

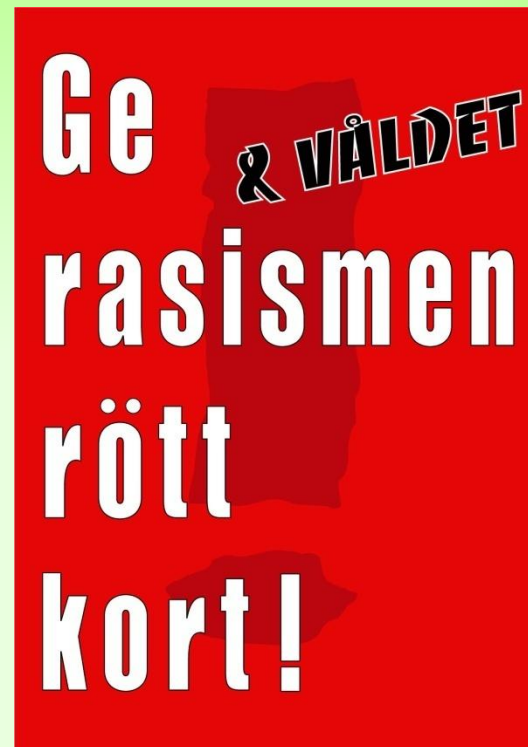


Spelarförbundet

- för spelarens bästa



Red card campaign in Sweden since 2006





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Red Card Campaign in Sweden!

A campaign by Spelarförbundet Fotboll i Sverige and Ungdom Mot Rasism

1. Manifestations at the arena's
2. Participation at Gothia Cup
3. Education project at club level.

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rött
kort!



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Red Card Campaign 2006

- At Allsvenskan, Damallsvenskan and Superettan (at 42 games 200 000 spectators)
- Speech of the Captain's and the player's show Racism the red card at lineup.



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Red Card Campaign 2007

- Allsvenskan (14 games and 140 000 spectators)
- Speech of the Captain's and the player's did show the Racism the red card at lineup.

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Red Card Campaign 2008

- Allsvenskan (16 games and 160 000 spectators)
- At line up a short dvd was showed at a big screen and the player's did show the Racism the red card.
- Mini Conference at Råsunda Stadium in Stockholm at the derby Hammarby-Djurgården. FIFPro and Tony Higgins attended and informed about FIFPro's work.
- Flyers were distributed to the spectators at the entrance of the arena's.
- **New 2008! No to violence!**



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Red Card Campaign 2009

- Allsvenskan (16 games and 160 000 spectators)
- A short dvd will be shown at the big screen at line up and the player's will show "Racism the red card"
- Participation at Gothia Cup in Göteborg
- **A new education project at club level called "Young footballplayer's against Racism and violence"!**

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Participation at Gothia Cup

- International dimension (2000 teams from all over the world)
- Over 2 000 teams from all over the world did participate at Gothia Cup
- Information at and outsider Ullevi at the opening ceremony.



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Spelarföreningen

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”Young footballplayer’s against Racism and violence”- education project at club level

- From April 2009 to March 2010
- AIK, IFK Göteborg, Malmö FF and Qviding.
- Educate young player’s and coaches how to work against Racism, harassment and violence.



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Young footballplayer's against Racism and violence!

- Target groups are: trainers and players (13-18 years old)

Contents of the education:

1. Lectures for the target groups
2. Exercises
3. Presentation
4. Evaluation



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Thanks for listening!

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