

**"GAME CHANGER"  
SPORT'S ROLE IN FIGHTING DISCRIMINATION**

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**Good practices to promote equality  
and non-discrimination through sport**

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**Rome, 7- 8 November 2024**

# Observatory against discrimination in sport

## Objectives

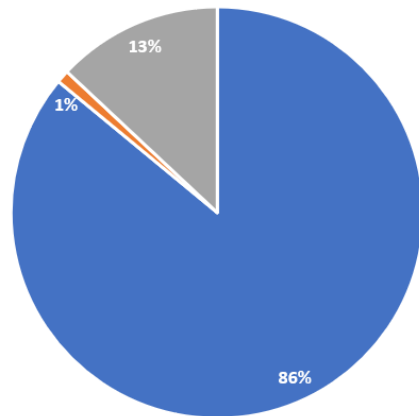
- **Develop, test, and refine a monitoring system** designed to deliver comprehensive insights on various forms of discrimination across professional, amateur, and grassroots sports.
- **Making visible** everyday **discrimination** that tends to remain hidden by gathering 'field' data
- **Educational activities specifically designed for young people**, promoting the values of sport, inclusion, respect, and appreciation of diversity.

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## 1st Report (experimental) June 2021 - June 2022

### 211 cases

(physical violence, verbal violence and property damage)



**Verbal violence** 86%

**Physical violence** 1%

**Discrimination** 13%

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## Cases of Verbal Violence

182

**Racist insults, threats or violence**

96

**Racist propaganda**

(Racist messages on social networks, racist writing, banners, flyers and posters)

22

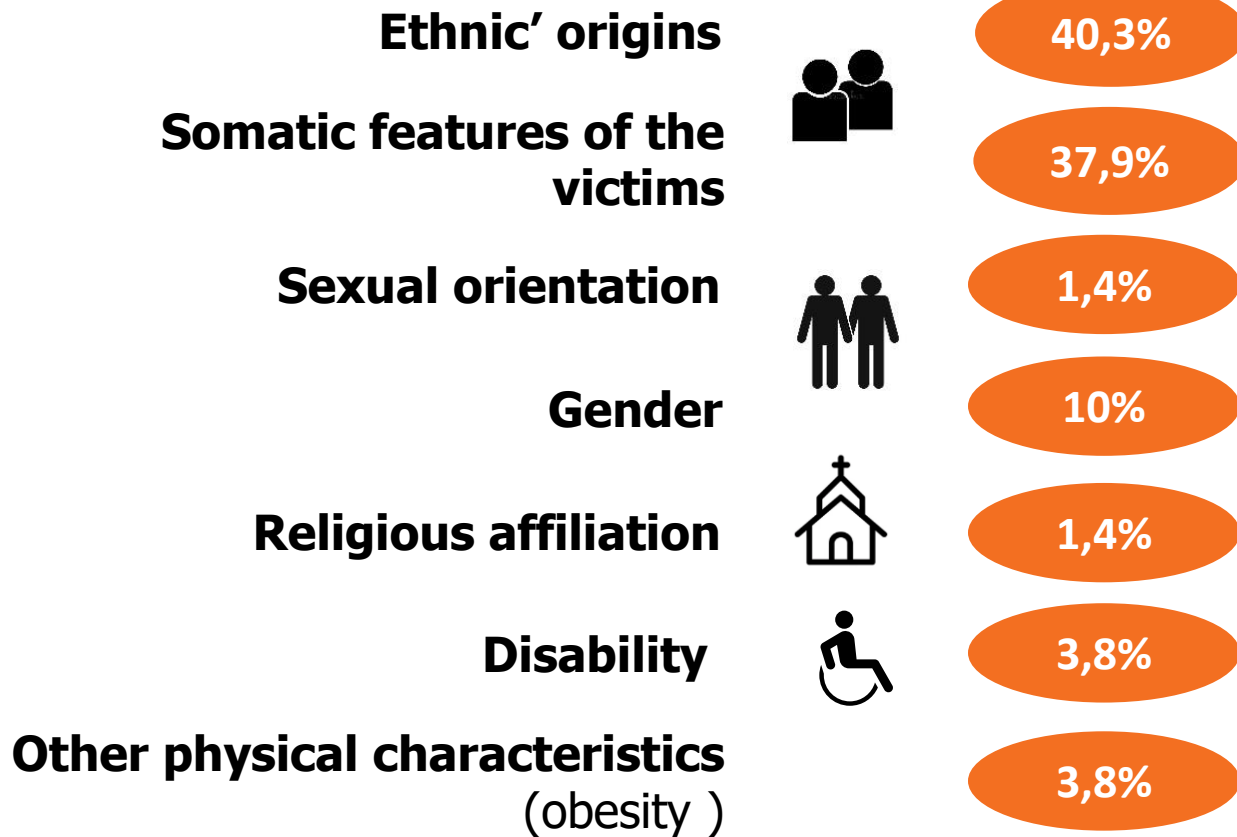
**Public events**

(racist chants in stadiums)

64

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## Recurrent motives

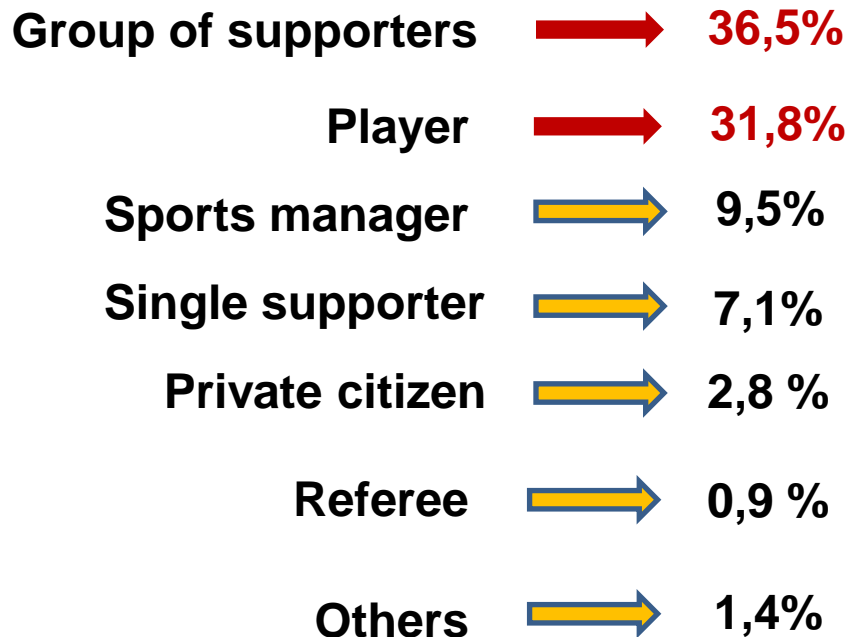


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## The perpetrators of discrimination

Fan groups and players are responsible for a significant amount of **documented discrimination**.

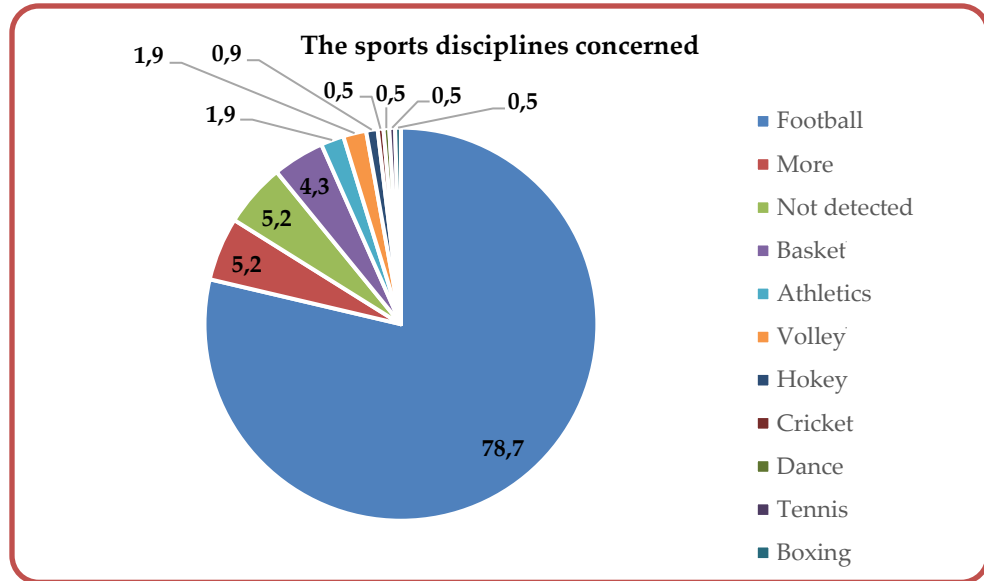


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## The most affected sports disciplines

The majority of documented **discrimination (78.7%)** took place in **football stadiums**, a national sport that is also played at a non-professional and non-competitive level and is the focus of media attention.



# Memorandum of understanding with Lega Serie A of Football



- **Training** to promote culture, social cohesion, mutual respect and the value of diversity
  - **CSR club contacts Series A**
  - **Stewards** who take care inside the stadium of the reception, assistance and control of the public;
  - **Sports managers, coaches and players** of the youth and Under-21 categories of the relevant Serie A clubs



# Memorandum of understanding with Lega Serie A of Football



- **Promote** communication and awareness campaigns to prevent and combat discrimination and violence in sports, while sharing positive examples that celebrate diversity and highlight the power of inclusion.



# The collaboration between Unar and Lega Serie A

## «Keep Racism Out» Campaign



In honor of the 20th Week Against Racism, a series of initiatives supporting the 'Keep Racism Out' campaign—an effort championed by UNAR and Lega Serie A for several years—were carried out across all TIM Serie A stadiums and on Lega Serie A's social media channels.

# The collaboration between Unar and Lega Serie A

## A+Love Campaign



The 'A+Love' campaign, launched on May 17 by Lega Serie A and UNAR, champions diversity and inclusion by highlighting football's unique ability to unite people through love and acceptance. The campaign features a series of initiatives across Serie A TIM stadiums and actively involves a group of fans. Social media platforms are also used to celebrate and embrace differences, spreading the campaign's positive message.



**Thank you for your attention**