Anti-Racist Project

Tackling racism through football

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

THE STRATEGY
To tackle systemic racism by providing anti-racism training across the professional and grassroots football industry.
Structural and systemic problems make football 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 divisions of US football, and the 30,000-member United States’ supporters’ group, American Outlaws. Since then, a growing number of clubs, brands, subject matter experts, and players have joined the ARP in our mission to fight racism on and off the football pitch.

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 Switch the Pitch initiative, 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.
Executive level, Anti-Racist training
A series of intensive experiential trainings and education materials for executive staff in professional football & NGO leadership.

Switch the Pitch
A remote competition that unites the football community behind anti-racist action through experiential learning formats and anti-racist training.

Advocacy, education & activation
A series of actions for members of the professional game to build awareness, solidarity to activate anti-racist practice and leadership.

Short term impact:
Inequities in football are acknowledged and affirmative steps are taken to address systemic inequalities in the game.

Mid term impact:
Increased education and access to tools for each stakeholder affecting positive and measurable change in their respective level of the game.

Long term impact:
Football becomes an inclusive and diverse environment that celebrates differences and encourages equal access.
OUTPUTS SINCE THE LAUNCH

Countries reached: 3
Implementing organisations: 15
Professional clubs: 4
Anti-Racist community experts: 50

launched Switch the Pitch

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021
ARP Launch

ACTIVITIES
- Public announcement of Anti-Racist Project.
- Establishment of relationships with potential project partners.
- Project design and strategy.

OUTPUTS
- Global recognition of ARP.
- Establishment of project goals, strategy, and desired impact.

2ND QUARTER >> APR - JUN 2021
Coalition Building and Project Development

ACTIVITIES
- Connecting community organizations.
- Fundraising.
- Needs assessment with subject matter experts and project partners.

OUTPUTS
- Establishment of coalition of key stakeholders for ARP.
- Completed needs assessment for development of Executive Level Training Series.

3RD QUARTER >> JUL - SEP 2021
Initiation of Youth League + Executive Level Training Development

ACTIVITIES
- Establishment of youth league Steering Committee.
- Design of content framework for youth league.
- Development of content for Executive Level Training Series.

OUTPUTS
- Youth League content framework.
- Executive Level Training Series content drafted.

4TH QUARTER >> OCT - DEC 2021
Implementation of Executive Level Training + Content Creation for Youth League

ACTIVITIES
- First cohort completed Executive Level Training Series.
- Youth League Content Kickoff.
- Youth League “Hackathon” in Atlanta – meetup with community orgs for content creation.

OUTPUTS
- Completion of Executive Level Training Series Pilot.
- Start of content creation for youth league.
12 entities joined the Anti-Racism coalition.

26 executives from 4 professional clubs completed the Executive Level Training series.

4 clubs, 4 grassroots organisations and 4 businesses are part of the coalition.

50 hours of community stakeholder listening.

86% of the participants said the training improved their knowledge on how to handle racist situations in the workplace.

88% of the participants said they are likely to take action if a colleague behaves in a biased way.

“This was by far the most comprehensive training we have received on anti-racism in football.”

PAUL CADWELL executive team member, Chicago Fire

Anti-Racist youth league strategic framework developed.