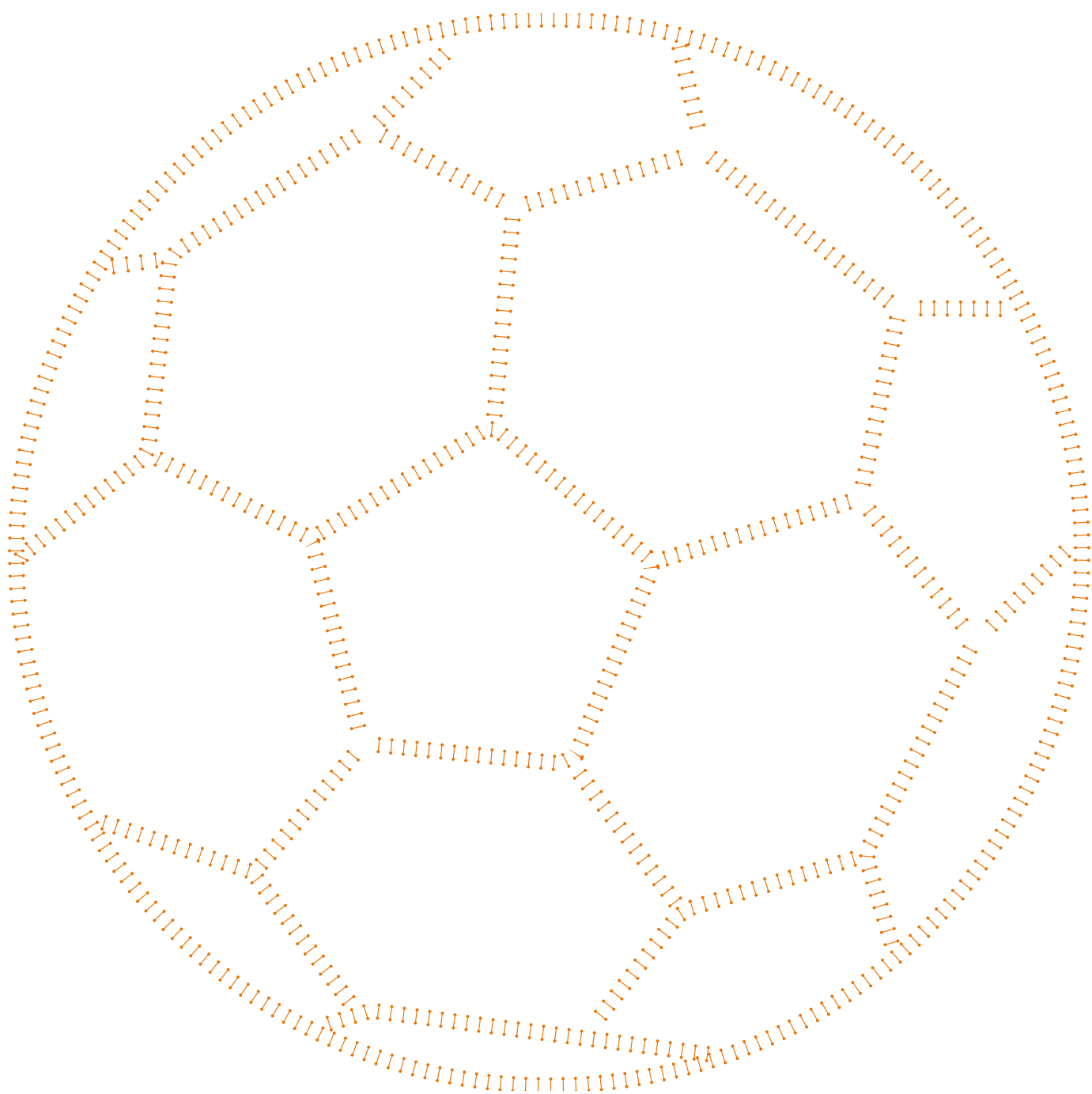




Always Part of a Team





Foreword

Mr. Thomas Hitzlsperger



Photocredits ullstein bild/ ullstein bild/Getty Images

Football is the most beautiful sport on earth. Along with your team, you do whatever it takes to win. You celebrate the win, but also share the disappointment with a loss.

As a boy I dreamed of becoming a professional football player and that dream came true. Born in Munich, I played for some major professional Clubs like FC Bayern Munich, Aston Villa, VfB Stuttgart and SS Lazio. I played 52 times for the German National team and scored 6 goals.

Day in and day out, there was nothing else in my life other than football. I did not have time for anything else. Only late in my football career, was I clear about my homosexuality.

I didn't know any other football player that was openly gay.

When I considered coming out publicly, I wasn't sure whether there would be negative reactions. Today I can say, that the response was overwhelmingly positive and some call me a "Hero".

Soon after stepping away from football I decided to work as a football expert for German and foreign TV stations. In the summer of 2016, I joined my former club VfB Stuttgart. In neither of my jobs after my football career did it matter whether I was gay or straight.

To talk about it openly has been very helpful, as I know it is not easy for everyone.

That is why "Heroes of Football" has a special toolkit created for everyone who loves football and wants to know more about it.

Player, coach, father, mother or a fan, this toolkit is for everyone. It is designed to help people talk about all the elements regarding sexual orientation and gender identity in football.

Read the toolkit, look at the videos, play the games or experience the virtual reality movie. Whoever you are, whomever you love, above all you love football, and you are always part of a "team".

**Yours in Sport,
Thomas Hitzlsperger**



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Introduction

The Heroes of Football team, consisting of members from six European countries, created a toolkit for Football Associations, members and volunteers of amateur and professional football clubs, and individuals who just love football.

With this toolkit, Heroes of Football wants to give you relevant and ready-to-use tools to make your football/sport environment welcome and inclusive for every person who wants to be part of it; regardless of sexual orientation or gender identity. The toolkit specifically focusses on how you can help LGBTIQ-people (Lesbian, Gay, Bisexual, Transgender, Intersex and Queer) to feel accepted in football.

We therefore created several factsheets with specific information about regulations, dealing with different situations and possible training games for players, trainers, educators, club boards and other football stakeholders. Furthermore, we made a virtual reality game, which can be used to start a debate about being LGBTIQ in football.

Heroes of Football

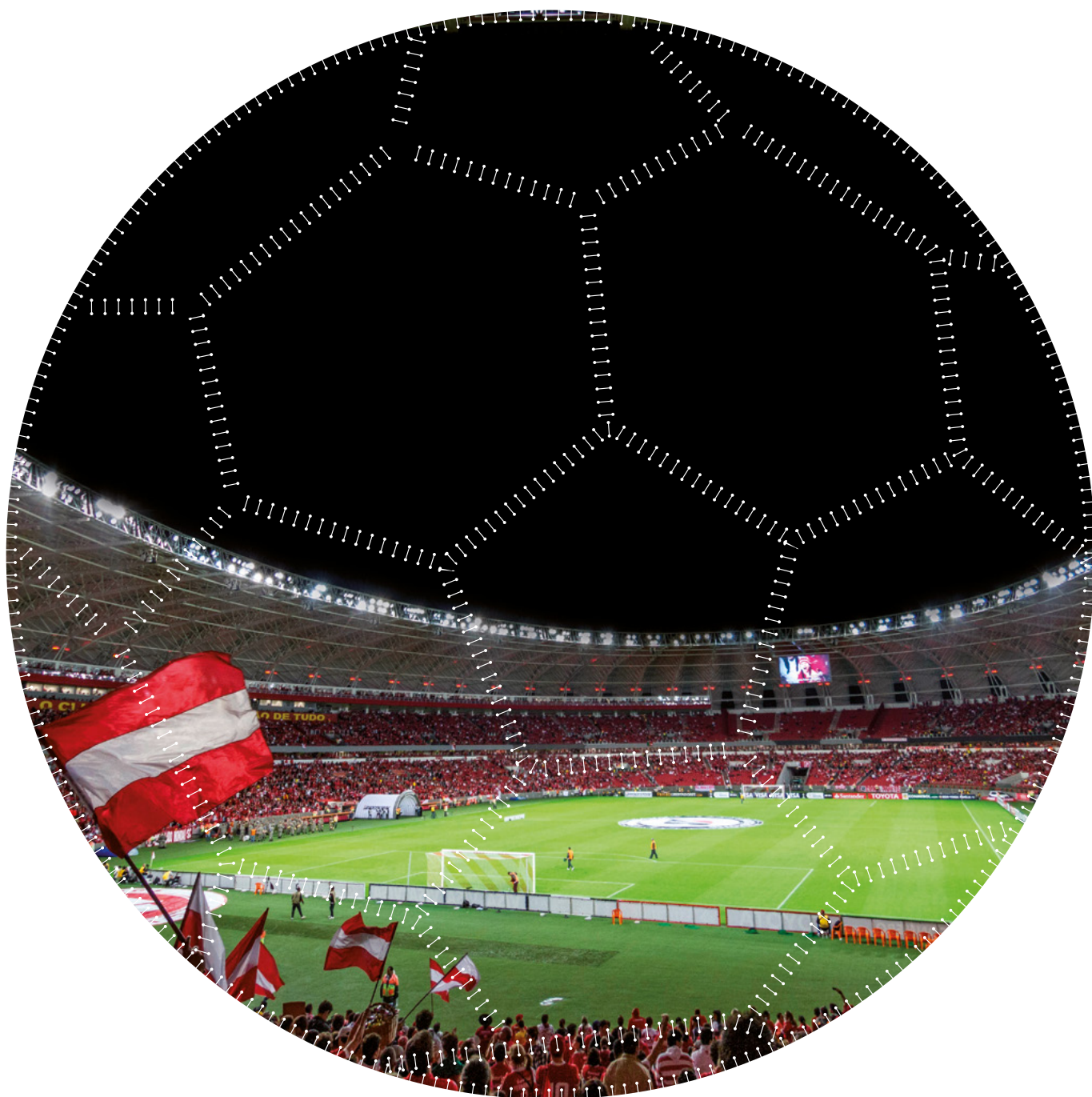
'A European mission to ensure that everyone who loves football or takes part in the game, enjoys it 100% and can be who they are for 100%. This way everyone can give it the full 100%, together with the team.'

Testimonials of young LGBTIQ football heroes are also available and can be part of information sessions. In 2017 we will also launch a documentary via www.heroesoffootball.eu, which will give an answer to the question 'Is European football ready for LGBTIQ-people in football?'

Heroes of Football encourages all European football countries to read the toolkit and use the tools to create awareness about inclusiveness and LGBTIQ-people in football. The tools and factsheets are freely available on our website and can be distributed to your own stakeholders.

We hope that you will enjoy reading and using the various toolkit parts and wish you a lot of success with the implementation of an LGBTIQ-policy or LGBTIQ-actions to make football more inclusive.







Guideline Toolkit

Everyone, including LGBTIQ people, should have the opportunity to participate in football in a safe and welcoming environment, free from discrimination. It is important to ensure that you create a safe, welcoming and accepting environment in your club. There are several positive steps you can take to demonstrate that your supporters, team, club and/or organisation are inclusive:

Step 1 – Sign the Heroes of Football Pledge either individually or together. The pledge states that you will all help to make football a welcoming environment, which is inclusive for LGBTIQ-players.

Step 2 – Always react when people use inappropriate or discriminatory words or offending gestures such as “faggot”, “poof”, “dyke”, “tranny”. These phrases are unacceptable both in football and society, and should be challenged. If you find it difficult to react immediately (for example during a game), you should speak with the Referee, your Coach or your Club to discuss the offending behavior of either your teammates or opponents. Refer to our fact sheet on Football Laws and Regulations for more information.

Step 3 – It is important to be a good role model for other fans, players and/ or members in your club. To get some ideas on how to be a good role model, you can read our fact sheet on ‘Inspiring examples and role models’. By participating in campaigns, communicating positive messages via your social media account and acting as a role model on and off the pitch you can be an inspiring example for other senior players, youth players and supporters. You might want to organise a discussion meeting with your teammates about the inclusion of LGBTIQ people in football. Our fact sheet ‘Opportunities for conversations and discussions’ is useful for ideas.

Step 4 – Play the **Heroes of Football App** together with your teammates and learn from each other how to cope with several different situations in football.

Step 5 – Watch the Heroes of Football videos and documentary with your team, and use it to start discussions about making football more inclusive for LGBTIQ people. Our fact sheet ‘Opportunities for conversations and discussions’ can help guide you here.

Step 6 – Participate with your team in local, national or international campaigns that challenge discrimination of LGBTIQ people in football. Look into the Football v Homophobia campaign or organise your own Heroes of Football campaign to raise awareness about the subject. By supporting social projects and campaigns, you are sending a strong message to other clubs, supporters and players that football should be more inclusive. You can find more information in our **‘campaign materials’ and ‘template documents’ section.**



The Pledge

The Heroes of Football project invites everyone who loves and enjoys football, from Football Associations through to individuals, to sign the Heroes of Football pledge. By signing this pledge you support the message that everybody is welcome in football, regardless of sexual orientation or gender identity.

You can **sign this pledge** as an organisation, team or individual. We encourage you to share your engagement via your social media channels so that your followers know that you find this message important, and so that we can reach more people with this important message.

Thank you very much for your engagement and commitment to inclusion!

“I pledge to make football a welcoming and inclusive place for all. I will do my part to ensure everyone is treated equally, and is respected and valued both on and off the pitch”



Campaign Movies

On this page you will find a campaign movie with former and present elite players who support the Heroes of Football message that everybody has to have the chance to participate in football, regardless of their sexual orientation or gender identity.

Furthermore, the Heroes of Football project provides several testimonials of young heroes who tell their story about their 'coming-out' as LGBTIQ in football. These testimonials can help you to fully understand which obstacles these young heroes encounter when they just want to be who they are.

Football clubs and individuals who love or play football can share and use these testimonials to start a discussion about this subject in football and other sport contexts. The videos are very useful for workshops, discussion meetings and Heroes of Football campaigns.





Virtual Reality & Game App

The Heroes of Football team has produced an educational app, consisting of a virtual reality film to reach out to a large audience. This film gives you a real life experience of how it feels to be excluded and included in football.

The game can help football clubs, trainers, players and teachers to bring this subject up for discussion in their specific educational context.

With this game, the Heroes of Football project wants to emphasise that everybody who loves football or takes part in the game, has the chance to enjoy it 100%, and can be who they are for 100% of the time.

The game can help football people to think more positively about the inclusion of LGBTIQ-people, and enhance the understanding of what barriers they might encounter when joining in with, and possibly 'coming out' in a football environment.

Interested? **Play the game** now and experience it for yourself!





Documentary

The Heroes of Football project is filming international football players, directors and supporters for a documentary that will show if the world of football is ready for LGBTIQ-inclusion, and if players feel ready to come out.

Football clubs and educational organisations can use the documentary to start a debate about LGBTIQ-inclusion and possible barriers for sports people to come out in their club and sport environment.

The documentary will be broadcasted by national broadcasters in Europe and will be available on **the Heroes of Football website** in 2017.





Communication

Communication about the action plan, policies, and campaigns concerning LGBTIQ inclusion in football is one of the success factors. Without communication, only the involved people know what you are talking about and you will not create public support for your plans.

In this factsheet we will give you some tips on how you can communicate about your plans, actions and campaigns. These are based on experiences of the Heroes of Football project partners.

1 Communication during the preparatory phase

Step 1

Before you start writing an action plan or a policy it's important to talk with all the different stakeholders in your club: trainers, players, administrators, volunteers, parents, supporters. You can start with setting up a committee with representatives of all these groups. Together with them you can first explore what the issues are. You can involve everyone by designing a little questionnaire for every group. The communication of this questionnaire to all groups is important!

Communication tips

- Use the right message and words. Explain that the results will be used to design an action plan about diversity and the inclusion of LGBTIQ-people in football.
- Use different channels (website, social media, flyers) and important messengers like board members, coaches and players to communicate the questionnaire.
- Use reminders and rewards (e.g. by filling in the questionnaire you can win free drinks at the cafe, a signed shirt).

Step 2

After studying the answers on the questionnaire you can start designing your action plan. Involve the committee by asking for their feedback and input. It's important to involve every stakeholder in this action plan.

Step 3

Set up a communication plan for communicating your policy and action plan. To really create some buzz, you can participate in, or create a campaign that involves action from your stakeholders (e.g. you can join a Rainbow Laces campaign, designate a match to LGBTIQ-acceptance in football).

Communication tips

- Plan your communication and launch of your action plan when there is 'momentum'. For example, during the Football People Action Weeks in October, during a Heroes of Football campaign, Football v. Homophobia Action Month (February), International day against homophobia, transphobia and biphobia (17th of May).
- Send out a press release one week before your launch event.
- Involve important people (local or national) and the FA, and ask them if they want to communicate via their social media channels about your plans



and actions on the launch day. You can also use a quote from them in your press release.

- d) Involve as many members of your club as possible: ask them to share social media messages, participate in the campaign, attend the launch event etc.
- e) Plan communications via different channels: Facebook, Twitter, Instagram, website etc.

2 Communication during the action phase

The action phase starts with your first big communication about the action plan. After this launch (e.g. via a campaign) it's important to keep the subject alive.

Communication tips

- a) Communicate about steps that are achieved from the action plan e.g. discussion meetings with youth teams, installing a trusted person within the club, and do this via different communication channels.
- b) Communicate about the topic via quotes, videos, and statements during important action weeks/ days (see above).
- c) Organise yearly, one campaign day/ match designated to LGBTIQ-inclusion in football.

- d) If there is an example of intolerance towards LGBTIQ-people within your club, then communicate clearly via different channels (website, press release, social media etc.) that this isn't accepted at the club.

3 Communication during the evaluation phase

After one football season or one year, you can evaluate your action plan: Which steps have been taken? Did you encounter problems during the implementation phase? A good idea is to repeat your initial questionnaire with all the different stakeholder groups in your club.

Communication tips

- a) You can write a report about your actions and publish this on your website. This can be part of the general annual report of the club.
- b) You can design a visual document which highlights the results to communicate via social media.
- c) In your communication, it's important to announce future steps to spread the message that the club will continue their work.



Situations and Possible Actions

In this factsheet we will provide some situations and possible reactions to this situation. You can use these as examples in a discussion meeting, or to guide you when you face a similar situation in real life.

Tip: To encourage participants to talk, you can use statements and ask them if they agree or not.

Situation 1:
Supporters use violence in the stadium against a man who is thought to be gay.

How do you react?

As a supporter:

- It's important to immediately warn the security officers, police and stewards and watch your own safety.

As a steward/ security officer:

- Stop the violence if your own safety is guaranteed. If not, you can ask the police to assist.

As a football club:

- Stand up against this behaviour by making a public statement.
- Discuss this event with the Supporters Club. This event could be a trigger to start a campaign about LGBTIQ-inclusion in football and to adapt policy and rules within the club.

Situation 2:
A male/female player tells his/her trainer that he/she is gay/lesbian/bisexual.

How do you react?

As a trainer:

- It's important to respect your relationship of trust with this player. Do not share this information if you don't have his/her permission.
- Put the player at ease. Tell him/her that this is not a problem, and that this will not change anything.
- If the player wants to 'come out' to the team, you can discuss with him/her how and when they would like to do this.
- Look up some information about local LGBTIQ-organisations who might be able to support, and share this information with the player (and your team if the player wants to openly come out).



Situation 3:

Players tell jokes about gay people during showering, and suggest that one of their team-mates is gay.

How do you react?

As a trainer/ club board member:

- Humour is important and can make taboo topics easier to discuss, but there is a thin line between teasing and bullying. Especially for people who are not out yet, these jokes make it even more difficult to be open about sexual orientation or gender identity.
- If you hear these jokes regularly it's important to react. Talk with the instigator and explain that jokes like this can be very insulting for LGBTIQ-people or players with LGBTIQ-family members.
- Explain that the club rules and football rules in general do not allow these kinds of jokes.
- If the player continues with his/her behaviour, you could give them a sanction.



Situation 4:

A referee hears several times that a youth player is calling an opponent 'stupid faggot'. This player feels insulted and informs the referee.

How do you react?

As a referee:

- Listen to the story of the player and make it clear that he/she can always come to you with these complaints.
- Talk with the offender and make clear that this kind of language is not tolerated either on or off the pitch and that this causes offence.
- Refer to the official regulations for additional guidance.
- If the behaviour doesn't stop you can sanction the player.

As a trainer of the instigator:

- Talk with the player and make it clear that you don't tolerate this kind of language in your team, either on or off the pitch and that this causes offence.
- If the behaviour doesn't stop you could sanction the player.

As a club:

- Communicate your club charter and policies to all club members and make it clear that offensive and discriminatory behaviour both on and off the pitch will not be tolerated.
- If necessary (if the player continues with this behaviour) a board member can talk with this player to explain the point of view of the club.
- If the behaviour doesn't stop you could sanction the player.



Opportunities to Start Conversations and Discussion

If you really want to change the culture and way of thinking in football in relation to LGBTIQ people, it is important to talk about it. In several countries like Belgium, the Netherlands and UK, the national football associations organise workshops and discussion meetings for football clubs. During these meetings they talk about experiences of people being LGBTIQ in football, and how clubs can take positive steps to be more inclusive.

If a workshop or discussion meeting is something that you would find useful in your club or organisation then you can find useful information below.

1 Organising a discussion about LGBTIQ-inclusion in football

First of all, decide who you would like to invite along to the discussion and where and when you will hold it so that as many people as possible can attend.

Creating a safe and open environment for a discussion is essential and people should be encouraged to share their opinions in an environment of confidentiality. Trainers / Coaches might like to hold a discussion with players, Senior Managers might like to hold a discussion with all football club staff in a wider group.

Check to see if your own football association organises workshops on this topic, as they may be able to support you with your own discussion. Also check to see if there are local LGBTIQ organisations that can support you with your meeting.

TIP 1: The discussion could be part of a meeting that is already planned.

TIP 2: Use parts of the documentary or the app to start the discussion.

2 How should you moderate this discussion?

As someone leading the discussion, it is useful to prepare some questions in advance to help the discussion flow. Using open questions can help the conversation to flow better. You might also want to prepare some example case studies and discuss with the group how you might react.

TIP 1: As a moderator you do not have to give the right answers and solutions, but you can guide the conversation by asking relevant questions. It is important that the workshop participants express their feelings and thoughts about the subject and listen to other opinions.

TIP 2: Sometimes people do not feel comfortable to openly share their opinions. As a moderator you could use tools such as coloured cards; green for 'agree' and red for 'do not agree'.





3 What kind of questions can you raise to help the discussion?

a Football and homosexuality

- When we say “football and homosexuality” what comes to mind?
- Why do you think that there are no openly ‘out’ gay male players in professional football?
- Why do you think that some players choose to keep their sexuality or gender identity a secret within football?
- Can you give any examples of professional players that have come out after their career has finished? Why do you think they waited to say something?
- What do you think you would do if a teammate came out as LGBTIQ?
- What do you think you would do if a Trainer / Coach came out as LGBTIQ?
- If you heard someone within your club using discriminatory language such as “puff”, “dyke” or “tranny” in football what would you do?

b Football role models

- Share a story of a real life football player or coach from the LGBTIQ community and use it to spark discussion with the workshop using some of the suggested questions above.

c Positive action

- What practical actions do you think that a football club can take to be more inclusive of LGBTIQ people?
- What practical actions do you think that a football association can take to be more inclusive of LGBTIQ people?
- Who do you think is responsible for taking action to make LGBTIQ people more welcome in football?
- What difficulties do you think there might be with taking positive action to address LGBTIQ inclusion in football?

4 Overcoming difficulties with discussions

Everyone has a different opinion about LGBTIQ people in football, and some people might have some strong negative opinions. Therefore, some discussions might be challenging, but remember that discussing this topic is an important part of changing attitudes. Changing attitudes can take time, but regular discussion and communication can help to change opinions. Below are some examples of statements that you might be faced with and some suggested responses.

a “There aren’t any LGBTIQ people in our club / organisation so why should we talk about it?”

- It is estimated that approximately 10% of people in society identify as LGBTIQ.
- In sports organisations this figure might be lower, why do you think this is?
- Many people in society choose to hide their sexuality or gender identity in their workplace, which could also include a football club or organisation. Why do you think people feel necessary to be secretive?

b “Football isn’t a sport for LGBTIQ people.”

It can be easy for people to make stereotypical judgements about LGBTIQ people and football based on either sexuality or gender identity. The ‘Out on the Fields’ study on homophobia in sport (2009), concluded that 54% of gay and 36% of lesbian people feel not accepted or only a little bit accepted in youth sports. According to the same study football is one of the most favourite sports for gay young people and gay men, but 81% choose to hide their sexuality within sport. This information does not support the idea that football isn’t a sport for LGBTIQ people.



c “I don’t want to take a shower with LGBTIQ people – it would make me feel uncomfortable.”

Chances are that LGBTIQ people would feel more uncomfortable than you. Research suggests that the changing room is a place where LGBTIQ people often feel uncomfortable due to the lack of privacy and the risk of experiencing homophobic behaviour or comments.

d “Why should we take action to tackle homophobia as a football club? We already have a lot of things to do.”

As a football club it is important that every member feels welcome, whether they are a player, staff member or fan. To create such a welcoming environment there needs to be a clear policy, rules and communication about LGBTIQ inclusion. We all have a responsibility to make sure that football is free from discrimination.

e “This topic is not a priority for us.”

The topic of LGBTIQ people in football is extremely important and we have a responsibility to ensure that our players, staff and fans feel safe and welcome here. Research suggests that LGBTIQ people are far more likely to struggle with their sexuality and gender identity and are more vulnerable to suicidal thoughts. This could affect some of our own players, staff and fans, which is why it is important to make it a priority.

f “We already have some LGBTIQ people who are out of closet so why do we need to do more?”

Whilst it is positive that some people feel safe to be ‘out’, this does not mean that everything is okay. It is always a good idea to evaluate the club policies and culture to see if there is room for improvement. Involving those who are ‘out’ in these discussions can help review actions more easily.

g “By getting involved in homophobia campaigns, we’ll lose players, staff and fans who don’t like it.”

Speaking out against homophobia is more important than losing individuals who think that homophobic views and actions are acceptable. Homophobia is not acceptable within football.

h “I don’t have problems with LGBTIQ-people as long as they act normal.”

It's useful to challenge this statement in terms of what constitutes ‘normal’ behaviour. What are their expectations of ‘normal’ behaviour and why do they assume that LGBTIQ people would not act ‘normal’.

i “Words like ‘faggot’ or ‘gay’ are just a part of having a laugh with people.”

Research suggests that a high proportion of LGBTIQ people have heard homophobic slurs in sports environments (refer to **‘Out on the Fields’** research). Words like these are unacceptable to use, even for fun.

National Football Associations who offer information about this subject

Belgian FA: <http://www.belgianfootball.be/fr/le-football-c-l%E2%80%99homophobie-1-0>

English FA: <http://www.thefa.com/football-rules-governance/equality/lgbt-football>

German FA: <http://www.dfb.de/vielfaltanti-diskriminierung/fussball-und-homosexualitaet/>

Dutch FA: <http://www.knvb.nl/themas/homoacceptatie>

Games to Raise Awareness

If you want to set up a training, or an awareness-raising session, you may know that the ideal "cocktail" is one third of information, one third of games/exercises, and one third of debate.

A session including only information could be felt as too didactic or even boring, whereas a session with too much debate could be chaotic and lose sight of the initial goal.

Games or exercises can help to animate a training session, and allow the participants to interact with specific aspects of the programme.

This toolkit intends to give you some ideas about games and exercises that you can use alongside screening the Heroes of Football documentary, to get young people and adults thinking about how they can be more accepting and understanding of different groups.



1 The good player, the good team

Participants: 10-30 young people (preferably) or adults

Duration: Approximately 15 minutes

Equipment: A paperboard (preferably) or a white board, markers of different colors

Goal: This exercise helps the group to become aware of the importance of values such as tolerance or respect on the field, and anywhere else

Part 1 – Ask the group "What are the qualities of a good footballer?"

Write the question on the top of the board and write down all the answers that the participants give e.g. "Speed, respect the rules, precision, fair-play".

Encourage the group to identify as many different qualities as possible (at least 12) e.g. physical qualities related to the game, and qualities related to the behaviour.

Part 2 – Ask the group "What are the qualities of a good team?"

Write the question and answer on a new sheet. Responses might include: "Team spirit, cohesion, complementary games, respect of the coach". Encourage the group to identify at least 12 different answers.

Part 3 – Ask the group to classify the qualities that they produced for the first question.

Circle their answers with different coloured markers to identify the following groups:

- Physical qualities (e.g. speed, strength, stamina)
- Playing qualities (e.g. precision, concentration)
- Behavioral qualities (e.g. fair-play, respect the rules, respect the opponent)



Set up a third sheet on which to write the behavioural qualities that they identify.

Part 4 – Ask the group to classify the qualities that they produced for the second question.

Use the same method as above to circle their answers, and write the additional Behavioral qualities on the third sheet.

Part 5 – Kick off a debate about the qualities written on the third sheet.

Some questions might include:

"Whose responsibility is it to develop the Physical qualities or the Playing qualities that you've mentioned?"

"Tell me about the behavioural qualities, how could we improve those?"

"If our country, or our society was a football team, how could we develop these values further?"

This debate allows us to introduce the idea that diversity, respect and tolerance are essential moral values. These values are also useful for the whole team to function well, and work towards being successful as one unit. Similarly, it would be great if the world worked in this way too.



2 Celebrities

Participants: 10-20 young people or adults

Duration: 30 minutes

Equipment: Paperboard sheets, markers. Use a room that has enough space to separate the group into two, for example in two different rooms

A co-trainer could be useful to speed up the instruction phase

Goal: This exercise helps the group to understand and accept that prejudice and stereotypes are only generalisations, and are often based on incorrect assumptions.

Part 1 - The trainer introduces the concepts of stereotype and of prejudice

A stereotype is a generalisation. Sometimes we use generalisations in our day-to-day life without thinking about it. For example, if you don't know how a machine works, you might assume that the green button would turn it on. If you're walking alone in a deserted part of the city and you see a large drunk man, you might assume that he's dangerous and take another street. These are two examples of making assumptions and in the second example, stereotyping a person.

Usually, people don't notice that they are using stereotypes because:

- 1 We use stereotypes in some situations everyday
- 2 A stereotype is not necessarily negative
- 3 You might think that the stereotype you use is true e.g. "all gay men are camp", or "all gay women are butch" because sometimes, that is how they are portrayed on television and in the media.

The problem is that some stereotypes turn into prejudices. A prejudice means that you have a preconceived opinion without knowing someone. Prejudices are generally negative and can lead to



stigmatization, discrimination, exclusion or and in some extreme cases, extermination.

Part 2 – The trainer(s) explore pre-existing stereotypes about different groups of people

Divide the group in two (A and B) and give each subgroup a paperboard sheet and a marker, which they should split vertically into two columns. The following instructions should be given to each group without the other group hearing.

Instructions for Group A:

In the column on the right, list all the stereotypical qualities about a specific group of people e.g. gay men. At this stage, there is no discussion within the group about whether they believe them or not; they are just creating a list. The title of the column could be "Some people think that gay men are..."

Instructions for the Group B:

Give this group the same instructions as above but use a different group of people e.g. black people, gay women.

When the groups have completed this task, move on to the next part.

Part 3 – Challenging stereotypes

The groups swap their sheets over and should list all of the celebrities / famous people that they know who belong to the category e.g. gay men, black people. They list their answers in the left hand column and use a column heading such as 'Famous gay men' and 'Famous black people'.

When the columns are full, the two groups gather together for a discussion. The trainer folds the two sheets so that only the column headings are shown e.g. "Gay men are..." and "Famous gay men".

The trainer asks each of the groups to choose a reporter and they both read out the items listed in

each column. The trainer then challenges stereotypes by asking questions such as:

"Do all of the stereotypes works for all the celebrities you have mentioned?"

"Is Thomas Hitzlsperger camp? ", "Was Nelson Mandela lazy?" and so on.

The conclusion is inevitably that, it is wrong to judge or pre-judge someone according to stereotypes. It can lead to injustice, stigmatisation and discrimination.

Suggestions

- 1 Choose categories of people related to the dominant topic of discrimination e.g. homophobia, biphobia, transphobia.
- 2 Explain clearly that the listed stereotypes are NOT necessarily the opinion of the group that wrote them.
- 3 The trainer can help the groups to identify celebrities, but you might allow the group to use their smartphones to help with this part.
- 4 When the reporter read the list of stereotypes from his group, he/she could be asked to explain some answers e.g. What does this stereotype mean? Who is this celebrity?
- 5 If the group is larger than 20 people, it could be divided in three or four subgroups which allows for multiple categories of people. However, try to keep the duration of the exercise to 30 minutes.

3 Draw me a ...

Participants: *Young people or adults; any size of group*

Duration: *10 minutes*

Equipment: *Each member of the audience must have some paper and a pen. The trainer should have something like a watch or smartphone to keep time.*

Goal: *This exercise introduces the fact that a lot of us make assumptions about people based on stereotypes. Introduce the subject at the start of the session in a lighthearted way to relax the audience.*

Part 1 – Drawing exercise

Check that everyone has a sheet of paper and a pen. Explain that they will be asked to draw something but they will only have 20 seconds to draw it, and they will not be judged on the quality. Take your watch / smartphone and say: "You have 20 seconds to draw a gay man"
After 20 seconds, the trainer says: "Stop your

drawing, take a new sheet of paper and now you have 20 seconds to draw a gay woman". This can continue with a number of different groups of people.

Part 2 – Drawing discussion

At the end of the exercise, the trainer asks the audience to take the first of their drawings e.g. the gay man, and give them 30 seconds to explain their drawing to the person who sits next to them. They should explain why they've chosen to draw them in that way.

The trainer asks to see all of their drawings and asks some questions based on their observations e.g. do all gay men have earrings, do all gay women have short hair? The trainer continues the debate using the other drawings to highlight that stereotyping people is wrong.





Examples of Football Role Models by Country

Sexuality and gender identity is still a taboo topic in the world of football, especially within the men's game. Currently, there is only one openly gay male football player, who is still actively pursuing his career. That player is Robbie Rogers, who came out in 2013 and currently plays for LA Galaxy in the USA. However, there are several active and former players and coaches in Europe who support diversity and acceptance in football for all, regardless of sexual orientation or gender identity. Their positive actions to stand up for acceptance and inclusion demonstrates that they are positive role models in football. Some of them are listed below:

The Netherlands

Arjan Robben

Robben openly supported Thomas Hitzlsperger (ex-professional player and ex-German international) when he came out as gay.

Louis van Gaal

van Gaal was a guest on the KNVB-boat at the Gay Pride canal tour in Amsterdam. He is a well-known person in global football and has worldwide respect for his knowledge. He once said: "The world of professional football as we know is a world full of machos. A gay man will probably think that those are difficult circumstances to live and work in. That's not how it's supposed to be and we want to change it. But you can't change it in one single day."

Ron Vlaar

Vlaar is a player at AZ Alkmaar. He was a player for the Dutch national team but suffered from a knee injury. Will probably be back in Danny Blind's squad in the future. When he was the captain of Feyenoord Rotterdam, **he said** that there is no place for homophobia in Dutch football. He was the first Dutch player ever to speak about the subject.

Arnold Smit

Smit is a former professional football player, openly gay and board member of the John Blankenstein Foundation. He is a confidant / counsellor at the VVSC, the players union of the Netherlands.

Wensley Garden

Garden is a former professional football player and openly gay. He played for Helmond Sport (Dutch football club) for three seasons.

Patrick Kluivert

Kluivert is a former professional football player and took part in a Gay Pride Parade in Amsterdam in 2013.

Ronald de Boer

de Boer is a former professional football player and took part in a Gay Pride Parade in Amsterdam in 2013.

Pierre van Hooijdonk

van Hooijdonk is a former professional football player and took part in a Gay Pride Parade in Amsterdam in 2013.

Aron Winter

Winter is a former professional football player and took part in a Gay Pride Parade in Amsterdam in 2013.



Belgium

Vincent Kompany

He is the captain of Manchester City FC and the Belgian national team. Kompany has backed the *Football v Homophobia* campaign in its work to help fans and clubs tackle prejudice in the game. He once said: “We’re proud to be supporting the Football v Homophobia campaign. We hope that it sends out a message that there is no place for discrimination in football, nor in any sport.”

Radja Nainggolan

Nainggolan is under contract with AS Roma and a former teammate of Dessena's at Cagliari. He is against homophobia, saying: “My sister is in a relationship with a woman. She is happy and it’s important to me that she can live how she wants.” In March 2014 Nainggolan wore rainbow laces as part of an anti-homophobia demonstration.

Hannes Van der Bruggen

Van der Bruggen plays for KAA Gent. He was one of the faces of the ‘*Sports4ever1-campaign*’ in Belgium: A campaign about LGBT-diversity in sports from the Flemish government.

Riana Nainggolan

Nainggolan is the sister of Radja Nainggolan, football player at AS Roma. She was one of the faces of the ‘*Sports4ever1-campaign*’ in Belgium: A campaign about LGBT-diversity in sports from the Flemish government.

Toby Alderweireld

Alderweireld is a player in the Belgium national team and supported the ‘*Red Card Against Homophobia*’ campaign when he played for Ajax Amsterdam.

Sven Kums

Formerly played for KAA Gent; now plays for Udinese. **He supported** the rainbow laces campaign in Belgium.

Italy

Giorgio Chiellini

Chiellini has been playing for Juventus in Turin since 2004. He supports underprivileged children and children with disabilities who suffer from discrimination, thus demonstrating how diversity is important, and discrimination should not be a part of football or other parts of society.

Daniele Dessena

He is currently playing for Cagliari Calcio. He joined the rainbow laces campaign and kept wearing them for the next game, even after being insulted for it on social media.

Cesare Prandelli

Former coach of the Italian national football team. He took part in a gay football tournament as a guest and he said that he couldn’t find any difference between hetero-players or LGBTIQ players, because there aren’t any, all that matters is the technical aspect. “If you play football, it is because you want to play football. That’s all and this is beautiful”.

Billy Costacurta

A former Milan AC player; he said during an interview that at the time when he decided to end his football career, the “changing room” he left was one ready to accept LGBTIQ people on the field. He says that it’s the **right time to make a change**.



Germany

Manuel Neuer

Neuer is the goalkeeper of Bayern Munchen and the captain of the German national team. In an interview he said that being gay should not be a taboo topic anymore, and that the football gay community needs a role model to come out and lead the fight for them. "Their sexual preference should not matter because what's important is their performance on the pitch. Fans won't make an issue out of their sexuality. For them the only thing that matters is how well they perform on the pitch."

Mario Gomez

Gomez plays for VfL Wolfsburg and the German national team. He said that openly gay players would probably feel better if they 'come out' and don't have a secret anymore. "They will feel free." The DFB (Deutscher Fußball-Bund) had said earlier that it's best to keep it to yourselves because it could harm to your career. Gomez didn't agree.

Joachim Löw

Löw is the manager of the German national team. Ballack's agent (former German international) accused Löw of being gay. In an exclusive interview with Die Welt, Löw responded to these accusations. "I'm not gay, nor am I wearing a wig. And I don't have a problem whatsoever if one of my players is gay."

Thomas Hitzlsperger

Hitzlsperger was the first German football player to be open **about his sexuality**, even though he only came out after he retired as a professional player. Ever since, he has supported a number of initiatives against homophobia in football across Europe.

Philipp Lahm

Lahm was one of the first German national players who spoke in public about tolerance towards homosexual football players. He said in 2007, "*Wenn ein Spieler schwul ist, ist er trotzdem mein Mannschaftskollege, und für mich würde sich im Umgang mit ihm nichts ändern*" ("If a player is gay, he is still my team mate. For me, nothing would change regarding our interaction") He received the "Tolerantia-Preis" for his statement.

Lukas Podolski

Concerning the coming out of Thomas Hitzlsperger, Podolski said via Twitter "Brave and right decision. Respect, Thomas Hitzlsperger. His outing is an important sign in our time."

Thomas Müller

He spoke out positively via Twitter/Facebook concerning the "*Coalition for Action – against homophobia and sexism*" from fans of the club St. Pauli, "*Wäre doch auch mal eine Idee für die FC Bayern Marketing Abteilung!*" (Love is Love no matter what gender. Football should get rid of this intolerance).

Nadine Angerer (former German national player)

She came out as bisexual according to the media, and speaks in public about topics like "football and gender". She said for example that she was upset about stereotypes like "*Das sind alles Lesben*" ("all female players are lesbians") or "*Mannsweiber*" ("bulldogs").



England

Casey Stoney

Stoney is a professional football player in England who plays for Arsenal and the English national team. She knew she was gay since the age of 17 and publicly spoke about her sexuality in 2014. She met her wife when they were both playing for Lincoln Ladies FC, and have since had children together. Stoney is considered to be one of the most influential gay women in her country.

Alex Oxlade-Chamberlain + Theo Walcott

These professional players and England internationals both joined the rainbow laces campaign and featured in a **Stonewall commercial** against homophobia.

Ellis Cashmore

Cashmore undertook a lot of research about homophobia in and around football stadiums. He came to the conclusion that 91% of the 3500 people he communicated with didn't have any problems with a footballer being gay. He quoted one of the fans, "I'd rather have a good player being gay, than a bad one being heterosexual". He suggests that gay footballers remain hidden because of the clubs "We think that they don't want them to be openly gay".

Danny Shittu & Shane Lowry

Both are professional football players for Millwall FC and appeared in a **video clip** in 2014 talking about the need to tackle homophobia and supporting the work of their club in this area.

Emma Whitter

Whitter is a striker for Millwall Lionesses and talked about the need to tackle homophobia, and her own experiences of coming out as gay in this 2014 **clip** from Millwall FC.

Chris Ramsey

The former QPR boss has spoken to the press about the need to tackle all forms of discrimination in football, including homophobia and sexism.

Chris Hughton

The Brighton and Hove Albion Manager spoke out in support of his club's *Football v Homophobia* designated game in February 2016.

Matt Jarvis

A professional footballer for West Ham United, Jarvis appeared on the cover of Attitude magazine in 2013 and talked about the importance of professional footballers feeling comfortable to come out.

Matt Bloomfield

A professional footballer for Wycombe Wanderers football club. In 2011 Bloomfield became the first professional player to sign the UK Government's charter against homophobia and transphobia in football.

Jess Fishlock

Fishlock is a Welsh international and club player for Seattle Reign FC in the USA and came out in the media in 2015. She urged for greater respect in football, talking about her own experiences of homophobia.

Lianne Sanderson

Sanderson is an England International and midfielder for the Western New York Flash FC in the USA. Lianne has spoken openly about being gay to the media for a number of years.



France

Yoann Gourcuff

Gourcuff was on the cover of gay-magazine TETU in France. He doesn't think being gay is a problem whatsoever.

Lilian Thuram

Thuram is an ex-French international player and World Champion. He has set up a foundation for inclusiveness in football and often raises awareness about homophobia in football with the media, "Racism or homophobia, I don't see any difference".

Thierry Henry

Henry is an ex-French international, ex-Arsenal player and World Champion. He often **denounces** homophobia in football.

Vikash Dhorasso

Dhorasso is an ex-French international player and twice France Champion. He has been a sponsor and sometimes player for the activist team "Paris Foot Gay".

Olivier Rouyer

Rouyer is an ex-French international player, French Champion, team manager and TV consultant for CANAL +. He came out as gay after his retirement in 2008. He revealed that he was fired from his post of team manager at AS Nancy Lorraine in 1994, because of his sexual orientation. He regularly speaks to the media about homophobia in French football, "The football world is too macho..."

Michel Hidalgo

National and International player (1952-66). Above all, he is known as coach of the French National Team (1976-84) and he is considered as the man who revived "Les Bleus". He has actively sponsored and taken part in the *b. YOURSELF* events against homophobia in football for young players in the Parc des Prince.

Frédéric Thiriez

Former president of the LFP – French Professional

League (2002-16). He has supported and sponsored many actions to raise awareness about homophobia in football. He has also often spoken about this issue in the media, "Homophobia, on the field and elsewhere, it must stop!".

Jean Claude Hammel

President of AJ Auxerre (France champion in 1996) from 1963 to 2009. When he signed the Charter against homophobia in Football, he declared to the media, "We must educate young players to respect everybody".

Alain Cayzac

Former president of PSG (2006-08) he has without hesitation sponsored the Paris Foot Gay team and helps this NGO to build its educational programmes.

Louis Nicollin

President of Montpellier HSC (France 1st League champion in 2012). Famous for his bluntness in the media he was punished, in 2009, for a homophobic speech on TV. After a match he suggested that a player was a "petite tarlouze (little sissy)". After having discussed this with LGBT organisations, he decided to apologise publicly. He even accepted to appear at the end of an activist video of Paris Foot Gay FC, stating, "Forget homophobia, it's just for little sissies!". This made the whole French football world laugh.







Facts and Statistics

How many people are LGBTIQ in Europe?

- There is no exact and binding number of LGBTIQ people in Europe from a scientific perspective, rather, there are only estimates which are quite unreliable.
- Many of these estimates assume that about 5-10% of the population are thought to be LGBTIQ
- “LGBTIQ” seems to be a topic, which is still often related to with uncertainty and also fears. This presents enormous difficulties for research in this field.

Why are some people LGBTIQ?

Contrary to the assumption of some people that particular parenting styles, or the education through LGBTIQ-parents have a (profound) effect on the emergence of sexual orientation or gender identity, the vast majority of scientific assumption states that homosexuality (and presumably also BTIQ) is conditioned by the complex interaction of genetic factors in combination with diverse environmental influences. Thus, being LGBTIQ is nothing you learn, it is not a biological defect, not an illness nor an issue of will power.

Why is it so important to address the topic of LGBTIQ-people in sports?

- In a wide variety of sports, the topic of LGBTIQ is still a huge taboo, which makes it difficult to identify the numbers of LGBTIQ people in sports. Some people even deny that there might be any LGBTIQ people in sports and especially in male football.
- LGBTIQ people often feel unwelcome or even discriminated against, which was recently shown in an international report on homophobia in team sports (Out On The Fields), focusing on the experiences of gay, lesbian and bisexual people :
 - 62% of all participants and even 73% of the

homosexual men believed that homophobia is a more severe problem in team sports than it is in other parts of society.

- 73% of the participants thought that LGB-people are not safe or welcome in youth sports
- More than half of the homosexual (54%) and bisexual (60%) men and nearly half (48%) of the homosexual and 29% of the bisexual women in the study stated that they experienced homophobia in their sports.
- 44% of the homosexual men and 29% of the homosexual women in the study were afraid their team mates would rejected them if they came out.
- Athletes who came out reported that the most valuable support for their ‘coming-out’ was a trusted/supportive person in their team, along with a team culture that promoted diversity.
- A French study with 363 athletes showed that homophobia is still very common in professional football, especially in male youth players, where 50% of the players show a negative or very negative attitude towards homosexuality.

What are the possible consequences of homophobia, bi-phobia and trans-phobia in sports and football?

Homophobia, bi-phobia and trans-phobia in sports, football, and in wider society, presents various possible negative consequences for LGBTIQ people. The following list outlines some of the most important ones. With this in mind, the significance of diversity and the creation and promotion of a safe, welcoming and accepting environment to include everyone, is even more necessary. Some of the negative consequences of discrimination and the lack of acceptance are identified below:



For individuals

- Experiencing distance, repressive and ostracising behaviours from the social environment
- Higher incidences of stress and negative impacts on mental health
- Low self-confidence and self-esteem
- A negative impact on their career

For sports and football

- Higher drop-out rates
- An increasing culture of thoughtlessness and exclusion
- Unused potential of social responsibility



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Football Laws and Regulations

There are several rules and guidelines to a respectful and non-discriminatory social interaction in the context of football. This factsheet serves as an overview of regulations from the United Nations, FIFA and UEFA that address the topic of discrimination. However, reinforcing these guidelines is a challenge and responsibility for national associations, clubs, coaches, players, officials and fans. Knowing about them is the first step.

The United Nations' Universal Declaration of Human Rights

Article 2

"Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status. Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty."

Article 7

"All are equal before the law and are entitled without any discrimination to equal protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination."
<http://www.un.org/en/universal-declaration-human-rights/>

The Federation of International Football Associations (FIFA)

FIFA Code of Ethics (2012 edition)

Article 23 – Non-discrimination

"Persons bound by this Code may not offend the dignity or integrity of a country, private person or group of people through contemptuous, discriminatory or denigratory words or actions on account of race, skin colour, ethnic, national or social origin, gender, language, religion, political opinion or any other opinion, wealth, birth or any other status, sexual orientation or any other reason."

Article 24 – Protection of physical and mental integrity

- 1 "Persons bound by this Code shall respect the integrity of others involved. They shall ensure that the personal rights of every individual whom they contact and who is affected by their actions is protected, respected and safeguarded."
- 3 "Sexual harassment is forbidden. Sexual harassment is defined as unwelcome sexual advances that are not solicited or invited. The assessment is based on whether a reasonable person would regard the conduct as undesirable or offensive. Threats, the promise of advantages and coercion are particularly prohibited."



FIFA Code of Conduct (2012 edition)

Article 3.2 Respect and dignity

"We treat everyone with respect, and protect the personal dignity, privacy and personal rights of every human being."

Article 3.3 Zero tolerance of discrimination and harassment

"We are committed to a diverse culture. There shall be no discrimination as a result of race, ethnicity, origin, skin colour, nationality, religion, age, gender, language, physical appearance, sexual orientation or political opinion, or engagement in any kind of verbal or physical harassment based on any of the above-mentioned or any other criteria"



FIFA Governance Regulations (FGR)

Duties, powers, responsibilities and organisation of FIFA bodies and holders of key positions

Article 14 – Role, duties, powers and responsibilities

- 2** Principles, rights and values that should be promoted by the President as a vanguard:
 - c "Non-discrimination, gender equality, equal treatment in general, and the stance against racism"

Article 31 – Football Stakeholders Committee

- 2** Committee's main duties
 - h "To address fair play matters, promote the concept fair play, promote gender equality in football and fight discrimination in football worldwide"

FIFA Disciplinary Code (2011 edition)

Article 58 – Discrimination

- 1** Anyone who discriminates an individual person or group of people with words or actions shall be suspended for at least five matches. Also there shall be a stadium ban and a fine.
 - (a) "Anyone who offends the dignity of a person or group of persons through contemptuous, discriminatory or denigratory words or actions concerning race, colour, language, religion or origin shall be suspended for at least five matches. Furthermore, a stadium ban and a fine of at least CHF 20,000 shall be imposed. If the perpetrator is an official, the fine shall be at least CHF 30,000."
<http://www.fifa.com/about-fifa/official-documents/law-regulations/>





The Union of European Football Associations (UEFA) UEFA Disciplinary Regulations (Edition 2016)

Article 14 – Racism, other discriminatory conduct and propaganda

- 1** “Any person under the scope of Article 3 who insults the human dignity of a person or group of persons on whatever grounds, including skin colour, race, religion or ethnic origin, incurs a suspension lasting at least ten matches or a specified period of time, or any other appropriate sanction.”
- 2** “If one or more of a member association or club’s supporters engage in the behaviour described in paragraph 1, the member association or club responsible is punished with a minimum of a partial stadium closure.”
- 3** “The following disciplinary measures apply in the event of recidivism:
 - a a second offence is punished with one match played behind closed doors and a fine of € 50,000;
 - b any subsequent offence is punished with more than one match behind closed doors, a stadium closure, the forfeiting of a match, the deduction of points and/or disqualification from the competition.”
- 4** “If the circumstances of the case require it, the competent disciplinary body may impose additional disciplinary measures on the member association or club responsible, such as the playing of one or more matches behind closed doors, a stadium closure, the forfeiting of a match, the deduction of points and/or disqualification from the competition.”
- 5** “If the match is suspended by the referee because of racist and/or discriminatory conduct, the match may be declared forfeit.”
- 6** “The above disciplinary measures may be combined with specific directives aimed at tackling such conduct.”

UEFA Media & public relations Resolution aimed at combatting racism and discrimination in football, that was ratified by the UEFA Executive Committee in 2013

- The Professional Football Strategy Council supports a zero tolerance policy.
- There shall be consequences regarding to racism as one form of discrimination.
- There are also other forms of discrimination that are also unconditionally forbidden.

“Finally, the Professional Football Strategy Council acknowledges that racism is one form of discrimination, but that, unfortunately, other forms of discrimination also manifest themselves from time to time in football. It expresses its full and unconditional opposition to any form of discrimination.”

http://www.uefa.org/MultimediaFiles/Download/Regulations/uefaorg/UEFACompDisCases/02/37/00/86/2370086_DOWNLOAD.pdf

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Definitions

What are we talking about?

First of all it should be noted that there is not only one common definition of the terms that we use in the Heroes of Football toolkit, which are described below. The following list should give you an overview of central terms to gain a deeper understanding of this topic. However, it does not represent a complete list of all used terms in light of a plurality of descriptions and terms in the context of sexual orientation and gender identity. This illustrates the diversity of human feelings and expressions.

What does LGBTIQ mean?

LGBTIQ:

- **Lesbian:** a female or someone who identifies as female is physically, emotionally and/or spiritually attracted to other females or those who identify as female
- **Gay:** a male or someone who identifies as male is physically, emotionally and/or spiritually attracted to other males or those who identify as male
- **Bisexual:** a person who is physically, emotionally and/or spiritually attracted to persons of the same or opposite sex or gender identity
- **Trans:** an umbrella term that can be used in various ways, some people use it to point out that their gender identity is not the same as the birth-assigned gender; it is i.a. used for “transgender” or “transsexual”; one example for a trans person would be someone who was born in the body of a girl but has the feeling to be a boy
- **Intersex:** an umbrella term that describes a person who is born with sex characteristics which do not comply definitely with the medical norm of “male” and “female”
- **Queer / Questioning:**
 - originally “queer” was used in a derogatory way, but many LGBTIQ people have reclaimed the term; nowadays it is a broad umbrella term for a person who may identify as being diverse in terms of the own sexual orientation and/or gender identity
 - the term “Questioning” is used for a person who is questioning or currently in the process of exploring the own sexual orientation and/or gender identity



Which other terms are important in this context?

- **Discrimination:** disparaging or insulting language or behaviour towards an individual or a group of persons, for example excluding people or disadvantaging people based on certain characteristics that they have or groups they belong to; for example not letting someone be part of a team due to their sexual orientation
- **Heterosexual:** a person who is physically, emotionally and/or spiritually attracted to persons with the opposite sex or a different gender identity
- **Homosexual:** a person who is physically, emotionally and/or spiritually attracted to other persons with the same sex or gender identity
- **Homophobia:** a person has negative attitudes and fears towards homosexuality in general or people who are identified or perceived as being LGBTIQ which can lead to different forms of discrimination such as violence, insults and disdain
- **Sexism:** prejudices (affective) or discrimination (behaviour) based on sex and/or gender and associated with the (implicit) aim to demonstrate

the superiority of one sex or gender; sexism can refer to any sex or gender, but it is often linked with stereotypes and gender roles and focuses on girls and women.

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Create your own 'Heroes of Football' team

One of the goals of the Heroes of Football project is to create a Heroes of Football team comprising of international football players and promising youth players. Or, within your own club you can create your own Heroes of Football team with players, trainers, supporters and board members who want to be the ambassadors of your Heroes of Football policy, campaigns and club values. Below, we have provided some guidelines to create this team.

1 Make a clear list of tasks for the Heroes of Football team: what would be their role in your club? Here are some examples of possible tasks:

- Share club actions concerning the HoF-project via your social media channels
- Be a point of contact/buddy for club members who have questions or want to talk about their sexuality, gender identity or discrimination issues
- Be the face of the club campaign: photo on flyers, making a short video
- Take a course about how to be a good role model, point of contact/buddy

2 Identify possible members of the Heroes of Football team. They might have the following qualities:

- They are respected by their team, supporters and volunteers. When they talk, everybody listens to them
- They are socially engaged
- They are a role model and their behaviour is always respectful

3 Plan a first meeting with possible members to discuss goals and the first actions of this team

4 If your first meeting was a success, you can start with the preparation of your communication (you can find tips & tricks in the Factsheet Communication (link)).

5 When you launch your Heroes of Football team, it's important that everybody knows about this project and that it's easy to find their contact details on your website







Create Your Own Heroes of Football Event – A guide for professional clubs

To make people aware of the work you are undertaking to make your club more inclusive for all people, regardless of sexual orientation or gender identity, you can create a Heroes of Football event. In this way, you can show your community how much you value LGBTIQ inclusion. A great way to celebrate inclusion is to dedicate a home match day to Heroes of Football. Here are some ideas to help you create a successful event:

Before the day:

Let people know about your event well in advance and use all communication channels to let people know what is happening. Create a press release and circulate it to the media. Remember, it may not only be your local media who are interested in the story, but also the LGBTIQ press globally. (LGBTIQ-inclusion stories in sport are still big news in the LGBTIQ press!)

If possible, ask players to make statements of support for the initiative and say why they are happy to be heroes.

On the Day:

There are many actions you can take on the day to communicate your message of inclusion. For example, you could:

- Ask your players to warm up with a rainbow football (these can be provided by HoF)
- Ask your players to warm up in Heroes of Football t-shirts (these can be provided by HoF)
- Ask your players to wear rainbow laces on the day (These can be provided by HoF)

- Ask your captain to wear a HoF Armband (This can be provided by HoF)
- Ask your players to sign the HoF pledge (Available on HoF website www.heroesoffootball.eu)
- Show a short film featuring professional players supporting the project at half time or before kick-off (Provided by HoF)
- Hold a press conference and include your manager if possible
- Add a HoF banner to your website
- Display messages of inclusion on digiboards around the stadium
- Communicate your actions as they happen via social media
- Make sure you ask club photographers to capture the action on the day
- Invite key representatives of the LGBTIQ community to your event as guests

After the Day:

- Create a story using any media you gathered on the day to describe the action you have taken on the day
- Communicate this via your website and social media
- Continue to share positive messages of LGBTIQ-inclusion within your football club throughout the season



Create Your Own Heroes of Football Event – A guide for amateur clubs

To make people aware of the work you are undertaking to make your club more inclusive of LGBTIQ-people, you can create a Heroes of Football event. In this way, you can show your community how much you value LGBTIQ-inclusion. A great way to celebrate LGBTIQ-inclusion is to dedicate a home match day to Heroes of Football. Here are some ideas to help you create a successful event:

Before the day:

Let people know about your event well in advance and use all communication channels to let people know what is happening. Create a press release and circulate it to the media. Remember, it may not only be your local media who are interested in the story, but also the LGBTIQ-press more widely (LGBTIQ-inclusion stories in sport are still big news in the LGBTIQ-press!).

If possible, ask players to make statements of support for the initiative and say why they are happy to be heroes. You can record clips easily on smart phones and use these on social media. Remember, your players may be your biggest assets in terms of role models for inclusion.

On the Day:

There are many actions you can take on the day to communicate your message of inclusion. For example, you could:

- Ask your players to warm up with a rainbow football (these can be provided by HoF)

- Ask your players to warm up in Heroes of Football t-shirts (these can be provided by HoF)
- Ask your players to wear rainbow laces on the day (These can be provided by HoF)
- Ask your captain to wear a HoF Armband (This can be provided by HoF)
- Ask your players to sign the HoF pledge (Available on HoF website www.heroesoffootball.eu)
- Add a HoF banner to your website
- Communicate your actions as they happen via social media
- Make sure you ask club/volunteer photographers to capture the action on the day. If you don't have a regular photographer, try and find someone who will come along and help out.
- Invite key representatives of the local LGBTIQ community to your event as guests

After the Day:

- Create a story using any media you gathered on the day to describe the action you have taken on the day
- Communicate this via your website and social media
- Continue to share positive messages of LGBTIQ-inclusion within your football club throughout the season.



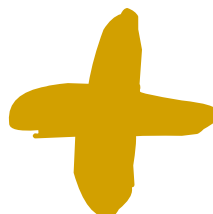
Contact and Link

Heroes of Football is a collaborative partnership of seven European non-profit organizations. Do you want to get in touch with the organization in your country? Press this link: www.heroesoffootball.eu/project-partners/

B. YOURSELF*!!



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