

# TOOLKIT

STEP BY STEP: HOW TO  
DEAL WITH ORGANISATION  
AND COMMUNICATION  
OF ANTIRACIST  
SPORT EVENTS



**EYESS**



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*Crucial knowledge for the implementation of a cultural sport event*

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**Part A**  
**FOCUS ON SKILLS**

*Crucial knowledge for implementing  
a cultural sport event*



# HOW TO ORGANISE THE EVENT

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## TOOLKIT EYES HOW TO ORGANIZE THE EVENT



### Introduction

The vision behind an event inspired by UISP's Mondiali Antirazzisti is complex and cannot be summarised with the "fight against racism." The idea goes beyond the core point of fighting racism; that is, discrimination.

The elements of Mondiali Antirazzisti described below could inspire creation of various kinds of antidiscrimination sport event.

**Fair Play:** Mondiali Antirazzisti events host many sports, often even those less played or known, but there are no referees in any tournament. Every match is self-refereed by the teams playing, because we want to promote fair-play and self-control among the players.

**Fighting against violence on and off the field:** we must discourage aggressive behaviour, both physical and verbal. To the group of football supporters who created Mondiali Antirazzisti long ago, this seemed impossible. Once accused of being dangerous elements, always ready to clash, they have proved to the world that real supporters respect sports, athletes and other fans.

**Inclusion:** participants aim to meet new people, sing in different languages, tell about their lives and stories, share the ball, join the game, live together at a campsite, and create a cheering village where everyone is more than welcome.

**Change the rules:** to be really inclusive, sometimes you need to change the rules, to introduce elements to encourage participation and fair play. You can ask teams to include women, or to allow an extra player for teams under score, or to stop play for penalties to calm the competitors and avoid conflicts... it is up to your experience and imagination to add rules or change those already existing, to meet your target's needs. The only mandatory rule is respect.

**Sharing:** before the competition begins, teams can exchange little presents as a sign of friendship, something personal or from their city, a special greeting, or a player to complete the opponent team if someone is missing!



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**Anti-sexism:** few sports mix male and female players. During everyday life as well, we are told we must stand on one side or the other, male or female. Females do not play football. Males do not play with dolls. At Mondiali Antirazzisti, teams of all sports can be mixed, formed by people of all ages and genders together.

**Reflexion:** during the sport event? Of course! The agenda not only provides sports, but also debates and side activities such as book presentations, film displays, educational walking tours, and interviews with people inside and outside the sports world.

**Ecology:** Ever since their first year, Mondiali Antirazzisti have been paying attention to environmental respect. Over the years, we have sharpened the organisation's focus on lower impact for the environment: waste separation, water dispensing, energy from renewable sources, local food, and encouragement to use shared transportation. Our carbon footprint has decreased thanks to the collaboration of all participants. The Earth says, "thank you!"

To organise a sport event with the main focus on antidiscrimination, the most powerful weapons are deeds, not words. Mix people from different cultures. Involve teams from afar or who take a long trip to come. Talk through the language of sport. Accept all diversity, all ideas, beliefs, belonging to building a better world with a better sport.





In the following pages, you can find **very practical guidelines** for organisation of “Mondiali Antirazzisti” in the “traditional way” that is, a 4 or 5-day residential multicultural festival aiming toward social inclusion, with several kinds of sports and cultural activities. We divide the recommendations into chapters representing the various thematic work groups and what they should do before, during and after the event.

## WHAT DOES ORGANISING MONDIALI ANTIRAZZISTI MEAN

### 1. Mondiali Antirazzisti Logistics overview

When organising a socio-political event, consider that bureaucratic procedures and conditions change according to the geographical context (both country-to-country and city-to-city). By “rules,” we mean both the explicit ones, such as laws and administrative bureaucracy and the implicit ones bound to the specific geographical context.

Organising a massive public event requires the parties involved to interact with the political side of the context. A successful dialogue will lay the basis for an easier organisation process. On the contrary, failed dialogue may cause troublesome development of the event.

Imagine logistics as a wide net consisting of many interconnected knots. The “Logistics Coordinator” moves among and facilitates the connections between one knot and the other. He/she does not act individually but needs and develops relationships of cooperation and mutual assistance with all those with different roles in the whole process. It is thus essential to detect all the areas of interest on which a public event roots and grows.

First, we must highlight a core concept. The “Mondiali Antirazzisti” public events promote an entrepreneurial and cooperative spirit among the actors who bring them to life. Therefore, self-management is useful for event development. It generates an efficient flow in which the individual operator alone does not have to think of every single detail, since the team as a whole manages the various organisational aspects through actions of individual team members.



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In the weeks before the event, the logistics coordinator evaluates, plans and organises all these details, from finding the proper spaces for specific activities to use of the various resources available.

In addition, we must consider the event's spirit of leisure and a culture. The logistics coordinator is totally available and cooperates with the main agents of these sides of the event (team-coaches, sport technicians, cultural mediators, etc.). On one hand, playing fields are necessary to play sports; on the other, open spaces are necessary to hold debates or concerts related to sport and culture.

Logistics must take into account general aspects such as preparation of the necessary documents to request and obtain permissions to hold the event. According to local laws, these can be examined by a technical commission to decide if everything is in order for the event.

The main aspects are:

- correct assembly of structures (box offices, stages..)
- identification of emergency exits
- maximum number of people who can stay in the area
- mandatory number of toilets/showers

Before starting to plan the event, is very important to be informed about what the **local law** requires for permission to organise an event.





## WHAT ARE THE PILLARS TO CONSIDER

### 2. Mondiali Antirazzisti General organisation

This is the direction of the event, with the aim to have an overview of all sectors and staff.

#### ***Before the event***

- **Plan:** create an accurate timetable, identifying roles and tasks of the staff (or working group for each sector)
- **Organise** meetings among staff and working groups
- **Raise funds, present projects :** prepare the project and fundraising materials, contact donors
- **Location:** identify the location, establish rental costs (if any), learn about necessary public permission, sign contracts
- Coordinate all the **working groups:** communications, logistics, administration, music, restaurants...
- Establish **relations** with police to avoid possible incidents (huge concentration of people, noise that could disturb population). Check on national legislation; in some cases, is mandatory
- Establish relationships with municipalities hosting the event and involve them in communication and organisation (if possible)

#### ***(Immediately) Before the event***

- Check if all sectors are ready to start
- Train new volunteers

#### ***During the event***

- Coordinate staff and sectors
- Be ready for problem solving
- Act as reference point for public authority and media



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### **After the event**

- Administrative closure, reporting
- Event evaluation: ask each staff member and volunteer to evaluate the event and their work through a questionnaire or a SWOT analysis. Organise a follow-up meeting with all staff
- Ask all participants for brief feedback about what they did or did not like and ideas for future events

### **Tip & Tricks**

- Make staff member responsible not only for their specific role or sector, but the whole event, through their complete involvement in the process (from planning to evaluation)
- Create a WhatsApp group (or other instant messaging service) with all the responsible parties of each sector for real-time communications, asking for help, sharing photos
- Create an incisive text to explain the costs of the events and invite people to donate: a small contribution by everybody means a sharing of expenses, allowing even the most disadvantaged to participate

### **Focus on Financial sustainability**

The first step for organising a sport event is to check the financial sustainability. All kinds of outlays (expenses for activities, human resources, etc) should be adequate to the income; it is better to make a plan for lower expenses if we are not sure of collecting the necessary money.

Funds for an event could be:

- Private sponsorship. For a sport event with this characteristic, consider the sponsor's ethics. Although it is difficult to find a completely "clean" enterprise, it is important to try to keep the ethics of the message: if we talk about combating racism,



it is better not to have clothes or balls sponsored by a company using child labour in India (or wherever in the world)

- Public fund: present the project to the Local/ National or European Programme Fund
- National Trust or Charity
- Merchandising and food: sales of merchandise or foods and beverages provided by the entity's own staff could provide a good income
- Donation: although the event is completely free, you may call for participant donations; encourage people to leave some money or collect it in advance through a donation event. Inform participants about the need for small donations to keep participation in the event free (and open to everybody)
- Fee for parking or any extra service

## HOW CAN WE TAKE CARE OF THE AUDIENCE

### 3. Mondiali Antirazzisti Infopoint and Reception

The Infopoint and Reception roles are crucial event sectors in welcoming the participants; during the event their stations become “meeting points” where assistance is received. You can choose to have 2 separate places (in case of big events): the reception area must be at the event entrance, while the Infopoint should be in a central, easily reachable and identifiable location.

In some cases, especially if the site is small and you have a limited number of participants, you can merge Infopoint and Reception in a unique point, unifying their tasks.

In general, these two sectors may accomplish the following tasks:

- Welcome participants, providing them materials and info about the event: map, programme, calendar of matches, side activities, etc.
- Check parking area (cars usually cannot enter camping areas)
- Check camping areas
- Coordinate general organisation and the other sectors



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- Help participants in need (first aid and/or contact with ambulance)
- Help people to find transportation to/from the event and airport/train station/bus station
- Manage the lost and found service

**Merchandising:** if you have a budget, you can produce some gadgets to sell at your event.

In our experience, the best option to sell merchandising is at the Infopoint. Choose gadgets that you can produce and sell for a medium-low budget, so people are enticed to buy. Based on “Mondiali Antirazzisti” know-how, the most popular items are:

- T-shirts (they can also be worn while playing, and usually sports people like t-shirts)
- Pins (a low cost souvenir but nice to apply to your bag)
- Simple mini-tote bags (people can use them to put in various things to have hands free)

### **(Months) Before the event**

- Gather the team that will work on this issue during the event and if possible start training
- Verify budget availability
- Understand which products can sell, promote discussion among the staff
- (if possible, involve some participants of previous editions), look for offers and choose the best production option. The appearance of the merchandise should promote the event brand and graphic, so that it works always in close cooperation with the communication image
- Identify the best area to place:
  - **Reception:** should be at the main entrance of the festival and should have a desk, chairs, connection to power supply and all the event materials. If you choose to charge a parking fee, remember to provide a safe box



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- **Infopoint:** should be in a central position of the festival (in some cases, it could be exactly in the middle; in other cases it could be better to place it in the sport areas; it depends on how big your festival site is). Necessary furniture: desk, chairs, connection to power supply, protected space for merchandising, first aid kit, and if possible a pc with internet and a printer. It should be provided with all the info materials, and in case of merchandising, a safe box (remember to review the legislation of your country on sales)

- Verify the facilities for disabled people and connect with the logistics sector to provide solutions
- Verify possibilities to have a cable radio system for announcements: to call teams, read the programme of the day or special event, call people for lost and found, remind participants of debate starting, etc.
- Find all the possible ways to reach and leave the festival area: how far away the train station/ airport are, where is the nearest bus station, if there are taxi or car rental services, or how to arrive by car. All info should be displayed on the event website and on social media; it should be clear and easy to follow. It will be best to provide an e-mail where people can ask for more info. Verify the possibility of partnerships/sponsorships:
  - **Public transport company:** could provide a special bus/tram stop near the event, possible reduction of tickets price
  - **Make a deal with a taxi company** to have fixed prices to and from and airport/train station/ bus station/city centre

### ***(Immediately) Before the event***

#### **Reception**

- Make a tour of the whole event area immediately before the start and train the volunteers
- Provide all materials and any other useful items



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(e.g., stationery) and make the place very welcoming

### **Infopoint**

- Collect telephone numbers of all sectors supervisors
- Print needed materials: maps, registration sheets, programme summary in other languages (according to the event target), train and bus schedules, lost and found sheet, useful numbers (taxi service, first aid...)
- Tour the whole event area immediately before the start and train the volunteers
- Prepare a box for stationery (pens, paper, tape...)
- Set up the place in a colourful way to better welcome people. For the Infopoint, have a special place to display info: bus/shuttle schedules, timetable and results of the matches, further info everybody should know
- Have a special mobile phone for emergency calls open 24h, used by the Infopoint staff during the day and by the security during the night. Ensure that every participant gets the number

### ***During the event***

#### **Reception**

- Take care of cars and people's mobility inside the festival
- Address possible problems at the entrance (e.g., people who arrive to disturb an antiracism festival, make noise, behave unpleasantly...) and be in contact with security

#### **Infopoint**

- Organise a lost and found box: be sure to have a safe place where the objects are collected and prepare a form for writing what was lost (what, who, mobile phone) and found (what, where found)
- Prepare the merchandising space (divide items and organise them well) and promote selling
- Make posters with: daily programme, schedule



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of matches, side activities, any other info on other sectors that all participants need to know

- Have a stable contact with an emergency service (ambulance, hospital, etc) to treat participants if needed
- Provide info!

### **After the event**

- Clean the space, taking care of recycling of materials and waste separation
- Make an accounting of merchandise and organise a recognisable box for each kind of gadget to store everything easily for the next event
- Make a stationery box with tags to be left on site; it will be easier to find the materials if needed in the next event (if there is a place to store materials)

### **Problem and solutions**

#### ***The event area is not easy to reach and we do not have a shuttle...***

Write a post on Facebook looking for volunteers to drive from the closest train station to the venue and organise a Facebook group for trip sharing for participants. Suggest “Bla Bla Car” or other car-pooling apps (possibly make a special deal with them).

Make a poster during the event with participants’ offers/requests of rides to reach the station/airport.

Think about the possibility of renting a minivan and providing a shuttle service. In this case:

- Verify that the staff of Infopoint/Reception has a driving licence and cover the staff with applicable car insurance
- Verify having enough people to cover the work at Infopoint and shuttle service
- Establish a fixed timetable, clear and visible for all participant and provide this info on the website/ social pages/programme



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### ***Someone talks to me in a language I cannot understand***

If there is not someone who can help, ask the person to draw his/her need on piece a paper

### ***Someone complains to me about something that is out of my responsibility***

If the issue is urgent, call the responsible person in charge; if it is not urgent, ask the person to write an email to the organisation's address. If the person is aggressive with you, be calm. If he/she is too aggressive, call security.

#### **Tip & Tricks**

- Be prepared to answer any kind of question!
- If you do not know something, rather than saying simply "Sorry, I don't know," tell people "Just a moment, I'll try to find out..." and try to do it (call a main administrator or a more experienced staff member)

## WHICH SPORT

### **4. Mondiali Antirazzisti Sport activities**

Sports activities are the core part of your event. Obviously, we mean sports with educational value, with rules adapted to the context and de-structured. To promote educational tools, we suggest encouraging self-refereed matches, having some sports educators who could take the time and the score and intervene in disputes between teams.

#### ***Before the event***

- **Identify work group:**
  - Interested person with sport skills and more (good communication, management skills...)
- **Select sports to organise:**
  - What are the targets? Which are the goals?
  - Regarding the goals are there some sports better than others? Propose a programme and maybe



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- introduce innovative inclusive rules
- **List the space needed for each sport:**
  - Choose spaces and verify the logistic personally
  - Buy or build the material you will need (do you want to draw the line for the pitches? You need a machine or something else, for examples tape or cones).
- **Define the prizes and buy cups:**
  - For example: first team, friendliest team...
- **Registration:**
  - Define the registration deadline. If the spaces are not big, limit the number of teams.

### ***(Immediately) Before event***

- Sports calendar to publish online and write on a scoreboard installed near the pitches
- Preparation of the fields
- Recruit and train sport educators who support the matches and plan the tournament
- Find sport equipment or buy it (according to the event budget)
- Try to make the environment homey, comfortable, safe and friendly (install DJ set close to pitches, ensure toilets and restrooms are available for all genders; create a shaded space close to the pitches)

### ***During the event***

During the tournament (direction and coordination):

- Verify the presence of: referees (sport educators) and teams on the fields. Call them if they are not on the pitches (you can use a loudspeaker or a microphone if you have a sound system).
- Collect matches results and insert them in the scoreboard near the pitches.
- Every evening, when the teams rest and the tournament is paused:
  - Fix the fields
  - Collect the balls
- At the end of the tournament:
  - Update team ranking



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- Awards ceremony
- Be ready to handle the unexpected

### **After the event**

- Dismantle the pitches
- Collect, count, organise and place sport equipment (balls, goalsposts...)
- Report tournament results to the “communication team”

### **Problem and solutions**

#### **Some teams are too agonistic and competitive**

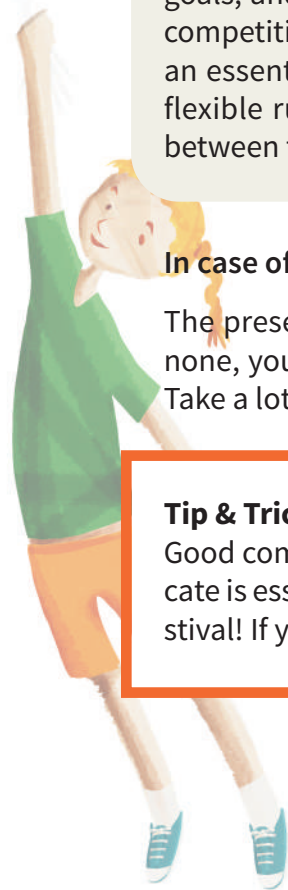
Competition is the essence of sport, but our goal is inclusion. There are many places where you can play with standard rules and try to win. This tournament has other goals, and the organisers must explain that this is a not competitive tournament. Here, the sport educators have an essential role to spread the tournament’s spirit and flexible rules. They must manage every single conflict between teams in line with our values.

#### **In case of injury**

The presence of an ambulance is important. If there is none, you need a first aid kit and a person to handle it. Take a lot of ice and keep it close to the pitches.

#### **Tip & Tricks**

Good communication and relax. The way you communicate is essential for the success of the event. Enjoy the festival! If you enjoy it, the others will too.





## WHAT ABOUT VOLUNTEERS

### 5. Organising Mondiali Antirazzisti volunteers

This kind of event is mainly based on volunteer work. Volunteers are a very important resource, and it is crucial to know how to organise and motivate them.

#### ***(Months) Before the event***

- Prepare a suitable project for the volunteers

IF volunteers come from a youth association:

- Meet with the originating association (national/international)
- Organisation of volunteers
- Agreement on volunteers' working time and tasks

IF volunteers are directly recruited:

- Presentation of project
- Individual interviews with candidates
- Selection of candidates

#### ***(Immediately) Before the event***

- Organise volunteers' arrival, accommodation and stay, also according to their needs (allergies, food diet, etc.)
- Set of work tasks and shift (according to the agreement)
- Try all the best to make the volunteers feel like an integral part of the event

#### ***During the event***

- Be sure all volunteers have understood their role in the event
- Make sure all volunteers are working according to the agreement
- Be available and helpful to any request that could come from the volunteers
- Remind all volunteers that this is a work/fun experience and they can enjoy it

#### ***After the event***

- Thank all the volunteers for the work done
- Ask for feedback and comments
- Organise departure, making sure they do not leave anything behind



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### **Problem and solutions**

Sometimes, even if you give all the information in detail, volunteers may not be happy with the accommodation or the event venue

Try to make them see the silver linings and the positive things they could learn from this experience, remembering that all volunteers are in the same boat

Even if normally volunteers choose their tasks according to their skills, a volunteer may like to change his/her area of employment or may not fit in that role

Switching roles during the event could be chaotic and complicated; do so only if it is strictly necessary. Otherwise, it is important to remind to be flexible and to be adaptable

**Not all volunteers come with the same working attitude; some are just looking for a different kind of holiday**

If the volunteers come from a national/international youth organisation, normally they are with one or more coordinators who must be notified if some volunteers are not in the proper mood for working. Motivate them with the coordinator's help.

**Allergies, injuries, disease, flu, etc.**

Always be sure to have a first aid kit ready and to be informed of any allergies that volunteers could suffer from.

### **Tip & Tricks**

- Make the volunteers feel like they are an important part of the organisational machine behind the event
- Motivate them and try to spend some non-working time with them
- It is very important to work alongside with the volunteers coordinators to avoid giving conflicting orders/advice
- Experience come with time; after every event in which volunteers are involved new ways to deal with them and potential issues are discovered





## IS IT THE EVENT ENVIRONMENTALLY SUSTAINABLE

### 6. Mondiali Antirazzisti Environmental impact

It appears increasingly important to care about the environmental impact during the organisation of a sport event or a festival. In particular, it is important to focus on 3 main tasks: prevention and promotion of environmentally sustainable behaviours among participants in the festival; cleaning the festival areas through specific cleaning shifts with the working group volunteers; waste management through separate collection.

At Mondiali Antirazzisti, waste disposal works as follows:

- Two main collecting points are located outside of the festival area (one on the East side and one on the West side): roll-off containers of at least 18 cubic metres are located in each of them.
- Organic waste, on the other hand, needs to be emptied into special containers that are hermetically sealed and handled directly by the local waste management authority.
- Inside the festival area, several spots are chosen (and numbered on a map to be easily found) for wheeled bins (one for each material, distinguishing them with different colours). During the festival, the volunteers' working group will take shifts in emptying the full bins in the collecting points and putting them back at the same spot when they are empty.

To carry out these tasks, two coordinators must collaborate along with a work group composed of at least 10-15 volunteers.

The work is divided in three phases:

#### ***Before the event***

Organise a preliminary meeting with the event organisers to get information about the context, such as:

- Organisation of the festival spaces to decide where to put the wheeled bin.
- Schedule of the festival events to organise volunteer



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shifts.

- Types of materials used in the area of restaurants and bars (glasses, dishes, forks, etc.): they will need to be organic and biodegradable.

*Legal part:*

Obtain all the documents regarding legal waste disposal in the region/state (for example: paper, plastic, glass, organic and general waste).

*Operative part:*

It is important to divide the space in small areas where:

- Wheeled bins will be located
- Cleaning and emptying shifts will take place
- Prevention: reducing the risk of unforeseen events, that are more difficult to solve
- Free drinking water is distributed during the festival to curb plastic bottles and to promote the use of tap water (if you are in an area where the water is drinkable or if you can provide filtering drinking fountains)
- Organic and biodegradable materials are provided in the restaurant area
- Getting more instruments that will be used to collect “special waste” (small bins, ashtrays, long tongs, etc.)

*Meeting with your territory’s Waste Collection operators:*

**Order the materials:**

- Wheeled bins
- Roll-off containers
- Long tongs
- Trash bags
- Working gloves

**Decide:**

- Place and time for the delivery of the materials
- Place and time for returning the materials

*Verify that all the materials have been delivered.*

*Communications with the people who work in the stands:*

- It is very important to have a good relationship with them because they need to collaborate in the



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separate collection.

- It can be useful to have only one person to report to at every stand.

*It's crucial:*

- To help participants to separate and collect waste properly
- To require collaboration

*First meeting with the working group:*

It will be very important to:

- Explain the kind of work in a motivational and engaging way
- Walk around the whole festival area, bringing the wheeled bins to the selected spots, showing them where they are
- Actively engage the volunteers by asking them to prepare creative posters with all the information and to put them in the festival area
- Organise the shifts collectively

### ***During the event***

#### **Beginning shifts**

Things to do for raising awareness among the participants in the festival:

- Share messages about the separate collection through the interphone during the football matches
- Deliver trash bags to the people who stay in the campsite and explain how separate collection works

Monitor the state of the wheeled bins and the roll-off containers to check any possible unforeseen event. Final cleaning of the whole festival area during the last day and the day after.

#### ***After the event***

Ask the volunteers' working group to evaluate the activities during the festival. Ask the local authority for waste disposal information about the percentage ratio of the separate collection divided in each category (paper, plastic, glass, organic, general waste).



## WHAT ABOUT THE EVENT

### 7. Mondiali Antirazzisti Music offer

#### ***(Months) Before the event***

- Knowing specific legislation about live music event (permissions, musicians' royalties, rights of image, etc.) and work with the administration sector to establish the contracts
- Research of bands/singers according to the music genre most popular among the participants
- Check if bands/singers are in line with the event topics: it is important to host a music festival that shares antidiscrimination ideas; it would be perfect if they propose texts with specific values. Close consideration of the budget issue is also fundamental
- Promotion of the music event inside the festival: they should not be perceived as two separate events; communication should be shared with the communication staff
- Ask about the bands/singers' specific needs: sometimes they ask for certain food/beverage in the changing room, or technical questions regarding the stage and the instruments, etc
- Reserve hotels for the artists and their staff; verify if they will arrive on their own or if they need a car

#### ***(Immediately) Before the event***

- Check with the logistics section that everything is ok for the stage, the changing rooms, and sound engineer
- Train the staff to take care of the musicians, change the instruments on the stage, cooperate with sound and light technicians
- Work in strict connection with security to avoid accidents
- Identify who will introduce each performance and if needed who will be the translator. It will be nice if before the live show somebody from the sports or communications sector gives a short speech about the sport day: partial results, number of participants, any nice story of the day to report



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### **During the event**

- Work in close cooperation with the event music staff, the technical support group, security
- Take care of musicians and their needs
- Coordinate the work with Communication for the interviews with the musicians, photo or video shootings to be posted on social media
- Remember to ask the musicians to sign a contract or meet any other specific needs due to your country's laws on live music

### **After the event**

- Help cleaning and dismantling the area

### **Problem and solutions**

**Sometimes artists are accustomed to having their unexpected and unusual requests met**

- Alert the other sectors if you need things (like specific food or any other things)

Artists' fees can be really high. Getting in touch directly with them and not dealing only with their managers can help leverage on the antiracist and voluntary nature of the event, so the artists can decide to ask for a lower fee, or event to perform for free.

### **Tip & Tricks**

- The music sector is amazing, but sometimes working with the artists is stressful; keep calm and smile all the time... and enjoy the music





## HAVE YOU TAKEN CULTURE AND SOCIETY INTO CONSIDERATION

### 8. Mondiali Antirazzisti Debates

Our festival is not just a sports event, but a cultural and social one in which it can be important to address some current themes through very light debates, 1 per day, and no longer than 2 hours.

#### *Before the event*

- Identification of themes to address this is a political decision, and it depends on the organisers' vision
- Identification of guests: you should cover different kind of guests, mixing together sports figures, people in politics, artists... most of them can be identified among people that already have a relationship with your NGOs; it is easier, and you know they share your values. Moreover, you can identify one or two "new" personalities to involve
- Contacting guests: it is very important to invite them in time, sharing with them what your event is about, why you want them on board and the topic of their contribution
- Agreements with guests: guests may adhere to your project for a matter of value and not for payment. You should reimburse their travel and hotel if needed. It is very important to be clear with them on this point
- Publicity of debates: ask communication managers to highlight the presence of the debates and the guests in press communications and social media
- Accurately plan the debate timetable : if the event is in summer, avoid the hottest hours, and in general avoid organising at mealtime or during a core part of sport competitions; otherwise it will be difficult to gather people
- Check the space facilities: mic, sound system, projector and so on
- If you expect many international participants at your event, provide a translator for the debate
- Make sure that the guests know how to reach the event



## TOOLKITEYESS HOW TO ORGANIZE THE EVENT

### ***During the event***

- Ask the Infopoint to make an announcement when the debate is starting
- Make sure the guests are on time, coordinate their arrivals and departures
- Make sure the communication covers the debate with social media, giving values to topics and guests
- Ask someone to take notes

### ***After the event***

- Prepare a short report on the debate to use for articles and so on...

HAVE YOU  
CREATED  
A COMMON  
PHYSICAL  
PLACE

## **9. Mondiali Antirazzisti Town Square**

The “Antiracist Town Square” is a physical place where participants are invited to share experiences and tools about their daily activities against discrimination that can be used for debates, presentations and soft sport activities. The existence of this space is not mandatory but can be an important surplus.

### ***Before the event***

It is very important to decide on the purpose of this space. If it will be used for sport activities, it must be equipped consequently, if you want to organise a relaxing space you should provide tables and chairs with some board games... the space can be organised according to your requirements/possibilities/imagination. “Extra” activities can also find space there. It is very important to plan everything in advance to be sure to have the right equipment.

### ***During the event***

This area should be managed by a coordinator, who cares about the various activities and their rotation as well as the proper equipment.



## IS THE EVENT SAFE

### 10. Mondiali Antirazzisti Safety and security

According to national laws, insurance for participants in a public event may be mandatory. Every State/region has different obligations; therefore, it is very important to refer to specific regulations to implement all mandatory steps.

At all sport events, an assistance point should be present (even if not mandatory by law) for taking care of injured people (with spray ice, disinfectant, etc) and to call for medical support and/or an ambulance.

Even if the event is organised for social inclusion and friendship, some troubles can always occur: fights, thefts, aggression. Therefore, some people must be available and ready to help those in difficulties, offering mediation and protection if needed. Train a pool of people to be “friendly security,” well prepared for problems but with a behaviour more aimed to problem-solving than punishment. The event must be accessible for people with disabilities: check carefully that every part of the event area (fields, concert areas, toilets, restaurants) is provided with accessible facilities.

## WHERE WILL THE AUDIENCE SLEEP

### 11. Mondiali Antirazzisti Camping area

A “residential” experience is a good choice to enhance the event’s social inclusion goal, but this decision requires taking care of many additional aspects.

- Have an area where people can regularly and safely place the tents. You may have to move the event from where you originally decided
- Be sure that the area has clear boundaries so only people attending the event have access and no cars are admitted
- The adequate number of toilets and showers adds a high rent expense
- It involves extra work in cleaning the area after the event



## TOOLKITEYESS HOW TO ORGANIZE THE EVENT

- Security services during the night must be improved

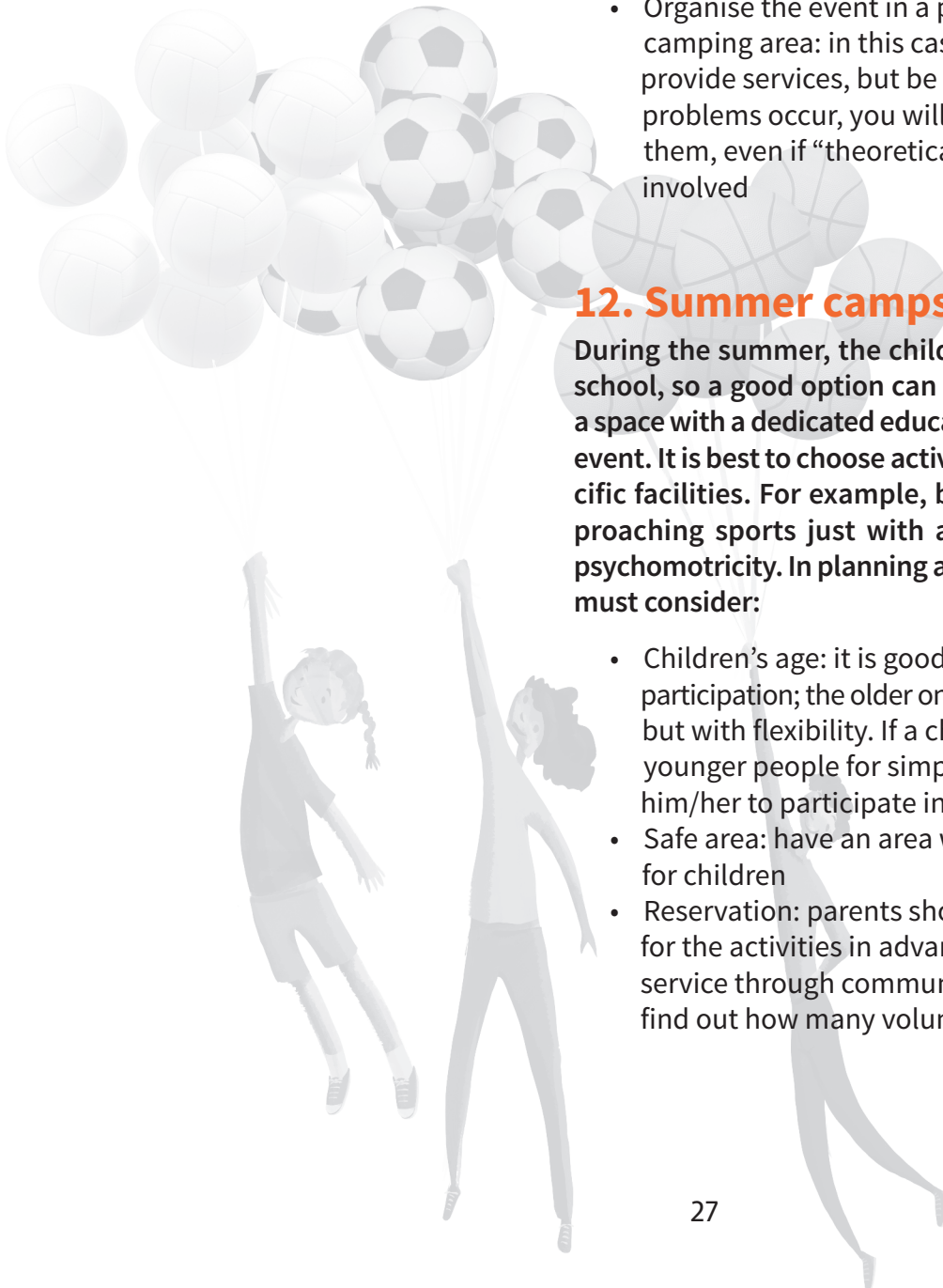
Some “alternative” solutions can help you:

- Organise the event in a place (park, college...) that already has some of the facilities and is clearly delimited. In this case, you need a steady partnership and open collaboration with the owner of the space
- Organise the event close to campsites/hostels/ inexpensive accommodations, with which you can sign an agreement to place tents at special prices
- Organise the event in a place close to a free camping area: in this case, you are not obliged to provide services, but be conscious that if some problems occur, you will probably have to face them, even if “theoretically” you are not directly involved

### 12. Summer camps

During the summer, the children are usually free from school, so a good option can be to specifically organise a space with a dedicated educator for children during the event. It is best to choose activities that do not need specific facilities. For example, basic motor activities, approaching sports just with a ball, motor games, and psychomotricity. In planning activities with children, you must consider:

- Children’s age: it is good to have an age range for participation; the older ones can play with the adults, but with flexibility. If a child prefers to stay with younger people for simple sports, do not force him/her to participate in an older group
- Safe area: have an area without injury risks for children
- Reservation: parents should register the children for the activities in advance. Advertise this service through communication channels and to find out how many volunteers you need





## TOOLKITEYESS HOW TO ORGANIZE THE EVENT

- Water and snacks: have water available for every child (free water or bottles). If the activity time is long, you can provide some snacks, but be aware of the law on giving food to children and ask in advance about allergies/special food needs
- Do not publish images of children's faces on your pages or live streaming

### INFOBOX - FOOD AND DRINK

Besides the event, it could be useful to have a food and drink area, so people can have some relaxing moments and spend more time there. It is also a tool to raise some additional money to support the event. You can choose two methods:

#### 1) HOST AN EXTERNAL FOOD AND DRINK SERVICE

This is the simplest way; they rent the space from you and organise everything by themselves. The main task is the contract with them, which, for you, can also include negotiating a part of the income or a fixed fee. Consider some important things:

- the choices must be differentiated; the food offer must be inclusive, so consider options for religious and vegan food needs and allergies
- the service must respect the same values that you are based on: regular work, no discrimination, and use of eco materials as much as possible

#### 2) PROVIDE INDEPENDENT FOOD SERVICE

This solution probably has more fund raising potential, but it is also more complicated. Below is a short list of things you should consider before starting:

- local law about licenses to distribute food and beverage
- where to store food, including large industrial refrigerators
- rental of cooking machines
- need for 2 volunteers dedicated to food storage and management
- need for volunteers available to cook/serve food/beverages: it is easier to find volunteers for sports activities
- make a good agreement with a nearby supermarket for good prices and ensure you can return goods not consumed
- respect laws on workplace safety
- be sure to have simple but differentiated menus (vegan/allergies/religion): it is best to simplify. For example, a vegan menu can be eaten by vegetarian and omnivore people, but not the opposite. To lower costs, choose simple dishes that can be eaten by the majority of people (beans, potatoes, vegetables etc).
- For a three day event, a great variety is not needed
- Consider also quick and light food option: people are involved in sports, so they would like to have sandwich and fruits (simple to eat, like bananas or apples)



### 13. Communication

Keeping in mind general recommendations about campaigning, below are some activities strictly related to the communication of event.

#### *Before the event*

Social campaigning: start in advance, presenting the event, activities, goals and values to create public expectation. Use different means of communication, website and social media, adding updates and information about registration to the different events.

Contacts with teams: if you have a database of teams participating in past events or if you know people/teams who can enjoy such an event, send an email or presentation asking for their participation. It could be interesting also to create a newsletter to send to all the teams or people interested (could be created online and by subscription using the website or social media), for all the latest news, match calendar, the best photos or results.

Registrations of teams: creating an online registration form is very easy (e.g., google); include all the info you need for creating the calendar of the matches, based on your criteria (mixed rounds or specific rounds based on age/gender, etc.). Make sure you provide the contact details (mobile and e-mail) of a coordinator responsible for the registration to send all the info concerning the event. Clearly inform that all the personal details will remain confidential and used only by the organisers for the organisation of the event.

List of contact with journalists: organise a list of media contacts (local, national, international); try to identify the journalists and magazines that could be most attracted by your event: sports, social affairs, music, culture... depending on what you are going to offer and the target participants. Do not forget to have a wide representation of newspapers, online magazines, radio, television.





## TOOLKIT EYES HOW TO ORGANIZE THE EVENT

Press release: send some press releases periodically to the list of media; these should be short, demonstrating news can be attractive for them (number of participants, special guests, music bands), anything that can be really important for them to cover. Do not put in too much information but try to write it as a proper article; a newspaper or web magazine may decide to directly publish your article.

Press conference: organising a press conference before the event could be a good idea to attract the media, especially at the local level. Carefully choose your spokesperson; try to have a famous person's testimonial (better if he/she comes from the sport world)

### ***During the event***

Updating social pages and website: throughout the event, update website and social media with news, photos, stories, results of the matches, and interviews to keep attracting attention about your event and inform all the participants.

Photo/video documentation: document the event in all its activities with photos and videos. This material could be important for presenting the results of the event to the public, for the final report to donors/sponsors and for presenting future projects.

Daily press release: send a brief press release every day to the list of media contacts with the results of the event and the programme of the day (if multiple days).

Guiding journalists and preparing attractive stories: if some journalists come to the event, have dedicated staff to escort them (ensure that the people involved know all the organisation very well). Since journalists are always looking for interesting stories (rescue through sport, migration, etc), have an advance list of interview subjects (people willing to be interviewed, with rules established in advance with the journalist, e.g., change the persons' name/anonymity no/yes photos) Press review: collect all the articles about the event daily; it would be much easier than doing it at the end of the event.



## TOOLKITEYESS HOW TO ORGANIZE THE EVENT

### ***After the event***

**Final press release:** prepare a final press release to send to the list of media contacts and to publish on the website and social media, with a balance of the event, main results, nice stories, and photos.

**Photo/video gallery:** publish a gallery with the best shots and make a short video documentary using all the materials collected during the event.

**Final press review:** collecting all the articles in a publication could be useful both as a compendium to the final report for donors/sponsors, and as documentation useful for preparing the next event and looking for new sponsors.





# HOW TO COMMUNICATE THE EVENT

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## WHAT ARE THE EIGHT STEPS TO CREATING AN EFFECTIVE COMMUNICATION PLAN

### **Eight steps to develop an efficient communication plan** **Social communication**

Social communication is a segment with particular characteristics, very different from commercial. Its social utility and public interest objectives are the basis of strategy choices that rarely coincide with those adopted in the profit-making field. Its aims are to educate and sensitize citizens on the many themes of social interest, encourage changing certain behaviours, inform the population about the existence of a social problem, sanction behaviours that affect the well-being of participants and other people in the local population, and support social relations, creating links and sharing positive values for solidarity, inclusion and community well-being. Social communication has the power to contribute to influencing individuals' knowledge and attitudes. An increasing number of entities have become aware of these opportunities. Public institutions, associations, non-profit organisations and even private companies have finally understood how important it is to invest in communication campaigns related to issues of general interest.

#### **The role of a communication plan**

The communication plan is a strategic document that guides all the communication activities necessary to achieve the objectives. It describes how we intend to communicate the right messages to the right people at the right time.

The main elements of a communication plan are: objectives, target group, strategy, key messages, creative orientation, budget, media, products, time, monitoring.

Plans covering a period of several years must be updated during the work.

Some aspects can be considered as preparatory to the communication plan: understanding through surveys the context, the phenomenon, the target characteristics, the choices of the "competitors."



## TOOLKITEYESS HOW TO COMMUNICATE THE EVENT

To understand the target audience, we can use different methods: listen to stakeholders in focus groups/briefings, perform surveys to learn more about the target; investigate the phenomenon of racism through documentation; read communications of actions that had the same objectives.

### **Define the communication objectives**

This is a key point. Clear objectives are the foundation of later work. The communication activities' objectives must be:

- Detailed and non-generic
- Measurable through indicators that will become key monitoring points
- Feasible and coherent with the economic resources, time and tools available
- Defined by time

### **Target and geographical range of the campaign**

The communication plan should identify the specific campaign target. Target segmentation is crucial to properly identifying homogeneous socio-cultural groups and fine-tuning communication accordingly. Careful work on identification of the target is essential for an effective communication strategy and proper strategic choices.

Recognising the target makes it possible to be consistent without wasting resources on actions that are likely to be useless.

Identifying and describing the target audience means understanding all the socio-cultural, demographic and economic data, to be able to understand which elements to leverage and how to structure the communication campaign.

To identify the specific target, some first important information includes age, residence, level of education, gender, job position and profession. More complex elements such as standard of living; behaviours and habits must be added to these features.





## TOOLKIT EYES HOW TO COMMUNICATE THE EVENT

### **Strategy definition and its tools**

In this phase, several decisions will be based on the milestones identified so far (objectives, targets and available resources). These decisions will be on:

- The key creative elements (i.e., key word, tone, visual concept and copy)
- Communication techniques/approach (i.e., single object, multi-subject, integrated communication, unconventional, guerrilla mkt, relational communication, with highly informative institutional content, direct marketing);
- The media to be used (i.e., vertical media, new media);
- The collection of materials to convey the campaign (video spots, radio spots, editorial products, BTL equipment, press and digital set-up materials, multimedia products from website and apps to static and dynamic banners and infographics, to all the production necessary for secure social media: from page opening to development of posts).

We need to keep in mind that any aspect influences others: everything must be consistent; otherwise the communication operation will fail. Applying the strategy will create a communication ecosystem. Its elements interact with each other, generating a multiplier effect in contact, attention, relationships and reactions.

### **Development of the communication's visual concept and copy**

The result of analysis implemented so far, translated into emotional values, is the basis of the creative proposal. It is not an already complete campaign, but the creative idea behind it, composed of graphic elements, images and slogans. Creativity is not directly part of the plan but is one of the engines of communication. Always remember that you are communicating to the target and not to yourself: saying "I don't like something" does not make sense because we are not the audience. No single language type works in every situation: the choice of register is functional to the strategy, which in turns depends on



## TOOLKIT EYES HOW TO COMMUNICATE THE EVENT



the objectives and the target of reference.

While commercial advertising adopts the weapon of seduction, working mainly in the area of desires and needs, social advertising leverages ideas, values and responsibility. Some of the most popular types of register used in social communication are:

- 1 **Moving, emotional, evocative**, language that relies on people's feelings, emotions and empathy;
- 2 **Accusatory**, a denunciation of a problem and the subjects' responsibility with respect to this negative situation;
- 3 **Shocking/dramatic**, a way of representing a dramatic aspect of reality and highlighting the negative consequences of a certain behaviour; the language relies on fear;
- 4 **Ironic/funny**, this type of language has the main objective of highlighting the problems and stimulating reflection and action on specific problems, but using a funny tone;
- 5 **Didactic**, in this category, the approach is to inform and guide people to correct behaviour with respect to certain rules.

### Media Mix

Planning a media mix means choosing the tools to convey the message to the target given a defined budget. The choice of offline and online media to convey the campaign is a key moment in the communication strategy. In view of the extraordinary opportunities available today, a preferred mix of tools tends to be optimized with respect to the resources and the targets' profile. Thinking of a media mix means composing a plan that allows channels with very different characteristics to coexist.

**Event.** A common feature of this medium is interactivity and direct contact. Events have moments with very different characteristics ranging from the public occasion of the Town Square event to the seminar and the big conference.



## TOOLKIT EYES HOW TO COMMUNICATE THE EVENT

**Press.** It has the ability to convey more information than other media, offering an opportunity to deepen the message. An important advantage of this medium is also the opportunity to select the audience.

**Television.** It offers the possibility to communicate stories rich in emotions, able to achieve strong engagement by the target. Television continues to be a particularly important means to reach a vast audience. Some cons are the cost and the impossibility of specifically segmenting the target.

**Radio.** Unlike in the past, radio is now considered an important medium that many profit and non-profit organisations use successfully in their communication campaigns. This success is due to an optimal relationship between costs and audience extension, as well as the target segmentation capacity and the strength to convey messages and emotions.

**Billboards.** This tool's main feature is that it addresses the universe of people, which is challenging, because this medium does not allow target segmentation. For billboards, more than main-stream media, the message must be clear, concise and direct. In the usually short time it is seen, the audience will hardly be able to memorize long and complex messages. Outdoor advertising's advantages include the relatively low cost.

This is the outdoor tool par excellence. Posters of various formats and dynamics allow speaking to a vast, untargeted and heterogeneous audience.

If they capture the attention of a distracted mobile audience with a clear, concise message, they are able to leave a mark, a memory.

**Social-Web.** Digital is the preferred channel for communicating with young people, and investments must be focused on social networks. Probably the economic crisis and the consequent reduction of available budgets had a role of primary importance in many profit and non-profit organisations' use of the web. Many argue that the future of communication will be in relationship marketing;





## TOOLKITEYESS HOW TO COMMUNICATE THE EVENT



that is, in developing techniques and tools capable of creating and maintaining ever more engaging and interactive relationships between people.

Today, no other tool allows interaction comparable to the Internet. The user is gaining more and more power as relationships grow.

**Media relations.** Media relations concern all contact, communications and information activities expressly addressed to the media and having the objective of transferring a message outside the organisation.

**Monitoring and evaluation of results.**

Planning moments to check the campaign progress are a fundamental part of a communication plan. Even if we believe in the strategy, we should be ready to change it based on the results obtained.

All this goes through a monitoring and evaluation activity, which must be scheduled for different intermediate phases of the campaign.

This programming allows intervening and updating the strategy based on the information gathered during implementation of the activity.

Equally important is an end-of-campaign analysis to measure the achievement of the objectives and any problematic points of the strategies adopted.

This path is based on the identification of Key Performance Indicators (KPIs, i.e., indicators used to measure the results) and provides a schedule for the analytical steps and the data collection method. A schedule for the analysis steps and a data collection method is primarily based on the correct choice of the Key Performance Indicators (KPIs) for measuring the results.





# HOW TO COMMUNICATE A SOCIAL EVENT

## Communication of a social event

### Communication of a social event

Events must include social marketing to some extent or another, as this strategy has proven to help organisers to:

- Build event awareness
- Create an information channel that delivers what attendees expect in engaging ways
- Contribute to raising awareness on the social topics related to the event

Above all, event social marketing encourages the multiplier effect generated by engaging potential attendees and other people. The most effective way to give visibility to your message is to involve your supporters in its dissemination: each person who follows your organisation or your event on social channels can help to spread the message among their contacts. It is the simplest and most immediate form of participation. For this reason, it can potentially involve the largest number of people and constitutes the first step towards more demanding forms of involvement.

Stimulating widespread online participation can be useful both to disseminating information and to building a community that also participates offline in your activities.

In addition, disseminating your social event online makes it easy to gather feedback, which is mainly valuable in real time environments (such as events), measure engagement, and generate valuable insights that can be used for future research and reputation management.

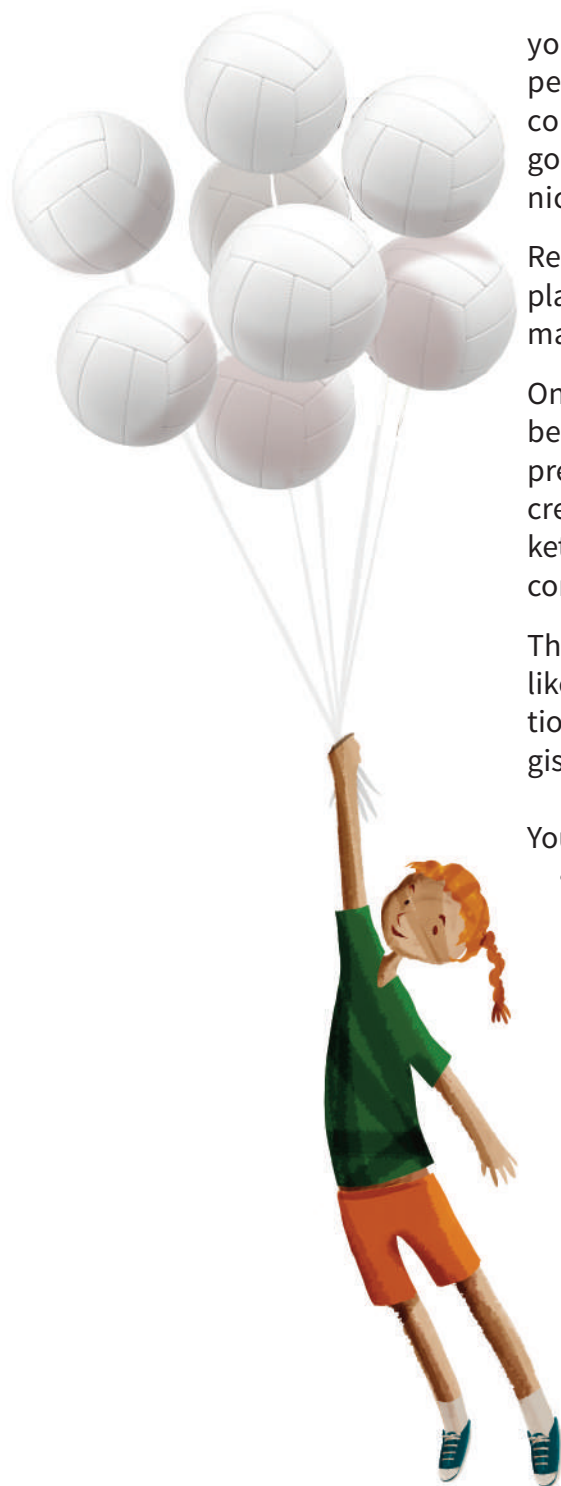
Finally, a diverse online marketing strategy can extend the event's impact beyond its actual date, add an interactive element, and provide resources that can be accessed anytime and anywhere.

### How to plan an online communication of a social event

When integrating communication plans with event communication, follow the principles and strategies already addressed for Communication plans (see p.33): research



## TOOLKIT EYES HOW TO COMMUNICATE A SOCIAL EVENT



your audience and offer an experience beyond their expectations by using a variety of channels and formats coherent to the event target and aims. First, clarify goals, targets, strategy and tone of your event communication plan.

Remember, if you already have a general communication plan developed for the organisation/campaign, the event marketing should be integrated and coherent.

Once the major pillars of the event marketing plan have been set, further steps should be split into three stages: pre-event, event, and post-event. For each event period, create a content calendar and match it to the event marketing goals, ensuring that it also has a problem-solution component.

Think about what problems or questions attendees are likely to have: anything from the agenda to accommodation, travelling to the venue, things to do in the area, registering, buying tickets, etc.

Your key priorities should be:

- **Be mobile-friendly:** Consider that the great majority of potential attendees use a smartphone to find info about events, communicate using mobile-friendly content and formats.
- **Make content shareable and interactive:** The objective is to build relationships and keep the conversation going using real-time tools like live streaming or social walls in the break room with live feeds or quotes from speakers. Gamification is another technique that lends itself well to conference marketing; for example, creating contests in which attendees can submit their own content. Doing this shifts the focus of where content and value originate from organiser to participant. Some ideas include chats, video stories from previous year's attendees or future attendees, and behind-the-scenes footage.

**Ensure that content is released at the right time.**

It depends on the target lifestyle. Generally speaking,



## TOOLKIT EYES HOW TO COMMUNICATE A SOCIAL EVENT

youth content should be posted in the afternoon, or after lunch time.

**Monitoring** is a crucial aspect of digital marketing for events. Read the comments and check the engagement of the attendees online, because it also influences the reputation of the event.

**Once the event is over**, remember that content creation must be followed up with content curation. Consider capitalising on any visual content generated during an event, such as videos, blog posts summarising the event's highlights, SlideShare presentations, Pinterest boards, or by offering virtual access to most important sessions. And of course, always end on a positive note by sending personalised thanks via email or social network mentions.

### **Managing communities and facing adversities**

In a more general and social perspective, disseminating a social event online means creating or interacting with an online community. This implies specific challenges and good skills to solve them. On one hand, this means plenty of opportunities (see p. 33 and 36), but on the other, addressing social issues online may open the floor to haters and online attacks. When this happens, the social media manager and social media journalists should be very careful.

To deeply understand how to manage online communities while avoiding attacks, we will proceed practically toward five fundamental key points. These points are important for any architecture of the online community, but become even more important when it comes to managing critical situations.

The fundamental key points of online community are:

- Message bible
- Target
- Monitoring
- Understand and be rational
- Involve

### **Message bible**

The message bible of an event is a simple bullet point list that summarizes 4 statements true for the event. The four



## TOOLKIT EYES HOW TO COMMUNICATE A SOCIAL EVENT

pillars of the message bible summarize the event values, vision and mission. Putting values and beliefs in words is helpful to motivate people to take part in the event.

### **Target**

Before you start interacting with users, you need to know who you are talking to. Are they men or women? Young people or adults? Be careful: we are not just talking about supporters, but also opponents! Knowing the categories of people behind the community could be useful not only to understand how and what to write, as anticipated, but also what reactions we expect.

### **Monitoring**

Actively monitoring online conversation is important. It helps in many ways to:

- Understand what people think
- Offer help or information to users who need it
- Prevent critical content

Monitoring also offers inspiration on what content we should post more or how to write it; measures of engagement suggests us how to optimize our communication online.

Moreover, monitoring should be not just on our social media channels. You could monitor hashtags or particular topics to know better the positions and feelings related to a particular issue.

### **Understand and be rational**

One of the most underrated activities in digital strategy is responding to comments. Before doing so, carefully read the messages and try to be positive.

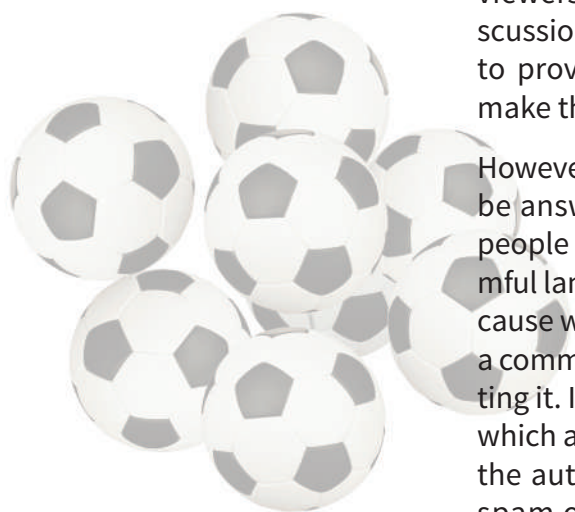
Reading online conversation is useful, but it could also be stressful. Reading controversial statements, fake news, rage and disappointment all day long could directly affect us. Be rational. If you have to manage a community online, you should be confident and calm when facing issues.



## TOOLKIT EYES HOW TO COMMUNICATE A SOCIAL EVENT

Our negative feelings enforce those of others, and we risk committing more mistakes.

When you answer, be polite and institutional. Maintaining a calm and polite tone decreases the opponent's aggressiveness, keeping them from finding counter-elements to reinvigorate negative emotions. In addition, it shows the viewers of the debate that you are in control of the discussion. It puts you in a situation of power, allowing you to provide complete and exhaustive information and make third party attacks more difficult.



However, do not take the bait. Not every comment should be answered. Do not answer when the user challenges people and not ideas, trolls users or uses violent and harmful language. In this case, it is not useful to respond, because we are not facing a dialogue. In some cases, hiding a comment can be the solution. This does not mean deleting it. It is a specific function of Facebook and Instagram which allow you to hide the comment from everyone but the author and his/her friends. In particular, if we face spam or hate speech, we should hide the comment.

### **Hate speech and crisis management**

If we face hate speech, we should keep the above-mentioned pillars clear in mind. Our proactive communication could be bolder and fiercer than the hate speech received. In this case, in addition to what has been explained above, we can react in 2 main ways:

**1. Related content.** The topic is the same of the controversy, but we give new points of view or more details. We should always use positive language. It helps us to set the agenda: we decide how to talk about the issue.

**2. Unrelated content.** Sometimes it could be useful just to move the online debate along and talk about something else. It is important not to appear guilty, and to offer real content.





### Tips and Tricks

- 1. Start with direct engagement.** Start your message with 'Good Morning Name' or a more informal 'Hi Name' because it establishes a connection.
- 2. Write clear and simple statements.** It is important to be clear and to be easily understood.
- 3. Customise answers.** Dedicate some time to responding to each person, avoiding copy-paste techniques. A customised answer shows caring.
- 4. Use a polite tone.** Remember, you speak for an event and should be open and institutional.
- 5. Positive affirmation.** Try to avoid negative verb forms and try to use positive words.
- 6. Responding to comments** increases post engagement. In particular, to reinforce positive contents instead of negative ones, you should reply mostly to positive ones, even if it seems useless. The Facebook Inc algorithm prefers to show the most "successful" comments.
- 7. If the comment is critical,** answering may help you not only to convince the subject to change opinion, but to provide an answer to those who have the same doubts and dissuade them from writing the same comment. This is because you show that active moderation exists.
- 8. Immediately contain** the avalanche effect.
- 9. Show that you are transparent** and know how to take responsibility for your claims.



# NETWORK AND PARTNERS

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## HOW TO BUILD ALLIANCES TO PROMOTE THE EVENT

### **Network and Partners**

Every social event, and more so the Mondiali Antirazzisti and their like, cannot be a standalone exercise. To achieve their long term objectives of social inclusion “365 days per year,” it is fundamental to work on a steady partnership on the territory, involving associations working daily in the topics of interest. These activities aim not just to organise a “crowded” event, but to create a more inclusive environment for people.

To start the creation of a network, begin with a mapping of the associations and clubs working in the territory of interest (see table of example), starting from local (in case of clubs, for example) to the national level for the communication activities.

In this chapter, we will talk about the networking activities for seeking financial support for your event see “financial sustainability” box

#### **National institutions**

National institutions need very formal communication, and to involve them, insert the event in a larger context, both geographical and in terms of contents. You can ask them for formal support to the event, for example through sponsorships, writing them in the name of your association, and following their official guidelines.

#### **Local bodies (Municipalities, Provinces, Regions)**

Local bodies can give political and practical support to your event: they are more approachable than the National ones and often want to be involved in local events. The communication is still formal; contact them with letters signed by your legal representative asking them for support. You can also try to ask for their financial support in particular aspects; the most common one is the use of a public space for free (such as a room for a meeting). It is a good practice to also invite a representative of local authorities to attend the opening ceremony, for a welcoming speech or similar activity, and/or asking them to promote your event through official channels.



## TOOLKIT EYES HOW TO COMMUNICATE THE EVENT



### **Universities, researchers, professors**

The Universities' involvement is useful from several points of view: encouraging young people's participation, improving the methodologies of organisation, and enhancing communication power.

You can offer universities internships for the students, present your event as a "case study" for research, offer extra credits for the students for their participation in volunteer activities, etc.

### **Local NGOs and Associations, local communities**

This is one of the partnership activity's core targets. Collaboration with non-sports associations is fundamental to creating a connection with people living in the area where you are planning the event and to merge the cultural part with sports. The best way to involve associations is to present them your project/event, asking them to help and offering them a place where they can promote their daily activities. Example: if they usually offer cooking training, they can ask their members to cook for the event or to offer a free sample. In that way, they give a service and have visibility for potential new trainees; an association that works with photography can use your event to practice and give you some good shots; a book reader club can organise a public lecture of a theme in line with the event...

### **Associations working with migrants and refugees**

Among the panorama of associations, a big place is reserved for associations directly working with migrants and refugees in several areas: languages courses, legal assistance, health care... They can help with the involvement of participants, and the event itself can be an opportunity for them to approach people they are still not working with. Map the associations in the area of interest and contact them directly.



## TOOLKIT EYES HOW TO COMMUNICATE THE EVENT



### **Migrant communities**

In a project/event about social inclusion, the involvement of migrant communities living in the area is fundamental. To do this, you can promote the event by distributing materials in the areas where communities live and meet, at cultural associations, religious/cultural centres and thematic festivals. You can also contact FB groups or pages of reference for different communities. A good practice to involve people is also to write materials in most languages spoken by communities present inside the area and to include sports popular among migrant communities.

### **Refugees centres**

As for the migrant communities, this is a very important target, but it requires some care: people living in reception centres sometimes do not have the same “freedom” of movement, and they have fewer occasions to meet other people or to go to cultural centres. Therefore, it is very important to contact centre administrators in advance to understand their organisation and to ask them to invite people living there to attend the event or put together a team.

### **Grassroots sport clubs**

This is the most obvious target group, but it requires some care. When you invite a club to attend your event/tournament, you have to be very clear about the fact that competitiveness is not the main aim you are pursuing; the most important things are fair play, socialization and inclusion. Sports clubs must be aware that the tournament will have some “different” rules than usual, created to encourage the above-mentioned themes.

### **Mainstream sport clubs**

The involvement of a professional sport club based in the town of the event is without doubt a vehicle of attention for media and public. Try to build contact with them in advance; the best way is to contact their press office and to involve them in the project. Another good option would be asking for the involvement of the juvenile sector.





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### **Sport institutions (sport federations, Ministry of sport, national Olympic Committee)**

Sports institutions sometimes have an office dedicated to social inclusion, through which they develop projects and/or give support to initiatives. Map the institutions that have these offices through their official websites and contact them with a formal letter some time in advance, explaining your plan in an attractive way.

### **National media**

Attracting national media for a local event is always difficult. You can send them press releases focused on the value of the event, connecting it to some current news or underlining the presence of some testimonials. We recommend identifying through online research the media sector that can be most interested and addressing them directly. Keep in mind that shorter news works best for online media.

### **Local media**

The involvement of local media needs to be organised with “personal” contact with journalists, telling them about your event, using stories of people and teams connected with it, creating storytelling that they can easily use for their media.

### **Schools**

Working with schools is surely a plus for your event, but it needs to be planned in advance: to involve pupils’ schools, you must insert your event in the school curriculum, and you’ll need permission from parents; therefore, you need to contact the school at very beginning of the organisation, asking for a meeting with the principal.

### **Associations’ summer camps**

During summertime, sports and cultural associations often organise activities for children and youth in their spaces. Map all these organisations and propose they have some activities during your event.



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### **LGBTI Associations**

If there are LGBTI rights associations in your territory or in your region, you can contact them and invite them to participate in your event, both as teams and giving them a space for the promotion of their activities. It is important that your event is inclusive for everybody.

### **Associations for women rights**

If there are associations working on women rights in your territory, involve them, emphasizing your event's policy of including women in sports. In this sense, it can be useful to introduce some recommendations to have mixed teams.

### **Associations working with disabled people**

To be inclusive, an event should be accessible also to people with disabilities, both physical and mental. Establishing a relationship with associations working with disabled people can be a good point to understand barriers that can occur in sport events and how to overcome them.

### **Elderly people's centres**

If your territory has associations/centres working with elderly people, it is a good practice to contact them: they can be also involved in the preparatory phase and as volunteers. It is a way to create a bridge between you and the "historical" part of the district where you are working, and a solution to offer them some attractive activities.



**Part B**  
**FOCUS ON MONDIALI**  
**ANTIRAZZISTI**

*Pilot Project and the impact of unforeseen events*



## TOOLKITEYESS PILOT PROJECT AND THE IMPACT OF UNFORESEEN EVENTS



### Introduction

In 2020, Project EYESS intended to organise closing events at the conclusion of sports activities for presenting output such as the methodological guide. However, 2020 will be known in the future as the “Covid-19 pandemic year.” A health emergency struck the whole world with millions of cases and hundreds of thousands of deaths. Many productive activities were halted for months, and sports activities and events were most affected by lockdowns.

In the original project timetable, the pilot events were planned for the first half of 2020; it is easy to understand how this was not possible.

Just one partner, Ollerup from Denmark, was able to organise the pilot event following the traditional organisational model, because they did the “Mondiali Nordic Edition” in November 2019, before the beginning of the health crisis.

The whole situation caused partners to face a classic dilemma: how to manage unforeseen external situations? The project talked about social inclusion through sports, about events, about people living together and sharing experiences. How to deal with this if everything is closed and travel is forbidden?

At first, it seemed that this virus was democratically affecting everyone (from Prince Charles to the most ordinary person). When governments began to implement lockdown and pandemic containment measures, we saw a radical change: the virus began to affect most those who could not afford protection and physical distancing to survive.

The physical distance to maintain has become “social distance” (as many media started identifying it, creating much confusion), and those who were most affected were those who did not have a house in which to lock themselves: the homeless, refugees, poor people, people in countries at war or suffering from famine. It has also been a problem for those who have been forced to



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stay in homes that can be dangerous: women and minors suffering from domestic violence, or seriously ill or disabled people who have been left without assistance.

The gap was also clear between people's different living situations; spending the lockdown in a comfortable house, with TV series, internet connection, web fitness and cocktails is very different from staying in a single room with 3 more people, without the possibility to go out, without internet or any other amenities. This is the case, for example, of people living in refugee reception centres, one of the EYESS project's core target.

It is a very difficult time, especially for those relying on interpersonal relationships, inclusion through play and sports, hugs with friends or for a goal scored. But we are all aware that this is the only way right now to deal with this pandemic.

Therefore, the project consortium had the task of reinventing the event, using online tools and/or complying with health recommendations, but without losing the project's main perspective: promoting solidarity and social inclusion.

It was not an easy challenge, and partners in every country faced the challenge in different ways.

However, this difficult year is also a "lesson learned," a practical course on "risk management" for those who work in the social sports area. In this last chapter, we don't want to focus on what was not possible to do, but on the strategies that could be put in place.





## TOOLKITEYESS PILOT PROJECT AND THE IMPACT OF UNFORESEEN EVENTS



### Pilot events

The main obstacle was faced in the implementation of Pilot events that were conceived to be the core part of the project, the example to follow for a sports for inclusion event. How to deal with it during a pandemic, or, more in general, under conditions not allowing meeting in large groups?

#### Distance and health prevention

Where the pilot event was held in attendance, it was mandatory to organise it following basic rules of health prevention such as wearing masks when not playing, taking temperatures and providing hand sanitizer.

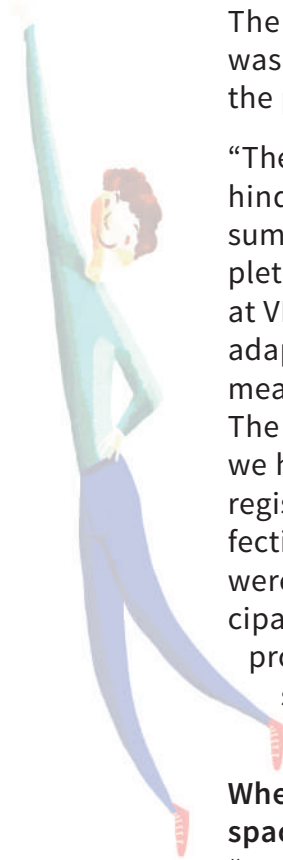
The main exit strategy adopted in partner countries was to reduce the number of participants and to avoid the presence of the public at the event.

“The COVID-19 pandemic and the prevention measures hindered our organisation from holding this event in summer; we even thought that we had to cancel it completely. But with the support of the fair play initiative at VIDC, we reframed and down-sized the concept and adapted it according to the restrictions and prevention measures.

The main task was to be flexible! Within short notice, we had to change the planned sports hall; also not all registered teams were able to attend due to Corona infections. Nearly no visitors were allowed in the hall; we were not allowed to provide cooked food for the participants, only drinks and fruits. Additionally, we had to provide disinfection facilities and material and other security measures and personnel,” said Shokat, who organised the pilot event in Vienna.

**When possible, the pilots were organised in an open space, like a park.**

“We had to take into consideration that we wouldn’t be able to attract as many participants as originally planned, because a lot of people who would normally be interested in taking part in such events didn’t come because of the risk of infection. We also had to follow





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the regulations regarding events in Hungary, because they changed monthly, and we were not sure that it would be allowed to organise such a big event in September. We also had to take into consideration when planning the programmes to provide enough space and not to mix the participants too much. In the end, the venue we finally booked provided a perfect setting to solve this issue; the different tournaments (beach-volleyball, football, ultimate-frisbee) took place about 50-100 meters from each other. We also had to prepare supplies and equipment such as hand sanitizers, thermometers, etc.)” said Bori, from Budapest.

### **Going online**

In countries where the lockdown measures were stricter, the only solution to achieve the goal was to organise the event online, for example in Italy and Greece.

The organisation of a pilot event online required a change in the paradigm: physical activities cannot be organised, but is still possible to train people on how to organise them, transforming the pilot event into a training moment that is also useful for reproducing the event when conditions will allow for it. Here below are some tricks that can be useful for the organisation of an online pilot event:

Show training materials: prepared videos, slides, and infographics can be shown to explain how to organise an event.

Tutorials: it is possible to create some sports proposals and make a tutorial to show to participants as a pilot activity, as in the case of new sports activities to include

Propose games: to partly maintain the social part of the event, is possible to organise interactive moments, when participants are asked to tell their experiences or are involved in online role plays.

“It will certainly take some time to return to full socialization. The world as we knew it has changed; this forces us to treasure how important social relationships are and never leave anyone forgotten. The only way to avoid a dramatic increase in social differences is to get



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closer to people, especially those in vulnerable situations. It is necessary to immediately implement actions that can mitigate the effects of social isolation,” said Stefano, from Sulmona.

"Distance widens gaps. Physical and social distance generates issues in interpersonal relations. The pandemic affects the relationship among people. We need more personal contact and a combination of in-person communication and proximity meetings and events," said Spiros, from Greece.

### Conferences

Transforming a pilot event conceived to be a moment of sport and socialization into an online event is certainly hard; on the other hand, moving a conference online can also enrich the final results.

Here below are some points to “extract the positive” from a negative event:

**Enrich contents:** to compensate for lack of presence, add themes and contents not originally foreseen for the event. This is possible because the time of an online event is condensed, so it is possible to have more contents in a shorter time.

**Enlarge the speakers’ panels:** as there is no need to pay travel and accommodation for speakers, you can invite more of them, giving voice to much more people.

**High level of speakers:** we know that it is always difficult to involve speakers with a high profile, because they are always full of invitations and it is difficult for them to move for one or two days to attend an event. In this case, they can simply connect and use just half an hour of their time.

**Increase number of participants:** you can feel free to invite not just people participating in your projects or connected associations, but to spread the message worldwide and reach a bigger audience.

Contact detail

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# EYESS

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