



## **Initiatives against racism during the World Cup 2006: Cooperation with FIFA**

### **Background**

Football/Soccer is a unique tool for developing intercultural understanding because it influences both emotions and perceptions. At the same time it is also an area of concern because of recent racist events in European stadia. In order to influence the situation strong leadership and urgent action are crucial. Therefore, the UN Special Rapporteur on racism, the German Government and the European Monitoring Centre on Racism and Xenophobia (EUMC) addressed FIFA, the organiser of the World Cup, last year and proposed that “a special day” against racism be organised during the 2006 World Cup. In March 2006 FIFA, followed this proposal and invited the organisations mentioned above as well as FARE (NGO) and the European Parliament, to discuss further initiatives. FIFA decided to take the following actions during the 2006 World Cup:

### **1) “Special days against racism during the World Cup 2006”: The Quarter finals 30 June and 1 July 2006:**

They will be dedicated to fighting against racism and will include the following elements:

- A declaration against racism will be made by the captains of all the teams before each match of the quarter finals. The official duration of the matches will be prolonged for 2 additional minutes and will be covered by the media (about 1 billion viewers world wide)
- All teams will pose with a banner against racism during the quarter final
- One slogan will be used during the whole World Cup: “No to racism”
- FIFA will organise a press conference in Berlin on 28.6.2006 and make further announcements regarding this initiative

### **2) Other actions:**

- Back-drops with the slogan “No to racism” will be used during all the FIFA press conferences. The press conferences will be transmitted from all the venues of the World Cup
- A specific TV advertisement against racism which can be used by all television stations has been produced by FIFA
- Each of the 64 games of the World Cup will have one anti-racist event (e.g. testimonials by famous Football/Soccer players)

This initiative has established a new platform for cooperation between FIFA, the UN Special Rapporteur, the German Government, the European Monitoring Centre on Racism and Xenophobia and the European Parliament and FARE. It is planned for this cooperation to continue after the 2006 World Cup.

Beate Winkler  
Director