



Anti-Racist Project

Tackling racism through football



THE GOAL

End racism in football: on the field, on the sideline, in the front office and across our communities.



THE STRATEGY

To tackle systemic racism by providing anti-racism training across the professional and grassroots football industry.



launch

2021

funding

€300K

overall

€300K

2021

the team in 2021

9

players / managers / businesses
pledging 1%

3

community organisations



Impact Sponsors

PROJECT OVERVIEW

Structural and systemic problems make football inaccessible and unwelcoming to marginalised communities that often lack the money to participate, have no access to facilities or supportive coaches trained to understand anti-racist approaches and techniques.

To address these challenges and tackle the continual lack of action that follows the repeated condemnation of racism, a coalition of football industry leaders has teamed up with Common Goal to launch the Anti-Racist Project (ARP).

The initiative was launched in the United States with clubs from the top divisions of US football, and the 30,000-member United States’ supporters’ group, American Outlaws. Since then, a growing number of clubs, brands, subject matter experts, and players have joined the ARP in our mission to fight racism on and off the football pitch.

The ARP aims to implement a series of activations, including an Executive Level Training Series for the leaders of clubs and football NGOs and the Switch the Pitch initiative, a digital competition that trains and empowers football coaches to lead anti-racist programming in their communities.

In order to accelerate and scale the impact of the project, the members of the coalition are inviting all industry stakeholders interested in making football more equitable to join the project.

OBJECTIVES



Implement 2 Executive Level Training Series with at least 20 leaders from US football clubs and football NGOs.



Launch 'Switch the Pitch' with at least 50 teams (10-15 players each), and train a minimum of 50 coaches on anti-racism and inclusion best practices.



Research and develop anti-racist education curriculums for professional players and fan groups.

TEAM LEADS



Subject matter experts: Community organisations and Black football players’ associations leading the development and implementation of youth-based activations.



Professional football clubs: Professional football clubs across North America united to support ARP and participate in executive and staff level training series.



Fan groups: Football fan groups, at local and international level, stepping up and advocating for equity and diversity across all levels of the game.

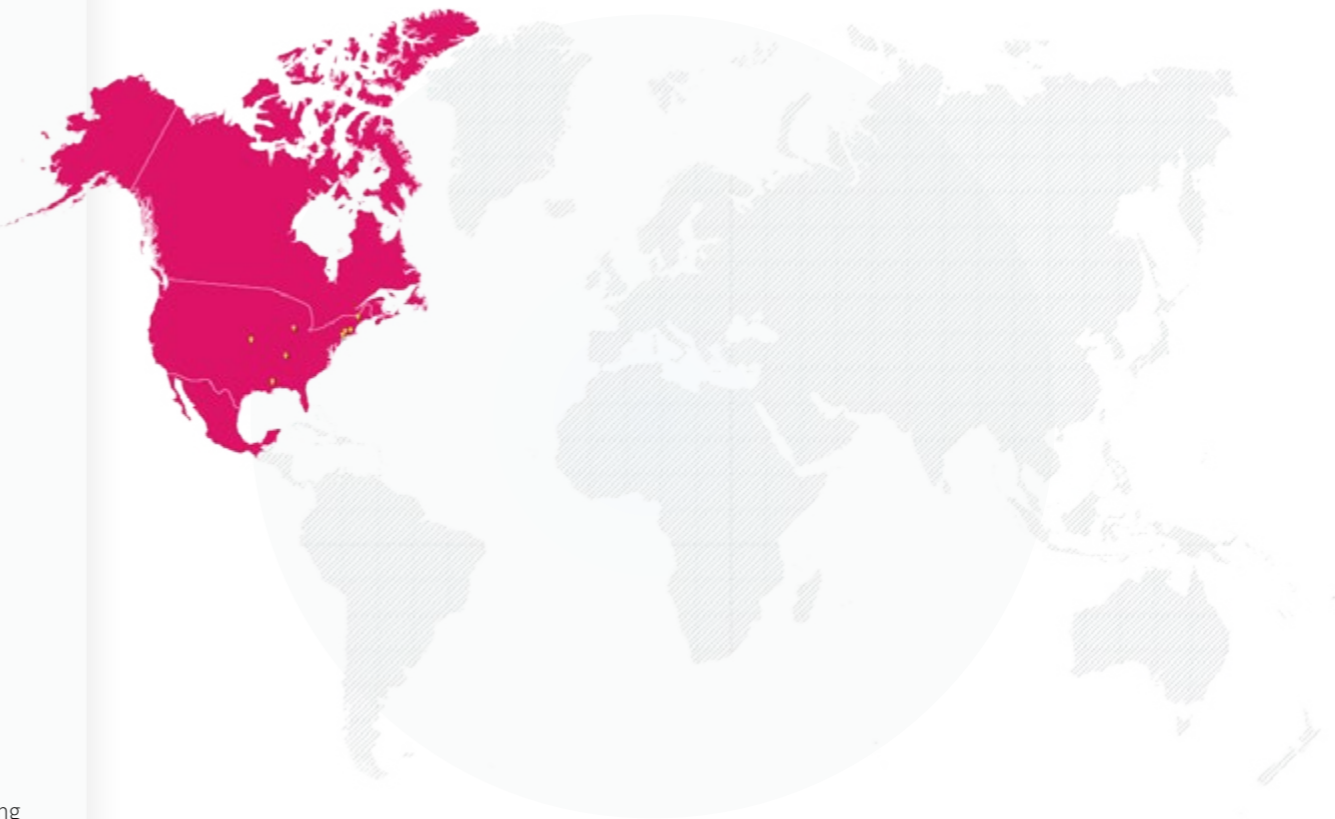


Businesses: A coalition of brands aligned behind the mission and vision of the ARP.

COMMON GOAL

Common Goal, a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



NORTH AMERICA & THE CARIBBEAN

- **United States:** America Scores, Soccer in the Streets, Soccer Without Borders

CHALLENGE

Structural and systemic discrimination creates inequality in access to and participation in football for marginalised communities, especially for BIPOC.



Barriers to participation

BIPOC youth are excluded from football due to economic, geographic, and cultural barriers.



Low leadership representation

In youth and professional club front offices, BIPOC representatives lack equal access to leadership and decision-making roles.



Lack of awareness & allyship

Low number of BIPOC coaches; lack of training in anti-racist approaches or collective consciousness on racism across the professional and grassroots game.

SOLUTION

Work against the personal and structural mechanisms and dynamics that cause and enforce racism, with:

A. How football can be a vehicle for racial equality



On the pitch & sidelines

Remove barriers to BIPOC participation in football and make the game safe and welcoming to all players through anti-racist training of coaches, players, staff etc.



In the boardroom

Educate and empower current leadership to create policy change and leadership pathways for BIPOC in professional and grassroots football.



In the stands

Amplify allyship in the stands and beyond through advocacy and activation campaigns that engage fans and communities and create a culture of tolerance and learning.

Executive level, Anti-Racist training

A series of intensive experiential trainings and education materials for executive staff in professional football & NGO leadership.

Switch the Pitch

A remote competition that unites the football community behind anti-racist action through experiential learning formats and anti-racist training.

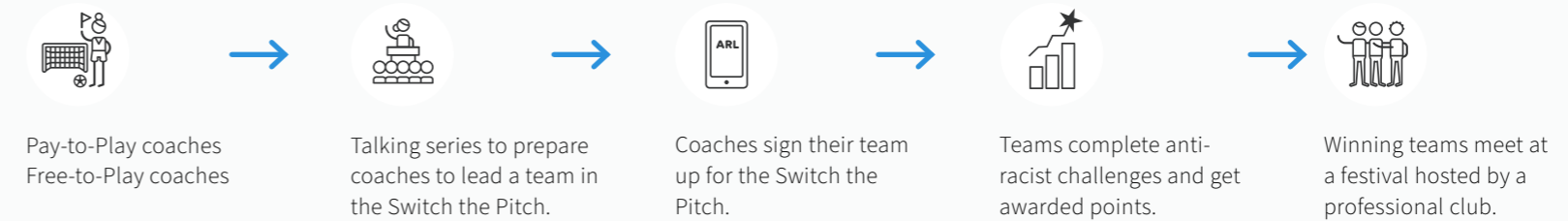
Advocacy, education & activation

A series of actions for members of the professional game to build awareness, solidarity to activate anti-racist practice and leadership.

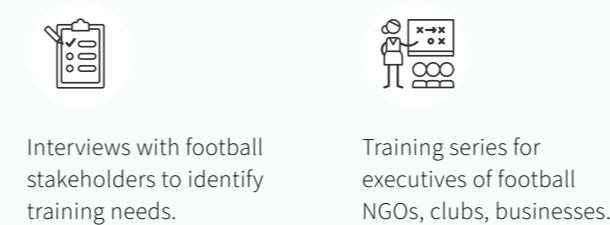
B. How the project enables the football community to create an inclusive and diverse game

To tackle racism at all levels of the game and enable a sustainable integration of anti-racist policy and practice into everyday operations, the ARP will implement the following components.

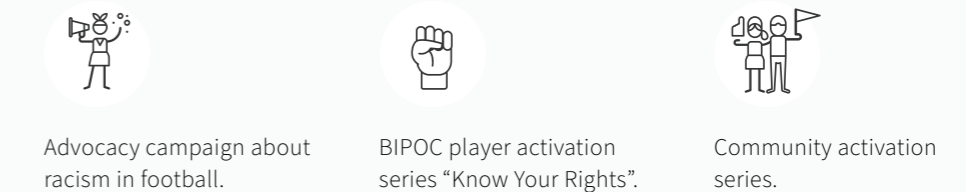
1. Switch the Pitch



2. Executive Training Series



3. Advocacy, education & activation



IMPACT

Anti-Racist awareness and action is embedded into organisations at all levels of the game:

Short term impact:

Inequities in football are acknowledged and affirmative steps are taken to address systemic inequalities in the game.

Mid term impact:

Increased education and access to tools for each stakeholder affecting positive and measurable change in their respective level of the game.

Long term impact:

Football becomes an inclusive and diverse environment that celebrates differences and encourages equal access.

OUTPUTS SINCE THE LAUNCH



3
countries reached



15
implementing organisations



4
professional clubs



50
Anti-Racist community experts
launched Switch the Pitch

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021
ARP Launch

ACTIVITIES

- ▷ Public announcement of Anti-Racist Project.
- ▷ Establishment of relationships with potential project partners.
- ▷ Project design and strategy.

OUTPUTS

- ▷ **Global recognition of ARP.**
- ▷ **Establishment of project goals, strategy, and desired impact.**



2ND QUARTER >> APR - JUN 2021
Coalition Building and Project Development

ACTIVITIES

- ▷ Connecting community organizations.
- ▷ Fundraising.
- ▷ Needs assessments with subject matter experts and project partners.

OUTPUTS

- ▷ **Establishment of coalition of key stakeholders for ARP.**
- ▷ **Completed needs assessment for development of Executive Level Training Series.**



3RD QUARTER >> JUL - SEP 2021
Initiation of Youth League + Executive Level Training Development

ACTIVITIES

- ▷ Establishment of youth league Steering Committee.
- ▷ Design of content framework for youth league.
- ▷ Development of content for Executive Level Training Series.

OUTPUTS

- ▷ **Youth League content framework.**
- ▷ **Executive Level Training Series content drafted.**

4TH QUARTER >> OCT - DEC 2021
Implementation of Executive Level Training + Content Creation for Youth League

ACTIVITIES

- ▷ First cohort completed Executive Level Training Series.
- ▷ Youth League Content Kickoff.
- ▷ Youth League "Hackathon" in Atlanta – meetup with community orgs for content creation.

OUTPUTS

- ▷ **Completion of Executive Level Training Series Pilot.**
- ▷ **Start of content creation for youth league.**

12

entities joined the Anti-Racism coalition.

4 clubs,
4 grassroots organisations and

4 businesses are part of the coalition.

50 hours of community stakeholder listening.

26

executives from 4 professional clubs completed the Executive Level Training series.

86% of the participants said the training improved their knowledge on how to handle racist situations in the workplace.

88% of the participants said they are likely to take action if a colleague behaves in a biased way.

Anti-Racist youth league strategic framework developed.

“This was by far the most comprehensive training we have received on anti-racism in football.”

PAUL CADWELL

executive team member, Chicago Fire