

## **COMMON GOAL**

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ANTI-RACIST PROJECT  
COLLECTIVE PROJECT





# ANTI-RACIST PROJECT

**The Anti-Racist Project (ARP) is a collective project of Common Goal.**

## VISION

End racism in football: on the field, on the sideline, in the front office and across our communities.

## STRATEGY

To tackle systemic racism by providing anti-racism training across the professional and grassroots football industry.





ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



**Though it is one of the most accessible and racially-diverse team sports in the world, football continues to be an unequal game riddled with racial bias at both the professional and youth sports levels. Structural and systemic problems make the game inaccessible and unwelcoming to marginalised communities that often lack the money to participate, have no access to facilities or supportive coaches trained to understand anti-racist approaches and techniques.**

To address these challenges and tackle the continual lack of action that follows the repeated condemnation of racism, a coalition of football industry leaders has teamed up with Common Goal to launch the Anti-Racist Project (ARP).

The initiative was launched in the United States with clubs from the top three divisions of US football - MLS' Chicago Fire, NWSL's Angel City FC and the USL Championship's Oakland Roots - along with U S National Team player and Manchester City goalkeeper Zack Steffen and the 25,000-member United States' supporters' group, American Outlaws.

Since then, a growing number of clubs, brands, subject matter experts,

and players has joined the ARP in our mission to fight racism on and off the football pitch.

Across four modules, the ARP aims to implement a series of activations, including an Executive Level Training Series for the leaders of clubs and football NGOs and the Anti-Racist League, a digital competition that trains and empowers football coaches to lead anti-racist programming in their communities.

In order to accelerate and scale the impact of the project, the members of the coalition are inviting all industry stakeholders interested in making football more equitable to join the project, first in the U.S. and then internationally.

OBJECTIVES



Implement 2 Executive Level Training Series (4 Sessions per Series, 90 min each) with at least 20 leaders from US football clubs and football NGOs.



Train a minimum of 50 coaches on anti-racist methodology in preparation of the Anti-Racist League.

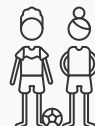


Launch the Anti-Racist League with a minimum of 50 teams (5-10 players each) participating in the pilot season.

WHO IS PART OF THE ANTI-RACIST PROJECT



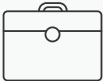
**Subject Matter Experts:** A group of Common Goal community organisations and Black football players' associations that will be leading the development and implementation of youth-based activations.



**Professional Football Clubs:** A coalition of professional football clubs across North America are uniting to support ARP and participate in executive and staff level training series.



**Fan Groups:** Football fan groups, at the club and international level, are stepping up and advocating for equity and diversity across all levels of the game.



**Businesses:** A coalition of brands aligned behind the mission and vision of the ARP.



**Common Goal** is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.



“No child should ever have to worry about having access to football or being harassed playing just because of the complexion of their skin. The Anti-Racist Project is an important initiative to make sure that future generations will not have to deal with that worry while playing the beautiful game.”

**TONY CARTER**

Director of Programs, Soccer in the Streets



THE ANTI-RACIST PROJECT ANTHEM VIDEO

HOW IT WORKS

CHALLENGE

Structural and systemic discrimination has created untenable inequities and inequality in access to and participation in football for historically marginalised communities, especially for BIPOC (Black, Indigenous, People of Colour).



BIPOC youth are excluded from football due to economic, geographic, cultural and unintentional policy barriers.



In youth and professional club front offices, BIPOC representatives lack equal access to leadership and decision-making roles.



Low number of BIPOC coaches; lack of training in anti-racist approaches or collective consciousness on racism across the professional and grassroots game.

SOLUTION

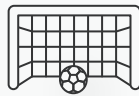
Work against the personal and structural mechanisms and dynamics that cause and enforce racism, with:

**An executive level, anti-racist training series:** A series of intensive experiential trainings and education materials for executive staff in professional football & NGO leadership.

**The Anti-Racist League (ARL):** A remote competition that unites the football community behind anti-racist action that is open to all teams and combines experiential learning formats with anti-racist training modules.

**Advocacy, education & activation:** A collection of actions for professional players, player associations, and clubs to build awareness, solidarity, activate anti-racist practice and leadership in the professional game.

1. HOW FOOTBALL CAN BE A VEHICLE FOR RACIAL EQUALITY



ON THE PITCH & SIDELINES

Remove barriers to BIPOC participation in football and make the game safe and welcoming to all players through anti-racist training of coaches, players, staff etc.



IN THE BOARDROOM

Educate and empower current leadership to create policy change and leadership pathways for BIPOC in professional and grassroots football.



IN THE STANDS

Amplify allyship in the stands and beyond through advocacy and activation campaigns that engage fans and communities and create a culture of tolerance and learning.

2. HOW THE PROJECT ENABLES THE FOOTBALL COMMUNITY TO CREATE AN INCLUSIVE AND DIVERSE GAME

To tackle racism at all levels of the game and enable a sustainable integration of anti-racist policy and practice into everyday operations, the ARP will implement the following components.

The Anti-Racist League



Pay-to-Play coaches  
Free-to-Play coaches



Talking series to prepare coaches to lead a team in the ARL.



Coaches sign their team up for the ARL.



Teams complete anti-racist challenges and get awarded points.



Winning teams meet at a festival hosted by a professional club.

Executive Training Series



Interview series with youth players, coaches, professional athletes, club owners, presidents, fan groups etc. to identify training needs.



Training series for executives of football NGOs, clubs, businesses.

Advocacy, education & activation



Advocacy campaign about racism in football.



BIPOC player activation series "Know Your Rights".



Community activation series.

IMPACT

SHORT TERM

The inequities in football have been acknowledged and affirmative steps have been taken to address systemic inequalities in the game through ARP programming.

MID TERM

Increased education, empowerment, and access to tools for each stakeholder that is affecting positive and measurable change in their respective level of the game.

LONG TERM

Equal representation of BIPOC people at all levels of the game. Football becomes an inclusive and diverse environment that celebrates differences and encourages equal access for everyone.

FOOTBALL IS A TEAM GAME,  
**AND SO IS SOCIAL CHANGE.**

## COMMON GOAL



Leaders Sports Award (2019)



Fast Company Most Innovative Companies (2018)



WeWork Creator Award (2017)



UEFA Foundation for Children Award (2016)



UN ECOSOC Consultative Status (2014)



European Citizen's Prize (2013)



UEFA Monaco Charity Award (2011)



WEF Social Entrepreneur of the Year (2011)



Ashoka Fellowship (2007)



Laureus Sport for Good Award (2006)



FIFA Fair Play Award (2006)