



Campaign and Training – Is It Enough?

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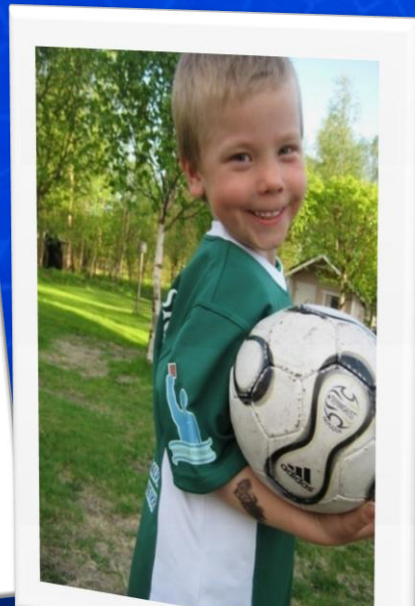
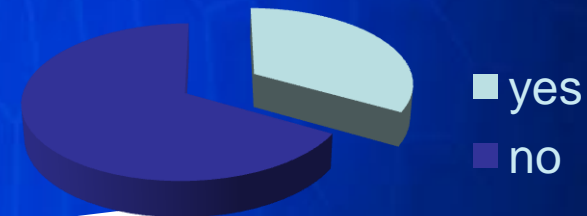
3.9. PharmaCity, Turku



Campaign and Training – Is It Enough?

- Three statistical background facts
 - Lower divisions on-the-pitch problems
 - Increasing number of problems with fans
 - 1/3 of referee's observed racism

1347 referee's
observed





Two ways to tackle

- Campaign gives credibility
 - Especially TV and YLE
 - Stadium visibility A-squad
 - Veikkausliiga – Top Football
 - “If Jari does it, I’ll do it” – role models
 - Rasisti on reppana (racist is a loser) -slogan
- Training
 - Mainstreaming
 - The FA districts
 - Referee’s and Match Delegates
 - Working with the Coaches (SJV – Coaches Association)
 - Working with players (JPY – Player’s Union)





Is It Enough?





Motivation for the Future

- Why Does The Football Association Exist?
 - First there were 2, then 6 – neutrality
 - Match Delegates – disciplinary action
- Equal Rights – Equal Opportunity
 - Pro-active and Re-active work
 - Role of The FA
 - Role of the NGO's
- Grassroots and Top Football
 - Grassroots: 9/10 immigrants start football – goal 250'000
 - Top: Kuqi, Hetemaj, Eremenko, Mombilo, Alho...
 - <http://www.rasistionreppana.fi/media/MestariitCD.mov>

