

D.4.9 Exploitation and Advocacy Plan to promote the MONITORA project approach



**PROJECT MONITORA - Monitoring Racism in Sport
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1. Summary

This document has been elaborated in the framework of MONITORA project, promoted by Lunaria (Italy) in collaboration with ISCA (Denmark), LIKKUKAA (Finland), Stop Racism in Sport (Belgium), UISP (Italy), Liège University (Belgium), United for Intercultural Action (Hungary) and supported by the Erasmus+ program. The project aims to strengthen the capacities and professional skills of civil society organizations, grassroots sports practitioners, and local and national institutions in monitoring and reporting discrimination in sports, increase its visibility, and identify strategic actions to prevent and counter it.

This document has the aim to define the main steps and activities forecasted after the end of the project with the objective of sharing the project results among the members of partners not directly involved in the project development and the selected groups of stakeholders. Specifically, the document collects tips, recommendations and actions proposals aimed to ensure the visibility and availability of the project results and their further use beyond the end of the project with the goal of strengthening monitoring, reporting and countering discrimination and racism in grassroots sport.

The document is structured in 6 parts:

- the present summary;
- the description of the methodology adopted to draft it;
- the description of the work done during the MONITORA project;
- the lessons learned during the project implementation;
- the MONITORA tools produced.

The last part of the document identifies the desired project outcome in the medium and long term and the specific actions proposed by the consortium to promote the MONITORA project approach at local, national, and European level targeting the following stakeholders groups:

- project partners' organizations
- research community members
- sportive organizations, officers and practitioners
- antiracist CSO's
- policy makers.

2. Methodology

The document has been conceived considering:

- the main project outputs and results,
- the reflection and discussion within the consortium about the strength and weakness of the project,
- the communication and dissemination activities already developed during the project development
- the audiences to be strategically targeted in the medium and long term to amplify the impact of the MONITORA outputs and outcomes.

The seminar with experts held on 7 November 2023, the in presence pilot trainings, the multiplier local events organized in four countries, the final international conference organized in Rome on 11 October 2024, followed by the last partners' meeting held on the same day, are the key events that allowed the consortium to collect useful suggestions, recommendations and proposals to elaborate a strategy of exploitation of the knowledge acquired during the project, the online training created and the MONITORA monitoring tools produced.

The last partners' meeting has been specifically dedicated to exchange ideas and reflections among partners on the best methodologies and actions to be considered to promote the MONITORA approach after the end of the project, improving the use of the outputs produced and their transfer to a wide group of beneficiaries and stakeholders.

The research reports, the minutes of the online seminar with experts, the online training, the reports of the local events and of the final international conference, the advocacy document prepared for the conference, are the main sources used to draft the present document in light of the reflections exchanged during MONITORA's last partners' meeting.

A draft of this document has been prepared by Lunaria at the end of October 2024, shared with partners, reviewed according to their suggestions and finalized at the end of November 2024.

The exploitation plan proposed takes into account the absence of resources after the end of the MONITORA project. The limited number of actions planned can be developed on a voluntary basis and/or transferring the MONITORA approach in the framework of other projects funded at local, national or European level to counter racism in sport.

3. The work carried out

The **MONITORA** project has been structured in three main work packages.

- WP.2 A qualitative Research on discrimination and racism monitoring systems adopted in 4 EU countries has been developed in Belgium, Finland, Italy and Hungary. Four national reports and an EU report have been published and disseminated. Guidelines to monitor discrimination and racism in sport have been designed and an Editable Protocol Proposal has been created, tested in the training and shared with the institutional stake-holders.
- WP.3 The online training "Monitoring Racism in Grassroots Sport" available here <https://emonitora.cronachediordinariorazzismo.org/> has been designed, tested and disseminated. The training is specifically conceived to improve the ability of recognizing the different forms of discrimination and racism crossing the sport world and to enhance monitoring skills among CSO's, sport and institutional operators.
- WP.4 Networking and campaigning. A communication strategy has permitted to disseminate the project's results throughout the whole project both to the project beneficiaries and the selected stakeholders thanks to the use of different channels and communication tools (project web site, project newsletter, media relations, campaigning, local events, international conference). The online campaign "Stop racism, not the game" has been designed and implemented to promote the participation to the online training of grassroots sport practitioners and antiracist activists and professionals.

Main Deliverables/Outputs

- 4 national research reports
- 1 EU report
- 1 online international seminar
- guidelines for monitoring discrimination and racism in sport and 1 editable monitoring protocol proposal
- 4 national pilot trainings in presence
- 1 online training module "Monitoring Racism in Grassroots Sport"
- Multiplier local events in Belgium, Finland, Italy and Hungary
- 1 international conference in Rome
- 1 EU online campaign "Stop racism, not the game"

4. Lessons learnt: For a proactive and effective monitoring of racism in sport

The issue

Sports is an important mirror of the tendencies that characterize the evolution of society and Europe continues to struggle in addressing the deeply entrenched cultural roots of the structural forms of racism that permeate its society.

Systematically monitoring the forms of discrimination that pervade the world of sport daily is one of the essential steps to analyse its dynamics and characteristics and define effective strategies of prevention, mitigation and protection of individuals affected by systemic and structural racism that crosses all levels of sports. The member states of the EU have been repeatedly urged to establish organized mechanisms for reporting and managing discriminatory behaviours in the field of sports and monitoring systems and data collection in collaboration with sports federations and all the stakeholders involved.

Preventing, monitoring, and countering racism in sports in a more effective way means:

- a) amplifying the initiatives on rights, equal opportunities and the awareness-raising and training initiatives against discrimination aimed at young people and the school community as much as possible.
- b) calling for a greater daily commitment against racism from who has the actual power to change the institutional politics and to influence the public opinion: firstly, the companies/corporations, the sports federations, the athletes, and the equal opportunities bodies.

The analysis of such a complex, multifaceted and capillary widespread phenomenon like that of racism to date cannot lean on a systematic and harmonized collection of statistical and official administrative data. Limited transparency and uncertainty regarding the frequency of statistics and official reports; institutional focus concentrated on the main national sport; insufficient collaboration among the various institutional stakeholders involved; lack of harmonization between the classification systems used at local, national, and European levels appear to characterize the initiatives promoted in the partner countries of the MONITORA project.

Guiding principles

PARTICIPATION. The **direct participation** of the subjects that are at a higher risk of racialization in the ideation and planning of the interventions is essential to establish trust which determines the success or failure of the initiatives of prevention, monitoring, mitigation, and reparation of the victims of discrimination.

INDEPENDENCE. Monitoring racism in sports, together with the promotion of "diversity" in sport, should be coordinated by an **independent agency**.

COOPERATION. Facilitating and incentivizing the **collaboration** between the different stakeholders (institutions, companies, sports federations and clubs, antiracist organizations, media) also thanks to the organization of *consultation tables* and to the pooling of information relative to the different interventions/projects and existing monitoring systems.

HARMONIZATION AND COORDINATION. **Harmonizing and coordinating the monitoring systems of discrimination**, the classification and the storage of the information adopted by the different stakeholders.

PLANNING. Planning for the medium and long-term monitoring activities to facilitate the continuity, systematicity and solidity of the collection and analysis of data.

ACCESSIBILITY AND TRANSPARENCY. Facilitating as much as possible the reporting by victims or any witnesses of discrimination that occur in sports, **allowing anonymous reports** and creating efficient, standardized, and shared reporting tools also thanks to the structuring of **local networks and antennas against racism**, coordinated at national level.

Methodological measures

Among the features that should qualify the monitoring systems of racism in sports, there are: **systematicity, replicability, quality of the information** and data gathered, **simplicity of the procedures and of the reporting tools, networking, and the effectiveness**, that is, the ability to assist the monitoring initiatives with interventions aimed to protect the rights of the individuals affected by discrimination and to prevent the reiteration of discriminatory phenomena.

It is crucial to **clearly define the goals, objectives and the object** of the monitoring initiatives of discrimination and racism in sports at a national or local level, clearly distinguishing between research objectives and the purposes of supporting victims of discrimination.

Providing detailed information on the sources used, the methods adopted to collect data and ensuring a full, exhaustive and transparent representation of the data and the information that is available should be a key tenet.

Specifically monitoring the media narrative of racism in sports, particularly in sports publications, local media, and their associated social media pages, could contribute to exposing, with greater scientific rigor, the forms of stereotyping that unfortunately still characterize the narrative of sports today, especially when practiced by Afro-descendant or Roma athletes.

Proactive monitoring and reactive monitoring

Proactive monitoring methods (i.e. field research and surveys) are highly effective for disseminating up-to-date knowledge on discrimination and racism, as well as for activating prevention mechanisms. Proactive monitoring is often limited to a diachronic dimension and requires a localized and micro-investigative approach to capture complex and invisible forms of discrimination and racism. This approach necessitates resources to ensure adequate and extensive territorial coverage, as well as specific training for field operators (e.g., coordinators, match delegates, etc.).

Reactive monitoring is essential to identify criteria of discrimination gathered in the field, providing stakeholders with an empirical view of the problem along a synchronic dimension that evolves over time. Reactive monitoring requires effective and facilitated post-reporting processes to ensure that reported cases are analysed and addressed for the protection of victims.

In general, any form of formalized monitoring should be based on systematic and organic actions aimed at fostering the development of a culture of mutual respect and enhancing the ability of involved actors to identify at-risk situations, contexts, and behaviours: informal monitoring cases can provide valuable insights on how to achieve these objectives.

Road map towards an integrated monitoring protocol

Preparation

An effective and transferable monitoring protocol should be based on clear definitions for discrimination and racism. These should be regularly reviewed. *Adaptation* is a key principle.

The *combination of proactive and reactive monitoring methods* is essential to ensure a transversal cover of the different dimensions of sports (from élite to grassroots, from professional to amateur, from national to local, etc.).

Communication and information materials should be aimed at field operators, with the goal of providing them with the specific knowledge needed to address less visible and normalized forms of discrimination.

The insertion of monitoring tools in wider anti-discrimination plans can enhance their effectiveness. However, it is important to prioritize concrete practices of active and passive monitoring, otherwise the plans risk being solely focused on awareness-raising.

Sports associations, especially, should be involved in the definition of the monitoring protocol and encouraged to incorporate it in their daily activity as an integral part of their social mission.

Implementation

Although centralizing information is important, reporting tools should be organized and distributed in a decentralized network, so they can be adapted to local social, cultural, and political circumstances.

The mechanisms and criteria should be reviewed regularly to better adapt to the evolution of the complex manifestation of discrimination and racism but also to the everchanging local circumstances. *Sustainability* is a key principle.

Data and information from both passive and active monitoring should be continuously combined. An effective monitoring protocol should also include the possibility to share exemplary cases, good practices or bad examples, in order to inform the monitoring network about its functioning and provide guidance to users.

An effective monitoring protocol should also aim to provide information (particularly to the vulnerable and at-risk individuals and to victims of discrimination) on the mechanisms of reparation on the protection and sanction system and on the procedures following the report.

These should be simplified and made visible to the stakeholders involved, particularly to citizens. *Transparency* is a key principle.

A proposal for classification

A monitoring activity necessitates a classification system capable of methodologically defining how the relevant indicators will be measured. A hypothesis of classification could consider the following variables:

- The **type of discriminatory act or behaviour** (discrimination, verbal abuse, physical abuse or damage to things or property). Verbal abuse, which is the most common, is broken down in three main categories: *insults*, *threats* or *racist violence, propaganda* (writings, banners, flyers, posters that have discriminatory contents), *public demonstrations* (racist chants fall under this category);
- The **geographical area** (municipality, province and region);
- The **sports disciplines** involved;
- The **sport level** (professional/elite, high and medium level amateur; amateur and competitive grassroots sport; recreational and non-competitive activity);
- The **discriminatory motive**: somatic features, nationality or “ethnicity” of origin, religious affiliation and personal beliefs, ability status, sexual orientation;
- The **gender and nationality of the victims**;
- The **age group of the victims** (minors 0-17 years old, young adults 18-29, adults 30-64, elderly over 65 years old);
- The **groups of actors involved in the discrimination** (players, individual fans or group of fans, referees, sports managers, private citizens, groups of supporters of fascist/nazi nature);
- The **age group of the actors of the discrimination** (minors 0-17 years old, young adults 18-29 years old, adults 30-64 years old, elderly over 65 years old);
- The **type of reaction of the victims** (report to the competent authorities, report through public statement, no report);
- The **type of adopted sanctions** (disciplinary, against the club, against the executives, no sanction).

5. The MONITORA monitoring tools

Within the MONITORA project, **guidelines** have been developed for the definition of collaboration protocols with the purpose to facilitate the creation of local networks aimed at combating racism in the world of sports.

The guidelines are available [here](#).

(https://www.cronachediordinariorazzismo.org/wp-content/uploads/1D.2.3.MONITORA_PROTOCOL_ENG_DEF30.08.2024_def.pdf)

An operational and editable version of the monitoring protocol was designed for the **online training course Monitoring racism in grassroots sports**, made in the context of the project, available for free [here](#).
(<https://emonitora.cronachediordinariorazzismo.org/>)

The editable protocol is also available in [Italian](#) and [English](#):

(IT: <https://www.cronachediordinariorazzismo.org/wp-content/uploads/protocollo-modificabile-ita-copertina.pdf>

ENG: <https://www.cronachediordinariorazzismo.org/wp-content/uploads/editable-monitora-protocol-cover.pdf>)

The monitoring tools have been created from the analysis of the existing monitoring experiences in Italy, Belgium, Finland and Hungary converged in **four national reports** and in a **European report**, which are available [here](#).

(<https://www.cronachediordinariorazzismo.org/monitora-national-reports/>)

6 Exploitation and Advocacy plan

	Target groups	MONITORA Project Exploitable Results	Desired impact in medium and long-term
1	Partners Organizations	National Research Reports Eu Research Report Monitora Guidelines for monitoring racism in sport Monitora Protocol proposal Online Training Module	Dissemination of knowledge on monitoring methodologies among their members Improved skills in recognizing, monitoring, reporting discrimination and racism in grassroots sport Further education and training among members and professional trainers Exploitation of MONITORA project results in new projects and activities
2	Research community	National Research Reports Eu Research Report Monitora Guidelines for monitoring racism in sport	Further research activities and publications on the topic Further contribution of academic community to the definition of systematic monitoring of discrimination and racism in sport at local, national and European level
3	Sports organizations and operators	Monitora monitoring protocol proposal Development of a standard classification Online training module	Monitoring racism in grassroots sport improved Standardization of monitoring discrimination and racism More sports grassroots operators informed and trained on discrimination and racism A proactive countering intervention from grassroots sport operators, coaches, athletes and referees increased
4	Antiracist CSO's	Online Training Module, Local events Educational materials Skills and knowledge	Further education and knowledge about monitoring discrimination and racism in sport Standardization of data and information collection Adoption of mitigation measures encouraged More safe places for reporting discrimination and racism available
5	Policy makers	National and Eu Research Reports Policy recommendations Monitora Guidelines for monitoring racism in sport and Protocol Proposal	Definition of a coordinated strategy to prevent, monitor and counter discrimination and racism in sport Attention to discrimination and racism in grassroots sport increased Local, national, and European networking and cooperation against discrimination and racism in grassroots sport developed

	Target groups	Actions planned	Partners involved
1	Partners Organizations	<p>Dissemination of the online training through social network, institutional newsletters, institutional websites to encourage the participation to the training also after the project end.</p> <p>Use of the Monitora protocol proposal and the Monitora training online in the training activities addressed to grassroots sport operators planned in next months.</p> <p>Exploitation of MONITORA project results in new projects and activities</p>	<p>All partners</p> <p>UISP APS, Stop racism in sport, Likkuka</p> <p>All partners. In particular, starting from January 2025, Isca, Lunaria and Uisp Aps will have the opportunity to transfer the knowledge, the skills and the tools produced in the framework of the new EU project <i>Change Makers coordinated by ISCA</i>.</p>
2	Research community	Writing articles on scientific reviews to disseminate the MONITORA research results in the academic world.	University of Liege has already contacted an important scientific review.
3	Sportive organizations and operators	Organization of informal meetings and events at local and national level to encourage the use of the MONITORA tools and outputs in sports federations, grassroots associations and club.	All partners
4	Antiracist CSO's	<p>Organization of meetings and workshops at local and national level to encourage the use of the MONITORA tools and outputs by antiracist CSO's, racialized groups and services addressed to victims of discrimination and racism.</p> <p>Ensure the project visibility and MONITORA tools dissemination also beyond the end of the project.</p>	<p>All partners.</p> <p>Lunaria. The project webpage will be maintained by Lunaria on the website www.cronachediordinariorazzismo.org also after the end of the project to facilitate the dissemination of the research reports, online training and Monitora protocol at European, national and local level.</p>

5	Policy makers	<p>Organization of meetings with local and national authorities concerned to encourage the use of the MONITORA methodology and monitoring tools.</p> <p>Sharing all materials produced with European authorities engaged in Sport and in Equality promotion encouraging their effort in EU networking aimed to standardize monitoring discrimination and racism in sport.</p>	<p>All partners. University of Liege is in contact with the Belgium Equality body interested in MONITORA's work and results. Lunaria and UISP APS are in contact with UNAR (IT) to verify the possibility to cooperate in next months. UISP APS has contacts with the Italian Ministry of Sport to encourage the implementation of a new law that obliges the adoption of a policy against discrimination by sports organizations.</p> <p>All partners. Lunaria is in contact with ECRI and FRA.</p>
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