



# Unite Against Racism Conference Warsaw 3/4 March 2009

## Evaluation Report

Biel/Bienne, July 2009

## **IMPRESSUM**

Publisher: **SCHWERY** CONSULTING

Authors: Dr. Rolf Schwery, Daniel Cade

Layout: Monika Hägle

Printing: media perret, Aarberg

Print run: 100 copies

© Copyright 2009 | **SCHWERY** CONSULTING

## EXECUTIVE SUMMARY

The third Unite Against Racism conference was held in Warsaw, Poland and was jointly organised by UEFA; FARE, the network of organisations formed to combat racism in Europe; FIFPro, the association of professional footballers; and the Polish Football Association. Its aims were to raise awareness of racism and discrimination, propose positive, practical solutions for addressing these problems in football and society, and strengthen and unify the network of organisations involved in tackling all forms of racism and discrimination inside and outside of European football.

This evaluation sets out to assess the relative success of the Warsaw conference in order to assist with the preparation of future conferences. By using a mixture of qualitative and quantitative research techniques it looks at four components in particular: participant composition, appreciation, usefulness of content and learning.

In addition to data provided by conference organisers and observations made by researchers, 15 participants were interviewed, and 80 responded to a feedback form on the day of the conference. 74 participants also responded to an online survey sent out two weeks after the conference to assess retained information.

A total of 262 **participants** attended the conference. A large proportion were representatives from either non-governmental organisations and FARE (71 in total) or national football associations (53). Other participants were representing clubs, professional football leagues, European professional player organisations, the United Nations, the European Union and local governments.

Participants very much **appreciated** the organisation of the conference. The quality of hotel accommodation (with an average rating of 4.88 out of 5 or 97.6%) and conference facilities (97.2%) were rated slightly more highly than the way it was organised (91.8%) and the visit to the Jewish Historical Institute (86.8%). Polish respondents in particular complimented the value of the conference in support of the efforts taking place in the build-up to UEFA EURO 2012.

The most appreciated aspect of the conference was the open exchange of ideas (33 of 158 responses or 24%) although, as other findings

demonstrate, this aspect does still have room for improvement. Networking potential was seen as the second most appreciated aspect (20.8%).

The closing plenary session was perceived to be the most **useful** session of the day (with an average rating of 4.42 out of 5 or 88.4%), with many complimentary comments about Lilian Thuram's involvement. "Danger of nationalism and anti-Semitism" was seen as the most useful workshop and the second most useful session of the day (87.2%).

The two groups with the most respondents, NGOs and FAs, were in strong agreement that the conference focused on issues that they had hoped would be addressed (with an average rating of 4.05 out of 5 and 4 out of 5 respectively or 81% and 80%) and that were relevant to their organisations' needs (89% and 79%). The largest proportion of respondents felt that more information could have been provided on the anti-racism initiatives of FAs (21 out of 129 responses or 16.2%), UEFA (14.7%) and NGOs (13.1%). Most NGO representatives wanted more information on FAs' initiatives (10 out of 48 responses or 20.8%) and most FAs wanted more information on UEFA's initiatives (10 out of 37 responses or 27.0%).

The most common lesson **learned**, and retained two weeks after the conference, was that football's protagonists in the fight against racism should work together as a united front. However, the sharing of lessons or experiences between different groups of participants was the aspect that respondents felt could be most improved at the conference (39 out of 128 responses or 30.4%). In spite of this, the largest proportion of respondents expected to find new partners and co-operation from among the conference participants as a direct result of attending (23 out of 65 responses or 35.3%).

The challenge of bringing the main protagonists together has been overcome by ensuring the sustainability of a recognised and respected event. The next main challenge is to meet the expectations of participants from different professional backgrounds. Recommendations are aimed at realising the potential for learning and knowledge transfer at future conferences.

# CONTENTS



<b>EXECUTIVE SUMMARY</b> .....	i
<b>1. Introduction</b> .....	3
<b>2. Methodology</b> .....	4
<b>3. Findings</b> .....	5
3.1. Participant composition.....	5
3.2. Appreciation .....	5
3.3. Usefulness of content .....	8
3.4. Learning .....	12
<b>4. Key points</b> .....	15
<b>5. Recommendations</b> .....	17
<b>6. Appendices</b> .....	19
Appendix 1 .....	19
Appendix 2 .....	20

# 1. Introduction

The aim of the Unite Against Racism conference held in Warsaw, Poland on 3 and 4 March 2009 was to raise awareness of racism and discrimination by proposing positive and practical solutions for addressing these problems in the game and in society. The conference also endeavoured to share examples of good practice in clubs, NGOs and supporters' groups and act as a platform for sharing experiences and new ideas. This evaluation report seeks to assess the attainment of this goal by focusing on four main components:

- Participant composition
- Appreciation
- Usefulness of content
- Learning

A short explanation of the methodology used for this evaluation report is followed by a presentation of findings for each component, a summary of key points and finally, recommendations that are intended to assist with the planning of future conferences.



## 2. Methodology

Different forms of qualitative (interviews and observations) and quantitative (feedback form, online survey and information provided by conference organisers) research tools were used to establish the accuracy of data.

There were 80 respondents (13 female: 67 male) to the feedback form that was handed out in the closing plenary session and returned at the end of the day. A total of 15 interviews were also conducted on the day of the conference. The online survey was filled in two weeks later by 74 participants (17 female: 57 male). The online survey was emailed, and the feedback form handed out, to all conference participants.

The interface used for the online survey was [www.surveymonkey.com](http://www.surveymonkey.com). It was identified as the most practical and cost-effective way to capture retained information from participants after the conference had taken place. Two weeks was considered the minimum time necessary to collect valuable results within the evaluation timeframe. Surveymonkey's basic service allowed the research team to design the survey, send the link via email to participants, collect responses within a set period of one week and analyse the data.

The interviews and observations were conducted by Rolf Schwery and Natalia Sineaeva. Interview and observation guidelines were used by both researchers with every endeavour to select interviewees based on their availability and proximity to the researcher.

Following the submission of a draft version of this report to organisers, further observations and opinions were incorporated in the report where it was felt they would add more weight to recommendations.



**Table 1:** Composition of respondents by professional field

	Feedback form	Interviews	Online survey
UEFA	0	0	2
FIFPro/players' union	2	0	6
FA	27	2	18
Club	4	1	5
League	8	0	6
NGO	27	4	27
Public authority	3	0	3
Corporate	0	0	1
Media	2	5	1
Fan/supporter group	3	2	2
Other	4	1	3
<b>Total</b>	<b>80</b>	<b>15</b>	<b>74</b>

It is clear from Table 1 that participants from football associations and NGOs represented the two largest groups of respondents to the feedback form and online survey. The report uses data from these two groups to identify noteworthy differences in responses.

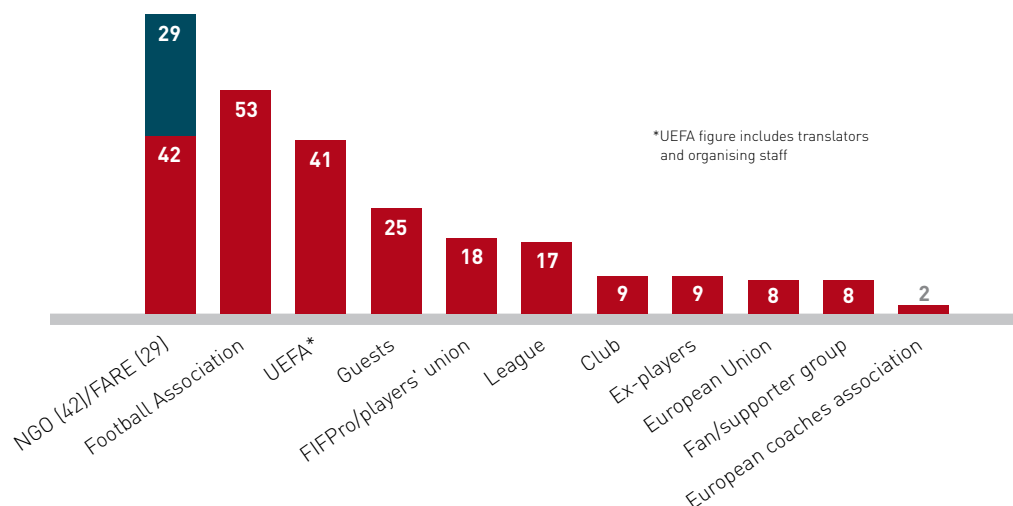




### 3. Findings

#### 3.1. Participant composition<sup>1</sup>

**Figure 1:** Participant breakdown by professional field



- There were a total of 262 participants at the conference.
- The majority of participants came from the FARE/non-governmental organisation professional field (71). Indeed, many of the participants in the FARE category work for NGOs. Participants from football associations (53) were the second most represented professional field. This data is mirrored in the composition of responses by professional field (Table 1).
- Among the "Guests" were Polish politicians and sport and development professionals.



#### 3.2. Appreciation

This section presents findings from the research that reflect how much the conference was appreciated, or liked, by the participants.

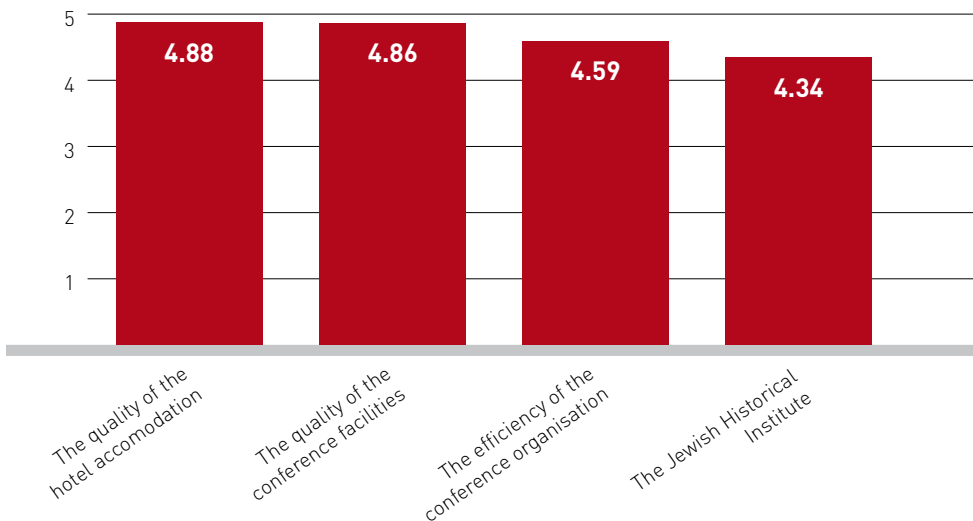
- Out of a total of 56 written responses on how the conference could be changed in the future, 17 responses contained some mention of making the workshops smaller or longer and, in doing so, increasing the opportunities to exchange information/discuss issues.
- Eight of these responses came from the NGO group and five from the FA group.
- Three respondents from the FA group specifically asked for more time to discuss issues with colleagues from their own group.
- One FA respondent said, "There were too many NGOs with specific interests and at times we lost the focus of the topic under discussion."
- Four responses to "suggestions for changes at future conferences" indicated that more clarity on workshop content could be prepared and sent to participants before the conference.
- According to one observer, "there was a good involvement and interest from the NGOs, representatives of different football organisations, UEFA, football clubs, and journalists but more interest and participation should be expected from the national football federations."

<sup>1</sup> Data provided by conference organisers



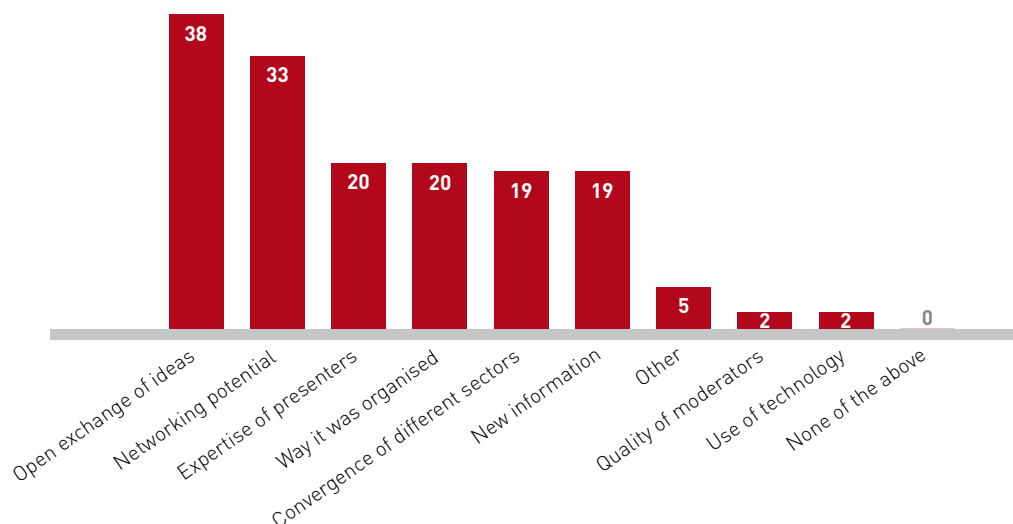
- The two aspects of the conference that respondents felt could be improved the most were "sharing between different sections of participants" and "new information" (see Learning section).
- It was suggested that the workshops should cover more specific issues. Suggestions for workshop topics included separatism, homophobia, women's rights, asylum seekers, refugees, working with clubs and associations and media campaigns.
- Several interviewees made the point that a list of all participants would have been useful for networking purposes, especially if such a list had been sent to them in advance.
- Journalists were not permitted to participate in the conference workshops but most of the Polish journalists interviewed were satisfied with the access they were given to interview anyone they wanted, especially VIPs such as Lilian Thuram.
- A Moldovan FA representative said that it was "a very important and well-organised event".
- An NGO representative commented that, "UEFA's commitment to fight racism in football is visible and should be appreciated. However, it is a very long-term process and it will be impossible to eliminate racism immediately."

**Figure 2:** Mean ratings for organisational aspects of the conference

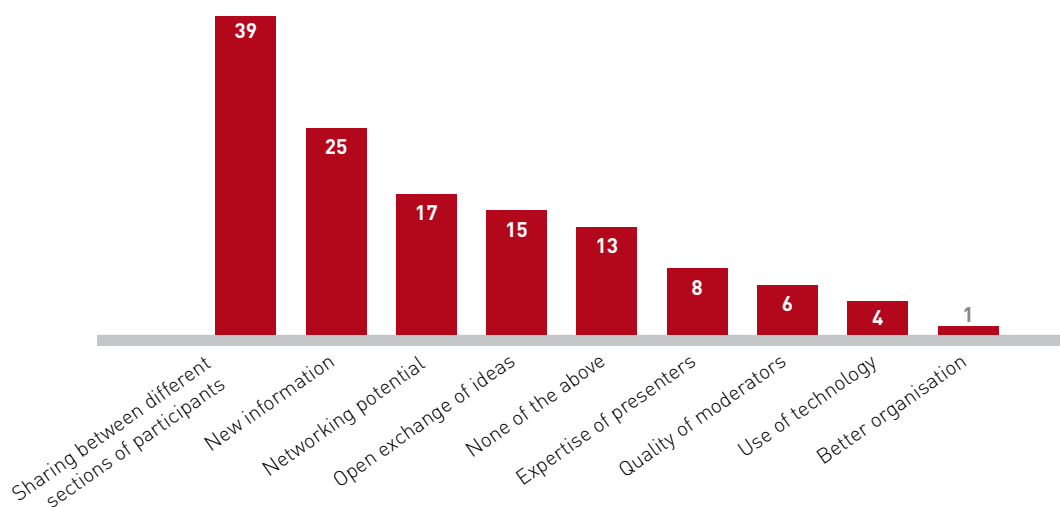




**Figure 3.1:** Aspects of the conference that respondents liked the most



**Figure 3.2:** Aspects of the conference that respondents felt could be improved



- A Polish reporter said that, "It is good that the conference was organized in Warsaw [...] to highlight the problem in this region of Europe."
- A Polish freelance journalist and NGO representative commented that, "The conference was a great way to rekindle international co-operation on anti-racism in football. It was a new inspiration for anti-racist initiatives linked with the EURO 2012."
- As observed, the conference did not finish on time due to the "richness" of the programme within the closing plenary session (e.g. the interview with Mr. Thuram). Both the opening and closing plenary sessions were interactive, offering everyone the opportunity to express their opinion.
- Each of the four aspects of the conference represented in the chart above received good ratings.
- The quality of the conference facilities was most highly rated by the 80 participants who filled in the feedback form at the conference. This element of the conference received an



average rating of 4.86 out of 5 (where 1 = lowest rating and 5 = highest).

- Appreciation of the visit to the Jewish Historical Institute was slightly lower among those that visited. A smaller sample size responded to this question as just under a quarter of respondents were not present for the visit.
- The two aspects of the conference that respondents to the feedback form liked the most were the "open exchange of ideas" and the "networking potential".
- The "Other" responses to what was liked the most were "good quality", "promoting the issue", "focus on East Europe", "the choice of venue" and "Lilian Thuram".
- Time management was "not always strict" according to one observer: there was a late

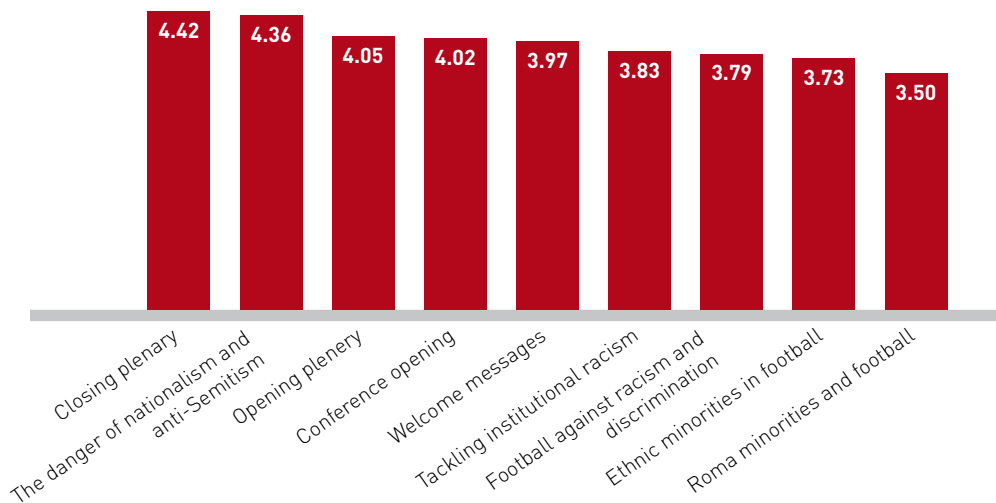
start to the welcome and opening plenary sessions as well as a late finish to the closing plenary. However, this did not damage sentiment too much as evidenced by the high appreciation of the "way it [the conference] was organised".

### 3.3. Usefulness of content

Part of the research was aimed at determining how relevant the content was to participants, for example whether it addressed pertinent issues, was up to date and met expectations.

- Figure 4 tells us that each of the sessions received high ratings.
- The closing plenary session was perceived to be the most useful session of the day with an average rating of 4.42 out of 5.

**Figure 4:** Mean ratings for perceived usefulness of conference sessions



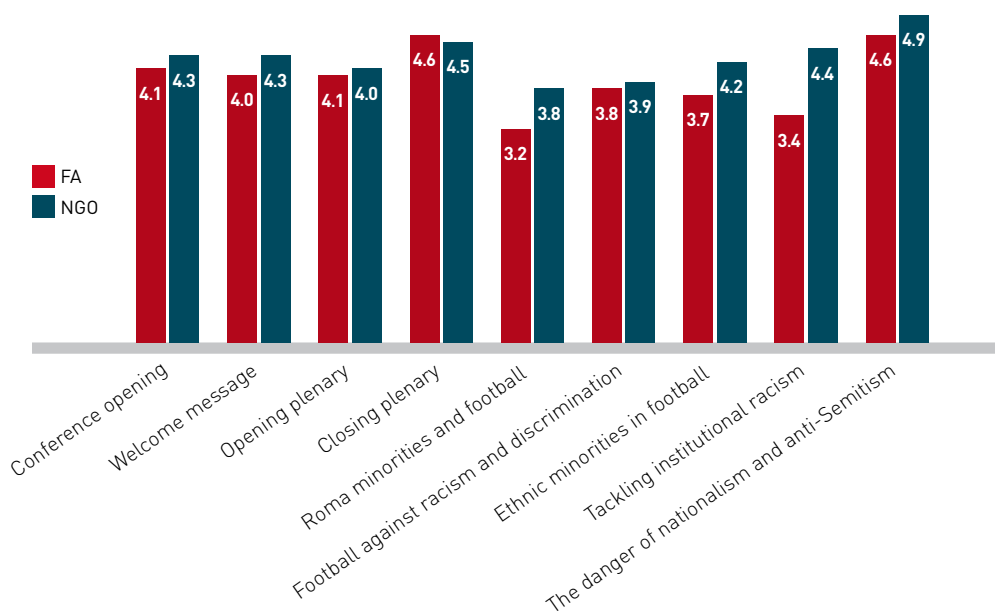


- The stronger aspects of the session included the Q&A with Lilian Thuram and the player panel.
- The "Danger of nationalism and anti-Semitism" workshop session was considered the second most useful session of the day and the most useful workshop. All of the other workshops received ratings of between 3.50 and 4.00.
- One of the participants observed that the chairperson, whom he described as "excellent", was the main determining factor in the perceived usefulness of the "Danger of nationalism and anti-Semitism" workshop.
- Kurt Wachter was complimented on his presentation in "Tackling institutional racism"

by one observer, who noted some of his "interesting" facts.

- A language barrier created by the chairperson and the large audience size were the main factors that contributed to a lack of interactivity in the "Football against racism and discrimination" workshop, according to one observer.
- There is no strong explanation for the low perceived usefulness of the "Roma minorities and football" workshop. There was a low attendance at both sessions, which one participant put down to "the overall anti-Roma feeling in Europe." Observations of this workshop point to a well-structured presentation given by a "very knowledgeable" speaker.
- Football associations and NGOs were the two largest groups of respondents to the feedback form. The number of responses from other groups are too small to allow for meaningful comparison of results.
- The opening and closing plenary sessions were deemed more useful by the FA group. The remaining seven sessions were perceived to be more useful by the NGO group.
- Both groups found the "Danger of nationalism and anti-Semitism" workshop more useful than the other conference sessions.

**Figure 5:** FA and NGO average ratings for perceived usefulness of conference sessions

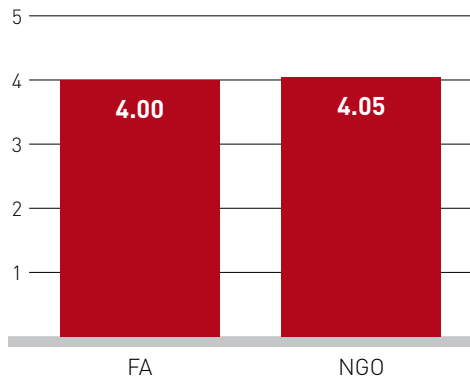




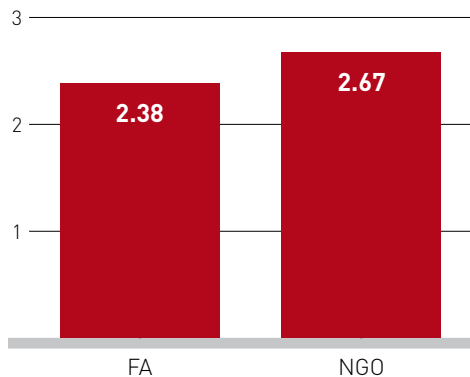
- There was a statistically significant difference between the perceived usefulness of the "Tackling institutional racism" workshop. In other words, the difference between the average ratings of the two groups cannot be put down to chance.
- Gender was not a variable that affected the perceived usefulness of the conference sessions. There were no statistically significant differences between the average ratings of male and female respondents.
- Two respondents did however suggest that it would be good to increase the number of female speakers and/or players. A similar suggestion was also noted in the 2006 Barcelona conference feedback.
- There was no significant difference between the ratings of FA and NGO groups concerning the issues they hoped would be addressed at the conference (Fig. 6.1) and the relevance of the conference to their organisation's needs (Fig. 6.2).
- Two FA participants and one NGO representative indicated that the conference was of no relevance to their organisation. Every other participant, from all groups, indicated that the conference was somewhat or very relevant to their organisation.
- The conference addressed the issues that everyone had hoped for. For three respondents (one FA and two fan or supporter group representatives) the extent was only minimal (a rating of 2 out of 5). The remainder gave it a rating of 3, 4 or 5 out of 5.

- FAs were more inclined to think that the conference allocated enough time for discussions (75%) compared to NGOs (72%), although there was no significant difference in their responses.

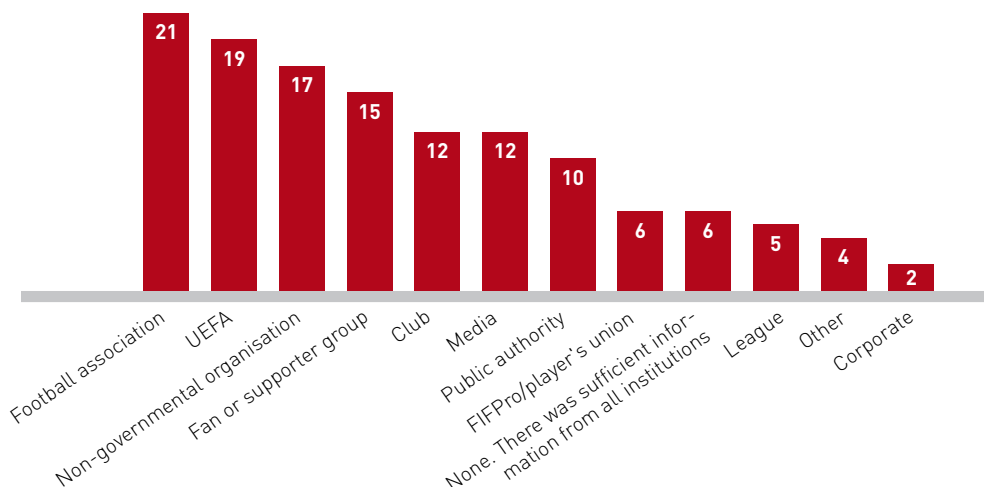
**Figure 6.1:** Focus on issues you hoped would be addressed



**Figure 6.2:** Relevant to your organisations' needs

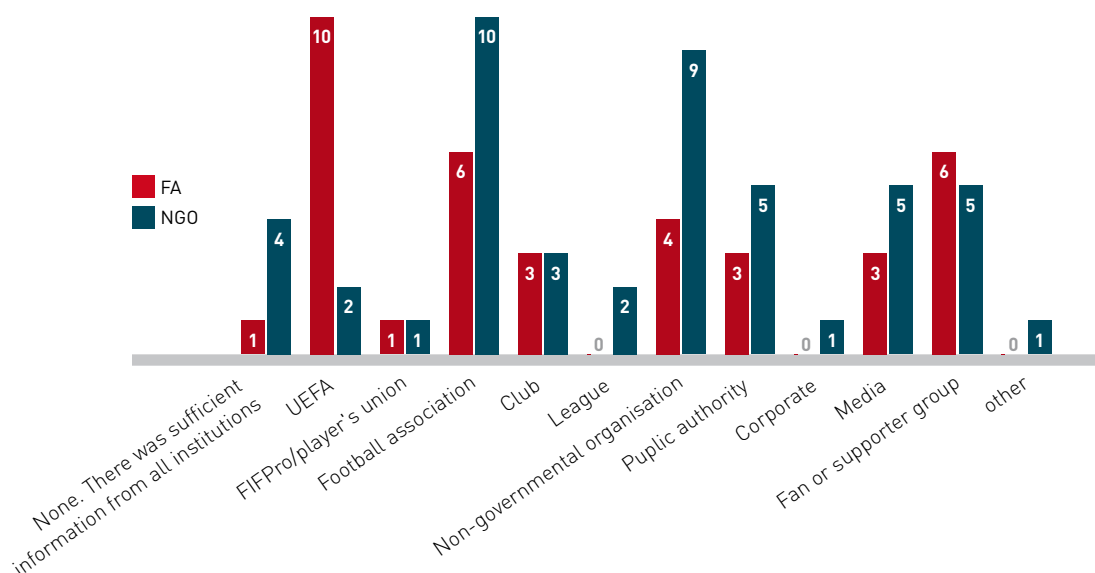


**Figure 7:** Institutions that should provide more information on anti-racism initiatives



- Figure 7 shows that the largest proportion of respondents to the online survey felt that more information on the anti-racism initiatives of FAs, UEFA and NGOs could have been provided at the conference.
- The lowest proportion of respondents wanted more information on leagues, (unnamed) individuals (as specified in "Other") and corporate institutions.
- One useful suggestion for change was to "have speakers from the clubs who have been penalised [describe] what action they took..."
- As illustrated in Figure 8, most FA responses to the online survey (10 out of 37 or 27.0%) indicate that more information on anti-racism initiatives could have been provided by UEFA.
- Of the 48 NGO responses to this question, most (10 out of 48 or 20.8%) indicate that more information could have been provided by FAs and the second most (18.7%) by their own group.

**Figure 8:** FA and NGO respondents wanting more information on anti-racism initiatives





### 3.4. Learning

The learning section reports findings on what information the participants retained from the conference. It looks at whether participants felt that they had learned something new and how conducive the conference was to the sharing of knowledge and good practice.

- Speakers from UEFA and FARE both made reference to the 10-point plan proposed by FARE and adopted by UEFA in 2002.
- One participant suggested that UEFA's income from fines should be partially invested in social projects. Since this policy has been in place for years, it may need to be better communicated.
- The conference was covered in numerous mainstream and sport media in Poland<sup>2</sup>.
- Many interviewees mentioned that awareness-raising was an important by-product of the conference, especially in Poland and Ukraine in the build-up to UEFA EURO 2012.

<sup>2</sup> Extensive media analysis is beyond the scope of this study. However, links to examples of media coverage can be found in Appendix 1.

Polish media reports also demonstrate concurrence with this opinion.

- The involvement of the FA representatives in the debates was rather small. Most of the active participation came from NGOs or officials working with the issues of racism.







- In the "Danger of nationalism and anti-Semitism" workshop there was lively discussion among participants from a wide geographical area (western Europe, the former Soviet states and the Balkans).
- In the "Roma minorities and football" workshop, one observer counted a total of 11 contributions from the audience but less sharing of good practices from other countries. Another counted 15 contributions in "Tackling institutional racism" and 14 in "Football against racism and discrimination".
- The second-lowest rated element of the conference among respondents to the feedback form was the extent to which it promoted the sharing of lessons/experiences. The question received an average rating of 3.6 out of 5.
- Twelve respondents suggested more opportunities to exchange information and share knowledge would be useful for future conferences.
- The second-highest aspect of the conference that respondents felt could be improved was "new information".
- Four responses suggesting changes for future conferences mentioned that it would be useful to agree and report on outcomes or action points from each conference.
- Related to this, one respondent from a league stated that there should be a "clear focus on what has been achieved. Not only talk about what we should do, but also what has been done. We can learn from that."

- Respondents to the online survey were asked to write one sentence that explained what main lesson or idea they had taken away with them from the conference. The responses were grouped under relevant categories. The most common categories are listed in Table 2 and a full list can be found in Appendix 2.

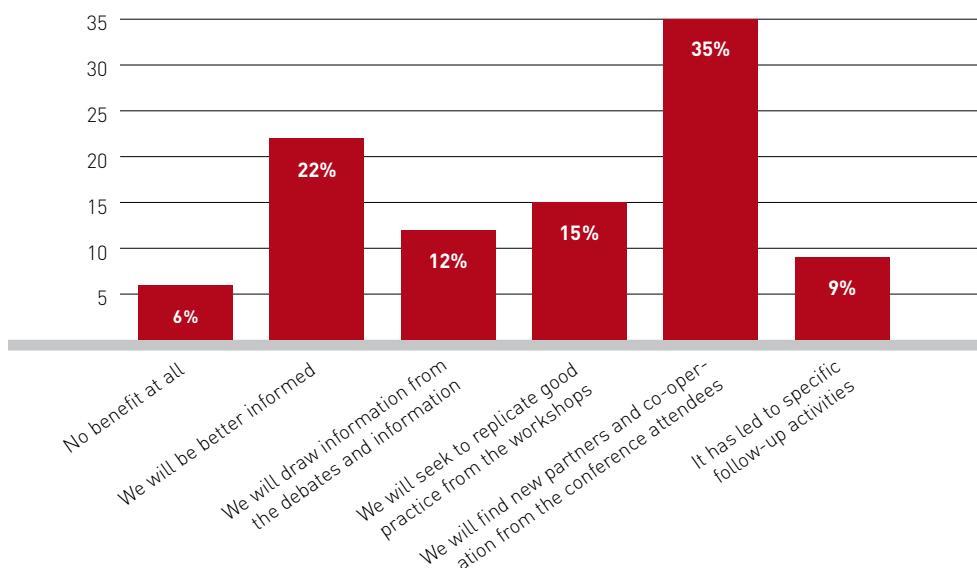
**Table 2:** Main lessons or ideas taken away from the conference

Categories	Count
Work together / united front	9
Hard work / long journey	7
Using football as a model	7
Societal problem	6
Education as prevention	4
Anti-racist message	3
Networking benefits	3
Eastern Europe issues	3
UEFA seriousness	3
Zero tolerance	3
Different types of initiatives	3
UEFA EURO 2012 issues	2

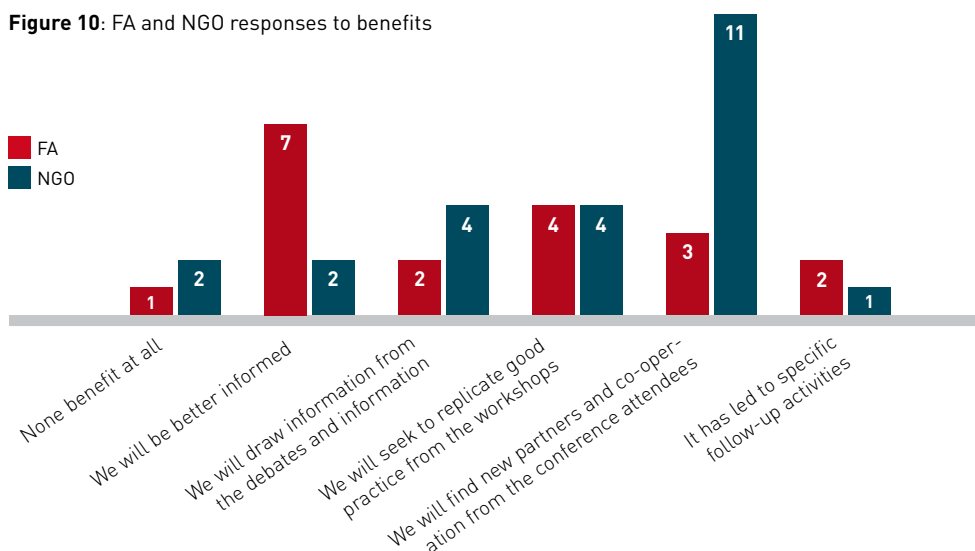


- Two weeks after the conference had taken place, the most common response to the question of "direct personal or organisational benefits in the area of anti-discrimination and diversity" was that respondents expected to find new partners and co-operation from other conference participants.
- Of the 23 respondents who felt this outcome would be the case, 11 were from NGOs. This was the largest group.
- Of the six respondents indicating that the conference had led to specific follow-up activities, one specified that the club he worked for had begun "tolerance lesson programmes in city schools".
- A comparison of FA and NGO responses shows very similar responses with the exception of two.
- The most popular response by FAs was that they will be better informed in the area of anti-discrimination and diversity. However, the most popular response by NGOs was that they will find new partners and co-operation from the conference attendees.

**Figure 9:** Benefits as a direct result of attending the conference



**Figure 10:** FA and NGO responses to benefits



## 4. Key points

The conference brought together key protagonists in the fight against racism in football to discuss current issues and share good practice and theory. This successful event received positive feedback from its participants, who were appreciative of the organisation and intention behind the conference. Analysis of the findings has led to the following key points, which highlight areas that warrant attention for future conferences.

### Participant composition

- A total of 262 participants attended the conference. Of this total, 58 (28%) were female and 204 (72%) were male.
- The gender split of respondents to the feedback form and online survey was 13 females to 67 males and 17 females to 57 males, respectively. Female participants made up 25% of respondents to this research, indicating that the sample population was representative of the whole. There were some calls from participants for more female speakers at the conference (as there was in the Barcelona feedback of 2006).
- The two most represented groups were non-governmental organisations (NGOs) and FARE, the network of organisations formed to combat racism in Europe (71)<sup>3</sup>; and football associations (FAs) (53).

### Appreciation

- Ratings in the "appreciation" section were high, demonstrating that participants were happy with the way that the conference was organised. In fact, "the way it was organised" was rated among the three most liked aspects of the conference.
- The presence of UEFA's general secretary and the chairman of the Fair Play and Social Responsibility Committee was a clear sign of commitment to the conference and its cause.
- The most appreciated aspects of the conference, in terms of organisation, were the quality of the hotel accommodation (although some did remark that it seemed too expensive) and the conference facilities. In general, the conference organisation was deemed highly efficient and the Jewish Historical Institute was liked by those who visited.

- The most appreciated aspect of the actual conference was the open exchange of ideas. However, participants felt that this aspect could still be more open, since "sharing between different sections of participants" was the aspect that they felt could be improved the most.

### Usefulness of content

- Responses from the two groups with the highest number of delegates at the conference, NGOs and FAs, portray an atmosphere in which the former dominated discussions. This point is especially backed up by the fact that FAs were the institutions that most respondents indicated that they could have received more information on.
- This finding demonstrates a recurring theme throughout the results: a higher percentage of NGOs than FAs found the sessions useful, that they focused on issues that they had hoped would be addressed and were relevant to their organisation's needs. They also rated the potential to network at the conference more highly and were more optimistic of finding new partners and co-operation from the conference participants.
- The most useful workshop was that on the "Danger of nationalism and anti-Semitism", which was observed to involve "lively discussion among participants from a wide geographical area". This is encouraging, since many thought the workshops in Barcelona did not offer enough time for discussion. However, "the involvement of the representatives of the football associations in the debate was rather small", despite an observed "excellent" chairperson and FAs rating it as their most useful workshop.
- Ratings from FAs and NGOs for the "Tackling institutional racism" workshop were significantly different showing that NGOs found it more useful than FAs. The difference in their average ratings cannot be due to chance alone, but could be due to the topic of the workshop providing an opportunity for some NGO participants to take an offensive stance against FA participants, who are seen to represent the "institutions" under discussion.

<sup>3</sup> Data provided by conference organisers



- The closing plenary session was the most useful session of the day, according to respondents. Lilian Thuram's input alongside William Gaillard from UEFA was observed as being the highlight of the conference. Consequently, it may have been better to hold this session before the summary from rapporteurs, who were unable to keep within the five-minute timeframe they were given.
- The conference was useful to the participants in the build-up to UEFA EURO 2012. Many Polish interviewees mentioned that awareness-raising was an important by-product of the conference, especially in Poland and Ukraine. In the eyes of one delegate, "it was a new inspiration for anti-racism initiatives linked with the EURO 2012".

## Learning

- Twelve respondents suggested that more opportunities to exchange information and share knowledge would be useful for future conferences. Findings suggest that some participants were unable to "work together" to form a "united front" at the conference, despite that being identified as the main idea or lesson retained.
- UEFA's general secretary David Taylor and FARE spokesperson Piara Pawar both made reference to the 10-point plan that FARE proposed and UEFA adopted in 2002. There was also a clear call for UEFA to continue its proactive stance toward anti-racism initiatives as indicated by most respondents asking for more information on this topic and by suggestions that UEFA could be even more hands-on.
- Two respondents from east European FAs mentioned that they would like a centralised approach, whereby UEFA took a lead on anti-racism initiatives and funneled them down to the FAs. Part of one of the comments reasoned that "in South-East Europe people respect higher authority".
- Concerning ideas or lessons that had been retained two weeks after the conference, the two most common responses were that all stakeholders had to "work together" and stay focused during what will be a "longterm engagement".
- The remainder of responses included a more specific reference to a lesson learned at the conference. "Using football as a model to fight racism", "racism, as opposed to football, as a root problem of society" and "anti-racism education as prevention" were all popular responses and show that some of the key messages have been retained. It is worth noting that four of the top five responses were highlighted in an article posted on *uefa.com* one day after the conference had finished.
- "New information" was the second highest aspect of the conference that was felt could be improved. Some suggestions for improvement were centred on learning not just from the conference but from the development that has taken place since the previous conference. This was also a recommendation made by some after the Barcelona conference.

## 5. Recommendations



One finding in particular stands apart from the rest because of the mixed signals it sends out. The most common answer to "lessons learned" was that the key players in football's fight against racism must "work together" as a "united front". However, some participants were frustrated by the dominance or, conversely, lack of input in discussions from participants of other professional backgrounds at the conference. Since a main objective of the conference was to "strengthen and unify", these recommendations suggest ways in which the various groups can come together at future conferences in a way that will provide the greatest capacity for learning and knowledge transfer for all.

- A popular suggestion by participants was to extend the length of the workshops or reduce the number of participants in them in order to promote discussion concerning certain issues. This is a sensible suggestion that would require slightly more coordination by organisers ahead of the events. To make this work, organisers would need to collect ideas on possible workshop themes and send them to participants to make their choices. They could then select the most popular themes and organise workshops around them.
- It is clear from the results that workshop content should be more practical and focused. A concrete step in this direction would be to ensure that speakers from all of the various professional backgrounds represented, especially FAs, are involved. An example of a theme for one of the workshops, as one respondent suggested, could be "speakers from clubs who have been penalised, [describing] what action they took". These speakers could be supported by others providing theoretical concepts regarding fan work and anti-racism.
- Some observations highlight the contribution that chairpersons make to the perceived usefulness of workshops. In the "Football against racism and discrimination" workshop, the chairperson's insufficient command of English was observed as part of the reason for "limited interactivity". The necessity of well-organised and structured workshops, in which chairpersons and speakers have good understanding of the content and language, is highlighted in the finding that FA representatives still found the "Danger of nationalism and anti-Semitism" workshop very useful despite their observed involvement being "rather small".



- When participants are brought together with diverse backgrounds and skill sets, the most important aspect of preparation is managing expectations. In addition to what was already done (conference invitation and agenda brochure with workshop details), a full list of expected delegates could be sent out before the conference with more background on workshop content for those unfamiliar with the topic. Furthermore, the overall objective of the conference can be clearly stated in all forms of communication so that expectations, as expressed by participants in the opening plenary session, fall within the conference's scope.
- Managing the expectations of the whole group can be extended to recognise the needs of individual groups. It was found that the FAs understood the benefits of exchanging information with NGOs but many also expressed a need to hold discussions with other FA participants to share good practices. One approach here could be to organise a workshop session for participants from each professional field (combining similar groups where necessary) at one point during the day and use other workshop sessions for multi-group participation. This would also be a way to ensure that new information is given to all.
- Given more time, participants from the individual groups could meet the day before the conference, as FARE participants did this year. The aims of pre-meetings for FAs would be to share experiences and identify current issues. FARE's meeting, as part-organisers, would also include preparation for the conference – noting developments and set-backs that have occurred since the last conference – as well as identifying goals for the conference. Meetings should use action points from the previous conference as a basis of discussion.
- Publishing outcomes or action points of the conference can help to promote messages and a lasting contribution to progress. It can offer participants and other practitioners a greater sense of direction for their work since, as demonstrated in the online survey, there was little convergence between respondents on the lessons or ideas they had learned but the most popular were those that had been outlined in an article posted on



*uefa.com* one day after the conference – a strong indicator of potential. This exercise will also provide "a sense of cumulative progress from one conference to another", as one respondent put it.

- One way to further promote sustainability is the implementation of an online forum. It could be used by organisers to find suitable topics for future conferences. It could be used by practitioners to share good practices on a continual basis and allow people from different backgrounds to discuss topics that are relevant to them. It could also be a place to publish the outcomes or action points of each conference and monitor progress. This tool will need to be very user-friendly so that it is wholly embraced and used on a daily basis. As such, it is suggested that a pre-existing, well-known website such as [www.fare-net.org](http://www.fare-net.org) or [www.sportanddev.org](http://www.sportanddev.org) is used as a host. Similar to social networking platforms, its basic requirements would include a forum that is split into different sections by topic or professional field and an email alert function to notify users when they have messages. With these simple attributes, this platform could be a cost-effective legacy of the conference.



## 6. Appendices

### Appendix 1

The conference was covered widely in the main-stream and sport media in Poland. It is beyond the scope of this report to conduct a comprehensive media analysis. However, links to some of the reports (in Polish) have been identified:

---

[http://www.legialive.pl/news/29470\\_Ostrowski\\_Rasistowskie\\_wybryki\\_na\\_Legii\\_stanowia\\_margines.html](http://www.legialive.pl/news/29470_Ostrowski_Rasistowskie_wybryki_na_Legii_stanowia_margines.html)

---

[http://msport.gov.pl/aktualnosci/745-Razem\\_przeciwko\\_rasizmowi](http://msport.gov.pl/aktualnosci/745-Razem_przeciwko_rasizmowi)

---

<http://www.aol.pl/sport/story/Futbol-pobudza-do-entuzjazmuniezale%C5%BCnie-od-kolorusk%C3%B3ry/7949644/index.html>

---

[http://www.dziennik.pl/sport/pilkanozna/article334791/Roger\\_Bylem\\_ofiara\\_rasizmu\\_w\\_Polsce.html](http://www.dziennik.pl/sport/pilkanozna/article334791/Roger_Bylem_ofiara_rasizmu_w_Polsce.html)

---

[http://www.dziennik.pl/sport/pilkanozna/article333051/Polska\\_najbardziej\\_antysemitkim\\_krajem.html](http://www.dziennik.pl/sport/pilkanozna/article333051/Polska_najbardziej_antysemitkim_krajem.html)

---

<http://katowice.naszemiasto.pl/sport/849609.html>

---

<http://www.jewishinstitute.org.pl/pl/info/info/58.html>

---

[http://www.pardon.pl/artykul/7999/\\_/2](http://www.pardon.pl/artykul/7999/_/2)

---

[http://www.sport.pl/sport/1,65025,6345481,Lilian\\_Thuram\\_w\\_Warszawie\\_o\\_walce\\_z\\_rasizmem.html?utm\\_source=RSS&utm\\_medium=RSS&utm\\_campaign=4606275](http://www.sport.pl/sport/1,65025,6345481,Lilian_Thuram_w_Warszawie_o_walce_z_rasizmem.html?utm_source=RSS&utm_medium=RSS&utm_campaign=4606275)

---

[http://www.dziennik.pl/sport/pilkanozna/article334183/Thuram\\_walczy\\_z\\_uprzedzeniami.html](http://www.dziennik.pl/sport/pilkanozna/article334183/Thuram_walczy_z_uprzedzeniami.html)

---

[http://www.dziennik.pl/wydarzenia/article333432/Nie\\_mamy\\_problemu\\_z\\_antysemityzmem.html](http://www.dziennik.pl/wydarzenia/article333432/Nie_mamy_problemu_z_antysemityzmem.html)

---

<http://nowy.tezeusz.pl/blog/200471.html>

---



## Appendix 2

Respondents to the online survey were asked to write one sentence that explained what main lesson or idea they had taken away with them from the conference. A total of 68 responses were grouped under 26 relevant categories. These are listed below in their entirety, along with the number of responses that were assigned to them.

Theme	Count
Work together / united front	9
Hard work / long journey	7
Using football as a model	7
Societal problem	6
Education as prevention	4
Anti-racist message	4
Networking benefits	3
Eastern Europe issues	3
UEFA seriousness	3
Zero tolerance	3
Different types of initiatives	3
UEFA EURO 2012 issues	2
Roma challenges	1
Influence and power of UEFA	1
Fans part of solution	1
Players as the speakers	1
Monitoring & Evaluation	1
Government intervention	1
Not a one size fits all approach	1
Ethnic minorities	1
Dealing with racist and violent fans	1
Amateur football rule for discrimination	1
Barriers such as institutional structures and individual blindness	1
Strategic lead from UEFA needed	1
Bear cultural differences in mind	1
Positive messages work better than negative campaigns	1
<b>Total</b>	<b>68</b>

### **A final word of thanks**

SCHWERY CONSULTING wishes to thank Patrick Gasser, Iris Hugo-Bouvier and Catalina Navarro of UEFA for their support throughout the process of this evaluation, and FARE for its assistance during the conference.

We are also very grateful to Natalia Sineaeva, whose research during the conference and reporting thereafter was crucial to establishing the accuracy of results.

Chairman: Gart

Lilian Thuram,

Valérie Servage

Pape Samba Ba

Dickson Choto,

Roger Guerreir

Paul Elliott, fo

Vladimir Sendre

---

**SCHWERY CONSULTING**

Güterstrasse 13

2502 Biel/Bienne

Switzerland

Tel. +41 32 325 80 80

Fax +41 32 325 80 81

[rolf@schwery.com](mailto:rolf@schwery.com)

[www.schwery.com](http://www.schwery.com)

---