Racism Breaks the Game
Issues

Throughout the Union, Roma remain amongst the groups most vulnerable to discrimination. Roma are confronted with racially motivated violence - by right wing groups but also by politically non-affiliated persons, sometimes even by police officials. They face systematic discrimination…(EUMC)

“The Bulgarian/Romanian authorities should demonstrate, at all levels, that the country applies a zero-tolerance policy on racism against Roma or against any other minority or group and that this policy is effectively implemented.”

…”institutional discrimination and violence against Roma” (EC Reports 2005, 2006)
Issues

Who let the crows out?

“Gypsies are afraid of rabbit’s ears. Since I found out I love them very, very much. I hope all Roma to die of anthrax or gassed. Long live our Country and its Genuine Citizens/people!”

www.steaua.ro
Racism Breaks the Game
Racism Breaks the Game

April 2008

Valeriu Nicolae
Racism Breaks the Game
Racism Breaks the Game
Needs

How to Begin Shifting the Dynamic

…build a campaign around the general act of discrimination – not discrimination against Roma but discrimination as something that is not only wrong but is also illegal.

Background paper on the WB-OSI Roma Poll
Racism Breaks the Game

Rationale/Opportunities

UEFA-FARE-Kick it Out Relationship
Rationale/Opportunities

Target Group

The “Racism Breaks the Game” campaign approaches the issue of racism through sports. The main idea behind this campaign is to disseminate a general anti-racism message (one which has the potential to be supported by a large majority, in contrast with Roma-focused campaigns), and to introduce a visible, but not explicit, Roma element. The most popular game in the Decade countries, and in Europe in general, is football. Therefore, associating anti-racist messages with football offers a means to reach a wide audience and achieve for a significant impact.
Unite Against Racism
Dear Mr Lupescu,
…UEFA believes that football should be an instrument for promoting social dialogue, tolerance and fair play, and has been disappointed to see displays of violence and racism, including against Roma/gypsies, in football settings in parts of Eastern Europe…
… also applaud the initiative of organising a match on 5 April against racism and violence in football as part of the countdown to the 2006 UEFA Cup quarter-final second leg match between Steaua Bucharest and Rapid Bucharest. We are pleased to inform you that UEFA plans to send a representative to the event on 5 April.
Best wishes.
UEFA

William Gaillard
Promoting social dialogue through sport

Dear Mr Lupescu,

We would like to draw your attention to a common initiative of the Open Society Institute and ERGO (through a programme supported by the Dutch foreign ministry), led by the Romanian Valeriu Nicolae, with the aim of promoting social dialogue through sport....

Best wishes.
UEFA

William Gaillard
Racism Breaks the Game
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Valeriu Nicolae
Results/Evaluation

Estimated number of viewers  3,000,000

Printed mass media ( 62 articles)

Radio – audio spot -  

Web site banner  http://www.ninespices.com/antirasism/2/
Racism Breaks the Game

Redesign

Involving Nike – Stand Up Speak Up


April 2008
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Racism breaks the Game
Violence destroys lives
Campanie împotriva violenței pe stadioane
susținută de

ȘI VORBELE UCID!

Presupunând că amenințarea s-ar materializa, atunci nu numai Bănel Nicolită ar dispărea,
și Pele, Eusebio, Ronaldo și Ronaldinho... Trezeguet, Thierry Henri, Thuram, Drogba, Eto'o.
Jumătate din marii fotbaliști ai lumii.

Am rămâne cu o lume albă, albă. Înfiorător de albă.

Vezți ce spui!

April 2008
Valeriu Nicolae
Campanie împotriva violeței în școli
susținută de

MORI, ȚIGANE!

Copiii mici nu fac diferențe de rase.
Copiii mari le fac pentru că așa au văzut în jurul lor: în familie, în grupul de prieteni, printre apropiați.
Militieză împotriva rasismului! Militieză pentru o lume civilizată!

O lume colorată e mai bună decât o lume alb-negru!

April 2008
Valeriu Nicolae
Racism Breaks the Game
Racism Breaks the Game
Racism Breaks the Game
„Mori, țigane!”

Ești sigur că un fotbal fără Pelé, Eusébio, Ronaldo, Ronaldinho, Thierry Henry, Trézéguet, Thuram, Drogba, Eto'o sau Bânel Nicolită ar fi un fotbal mai curat, sau un fotbal mai lipsit de viață?
Mai multe injurături înseamnă mai puțin fotbal.

Vezi ce spui!

RASISMUL STRICĂ JOCUL
BE BETTER, BE FAIR, BE A SUPPORTER OF A BEAUTIFUL GAME!

PROMOTING SOCIAL DIALOGUE, ANTI-VIOLENCE AND ANTI-RACISM THROUGH FOOTBALL

THE AMBASSADOR OF SWITZERLAND INVITES YOU TO THE PRESENTATION BY THE SWISS EMBASSY AND THE EUROPEAN ROMA GRASSROOTS ORGANIZATION (ERGO) OF THE PROJECTS ORGANIZED IN THE CONTEXT OF THE EURO 08 IN AUSTRIA AND SWITZERLAND AND TO THE COCKTAIL WHICH WILL FOLLOW.

PLEASE JOIN US ON FRIDAY, MARCH 28, AT 6:00 PM AT THE RESIDENCE OF THE SWISS AMBASSADOR, STR. ATENA 12

ERGO – being the change we want to see
Symposium on “Football: Instrument of Social Integration and Intercultural Dialogue?” on May 27 in Bucharest

We are delighted to invite you to the symposium “Football: Instrument of Social Integration and Intercultural Dialogue?” on May 27 in the Athénée Palace Hilton Hotel in Bucharest. This symposium takes place in the context of the EURO 08 in Austria and Switzerland. It will bring together experts and selected guests from Romanian government, politics, sports, media etc. We will work together with a number of institutions, among them OSI and the UNDP.

The topic of the symposium is the following: It is commonly believed that sports in general and football in particular foster direct social interaction, cooperation and teamwork beyond religious, ethnic and other social ties. Football can be an “ideal place for bringing people from all walks of life together” and help to “overcome barriers of race, religion, gender, disability, and social background” (Magglingen Declaration 2003). But is this really the case?

Yours sincerely,
The Ambassador of Switzerland
p.o
Valeriu Nicolae
Open Society Institute

April 2008
Valeriu Nicolae
Press Release
On 20th of April, in Bucharest, the Italian Union Sports for All, Open Society Institute and European Roma Grassroots Organisation organize in Bucharest a 4 km run against racism and discrimination.

Racism Breaks the Game

More info at v.nicolae@diplomacy.edu