



Call for Interest for External Evaluation of the action

“Football for Equality – Tackling homophobia and racism with a focus on Central and Eastern Europe”

partly funded by the European Commission (DG Justice) under the Fundamental Rights and Citizenship Programme
(June 2011 – May 2013)

FairPlay-vidc is looking for an external evaluator for the European Commission funded project “Football for Equality II – Tackling homophobia and racism with a focus on Central and Eastern Europe.” (FfE II)

Role of the evaluator

The consultant will be responsible for defining and implementing the ongoing evaluation and the final evaluation of the FfE II project.

1. The evaluation plan has to include the following main elements:
 - Assessment of the specific activities’ and measures’ aims and their implementation
 - Link to the main objectives (see below)
 - Incorporate the evaluation of the project Football for Equality I into this evaluation; building FfE II’s evaluation on the findings, recommendations and results of the evaluation of Football for Equality I

Means and Methods

Each activity will be evaluated by a specific procedure: contribution of the partner organisations; participant feedback/satisfaction questionnaires, expert evaluation etc. as required.

Based on these elements, SWOT (Strengths, Weaknesses, Opportunities and Threats) analyses will have to be prepared on the basis of the below mentioned elements of the project. During a coordination meeting, the results will be presented and discussed in relation with the partner organisations and be used to adapt accordingly the programme methodology and planning.

The **final evaluation** will concern both the project methodology (assumptions, inputs, processes, structures vis-a-vis the project outcomes) as well as the project result, vis-a-vis the commitments made in the application. This evaluation will have to be defined and implemented by the Consultant Evaluator. This final evaluation will have to include an analysis of the outputs of each implemented activities and of the feedback of partner organisations and participants.



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How to answer to this call for interest?

For this call for interest, the **Consultant Evaluator** will have to submit a **global methodology for the ongoing and final evaluation**; this proposal must include clear **objectives, means and budget** for implementing successfully this evaluation.

Once chosen, the consultant will be given an overall contract for the implementation of the tasks outlined above.

Interested candidates should send their proposal to Elisabeth Kotvojs (kotvojs@vidc.org) by Jan 2nd, 2012 including:

- an outline of evaluation approach and methodology (max. 1 page)
- a detailed budget breakdown for the tasks outlined above
- a CV

The Football for Equality II – project (FfE II)

The proposed action is the follow up of the project “Football for Equality – Challenging racist and homophobic stereotypes in and through football”. It highlights the fact that equality is an essential and unalienable aspect of Citizenship. As citizens of the European Union we share the same fundamental rights and responsibilities. Acts of racism, xenophobia, anti-Semitism and homophobia constitute severe violations of fundamental European values as outlined in the Charter of Fundamental Rights of the EU (Article 21 Non-Discrimination).

Football is based on the ethos of the “level playing field” to guarantee equality of competition. What matters is the ability to play and not nationality, origin, religion or sexual orientation. This basic principle of equality becomes increasingly visible in the line-up of many professional football clubs and within European national teams, too.

Unfortunately racism and xenophobia still occur on a weekly basis in national and European football competitions. Racist abuse and slanders of players by other players, by football supporters inside and outside the stadiums, as well as the presence of far-right organisations, trying to infiltrate fan scenes, are still part of football. Racist abuses of black or Roma players, as well as anti-Semitic acts are at a critical level in most of the new member states in Central and Eastern Europe. But racist abuse in stadiums in Western European countries – in particular Italy – has by no means been eradicated, despite good progress made by UEFA together with its NGO partner FARE.

Furthermore, homophobic chants and symbols can be considered as an integral part of football in several countries. Discrimination based on sexual orientation poses a big problem in European sport and in football in particular. Performing professional sport and being a successful athlete while being gay is usually seen as a total contradiction. This kind of casual homophobia has traditionally permeated professional football throughout the



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administrative, coaching and playing levels of the game. Homophobia in football is carried by invisibility.

Alongside these forms of discrimination, there is a whole host of more subtle types of racism usually termed institutionalized or structural racism. Open as well as hidden expressions of racism and homophobia are usually underpinned, sustained and nurtured by long standing prejudices, stereotypes and discourses. These stereotypes, conscious or not conscious, pose a barrier for making full use of the expertise and knowledge of minority players as coaches or managers. They lead to discrimination and prevent people from playing an active and equal role in society. To combat racism and homophobia effectively one has to raise awareness and challenge these stereotypes pro-actively.

After kicking-off the debate with football stakeholders about the necessity to address homophobia and related intolerance in football the ambition of the new project to reach out to ordinary football fans— be it at big football events (UEFA EURO 2012) or via the touring exhibitions and public round tables, the FARE Action Week or other campaigning activities. The second major difference to initial project is that this project will specifically target new EU member states in the CEE region, where the response by civil society to ensure fundamental rights for all citizens, including Roma and LGBT people is still weak.

The main objectives of the FfE II programme are:

- To raise greater awareness and understanding of discriminatory practices, discourses and stereotypes in football in particular the continued discrimination of gay and lesbians (homophobia) and the exclusion of migrants and ethnic minorities, particularly Roma
- To achieve a stronger usage of sport as a medium for promoting fundamental rights and intercultural dialogue by football stakeholders (clubs, associations, fan groups, players' unions) in particular in the new member states in the CEE region
- Bridging the gap between the new member states in the East and old member states in the West regarding the enjoyment of equal rights for every gay, lesbian, bisexual and transgender person by exchanging good practises, knowledge and educational materials (cross-country wise and transnational)
- To create pan-European networking structures and increase expertise and capacity among grass-root organisations - including fan organisations, LGBT groups and Roma - to address and campaign against racism and discrimination on a local level

Measures and activities are

- Exhibition “andererseits”, Schwules Museum Berlin, June 2011 (Germany)
- Mondiali Antirazzisti, July 2011 (Italy)
- EuroGames Rotterdam August 2011 and EuroGamesBudapest 2012



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- special activities during the FARE Action Week against Discrimination in Football in Europe, October 2011 & 2012 (countries of the project partners)
- Tournament "Football for Equality", April 2012 (Slovenia)
- Touring Exhibition "On the other side", April 2012 – February 2013 (countries of the project partners)
- Activities during UEFA EURO 2012 (Pride House, training of the FSE Fans' Embassies staff, special Fan Guides) only in Poland, June 2012
- Project Closing Conference Bratislava, April 2013 (Slovakia)

The project aims at the popularity and universality of football, as unique entry point for raising –awareness among the following target groups & beneficiaries in particular:

- - Football fans and young people & young adults who are interested in football
- Football stakeholders including players, administrators, coaches, clubs' representatives, referees and male/female amateur teams
- Migrants and ethnic minorities, including Roma as well as religious minority groups (Muslims, Jews)
- Lesbian, Gay, Bisexual and Transgender (LGBT) community & LGBT sport groups

Project partners

EGLSF – European Gay and Lesbian Sport Federation

UISP – Unione Italiana Sport Per Tutti

FSE – Football Supporters Europe

L'UDIA – Ludia Proti Rasizmu

SPOLINT Institute

VIDC - Vienne Institute for International Dialogue and Cooperation

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