



SENTRY Sport Handbook

Lessons learned



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INTRODUCTION

During a one-year testing phase of the SENTRY methodology in 6 countries (Austria, Belgium, France, Greece, Italy, and Spain), the project's partners collected feedback from the SENTRIES¹, including the strengths and weaknesses of the monitoring of the discrimination process, and suggestions for improving it.

The [SENTRY project](#) has developed a [toolkit](#) aimed to help relevant stakeholders to start a project for monitoring acts of discrimination in sports. The objective of the collection of Lessons learned is to learn from the experiences of SENTRIES when implementing a monitoring project. We believe that it can help guide coaches, youth monitors, educators and social workers in an effective and solution-oriented monitoring process.

THE IMPORTANCE OF HAVING A GOOD NETWORK

Starting monitoring of discrimination act inside a community could be hard without the real support of a large network of different stakeholders. With this project, we learned that it is necessary to start with a longer period (at least 6 months) for creating a trusting relationship. If the association does not have a local network, it is really hard to receive information about the episodes of discrimination in sports from the clubs, the sport organisations and the organisations who work with specific target groups.

A SENTRY cannot cover all sport events, trainings, and sport activities organised in the community, he or she should be advised by the stakeholders of the network.

The stakeholders must understand the importance of their participation and the prospect of creating permanent monitoring. They should be part of a full process and not just part of it.

¹ A SENTRY is a person who knows his or her community of reference, sports centres and the world of sport in general. He/she is able to recognise direct and indirect discrimination and create a series of relationships with different stakeholders. Competencies and skills required: empathy, listening, communication and networking.

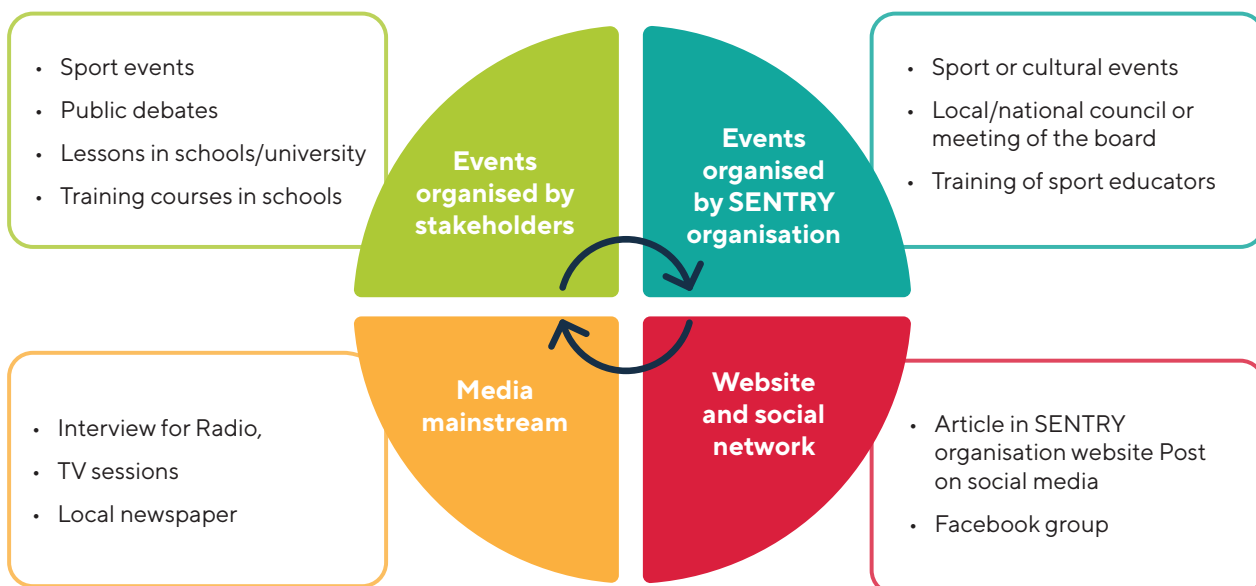
MONITORING WILL BE BETTER AFTER A LARGE AWARENESS-RAISING CAMPAIGN

Collecting evidence of discrimination in sport is very hard if people are not well informed about the need to speak up against discrimination and collect cases of discrimination in sport. Even if the work of information made by the SENTRIES is massive, sometimes it is possible to observe a certain mistrust among the people attending sports event or training. There can also be a certain fear in talking about bad experiences, which can also lead to mistrust of institutions.

For this reason, it is important to launch awareness-raising campaigns that involve athletes, coaches, managers, parents and supporters from the grassroots up to the top level of the sport. A campaign of raising awareness, which prepares the real monitoring process, explaining the importance of the monitoring, presenting the association who will do it and the SENTRIES' role. Citizens must trust the authenticity of the process and wish to contribute to it. The campaign should start at least 2 months before the beginning of the monitoring.

TIPS FOR BUILDING A SUCCESSFUL CAMPAIGN

- Use creative and attractive logos with a good slogan.
- Create a website to present the main information about monitoring and upload the questionnaire online for a self-assessment and collection of answers.
- Create short videos for social media channels (use Tik Tok for the younger generations).
- Contact the radio, TV and newspaper and use social media channels to present the initiative.
- Have a good testimonial or ambassador, that can be recognised by the community.
- Organise antidiscrimination sports activities, where you can present monitoring during activities.
- Disseminate to local sport clubs, sport facilities, sport arenas a poster with basic info about the monitoring and a QR code linked to the monitoring form.





CREATING A FINAL REPORT

It is important to create a report, something that all the stakeholders, the victims and/or witnesses involved in the monitoring process can read so they understand how relevant their participation was. This report should be available on the website and social media.

Disseminate the report to the local and national authorities, the sport authorities and the sport organisations and the policymakers, who based on those data could think about specific programmes and initiatives to combat forms of discrimination in sport, to support educational initiatives and to support actions in specific territories and for specific target groups.

HOW TO HELP THE VICTIMS AFTER THEIR DENOUNCES

The first obstacle in receiving cases of discrimination is the answer to the question: “What’s next?” Victims/witnesses wish to have an answer to their single problem, which means it should be taken by the competent authorities. If we are not able to give them a reply, we lose the trust of the other people.

Be aware that SENTRIES cannot solve the situation and it should be clear they are not cops or social workers or sports managers.

Here are few ideas:

For an immediate reply to the victim, we recommend:

- Having contact with the National Office Against Discrimination, created according to the Council Directive 2000/43/EC “Protection against discrimination based on racial or ethnic origin would itself be strengthened by the existence of a body or bodies in each Member State, with competence to analyse the problems involved, to study possible solutions and to provide concrete assistance for the victims”.
- Having contact with sports authorities which can take care of the case and provide sanctions to those responsible for discriminatory acts.
- If the victims need specific help (especially in case of a hard or physical attack), bring them to anti-violence centres or specific centres where it is possible to find psychological support.
- If the episode is not hard (and if possible) organise a meeting between the sport clubs involved, to discuss the problem together. Work with an action of conflict mediation.

For a follow-up:

- Build the capacity of the sport organisations or clubs in organising sport events against discrimination in their community
- Build the capacity of the sport organisations by creating specific training courses for referees to teach them:
 - the importance of stopping the game in case of discriminatory incidents and imposing penalties;
 - the importance of documentation in the match report of each incident and penalty/ resolution;
 - giving them instruments for mediation of conflict in the pitch where possible.
- Guide the sport organisations in creating specific training for coaches, trainers, and managers about anti-discrimination in sport.

HOW TO DEAL WITH THE VICTIMS AND/OR WITNESSES OF EPISODES OF DISCRIMINATION

Before the interview, it is always good to start with a casual talk and maybe drink a cup of coffee together! Sometimes the questionnaire can stress the person in front of you, many people can say “The form is too long, there are too many questions to answer”. In this case, informal discussion can help. SENTRY should then try to remember all the basic information of the monitoring form, complete the form and ask the victim and/or witness to confirm or correct it.

BETTER START MONITORING ONE FORM OF DISCRIMINATION

The implementation of the monitoring until now also shows that monitoring all forms of discrimination in sports can be quite challenging work. A suggestion is to start a specific monitoring of one form of discrimination or discrimination belonging to the same range (eg. racism and xenophobia, sexism and homo-transphobia). Later it is possible to enlarge the monitoring thanks to the network you have.

MONITORING SHOULD BE A PERMANENT JOB

Monitoring discrimination is not an easy job. Ideally, it should be a permanent monitoring process that helps us understand the phenomenon and to find different solutions, create actions to prevent future episodes, to make educational and sports activities safe and welcome.

Disseminating regular or annual reports will help the local/national authorities and the sports authorities to find solutions for preventing and combating discrimination.





SENTRY SPORT

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More about the project: www.sentrysport.org



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