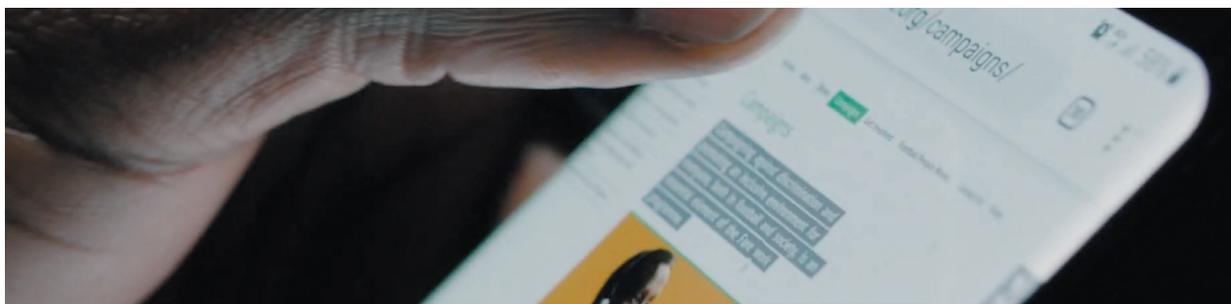


# Fare Network



## About Fare Network

Fare Network's mission is to use the inclusive power of football to tackle discrimination, to advance the social inclusion of marginalised and disenfranchised groups, and to engage policy makers, governing bodies and players in the fight against discrimination.

"We want to make discrimination in football a thing of the past," says Pavel Klymenko, Head of Policy for Global Monitoring and Human Rights for Fare, "So we work with fan groups, NGOs and

grassroots organisations to combat discrimination in all its forms - racism, far-right activities, sexism, trans- and homophobia and against people with disabilities."

Based in London and the Netherlands, Fare has grown since its foundation in 1999 into an international organisation with more than 150 members across more than 40 European countries, with activists in the United States, South Africa and Brazil.

## The impact of Google.org funding

Google.org is supporting the extension of Fare Network's anti-discrimination work into the online world, focusing on how far right groups combine online and offline activity around football to increase sharing of their views, and to radicalise and recruit young people.

"We have two main components to this project," says Pavel, "The first is using artificial intelligence and machine learning to capture and analyse online hate speech. The second is linking our monitoring of online abuse to our monitoring of abuse that happens in the stadium."

Fare has identified what it describes as an "enormous base level" of 24/7 online abuse related to football.

"But it's not a simple problem. A lot of hate speech is highly contextual. There's no way a social media company would ban a monkey or banana emoji, but at the same time it is a very common way to racially abuse a black player and it's incredibly dehumanising."



We want to make discrimination in football a thing of the past.

Through their monitoring tool, Fare is aiming to find a way to quickly and effectively identify abuse and hate speech, remove it and ensure the perpetrators are held to account.

“The anonymity of social networks is often cited as a contributing factor. However, most of the abuse is not anonymous and the people responsible for it don’t face the consequences when they put it online.”

The second component for Fare is linking their online and offline monitoring systems designed to better understand how far right groups use football to radicalise young people.

“There is a very widespread problem with organised far right groups, especially in Central and Eastern Europe using football for radicalisation. Many fan groups are dominated by the far-right. A young kid goes to a game, where they see neo-Nazi banners and players being racially abused, and they join in. They learn these ideological views and abusive behaviours, and join the fan groups doing them in the stadium and online.” Peer-to-peer radicalisation happens very quickly. Children are likely to take up interest in sports way earlier than interest in any kind of politics. We can’t afford stadiums and online spaces around football to become their gateways to radicalisation.

Fare sees the Google.org grant an essential contribution to their work, but also confirmation of Google’s commitment to the fight against discrimination.

“We’ve really appreciated the freedom Google.org has given us. Just because we’re part funded by Google.org doesn’t mean we’re not looking at Google products as well. They’ve helped us with scaling our project, with support and with workshops to help us improve. There’s been no micromanagement – Google.org has trusted the robustness of the project.”



Most of the abuse is not anonymous, and yet these people don’t face the consequences when they put it online.



## Key insights

Due to the Covid pandemic delays, the project will run from mid-2020 to mid-2023.

Despite stadiums being empty during the pandemic, the Fare Network noted an increase in hate speech on social media as online activity increased.

The social media monitoring tool is being rolled out at UEFA and FIFA matches in 2022.

An education manual about the dangers of radicalisation will be available in 10 countries across Europe as an output from the tool.