



# Guideline Toolkit

Everyone, including LGBTIQ people, should have the opportunity to participate in football in a safe and welcoming environment, free from discrimination. It is important to ensure that you create a safe, welcoming and accepting environment in your club. There are several positive steps you can take to demonstrate that your supporters, team, club and/or organisation are inclusive:

**Step 1 – Sign the Heroes of Football Pledge** either individually or together. The pledge states that you will all help to make football a welcoming environment, which is inclusive for LGBTIQ-players.

**Step 2** – Always react when people use inappropriate or discriminatory words or offending gestures such as “faggot”, “poof”, “dyke”, “tranny”. These phrases are unacceptable both in football and society, and should be challenged. If you find it difficult to react immediately (for example during a game), you should speak with the Referee, your Coach or your Club to discuss the offending behavior of either your teammates or opponents. Refer to our fact sheet on Football Laws and Regulations for more information.

**Step 3** – It is important to be a good role model for other fans, players and/ or members in your club. To get some ideas on how to be a good role model, you can read our fact sheet on ‘Inspiring examples and role models’. By participating in campaigns, communicating positive messages via your social media account and acting as a role model on and off the pitch you can be an inspiring example for other senior players, youth players and supporters. You might want to organise a discussion meeting with your teammates about the inclusion of LGBTIQ people in football. Our fact sheet ‘Opportunities for conversations and discussions’ is useful for ideas.

**Step 4** – Play the **Heroes of Football App** together with your teammates and learn from each other how to cope with several different situations in football.

**Step 5** – Watch the Heroes of Football videos and documentary with your team, and use it to start discussions about making football more inclusive for LGBTIQ people. Our fact sheet ‘Opportunities for conversations and discussions’ can help guide you here.

**Step 6** – Participate with your team in local, national or international campaigns that challenge discrimination of LGBTIQ people in football. Look into the Football v Homophobia campaign or organise your own Heroes of Football campaign to raise awareness about the subject. By supporting social projects and campaigns, you are sending a strong message to other clubs, supporters and players that football should be more inclusive. You can find more information in our **‘campaign materials’ and ‘template documents’ section.**