



STIFTUNG
für die Internationalen Wochen
GEGEN RASSISMUS

Darmstadt/Breda, 17.03.2021

Press release

European football joins forces to promote solidarity and diversity

The European Football for Development Network (EFDN) will support the International Weeks Against Racism organised by Stiftung gegen Rassismus ("Foundation against Racism"). EFDN is a network of more than 100 professional football clubs, leagues and associations from across Europe that are committed to their community and social responsibilities.

EFDN, with the support of the European Club Association (ECA) and the UEFA Foundation for Children, is organising the 5th edition of the #Morethanfootball Action Weeks (22.03. – 18.04.2021), the biggest campaign on CSR in football. Juventus, Borussia Dortmund, Pro League, Bayer 04 Leverkusen and more than 100 other football organisations participated last year. This year, the participants are promoting solidarity and diversity through a European human chain online. The #Morethanfootball solidarity human chain will be launched online on March 24 and aims to promote the diversity of social projects implemented and the people involved. This activity across borders fits very well with this year's motto of the International Weeks Against Racism: "Solidarity. Boundless."

This European human chain will also be the culmination of "Show Racism the Red Card Europe - Solidarity Week." Show Racism the Red Card Europe (SRtRC EU) is an EU-funded educational programme implemented by EFDN in cooperation with Werder Bremen and seven other professional football clubs as well as the Dutch organisation Geef Racisme de Rode Kaart. SRtRC EU includes not only an awareness campaign with players and club officials but also a 12-week educational programme in schools, educational opportunities for coaches and teachers, and support for amateur clubs. As part of the "Solidarity Week" from 18 March to 24 March, different content on solidarity and diversity in football will be published on the EFDN and SRtRC EU channels.

EFDN and the Foundation Against Racism call for photos to be posted on social media with the hashtag #solidarity on Sunday, 21st of March. The 21st of March marks the International Day Against Racism. With the Europe-wide photo campaign, Stiftung gegen Rassismus, UNITED for Intercultural Action (<http://www.unitedagainstracism.org/>) and other European partners want to send a digital signal against racism. More information and poster templates can be found here: <https://stiftung-gegen-rassismus.de/europa-foto-aktion-210321>

All football organisations and fans are invited to participate in the European human chain (<https://www.morethanfootball.eu/news/morethanfootball-solidarity-chain-how-to-get-involved/>)

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and the Europe-wide photo campaign and to make a stand against racism and any other form of discrimination using the free materials provided by SRtRC EU and Stiftung gegen Rassismus. Besides the hashtags #IWgR #solidarity, please use #morethanfootball and #DiversityWins for your posts on social media.

For more information on EFDN's activities and free materials, visit the SRtRC EU (<https://www.theredcard.eu/>) and Morethanfootball website (<https://www.morethanfootball.eu/>). For more information on International Weeks Against Racism, click here: <https://stiftung-gegen-rassismus.de/iwgr>

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