

Keynotes Jacques Anouma, FIFA Congress 2015

Dear President,
Dear Executive Committee members,
Dear Congress representatives,

It is my pleasure to report on the strategic approach and actions that have been driving us in 2015 in the fight against discrimination and racism.

In 2015, FIFA optimised its strategic approach covering five key pillars that are crucial to embracing diversity and anti-discrimination:

- **Regulations** provides the legal basis for all other strategic pillars to sustain our approach to FIFA's work on diversity and anti-discrimination. This includes disciplinary, security and safety, employment and the position of a FIFA Diversity & Anti-Discrimination Manager.
- **Controls and sanctions** covers risk assessment, match monitoring, investigation of discriminatory incidents and possible sanctions, referees' duties and the necessary training of match officials.
- **Communications** features all ongoing media information and PR work regarding diversity and anti-discrimination, public awareness raising and campaigning.
- **Education** means education for FIFA officials, FIFA employees and an advisory framework for FIFA member associations.
- **Networking and cooperation** rounds off the approach by involving all expertise and organisations such as member associations, confederations, governmental and non-governmental organisations and experts. The FIFA Task Force Against Racism and Discrimination is central to this pillar.

Backing up this approach with activities, FIFA held the third meeting of the FIFA Task Force Against Racism and Discrimination in Zurich on 2 December 2014, and there is another meeting planned in 2015. As part of FIFA's sustainability work, FIFA appointed its first Diversity & Anti-Discrimination Manager in 2014.

Furthermore, the FIFA Good Practice Guide on Diversity and Anti-Discrimination has been produced to reach out to all FIFA member associations. Based on a survey of all 209 member associations, the good practice guide will be presented to all member associations in June 2015. This advisory guide addresses the specific responsibilities of member associations and provides recommendations on how to build a network with partners in and outside football. Moreover, it offers guidance on how to strengthen diversity and anti-discrimination in football and among fans.

With regard to the 2018 FIFA World Cup Russia™ preliminary competition, FIFA has started to offer special training on diversity and anti-discrimination for FIFA Match Commissioners.

We have also set up a FIFA Anti-Discrimination Monitoring System for the 2018 FIFA World Cup Russia™ preliminary competition. This began in March 2015 in order to strengthen monitoring and evidence-finding mechanisms to tackle discriminatory incidents in football. The monitoring system is based on a cooperation with Fare network to strengthen the risk assessment regarding potential discriminatory incidents and includes FIFA Anti-Discrimination Match Observers at all identified risk matches.

On 12 May 2015, the new monitoring system was officially presented in a successful media event at Wembley Stadium.

As part of the sustainability strategy, FIFA and the 2018 FIFA World Cup Russia™ Local Organising Committee are already developing an action plan focusing on equality and a discrimination-free event.

Recent milestones have also included the revision of all relevant FIFA regulations to align with the new achievements, and the signing of the Brighton Plus Helsinki Declaration on Women and Sport to promote equality at the FIFA Women's Football and Leadership Conference, held on 6 March 2015 to celebrate International Women's Day.

All achievements are covered by an ongoing communication strategy.

Future steps of action will include the 2015 FIFA Anti-Discrimination Days at the semi-finals of the FIFA U-20 World Cup New Zealand 2015, the implementation of an action plan for the 2018 FIFA World Cup Russia™, establishing a special award and ambassadors on diversity and anti-discrimination, and developing an online platform for an ongoing exchange on best practices.

FIFA is fully aware that discrimination in football is a serious matter. The current approach and the sustainable future perspective of our activities clearly show that embracing diversity and anti-discrimination forms an integral part of our work at FIFA, reinforcing the fact that football is and always will be a game for all. FIFA will stay alert and continue to pursue a zero-tolerance approach towards racism and all other forms of discrimination in football.