



German Children and Youth Foundation

International conference documentation

Responsibility in Professional Sport – Together for Integration









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Kick-off

Dear participants in the international conference,

More than one million people have sought refuge in Germany since 2015. Sport can play a role in bringing a little ease into the lives of the refugees. Playing and training with friends can help them to identify with their new country and enable them to make contacts beyond the sport.

Against this background, "Willkommen im Fußball" ("Welcome to Football") organised an international conference on 8 November entitled "Responsibility in Professional Sport -Together for Integration."

Presentations, workshops and discussion forums debated how professional sport can exploit its potential for integration and consolidate its social action. More than 120 experts from professional clubs and sports associations both within and outside Germany, from politics, NGOs and charities came to the Kalkscheune conference centre in Berlin.

"It isn't just about isolated activities; it's about getting the refugees to participate in society," said ethnologist Söhnke Vosgerau, who appraised the effectiveness of various projects. "Sport plays a key role in this. What used to take place in a fragmented way has now been systematised." Importantly, the debate about refugees has also promoted a broad discussion about the sociopolitical responsibility of clubs.

This documentation can only provide a brief overview of the content of the conference and the discussions that took place there.

Thank you very much for participating.

With kind regards,

Alice Drouin, Anne Albrecht, Carolin Gaffron, David Naujeck, Dorcaf Bargaoui, Jan Zingler and Ursula Csejtei











Programme

International conference: Professional sport takes responsibility – working together for integration

Moderator: Ronny Blaschke, Journalist

10:00	Arrival and aperitif
10:30	Welcoming address by the CEO of the German Children and Youth Foundation (Deutsche Kinder- und Jugendstiftung), Dr. Heike Kahl and overview of the day ahead
10:55	Keynote presentation by Firas Alshater, Syrian You-Tuber, on the everyday situation of young refugees in Germany
	Interview with Söhnke Vosgerau, Institut "Integration durch Sport und Bildung" e.V. (institute for integration through sport and education), on evaluating "Welcome to Football"
12:00	Break
12:30	Workshops: Reports and exchange on practical experience
13:45	Lunch break
14:45	Workshops: Continuation
16:30	Break
17:00	Conclusion in plenary session
18:00	End of event











Workshop 1: "Welcome to Football": How does professional football support refugees in Germany and Europe?

Moderator: Piara Powar, Fare, working language: English

With: **Marius Dietrich**, Federal Chancellor's Office, **Haider Hassan**, Bundesliga Foundation, **Ursula Csejtei**, German Children and Youth Foundation ("Welcome to Football" programme), **Tobias Rauber**, SC Freiburg (Freiburg "Welcome to Football" alliance), **Michael Salla**, Everton FC, **Federico Raviglione**, European Club Association.

Piara Powar is constantly travelling throughout Europe. "Many professional clubs have made welcome gestures," said the Director of Fare, Football Against Racism in Europe. "However, we mustn't reduce our efforts now, right at the point where sentiment is turning against refugees in some countries." The anti-discrimination network, Fare, is assembling an Internet database of projects that have been initiated in international football. There is a wide variety of different structures and challenges within the countries.

How can initiatives in the UK, Germany or the Netherlands benefit from each other? How can professional clubs enrich the everyday lives of refugees and strengthen their



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identification with their new country? Which partners are they dependent on? Workshop 1 brought together officials from various countries.

In Germany, more than 80 organisations are networked together under the "Welcome to Football" umbrella. Currently, 21 alliances bring together a range of different facets: Professional clubs, amateur clubs, support organisations from civil society. The concept

was initiated by the Bundesliga Foundation and implemented by the German Children and Youth Foundation, supported by representatives of the Federal Government Commissioner for Migration, Refugees and Integration.

"The partners will complement each other well with their different outlooks," said Ursula Csejtei, German Children and Youth Foundation. Flexibility is important: After they arrived in Germany, refugees liked the range of sports on offer in the morning. After personal structures had been set up, they wanted training to take place in the evening. The

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coaches from the alliances work with language professionals and social workers. The fluctuation of participants is often very high; their sporting abilities vary greatly and, generally, several languages are used.

The welcome alliances have proved to be an entry point for many refugees to organised sport. After a few months, they joined regional clubs, were given passes to the leagues' activities and paid membership fees. In many cases, they kept branches alive



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that were about to be wound up due to a lack of members. The Bundesliga Foundation promoted acceptance by running a publicity campaign under the banner "Put a stop to prejudices".

In the same way as in Germany, the sport in the UK also created a platform for further topics, Michael Salla from Everton FC explained. Asylum-seekers take part in training in the surroundings of the premier league club. They are also given contacts

for health care and language courses, and for advanced training and work experience. Additionally, they spend their free time with the club's members and fans cooking together or touring the city.

Nevertheless, the workshop participants agreed that there is room for improvement in sustaining the projects over the long term. Partners should formulate strategies and goals for a period of between three and five years. Skills, responsibilities and expectations should be stated in order to cement mutual trust. This foundation should be put up to the participants for discussion on a regular basis.

Finally, Martin Endemann from Football Supporters Europe added that several clubs have also been able to make use of the creativity and awareness of many fan groups. "Nationalist opinions are getting stronger and many fans are not letting these go unchallenged. They often stand up for refugees and want to have an environment where everyone feels comfortable."









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Buchwalder Marc-André Scort Foundation - Switzerland

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Conti Daniela UISP - Politiche Internazionali Cooperazione e Intercul-

turalità – Italy

Crossan Shane Sligo Rovers FC - Ireland

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Dietrich Marius Beauftragte der Bundesregierung für Migration, Flücht-

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Endemann Martin Football Supporters Europe

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Holmes Howard Football Unites, Racism Divides - UK

Jarymowicz Krzysztof etnoliga - Poland

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Obermayer Streetfootballworld gGmbH Lena Ousta Hala Scottish Football Association

Prinz Jonathan SV Darmstadt 1898 e.V. Prüß Christian FC St. Pauli von 1910 e.V.

Rankin Neil sportanddev.org - Switzerland

Rauber **Tobias** Sport-Club Freiburg e.V.

Raviglione Federico European Club Association - Switzerland

Rovers Hubert European Football Development Network – Nether-

lands

Salla Michael Everton FC - England

Thomas Babila African Association of Central Finland Sama

Meinolf Bayer 04 Leverkusen Fußball GmbH Sprink

Todorovic Zeliko Sportikul Serbia

Tomlinson Des Football Association Ireland











Workshop 2: Professional clubs as "regional lighthouses" to activly engage refugees

Moderator: Christin Hesse, German Frisbee Sport Association.

With **Henning Harnisch and Igor Ryabinin**, Alba Berlin, **Miriam Herzberg**, Eintracht Braunschweig (Braunschweig "Welcome to Football" alliance) and **Alexander Schneider**, FK Austria Wien.

The starting point is a big name, whether in football, basketball or handball. A name that shines beyond regional boundaries. "It is our task to lend our name to the cause," said Henning Harnisch. "Professional clubs should act as role models." As a player, Harnisch won successive basketball titles. Now, he works for major basketball club, Alba Berlin, advancing its sociopolitical roots in the city, mainly in dozens of schools. Harnisch said: "It is important to talk to partners who may be less well known as brands. But their skills and experience can further our cause."

Some German professional sports clubs reacted in a straightforward way when more and more refugees came to Germany in autumn 2015. They gave them stadium tickets and organised benefit games and the donations of clothes. However, how does a culture of openness and acceptance develop from the welcome they were shown back then? How can the clubs have a positive influence on the society around them? Workshop 2 looked for answers and found them.

The basic foundation is coordination on an equal level with all partners, according to Miriam Herzberg from Eintracht Braunschweig. She said it is important to formulate the goals and content of a welcome alliance in detail and then to communicate it. This way, groups and organisations who make claims on the club feel well informed. The term "stakeholder", used in business, has even established itself for this purpose in top-level sport.

The workshop participants agreed that the subject of refugees should not be over-inflated. Instead, it should be viewed in the topic area as "a matter of course". The exchange of views with the authorities, fan representatives, refugee initiatives and amateur clubs, through regular meetings and email distribution lists for example, is essential. Having a respected and well-organised person act as an interface is helpful in achieving this. This alliance can then also look out for grant opportunities or for work experience as well as apprenticeship and training positions for refugees.

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With a well-networked welcome alliance, there is a lesser likelihood that public acceptance will dwindle when the professional club goes through a phase of ill athletic success. Because, even in the relegation battle, certain questions remain relevant for refugees. Are they allowed to use the sporting facilities at their amateur club, provided that their residence status is unresolved? Are they allowed to leave Germany? The search for skilled, experienced, empathetic coaches and educationalists is important and the network partners can help in this, as problems seldom have universal solutions.

However, even then, hostile reactions that emanate from a noisy minority in the club environment cannot be ruled out. Society is becoming increasingly polarised. "We should support the positive majority," said Alexander Schneider from Vienna. As a basis, an "emergency" strategy could be drafted early on which would be "adhered to, no matter what happens". Campaigns must be run to prevent this, including in schools and other educational institutions.

Apart from this, professional clubs are also medium-sized organisations, generally with a diverse network of sponsors and partners in civil society. The field of corporate social responsibility continues to grow in size. One debater at the workshop said that clubs should involve their sponsors even more broadly in social issues, including in the project work with refugees. That could also awaken the interest of other organisations which have previously had little interest in professional sport.









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Schweikardt Jürgen TVB 1898 Stuttgart e.V.

Stein Matthias Fanprojekt Jena

Stephany Thomas Aktion Mensch

Triebel Julius FC Ingolstadt 04 GmbH

Wagner Stefan HSV Fußball AG











Workshop 3: Who helps the helping? Supporting amateur clubs integrating refugees.

Moderator: Johanna Suwelack, FSV Hansa 07

With **Henrik Oesau**, SV Werder Bremen (Bremen "Welcome to Football" alliance), **Ronald Uhlich**, FC Ente Bagdad (Mainz "Welcome to Football" alliance), **Tobias Wrzesinski**, German Football Association's Sepp Herberger Foundation and Egidius Braun Foundation and **Gerd Liesegang**, Berlin Football League.



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Already back in 2014, members of FC Ente Bagdad went to where the refugees were staying and invited them to come to training. As part of "Welcome to Football", the Mainz amateur club formed an alliance with professional club FSV Mainz 05 and the Juvente Foundation, which provides accommodation for refugees in Mainz. Their offer is wide-ranging, with refugees also meeting up for cooking evenings, visits to concerts and tours of the

city. Some of them can take part in FSV Mainz 05 games as mascots or ball boys/girls. "We have a huge intake," said Ronald Uhlich from FC Ente Bagdad. "We need even more committed coaches for this."

Many amateur clubs immediately showed their readiness to open themselves up to refugees. But that is only the beginning for integration in the sport. How can the volunteers' motivation, qualifications and material equipment be improved? And what support should clubs and professional sport provide?

A central pillar for recognising volunteers is the "1:0 for a Welcome" initiative. By the end of 2016, around 3,000 clubs are likely to receive a donation of EUR 500, provided that they can prove they provide support for at least five refugees. The campaign emanated from the German national team, representatives of the Federal Government Commissioner for Migration, Refugees and Integration, and the German Football Associa-

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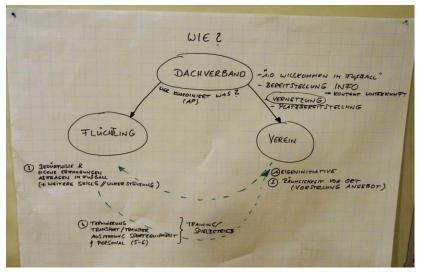
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tion's Egidius Braun Foundation, reported Tobias Wrzesinski, deputy CEO of the German Football Association's Sepp Herberger and Egidius Braun foundations.

For 2017, the focus is on the successor programme, "2:0 for a Welcome", which is intended to ease the way for refugees to access a range of education and careers. As well as football clubs, German Football Association member clubs and their sub-divisions are also subsidised if they organise such things as language assistance, celebratory meet-ups, school football action groups for refugee children or job fairs. "We want to encourage participation in society," said Wrzesinski.



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Thus, the German Football Association meets with many representatives who want not just financial, but also structural support. For example, a multilingual explanation of organised sport in Germany for the refugees, who are not familiar with a complex variety of clubs in their country of origin. Honorary club officials like Gerd

Liesegang also want club bureaucracy to be disman-

tled. Coaches and helpers need courses and information to equip them for inter-cultural work. So, each state association should have a fixed contact for the topic.









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Sonnen Ansgar Berliner Fußballverband e.V.

Uhlich Ronald FC Ente Bagdad

Vosgerau Söhnke Integration durch Sport und Bildung e.V.

Wrzesinski Tobias DFB Stiftung Egidius Braun











Workshop 4: Qualifying refugees – from participation to responsibility

Moderator: Meike Reinecke, German Children and Youth Foundation.

With: **Sofie Goetze**, CHAMPIONS ohne GRENZEN e.V. (Berlin-Spandau "Welcome to Football" alliance), **Sebastian Schmidt**, German Football Association, **Karlos El-Khatib**, Berlin Football League.

Football has played an important role for Hussein Ehsani in making him feel at home in



Germany. He arrived in Berlin from Afghanistan in 2011 after an odyssey lasting several months. At CHAMPI-ONS ohne GRENZEN (Champions without Borders) he met friends, made contacts and discovered a pleasant everyday life beyond cramped accommodations and visits to the authorities. Soon Eshani himself was coaching refugee children. As a board member of CHAMPIONS ohne GRENZEN, he takes part in demonstrations as well as conferences, and organises solidarity parties and friendship games. "I can pass on my experience," said Eshani. "I am needed, and that's fantastic."

Refugees play sport in clubs, but it doesn't need to stay

that way. They can take responsibility as coaches, helpers and referees. They can expand the clubs' horizons with fresh perspectives and ideas. However, how can professional and amateur clubs support and en-

courage this process? How can refugees be motivated to volunteer? And how should clubs focus their qualifications with these aims in mind? Workshop 4 collected many details.

The German Football Association is examining the topic in its new programme: "2:0 for a Welcome", accompanied by a publication "A Home in Football". This includes suggestions that should make it easier for refugees to start volunteering, such as meeting opportunities, educational support, the search for work experience or apprenticeship and training positions. "The German Football Association wants a major involvement in the public awareness of the topic," said Sebastian Schmidt from the association's department for social responsibility.

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For this purpose, the association is revising the educational content of its coaching training. It is making the heads of the passport offices of the 21 state associations aware of how to give eligibility to refugees. The Berlin Football League, for example, has launched the "Football Without Borders" project. Clubs from the capital work together with organisations and accommodation providers for refugees. "For 2017, we plan to build four soccer courts in accommodation facilities," explained Karlos El-Khatib, project leader at the league. In addition to this, in a pilot training course, 13 men with a refugee background were familiarised with the German club culture and told about the content of training courses.



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The German Football Association and the Berlin Football League recommend that their clubs cooperate with alliance partners, such **CHAMPIONS** ohne as GRENZEN, also known as CHoG. The clubs can make their range of offers more accessible to refugees via these partners. CHoG developed "Train The Trainer", a particularly low-threshold measure that is documented with a certificate. And the following are the priorities at hand: Familiar

meeting points for the refugees and a common route to training facilities. Involvement of language professionals and the use of visual aids. Slow communication of the content so everyone meets at the same level.

Sofie Goetze from CHAMPIONS ohne GRENZEN emphasised that the clubs need to demonstrate their flexibility. Some prerequisites could be rather deterrent toward refugees, such as training course fees, filling out forms, a first-aid course or a driving licence. In addition, the often high expectations of the participants should be realistically classified and, finally, the first course can only be a start. In the next step, qualified individuals can then take responsibility for mentoring future course participants. Hussein Ehsani said: "It is important that refugees are integrated even further into the concept."









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Säuberlich Heike Fußballverband der Stadt Leipzig

Schlink Bastian Fanladen Babelsberg

Schmidt Sebastian Deutscher Fußball-Bund e.V.

Thibauld Christian Sports For All - Finnland

Weber Steffen Bundesliga-Stiftung











Workshop 5: Refugee girls and women as a target group for sporting activities

Moderator: Carmen Grimm, CHAMPIONS ohne GRENZEN e.V.

With **Maria Greshake**, Kick for Girls Freiburg, step Foundation, **Louisa Muehlenberg**, Seitenwechsel e.V. and **Karina Lackner**, Kicken ohne Grenzen e.V. ("kicking without borders"), Vienna.

"Self-confidence" is a word that Ayisat Yusuf-Aromire mentioned again and again. "Whether you are a player or a coach," she said, "you need to have a strong presence. So, we motivate other women to take up football." Ayisat Yusuf-Aromire grew up in a Muslim family in Nigeria. She loved football, even as a child, but her parents gave her little support. She trained hard and took part in the World Championships and Olympics as part of the Nigerian national team. Now Ayisat Yusuf-Aromire works as a coach in Finland. She talks about her experiences to concerned parents of female players. She says: "Football can improve participation in society."



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Male refugees are getting access to an increasing range of sports. However, there are fewer structures available to girls and women, even though they are interested and curious to learn more. How can we approach refugee girls and women about periodical sport? What ideas are already established? Workshop 5 provided an important basis for this.

"The girls and women should be involved in all the key processes in any case," said Maria Greshake, who is involved in "Kick for Girls" in Freiburg, which offers sports for girls in disadvantaged circumstances. Participants should be able to choose between different types of sports, so talent can be recognised and developed. She says that football could be complemented by useful training, such as swimming lessons or cycling courses, and

health promotion or sports from their countries of origin.











Louisa Muehlenberg from the Berlin sports club, Seitenwechsel, who has been offering sport for women, lesbians, transexuals*, intersexuals* and girls for 30 years, regardless of their physical abilities, reported that a basis of trust had been created through consistent points of contact and instructors. The majority of refugee women come from the Middle East, where sport in public is made difficult or even prohibited. Muehlenberg says that is why "all the work needs to be carried out by female coaches, to create a safe space for all women."

It would be helpful to collect the women and girls directly from their places of accommodation. Due to their experiences, they may not feel completely safe in remote sports fields, especially after dark. Shirin recommends they take their first steps into sport in a hall "where the atmosphere is more relaxed". Fakhri comes from Afghanistan, has been living in Berlin since 2015 and plays football at CHAMPIONS ohne GREN-



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ZEN, where handball and basketball are also played from time to time. Many of the women have a lot of demands on them from their families, which is why they need to be offered guaranteed childcare during the training. A well-aligned network of clubs, accommodation and other projects can encourage an exchange of information between helpers and social workers.

However, even then, the longevity of sporting offers is not guaranteed, as the refugee women are very busy on language courses or visits to the authorities according to Karina Lackner from Kicken ohne Grenzen in Vienna. In order to achieve a greater degree of commitment, the project relies on the principle of reward. Players who regularly come to training are occasionally given new football boots. To make the group more cohesive, they increasingly want to take part in competitions or finance group outings. In addition, each player has a fixed contact person. "Self-confidence," said coach Ayisat Yusuf-Aromire, "can be created through sport. Then the women benefit from this in many other areas of life."









Cadic Juliette Les Dégommeuses - France

UISP - Politiche Internazionali Cooperazione e Chiodo Raffaela

Interculturalità - Italy

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Gaffron Carolin Deutsche Kinder- und Jugendstiftung

Gibson Keith Irish Football Association

Greshake Maria Step Stiftung Freiburg

Stichting Women Win - Netherlands Henry Yvonne

Hunt Paul sportanddev.org - Switzerland

Koordinationsstelle Fanprojekte - Deutsche Kowal Marion

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Malone Jennifer Scottish Football Association

Möller Friederike Discover Football e.V.

Seitenwechsel e.V. Muehlenberg Louisa

Zimbabwe Newport Volunteering Association Robert Muza

- Wales/UK

Plötz Karin LitCam gGmbH

Polatdemir Asli BoMoVu - Turkey

Jasmina AMANDLA EduFootball e.V Srna

Well-Being and Sports for Multicultural Wom-Yusuf-Aromire **Ayisat**

en - Monaliiku - Finland







