

## **National report: The Netherlands**

### **TACKLE project**

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#### **1. Introduction**

In the Netherlands – not dissimilar to many other national contexts - both professional and grassroots football are often lauded as great social equalizers and meritocratic spaces. Reality, however, often proves to be more ambivalent. Besides its potential for being a progressive site, football also tends to mirror and at times magnify wider societal issues. This is also the case regarding various forms of discrimination. When looking at the most frequent perpetrators and victims of discrimination in Dutch football and how this discrimination relates to wider societal configurations and patterns of discrimination it will be helpful to look at the three most frequently identified forms of discrimination separately (although they are interlinking and occasionally overlap). These are 1) discrimination based on ‘race’, ethnicity, culture and religion 2) sexism and homophobia, and 3) antisemitic chants (Romijn & Van Kalmthout, 2018; Cijfers in Beeld, 2020). These will be elaborated upon in the next section.

#### **2. Analysis of the situation: Data & statistics**

That Dutch professional and grassroots football are sites in which various forms of discrimination regularly occur has long been recognized by the various stakeholders in Dutch football, most prominently the Dutch Royal Football Association (KNVB) and Dutch government ministries, often working together with or alongside other stakeholders and advocacy groups. From 1994 onwards anti-discrimination regulations and initiatives have attempted to counter discrimination in both professional and grassroots football, but up until 2018 attention and resources given to anti-discrimination measures were intermittent (Elling et al., 2020). This was mostly due to the sensitivity of debates surrounding multiculturalism, racism and discrimination that take place in wider Dutch society and in the political sphere (Elling et al., 2020) Media attention to discrimination in football was also irregular and primarily reactive, increasing when explicit forms of discrimination occurred but usually ebbing away again until the next thing happened.

In 2018 the topic of discrimination in football was taken up again on the level of national policy makers with the Nationaal Sportakkoord (National Sport Agreement), but the topic became particularly salient in public and political debates after an incident in November 2019 during the game between FC Den Bosch and Excelsior in the Dutch 2nd league. Excelsior-player Ahmed Mendes Moreira, a Dutch player whose parents were born in Guinea-Bissau and Guinea, was the victim of

racial abuse by people in the stands after which the game was temporarily abandoned. The incident sparked debates about racism in Dutch football, media, and wider society and led to many high-profile players, coaches and other people involved in football to speak out against racism in football, including the Dutch national team. Besides sparking an enduring public debate about racism in sport, the racism at FC Den Bosch also led the KNVB – in concert with the Dutch professional football leagues, and the Dutch Ministry of Health, Welfare, and Sport - to release a plan called “Our Football is for Everyone” (2020) which lays out a comprehensive set of ideas and policies to tackle racism in both professional and amateur football (a more detailed explanation of this report can be found in the next chapters).

This renewed salience also led to more attention being given to ensure discrimination is accurately identified and reported in both professional and grassroots football. Before 2019 discriminatory acts in football – except for chants by football fans in professional football – were often left unreported or not reported specifically as racism or discrimination by the KNVB, who are primarily involved in collecting statistics regarding these incidents. Besides the KNVB, also the Dutch police, local councils, and public prosecution services keep track on discriminatory incidents in both professional and grassroots football. that the statistics below provide some numbers, though they seem only the tip of the iceberg as many forms of racism have become normalized, such as a variety of anti-Semitic songs that can be heard on a weekly basis in Dutch football stadiums.

- Between April 2019 – when the KNVB first launched an online form to report discrimination - and November 2020, the KNVB registered 115 unique incidents involving discrimination in professional and grassroots football (Elling et al., 2020)
- Between 2014 and 2019 the police registered a yearly average of around 60 insulting chants in and around football stadiums. The insulting character of these chants was not necessarily discriminatory in nature, but many of them contained racist and/or antisemitic language (Elling et al., 2020).
- In the year 2019, 40% of all prosecuted discriminatory acts in The Netherlands were committed by football fans. In 2020 this dropped to 3%, most likely due to the Coronavirus which meant that supporters were generally not allowed in stadiums (Cijfers in Beeld, 2020).

#### 1) Discrimination based on ‘race’, ethnicity, culture, and religion

In this section, discrimination based on various social identity dimensions are surveyed together. This is to reflect how in everyday discourses about ‘race’ (in Dutch everyday parlance the term ‘race’ is uncommon and generally considered taboo) and ethnicity these social identity dimensions often are conflated (Van Sterkenburg et al., 2012). Rather than explicitly referring to it, everyday discourses circumvent ‘race’ and instead often refer to other social categories, for instance ethnicity, or the

national background of ethnic groups: (White) Dutch, Moroccan, Surinamese, Antillean and Turkish. Also, religion (particularly Islam/Muslims) is often invoked to simultaneously refer to Turkish and Moroccan minorities (Van Sterkenburg et al., 2012) Exact numbers as to which ethnic minority group is the victim of discrimination in Dutch football most frequently are not available. However, a rapport of the Dutch public prosecutor in 2020 revealed that in wider Dutch society, most prosecuted racist acts and statements are committed by White Dutch people and aimed at Black and African people (34%), followed by Turkish & Moroccan people (both 4%), and Antillean people (3%). Although this report was nation-wide and related not specifically to football it seems to reflect news reports on discrimination in professional and grassroots football and our field work analysis which show that Black, football players and those of Moroccan and Turkish descent appear to be the victim of discrimination most often. Wider patterns of discrimination in Dutch society thus appear to be mirrored in Dutch professional and amateur football. In terms of media attention, it is usually discrimination happening at the highest professional levels that receives media interest.

Discrimination on the grassroots football not only remains relatively unnoticed on the level of reporting and sanctioning, but also receives little media attention. This also goes for more implicit forms of discrimination. Harmsen et al. (2019) note for instance, how ‘jokes’ by coaches aimed at players of color are often not registered as racist by the perpetrators whilst nevertheless causing offense to the victims, something that also came up during our field work analysis. The problem of discrimination in Dutch football might thus be bigger due to many acts remaining unacknowledged.

## 2) Sexism and homophobia

A 2018 report surveying board members, referees and sport staff in grassroots football found that 15% of respondents had been witness to sexist behavior and acts, and 5% encountered sexual intimidation and homophobia (Romijn & Van Kalmhout, 2018). Another poll found that 23% of football fans encountered homophobic discrimination in football stadiums (EenVandaag, 2020). These numbers indicate that various manifestations of discrimination based on sex, gender and sexual orientation remain prevalent in Dutch football, in which classical notions of ‘tough’ and straight masculinity remain normative. For instance, Elling & Hoeijmakers (2018) note that 84% of men in team-sports have a positive approach towards homosexuality, which is slightly below the national average of 86%. At the same time, however, a culture in which words denoting homosexuality are used as swear-words on the football pitch and in football stadiums remains commonplace and a minority of men in team-sports think this should be penalized by referees (46%).

## 3) Antisemitic chants

Another often reported act of discrimination in Dutch football is the singing of antisemitic chants in football stadiums. The report by the Dutch public prosecutor reveals that 75% of charges of antisemitic discrimination occurs in and around football stadiums (Cijfers in Beeld, 2020).

Antisemitic chants in Dutch football stadiums has been a long-lasting problem in Dutch football. These chants are often linked to the supposedly 'Jewish' club Ajax. Ajax fans have long adopted the nickname of 'Jews' – due to the long historical links between the city of Amsterdam, Judaism and Ajax – and this has sparked antisemitic chants from rival fan groups. Although antisemitism is on the rise in the Netherlands in general– not dissimilar to many other Western European countries – prosecuted discriminatory offences seem to be mainly taking place in the context of football stadiums and rivalry with Ajax. The use of anti-Semitic epithets in Dutch football is often perceived as a part of 'football culture' and has transposed from being directed only at Ajax and its fans to also be used against match officials and other fan groups (Het Parool, 2020). Nonetheless, these anti-Semitic chants are perceived as painful and offensive by the Jewish community (Verhoeven & Wagenaar, 2021).

### **3. Measures taken by the state, football associations & football clubs**

In this section we will focus on the various mitigation strategies and sanctions concerning discrimination in Dutch professional and grassroots football. The first part of this section will focus on the various official sanctions that are applied concerning discrimination in Dutch football. The second part will focus on how both the KNVB and professional clubs communicate their commitment to tackling discrimination in football.

#### **1) Sanctions for discrimination in Dutch football**

The new KNVB plan "Our Football is for Everyone" – a plan that is monitored yearly and evaluated in 2022 - mentions how from the 20-21 season the disciplinary law of the KNVB will make explicit mention of the prohibition on discrimination and racism within the category of 'insults' (2020). Within this category, racism and discrimination are now categorized as offenses of the highest degree. This applies both to professional football and grassroots football. The minimum sanction for discrimination against other football players in professional and grassroots football is a 5-to-7-week suspension for football players. Discrimination by players towards officials entails an 8-to-10-week suspension. Team officials can receive a minimum of 3-to-8 months suspension in case of discriminatory acts or statements. In case of repeated discrimination by individuals and fans, clubs can receive increasing fines, subtraction of points, and finally face eviction from the league. In the case of offensive chants in football stadiums, referees can stop a game "if persistent chants cause the offended parties" to "no longer be able to function, seriously compromising the course of the match" ("Spreekkoren", n.d.). In this they follow the 3-step approach to offensive chants as stipulated by FIFA. Sentences are decided by the disciplinary judge of the KNVB. Other forms of sentencing also exist, such as mediation and training. In extreme instances, cases will be taken up by Dutch public prosecutors.

When considering how these official KNVB sanctions are enacted in practice, we see that this happens rarely, if ever, so far. This is partly because the KNVB has only recently re-intensified its efforts to tackle discrimination in Dutch football. In Dutch professional football there has been one high profile case of discrimination (see above). This involved behavior of fans towards an individual player. This high-profile case was taken on by the Dutch prosecution services, but in April 2021 they announced that due to a lack of evidence there would be no prosecutions, leading to widespread indignation in Dutch society. In grassroots football, despite the new measures and introduction of an app to report discrimination, it appears that sanctions that explicitly deal with discrimination remain few if any. Nonetheless, it appears that an increasing awareness and readiness to sanction discrimination can be witnessed on the level of match officials, both in professional and grassroots football (Heins, 2019). Occasionally, clubs report discrimination by individual players to the board of the perpetrator's football club. This, in turn, occasionally leads to actions taken by these clubs, but this happens outside the purview of the disciplinary law of the KNVB so exact numbers on how often this happens are lacking.

## 2) Communicating commitments to diversity and tackling discrimination

Commitments to diversity and tackling discrimination are communicated in varying ways and by different actors. The most high-profile media campaign is called #OneLove, launched in late 2020, instigated by the KNVB and promoted by various famous faces in the world of Dutch football through videos and a public advertisement. This campaign reached around 60% of football fans (Elling et al., 2020). As part of this campaign, captains of professional football clubs also wear rainbow-colored captain armbands to raise awareness of LGBT-discrimination in Dutch football. Professional football clubs participate in this campaign through the leagues they participate in. Some clubs also have their own programs in working to increase diversity and tackle discrimination in football.

As part of the new KNVB plan, referees now have a specific section in their official match report in which they can report discrimination and a wide-ranging training program has been initiated in which referees and officials and trainers of professional and grassroots football clubs will get training in signaling and reporting discrimination in football. The KNVB also made efforts in communicating the launch of a new app that is aimed at making it easier to report various forms of discrimination on the (grassroots) pitch. Also, in 2020, the KNVB hired a 'program manager discrimination and racism', former footballer Houssin Bezzai. He has been fairly visible in Dutch media, as has the newly formed Commissie Mijnaals, a think tank that is formed by but independent from the KNVB. This think tank consists of various experts from football, media, academia, and law enforcement and often publicly criticizes the KNVB's hiring policies (diversity in Dutch football governance remains limited) and other matters surrounding diversity in football. In terms of prevention, the new KNVB plan also states the intention for a wider implementation of the Fair Play workshops organized by the Anne Frank

Foundation. These workshops are aimed for children aged 12 to 16 and are used to educate them about various forms of discrimination in football (more on this project can be found in chapter 6).

#### **4. Gaps and challenges in tackling discrimination in football**

The sections above reflect the current status of anti-discrimination efforts in Dutch professional and grassroots football at this point. In the coming sections the focus will shift to the field work that has been done in which a survey was put out to members of grassroots football clubs (n=9), interviews were held with parents of grassroots football players (n=4) and grassroots football coaches (n=4), an expert meeting with academics and other experts working on (broadly speaking) the sociology and history of sport, and more informal talks with parents and spectators at a multi-ethnic football club in Rotterdam. Through these diverse methods we aimed to identify gaps and challenges in the current anti-discrimination efforts as experienced or identified by respondents. In the following chapter we will discuss potential needs and initiatives.

First and foremost, recognition that there is a problem in Dutch football with discrimination was practically ubiquitous through all responses. A majority of the survey respondents had witnessed racism, homophobia and/or sexism in both professional and grassroots football, and both fans and players were identified as frequent culprits. A few survey respondents had been victim of racist discrimination themselves. In interviews with parents and coaches of grassroots football players it became apparent that although all recognized that there exists a problem with discrimination in Dutch football, experiences widely differed based on the social positionality of the respondents. A Dutch-Turkish parent could recall several instances where players in his children's team were racially abused, once to the point where they had abandoned the game. A Dutch-Moroccan participant in the expert meeting and himself a grassroots football player could also recall an incident where his coach had made a discriminatory remark to him. Most White Dutch respondents had no first-hand experience of incidents or highlighted more subtle mechanisms of exclusion. 'Everyday' homophobia was also mentioned as pervasive in Dutch football, confirming earlier findings that a culture of 'tough straightness' remains the norm. However, coaches in women's football mentioned that this culture was absent in women's football and that acceptance of members of the LGBTQ+ community was high. Through the various methods we asked respondents and experts about their opinion on the potential impact of current KNVB initiatives. Challenges were identified particularly concerning 1) the newly launched app to report discrimination and 2) communicating commitments to anti-discrimination efforts by both the KNVB and grassroots football clubs.

Throughout the field work various respondents raised issues with the newly launched anti-discrimination app, particularly concerning its usability and how and by who reported incidents would be followed up. This latter point recurred frequently, also in discussions about enforcing sanctions. Many respondents felt it remained unclear what would happen after an incident was reported, which

organization would deal with these reports, and how this would eventually lead to sanctions. Many were skeptical about a report on the app being enough in legal terms to lead to sanctions and how individuals involved in incidents could later be identified. Nonetheless, respondents also argued that the use of the app could be a good way to finally get a better overview of the extent that discrimination in Dutch grassroots football occurs, which, as mentioned above, has proven difficult to quantify so far. However, clear communication about how reports are followed up by various stakeholders to those that encounter discriminatory incidents and would like to report them seems crucial in order to motivate people to use the app.

This brings us to the next challenge that was identified frequently, that of communicating anti-discrimination efforts by both the KNVB and football clubs. To start with the #OneLove campaign, most respondents had heard about the campaign vaguely but could not immediately name elements of the campaign. There was also a feeling that although professional footballers serve as role models for youth, such campaigns were mainly perceived as window-dressing and would not change most people's attitude towards diversity. Particularly striking, however, was the fact that the absolute majority of respondents were not aware of their respective football clubs communicating about either the KNVB plans or anti-discrimination efforts in general to their members. An exception here was a coach of a football team for students that had a special annual 'Pink Saturday' for LGBTQ+ members, but overall communication from football clubs about discrimination was lacking. One expert indicated that in her work she often found that many clubs lacked a clear definition of what they saw as discrimination. This also came to the fore in the survey where most respondents indicated they felt football clubs could do more in trying to tackle discrimination. The lack of communication from football clubs was, however, not only framed as the club's fault. Some respondents pointed to the KNVB and argued it's the football association's task to initiate and facilitate this (see next chapter for mentioned initiatives).

## **5. Needs of the project target groups in tackling discrimination and promoting inclusion (grassroots players and coaches.)**

Through the several methods in the field analysis not only challenges to the current anti-discrimination programs were identified, but respondents were also asked to reflect on what possible initiatives could have a great impact in tackling discrimination. Many respondents indicated that this first and foremost could only be part of a wider cultural shift in attitudes towards discrimination, and which consequently could not be accomplished within the realm of football alone. Yet, when asked to reflect on current initiatives or potential future initiatives a few stood out for being considered potentially impactful, namely 1) workshops or training sessions for board members, coaches, and referees in grassroots football and 2) workshops organized for young football players on discrimination

- 1) Workshops or training sessions for board members, coaches, and referees in grassroots football.

The new KNVB plan introduced the plan to provide training programs for club officials, trainers and referees to help them identify what constitutes discrimination and how they can more clearly enforce anti-discrimination rules within grassroots football. An absolute majority of respondents and experts identified this as one of the most potentially impactful initiatives. One current coach who also had performed a function in the board of her football club stated that although (overwhelmingly White Dutch) officials and boards play an important role in reporting incidents and following up on them, basic knowledge about manifestations of discrimination and procedures in reporting incidents was often lacking. Experts also indicated that such training programs and workshops should focus on subtle mechanism of exclusion. Examples were given about ensuring that when driving to away-games children would be made to drive with different teammates each time, ensuring contact between players from different backgrounds whereas otherwise they often (unconsciously) self-segregate. Another expert mentioned how in his White Dutch-dominated football club players were encouraged to work on teambuilding in the canteen after games but that minoritized players often felt barriers to participate. He argued trainers and officials should be trained to recognize this and ensure that they also join such activities. A critical note given by one expert was that although the current KNVB plan proposes such training sessions for officials and trainers, this plan only runs for 4 years which would be too short to instigate the more long-term changes that result from these training programs.

- 2) Workshops for young grassroots footballers about discrimination

Many respondents – in particular parents of grassroots football players – also thought that the Fair Play workshops (see chapter 6) for children aged 12-16 in which children play virtual games that confronts them with various mechanisms of discrimination could be impactful in helping shifting attitudes towards diversity, although this was again a measure that would only have effect on the long-term. Respondents argued that making children aware of implicit stereotypes could help them not resort to them when they for instance have to highlight a player of the opposing team on the pitch. Other respondents argued that such a workshop might help, but that in the end most of the associations and stereotypes come from children's upbringing and social surroundings and that such a workshop might not be enough to counter the persistence of discriminatory stereotypes alone.

A point also raised by a couple respondents in relation to this is that these workshops should be parallel with increasing diversity within grassroots football clubs. Especially in bigger Dutch cities there is a tendency for clubs to self-segregate according to ethnic and national lines, which the

respondents thought could make people more susceptible to stereotypes than if clubs would be more diverse. One parent told a story how his majority White-Dutch football club of his children got two Dutch-Moroccan coaches and that this was seen by both parents and the children as a valuable experience. Some respondents argued that players of many clubs are already rather diverse, but that boards and officials remain overwhelmingly White Dutch. One parent stated that “the same volunteers are there as when I played there myself 20 years ago, even though the demographics of the members have drastically changed in those 20 years. You can wonder whether that’s a good thing”.

**6. Effective transferrable practices to tackle discrimination in professional and grassroots football.**

<b>Title of the action/ initiative</b>	<b>Het Spreekkorenproject (The chantproject)</b>
<b>Country</b>	The Netherlands
<b>Contact details</b> <i>of the organisation implementing the activity</i>  <i>(if available)</i>	Anne Frank Foundation, Westermarkt 20 1016 DK Amsterdam, The Netherlands
<b>Duration of the action</b> <i>(long/ short term)</i> <b>The year that it was implemented</b>	Long term project, started in 2015
<b>Aim/ Main objectives of the action</b>	The aim of this project is to create awareness of discrimination in football stadiums for football supporters. The focus is on anti-Jewish chants in particular, but also other forms of discrimination are addressed.
<b>Description of the action</b>  <i>What are the main activities carried out?</i>  <i>When and where were the activities carried out?</i>  <i>Who were the key implementers and collaborators?</i>  <i>What were the resource implications?</i>	The project consists of intensive day-programs in which football supporters are taken on a tour in their respective cities. They are taken past particular sites that are significant in the history of the Holocaust and meet other supporters who have been offended by anti-Semitic chants. Key stakeholders are, besides the Anne Frank Foundation, several professional Dutch

	<p>football clubs: Feyenoord Rotterdam, FC Utrecht &amp; AZ Alkmaar.</p>
<p><b>Impact</b></p> <p><i>What were the concrete results achieved in terms of planned outputs vs. outcomes?</i></p> <p><i>Was an assessment of the practice carried out? If yes, what were the results?</i></p> <p><i>How sustainable is this practise? What is the impact on long term?</i></p>	<p>The impact of the project appears to be positive so far. The project initiators indicate that often participating fans seem to be more aware of the offensive nature of anti-Semitic chants. However, this evidence is at this point mostly anecdotal. Currently, a larger research project is carried out at Erasmus University in which the project is analyzed in more depth.</p>
<p><b>Transferability and replicability of project/ initiative and results</b></p> <p><i>How can the initiative or parts of the initiative be tailored to the needs of others?</i></p> <p><i>How can the initiative or parts of it be transferred to grassroots context? (what part of the initiative can be transferred to grassroots context?)</i></p> <p><i>How can the initiative results be sustained after the funding period has finished?</i></p> <p><i>What part of the initiative can be used to influence future policy and practice?</i></p>	<p>Since 2019 the project has been granted funding from the European Commission. Also, Borussia Dortmund (Germany) is now participating in the project. This shows that the project has already shown to be transferable to various national contexts.</p> <p>The focus of this project is anti-Semitic chants, but the core idea of the project (to create awareness of the offensive character of some chants) can also be replicated to cover other forms of discrimination in football stadiums.</p> <p>Replicating this project in the context of grassroots football might be more complicated, due to its focus on chants in football stadiums. Nonetheless, educational programs for discrimination offenders could also be implemented in grassroots football.</p>
<p><b>Links to reports</b> <b>Pictures from the project</b></p>	<p><a href="https://changingthechants.eu/">https://changingthechants.eu/</a></p>

<b>Title of the action/ initiative</b>	<b>Fair Play</b>
<b>Country</b>	The Netherlands
<b>Contact details</b> <i>of the organisation implementing the activity</i>  <i>(if available)</i>	Anne Frank Foundation, Westermarkt 20 1016 DK Amsterdam, The Netherlands
<b>Duration of the action</b> <i>(long/ short term)</i> <b>The year that it was implemented</b>	Long term Implemented in 2015
<b>Aim/ Main objectives of the action</b>	The Fair Play workshops aim to educate children (aged 12-16) about discrimination in football. In a game format, the children are challenged to learn to reflect about their own acts and choices.
<b>Description of the action</b>  <i>What are the main activities carried out?</i>  <i>When and where were the activities carried out?</i>  <i>Who were the key implementers and collaborators?</i>  <i>What were the resource implications?</i>	<p>The children play a game together in which they are confronted with manifestations of everyday discrimination in football. Afterwards they discuss this game, together with an professional from the Anne Frank Foundation or by a teacher. This project is initiated by the Anne Frank Foundation, and is used by grassroots football clubs and two professional football clubs.</p> <p>The game is free to play online (also in English).</p>

<p><b>Impact</b></p> <p><i>What were the concrete results achieved in terms of planned outputs vs. outcomes?</i></p> <p><i>Was an assessment of the practice carried out? If yes, what were the results?</i></p> <p><i>How sustainable is this practise? What is the impact on long term?</i></p>	<p>Since 2015 a 162 Fair Play workshops have been organized with a total of 5634 participants. Currently, the new KNVB plan aims to increase the number of workshops, particularly through increased participation by professional football clubs.</p>
<p><b>Transferability and replicability of project/ initiative and results</b></p> <p><i>How can the initiative or parts of the initiative be tailored to the needs of others?</i></p> <p><i>How can the initiative or parts of it be transferred to grassroots context? (what part of the initiative can be transferred to grassroots context?)</i></p> <p><i>How can the initiative results be sustained after the funding period has finished?</i></p> <p><i>What part of the initiative can be used to influence future policy and practice?</i></p>	<p>The Fair Play workshops are already used in the context of grassroots football. The game itself is available in many other languages which makes it easy to play this game in other national contexts as well.</p>
<p><b>Links to reports</b> <b>Pictures from the project</b></p>	<p><a href="https://www.annefrank.org/en/education/product/27/fair-play/">https://www.annefrank.org/en/education/product/27/fair-play/</a></p>

<p><b>Title of the action/ initiative</b></p>	<p><b>Training program for clubs</b></p>
<p><b>Country</b></p>	<p>The Netherlands</p>
<p><b>Contact details</b> <i>of the organisation implementing the activity</i></p> <p><i>(if available)</i></p>	<p>KNVB Woudenbergseweg 56-58 3707HX Zeist</p>
<p><b>Duration of the action</b> <i>(long/ short term)</i></p> <p><b>The year that it was implemented</b></p>	<p>Long term (4 years) May 2020</p>

<p><b>Aim/ Main objectives of the action</b></p>	<p>The training programs of the KNVB are aiming to work on raising awareness at both professional and grassroots football clubs on how to set and enforce norms in relation to discrimination.</p>
<p><b>Description of the action</b></p> <p><i>What are the main activities carried out?</i></p> <p><i>When and where were the activities carried out?</i></p> <p><i>Who were the key implementers and collaborators?</i></p> <p><i>What were the resource implications?</i></p>	<p>50 diversity and inclusion project managers aim to visit 200 grassroots football clubs and 34 professional football clubs annually to organize training programs that are specifically tailored to the challenges particular clubs are facing regarding diversity and inclusion. This is organized by the KNVB and financed by the Dutch national government.</p>
<p><b>Impact</b></p> <p><i>What were the concrete results achieved in terms of planned outputs vs. outcomes?</i></p> <p><i>Was an assessment of the practice carried out? If yes, what were the results?</i></p> <p><i>How sustainable is this practise? What is the impact on long term?</i></p>	<p>The impact of this training program is at this point difficult to establish. Due to the COVID-pandemic the workshops have been postponed and only started after the last report on the KNVB anti-discrimination plans in 2020.</p> <p>Nonetheless, it is included due to the emphasis on its potential value in the fieldwork.</p> <p>The sustainability of the practice is high, and its impact on the long-term is deemed high as well by respondents. The financial sustainability of this project might be more complicated, given that it is funded by the Dutch national government and it is unclear what will happen with this project after the period of funding has ended</p>

## **Transferability and replicability of project/ initiative and results**

*How can the initiative or parts of the initiative be tailored to the needs of others?*

*How can the initiative or parts of it be transferred to grassroots context? (what part of the initiative can be transferred to grassroots context?)*

*How can the initiative results be sustained after the funding period has finished?*

*What part of the initiative can be used to influence future policy and practice?*

The modules created in this particular training program can be tailored to different national contexts. The training programs take a 'ground-up' approach where modules are created together with clubs according to their challenges.

## **Links to reports Pictures from the project**

<https://onsvoetbalisvaniedereen.nl>

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