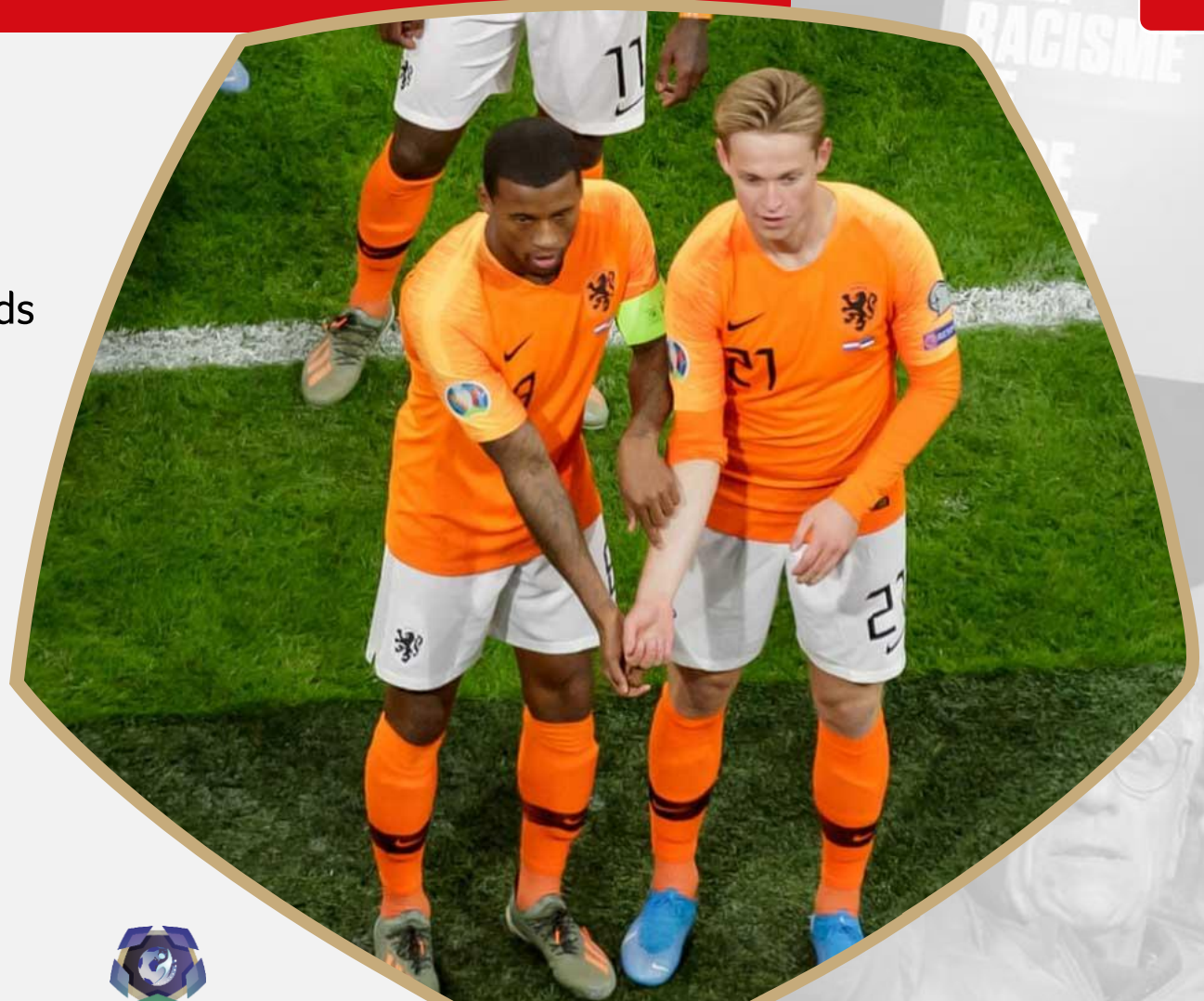


Many leagues and clubs taking public stands and developing their own programme



OUR AIM:

use the platform football has to address the issue in the long-term



IN BRIEF

SHOW
RACISM
THE
RED
CARD

- Launched in 2019
- Funded by the Rights, Equality and Citizenship Programme of the European Union (2014-2020)
- **9 original partners:**



- Based on the eponym UK organisation and its proven success
- Using the high-profile status of football to help tackle racism and all forms of discrimination in football, and through football



2 MAIN ASPECTS

SHOW
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#DIVERSITYWINS:

The educational
programme



THE RED CARD CAMPAIGN

#DIVERSITYWINS:

The educational programme



SHOW
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- An anti-racism and anti-discrimination programme for 7 to 15 year-old
- Delivered in schools across Europe
- A Workbook and Teachers' manual
- School posters

1. RACISM

UNDERSTANDING WHAT RACISM IS AND HOW IT CAN AFFECT OTHERS



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Racismo é...



Para te ajudar um pouco, diremos que há quatro razões pelas quais as pessoas são racistas. Consegues dizer quais são?

Devido às diferenças de...

1. _____
2. _____
3. _____
4. _____

Vamos verificar o que escreveste. Como turma/grupo, teremos uma discussão para comparar o que todos escreveram e o que pensam sobre o racismo bem como o que realmente significa.

You just read Sam's story. Answer the following questions and write your thoughts down.

| | |
|--|--|
| 1 What do you think of the situation? | 4 What would you do if you saw something like this happen? |
| 2 Do you understand why Sam got angry? | 5 What do you think Sam's coach should have done? |
| 3 What do you think that could have been done? | 6 What do you think Sam's teammates or the spectators could have done? |

Have you ever experienced anything like this yourself? What role did you play in this? Were you the victim, did you witness a racism incident, did you help someone or were you the one who caused the incident?

Discuss the experiences you wrote down with your neighbours. Only discuss your experiences if you are willing to tell others about it. If not, just listen to the experiences of your classmates. Share with your neighbours what happened, what you think about what happened, and what could have been done and by whom?

2. DIFFERENCES AND SIMILARITIES BETWEEN US

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DECONSTRUCTING PREJUDICES

What is important to me?

HEADS UP

The examples taught us that treating people differently or acting in a certain way as a result of a prejudice is called discrimination. Let's go back to the first example one last time. The prejudice is based on appearance, the player with kit is chosen because he/she is better than the one in school uniform. How do you think it makes the player in uniform feel? Especially if the person decides that the decision was based on clothes. Shall we carry out an activity to experience how it feels to be treated differently than others?

BUILD YOUR OWN TEAM

Test time! Let's see what we have learned today. In a few moments, you will be divided into smaller groups and will receive a list with names and descriptions. These descriptions are about the person's character. Your group has to build their own football team based on the descriptions mentioned on the list. Write your team on the big poster and present it to the rest of the class.

PREJUDICES – SOMETHING WE ALL HAVE

One of the terms we discussed so far is prejudice. We learned that a prejudice is an opinion about something or someone of which we can't know whether it's true or not. Examples of prejudices are: 'girls can't play football', 'boys like to fight', 'British people can't handle sunshine', 'boys who are gay behave like girls'.

Do you have any prejudices yourself?
Write those down on the whiteboard.

Prejudices often determine how you expect others to be and therefore they will determine how you feel about meeting someone for the first time. Think about it this way: you have a girl on your football team but you think that girls can't play football. At practice you, as captain of the team, have to pick players for a game of 5 against 5. Only one of the guys on the team and the girl are left and you have to pick one of the two.

At this point you don't know if this girl can actually play football or not, if she is any good or not. But because you have this prejudice of girls not being able to play football, you are more likely to pick the guy over the girl.

Thinking the girl can't play football is a prejudice. We often act in a certain way as result of prejudices. We will treat people differently because we have these prejudices. This acting in certain ways or treating people differently leads to discrimination. Let's go back to the example of the girl on your football team. You thought she couldn't play football because she is a girl. You haven't given her a chance yet to show you that she can play. This is the thinking part, so a prejudice.

Now the moment you don't pick her but you pick the boy instead because you think she can't play, that is discrimination. Picking the boy instead of her is an act, you are treating her differently than the guy on your team. This is an example of discrimination, discrimination based on gender.

Why are we saying this is discrimination based on gender? Prejudice and discrimination often occurs when we see each other as groups: one characteristic of that group is focused upon instead of the many other characteristics each person of that group has. In the football example, we focus on the fact that she is a girl and that because she is a girl, she can't play football. We emphasize on her gender while she might be the fastest runner on the team, the tallest on the team or the player with the most experience or best technique. In the football example, we divide the players into groups: the girl and the guys and we focus solely on one characteristic of that girl instead of the many others she has.

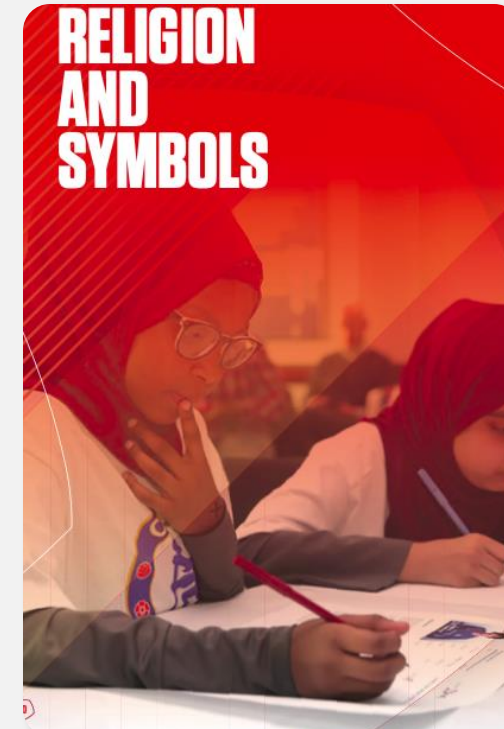
We will have a class discussion about seeing each other as groups and to which groups we think we belong.



3. RELIGIONS AND SYMBOLS

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CARD

GETTING TO KNOW SOME OF THE WORLD'S BIGGEST RELIGIONS AND ASSOCIATED SYMBOLS



QUIZ

Answer the following questions by circling either true or false.

1. Hinduism is the 3rd largest religion in the world
TRUE | FALSE ?
2. Everyone can become a Jew
TRUE | FALSE ?
3. Christianity teaches that Mohammed is a messenger of God
TRUE | FALSE ?
4. A cow is a sacred animal in Hinduism
TRUE | FALSE ?
5. Chinese farmers use plastic moulds to sculpt pears into the likeness of Buddhas
TRUE | FALSE ?
6. Sikhs believe there are multiple Gods that can take different forms
TRUE | FALSE ?

4. LGBT+ AND HOMOPHOBIA

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UNDERSTANDING WHAT LGBT+ STANDS FOR, AND TACKLING HOMOPHOBIA AND TRANSPHOBIA

HOMOPHOBIA

We hope that you now have a bit of an understanding of LGBT. We mentioned throughout this session that people who are LGBT are often discriminated against: called names, bullied, treated differently; just because of the way they are. There are people in this world who dislike and have hateful feelings towards same-sex attraction. There is actually a term to describe this dislike or hateful feelings; we call it homophobia. Homophobia refers to prejudice and discrimination against lesbian, gay and bisexual people. Not everyone is intentionally making homophobic comments. Often it is unintentional attitudes and comments but they can still really hurt lesbian, gay and bisexual people.

What is important to me?

ACTIVITY / ONE CARD, TWO CARDS

13-15 YEARS

30-60 MINUTES

RESOURCES - PRINTED SHEETS WITH CARDS, CREATED CARDS OUT OF THE SHEETS

Create cards out of the printed sheets with cards displayed on them.

Divide the pupils into small groups. Provide each group with a deck of cards. They will have to match up cards with LGBT+ related words together with cards with definitions on them.

This activity will provide the pupils with a better understanding of the different LGBT+ topics, and will create a certain level of acceptance and will lead to further discussions within the group.

Lesbian

Refers to a woman who has an emotional, romantic and/or sexual orientation towards women.

Coming out

When a person first tells someone/ others about their identity as lesbian, gay, bisexual or trans.

QUIZ

Quiz time! We think it's time to test if you have been paying attention during this lesson. Read the following questions and circle true or false. We will check together with the class if you answered them correctly.

1. It was illegal to be LGBT in the UK in 1960
TRUE | FALSE ?
2. Saudi Arabia is the best country in the world for the LGBT community to live in
TRUE | FALSE ?
3. You were allowed to teach about LGBT issues in Scotland 20 years ago
TRUE | FALSE ?
4. LGBT people can get married in the UK
TRUE | FALSE ?
5. In the USA, LGBT people have the same right as straight people
TRUE | FALSE ?
6. The pride flag was created to look like a rainbow because gay people make rainbows
TRUE | FALSE ?
7. Scotland is one of the safest countries in the world for LGBT people
TRUE | FALSE ?
8. LGBT people are allowed to have/adopt children in the UK
TRUE | FALSE ?
9. There are no LGBT football fans
TRUE | FALSE ?
10. Most people have LGBT friends or family
TRUE | FALSE ?
11. It is okay to be LGBT
TRUE | FALSE ?

5. RACISM AND DISCRIMINATION IN SPORT

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→ **RACISM IN FOOTBALL,
ON AND OFF THE PITCH**

→ **THE UNIQUE POWER OF
SPORT TO UNIFY AND BRING
PEOPLE TOGETHER**



EFDN

THE DREAMS

*Dreams, they are one of the most beautiful things in life.
The most beautiful thing about dreams is that it doesn't matter
from which country or culture you are, we all have our own unique dreams.*

STORY

There was once a boy called Justin whose dream it was to become a famous football player. The boy would play every day for his dream to come true. Justin practiced at a local club, he practiced running, he ate well and he would always finish his homework.

Justin's friends from school didn't understand why he was so interested in football and would practice all the time.

'It's a waste of your time', said one of his friends.

'Why do you spend all your energy on this silly dream of yours that will never come true?' asked another.

At first, Justin could answer these questions without having to think about it twice. He knew what he wanted and how to get to that point. But as time passed, the questions became harder and harder to answer.

One day, a friend of Justin asked him 'why don't you forget about your silly dream, come to the cinema with us.' Justin really wanted to go, he was tired of always going to practice while it seemed everyone else was having more fun than him. So he decided to go to the cinema and miss out on football practice. The week after, he missed practice again and again the next. And after a few weeks, Justin forgot about his big dream of becoming a football player.

Justin did not only stop practicing football as he got older, but he also lost interest in school. All he really did was hanging out with his friends.

Towards the end of school, Justin became to realise what a mistake he had made. He did poorly in his exams and wasn't able to get into university. Justin became someone who did many things he regretted later in his life. He didn't have a dream anymore which kept him going.

One day, Justin's father talked to him. 'I remember when you were younger, you had a dream. You were so determined and driven and you worked so hard for it.' Justin became to feel bad about the decisions he had made and how he acted the last couple of years. He made a promise to himself that he would change his life and make his parents proud.

The next day, Justin walked to his old football club. He asked the coach if he could train and the friendly man agreed to let the boy return as long as he worked hard. And so Justin began to practice again, he practiced running, he ate well, went to bed early, woke up early and prayed once again that one day his hard work would be rewarded.

Justin became to realise that the hard work was it's own reward.

Many years later, Justin became a famous football player in Europe. And when a young boy came up to him during half-time and asked how he became so famous, Justin said 'well... it all started with a dream. You must always have a dream'.

DELIVERY IN SCHOOLS:

Workshops

SHOW
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- 3 phases, goal for each club to reach 400 students in each phase
- A first delivery phase impacted by Covid but with promising beginnings, and a promising start of the 2nd delivery phase

**DELIVERY IN
SCHOOLS:**

**NATIONAL
AND EUROPEAN
SPORT EVENTS**



THE RED CARD CAMPAIGN:

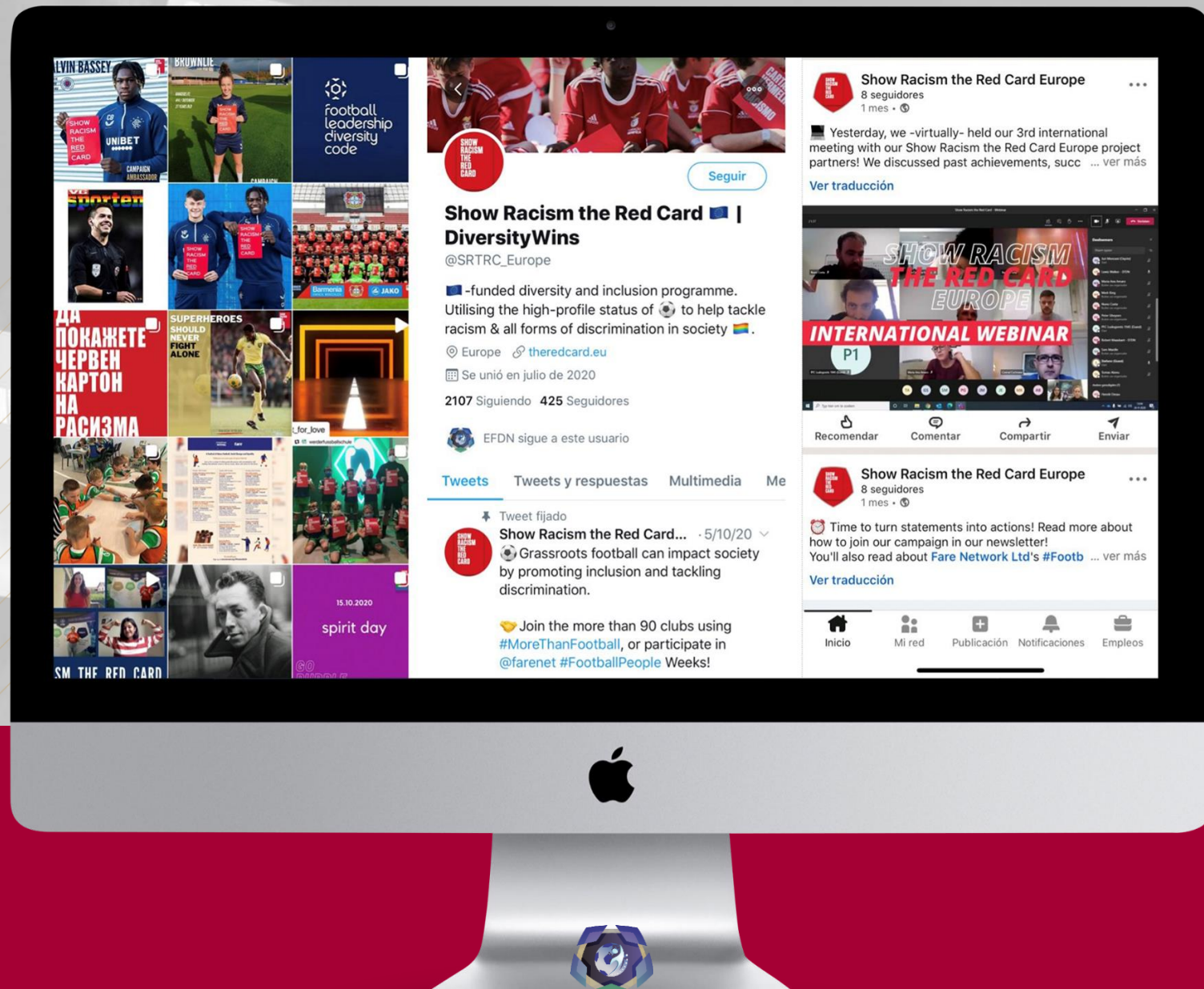
SHOW
RACISM
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CARD

- A Red Card produced in the 24 EU languages
- Giving a European reach to the existing Red Card concept
- Using the visibility of football and its widespread popularity to share a simple but necessary message
- Professional and grassroots football

SHOW
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ДА
ПОКАЖЕТЕ
ЧЕРВЕН
КАРТОН
НА
РАСИЗМА

MUÉSTRALE
LA TARJETA
ROJA
AL
RACISMO



THE GRASSROOTS CAMPAIGN:

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Involve grassroots clubs all over Europe to raise awareness at all levels of the game!



REACH PLAYERS AND COACHES



THE GRASSROOTS CAMPAIGN:

additional resources

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A GRASSROOTS TOOLKIT:

helping coaches preventing and reacting to discriminatory incidents



POSTERS:

reacting to racism and homophobia



LEAFLETS:

LGBTQ+, Racism, Religions, Norms and Values

**ALL EDUCATIONAL
AND COMMUNICATION
MATERIALS ARE
FREELY ACCESSIBLE
ON OUR WEBSITE.**

**WWW.
THEREDCARD.EU**

**SHOW
RACISM
THE
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PORTUGUESE – RED CARD

Cartão vermelho ao racismo. Download your Red Card below:

[Download Document](#)



**SHOW RACISM THE RED CARD
STADIUM BANNER**

In order to receive the designs of stadium banners, please send us an email at info@theredcard.eu We have ...

[Download Document](#)



**ENGLISH – EDUCATIONAL
PROGRAMME WORKBOOK**

Download the educational programme workbook, as used by Rangers FC, below:

[Download Document](#)

WEBSITE FUNCTIONALITIES

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<https://www.theredcard.eu>



Download your Red
Cards and educational
materials



Create your own poster
and pitch-side LED
advertising



Submit your club-branded
resources to be downloaded
by schools of your region



Find additional resources
to complement the
workbooks



JOIN THE TEAM!

SHOW
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JOIN THE TEAM!

The Red Card Campaign

SHOW
RACISM
THE
RED
CARD



Different ways to become a project partner:



JOIN THE RED CARD CAMPAIGN

We will provide you with:

- A set of Red Cards in your language
- Promotional gadgets



THE RED CARD CAMPAIGN

JOIN THE TEAM!

SHOW
RACISM
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YOU WILL:

- Encourage awareness on anti-discrimination attitudes
- Promote the Red Card campaign on your social media channels
- Select ambassadors within your club to promote the campaign

TO GO FURTHER WITH THE RED CARD CAMPAIGN

- Reach out to grassroots clubs to promote the campaign to as many players as possible
- Have an in-stadium campaign with the Show Racism the Red Card banner and LED pitch-side advertising



JOIN THE TEAM!

The educational programme

SHOW
RACISM
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USE THE EDUCATIONAL PROGRAMME

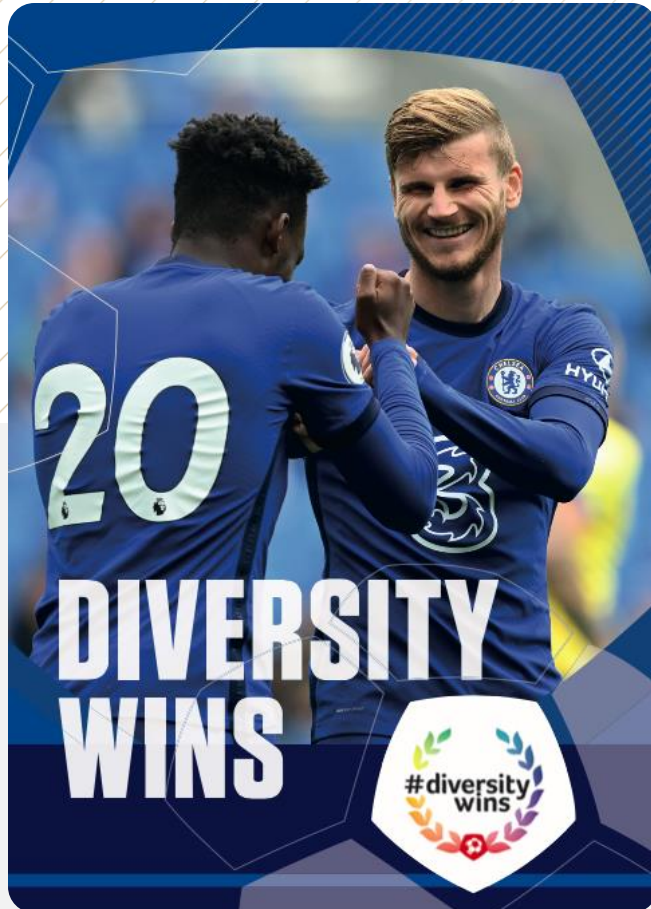
- Download our educational materials and develop the #DiversityWins programme in schools of your region or football academies
- You can also incorporate activities in your existing educational programmes
- Contact us to get club-branded educational materials!



YOUR LANGUAGE IS NOT YET AVAILABLE? CONTACT US AND WE CAN WORK TOGETHER ON MATERIAL TRANSLATIONS AND DESIGN.

CLUB-BRANDED WORKBOOKS

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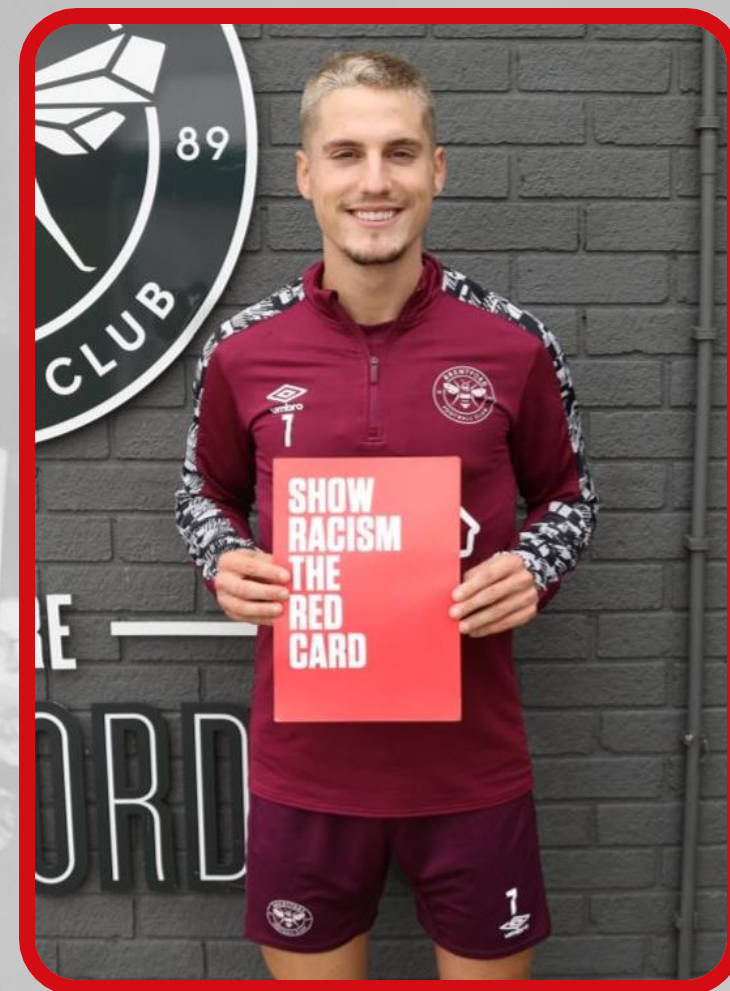


THE AMBASSADORS PROGRAMME

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- Taking a public stand against racism, homophobia, transphobia, antisemitism, islamophobia, and any other form of discrimination
- Using the visibility of football to become a positive role model and inspire millions
- Anyone using or promoting the power of football for education on anti-discrimination, equality, social inclusion, integration and other positive outcomes can become an ambassador





BE PART OF THE TEAM !

SHOW
RACISM
THE
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Professional football has one of the most socially powerful voices, with a reach of millions.

Together, clubs and players can make a change. Be an ally in the fight against racism:

**SHOW RACISM THE RED CARD TO
DEMONSTRATE YOUR SUPPORT.**





**THIS GAME WILL NOT
BE AN EASY ONE, BUT
TOGETHER WE CAN DO IT.**

CONTACT US

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SOCIAL MEDIA CHANNELS

 [@srtrc_europe](https://twitter.com/srtrc_europe)

 [@srtrc_europe](https://www.instagram.com/srtrc_europe)

 [@SRTRCEU](https://www.facebook.com/SRTRCEU)

 [Show Racism the Red Card Europe](#)



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THANKS FOR LISTENING !



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