



# Animated Cartoon

RESPECT IS THE GOAL

HATE SPEECH

THREATENS PORT

INTEGRITY



Co-funded by the  
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## IO4

### D4.2 - RIGHTS Animated Cartoons

*The **Animated Cartoons** tool it's an open resource that can be used by coaches and trainers to help grassroots sports clubs put into practice positive values in the sports environment, like diversity, respect, equality, fairness, inclusion, responsibility, fair play, interculturalism and friendship.*

*Showing the cartoons created based on the stories written by children, sports clubs can show them to illustrate and work on the core principles embedded in the RIGHTS project.*



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## FORWARD NOTE

This Pack is conceptualized and based in a series of cartoons based on stories written by children and developed within the **Project “Rights – Respect is the goal, hate threatens Sports Integrity”**, co-funded by the Erasmus + Programme of the European Union.

**RIGHTS** is an Erasmus Sport Project, composed by an international "...international consortium of seven partners, six from Europe and one from a non-European country.

This project arises from the belief that addressing the problem from this very initial level can be very effective in the process of eradicating hate speech and discrimination and putting into practice good and positive values in the sports environment.

Empowering part of the front-line actors in this context, like coaches and trainers, is one of the project goals in order to help tackle and prevent the hate speech phenomena and to build a respectful environment in sports activities, especially young athletes at the grass-roots level.

This specific deliverable is one of the products of the RIGHTS project, which aims to provide tools to use in their activities and, eventually, in awareness communication campaigns addressed to this issue.

These cartoons explain a complex issue through a simple visual image, helping people retain the information more easily. The stories were created by young students, directly engaging them.

It will be disseminated by the project partners, and it should be used by all sport entities that want to add to their communication creative tools, working on hate speech prevention and promoting values like tolerance, inclusion, intercultural sensitivity, and fair play.

You can also find all this material in the project website (<https://rights.usmacaselle.org/>).



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## CREDITS AND DISCLAIMER

This document is the collective effort of many individuals and partner organizations working on behalf of the project “RIGHTS – *Respect Is the Goal, Hate Speech Threatens Sport Integrity*” and every attempt has been made to ensure that the contained information is true and accurate.

Every reader and user are expressly advised to use the content and information of this document on their own responsibility.

The European Commission support to produce this publication does not constitute an endorsement of the contents, which reflects only the views of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## THE CARTOONS

In order to create this Deliverable, the Greek organization KEAN went to visit young students of two different primary schools in Athens: 14th Elementary School Haidari and 5th Elementary School Holargos. The children have been asked to make up some stories to talk about the good values of sports and against hate speech in such contexts.



After collecting their stories, KEAN picked some of them to create 3 short animated cartoons out of it, with the support of KEAN's partner Lascò specialized in video animation. The cartoons were translated into English and Greek with the aim to be shown during a Multiplier Event to disseminate the project and its values.



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## THE FIRST CARTOON: ANGRY CHILDREN

The first story chosen talks about two football teams that have to play against each other. The first team is using words of hate speech against the second one, insulting and denigrating the rival players.

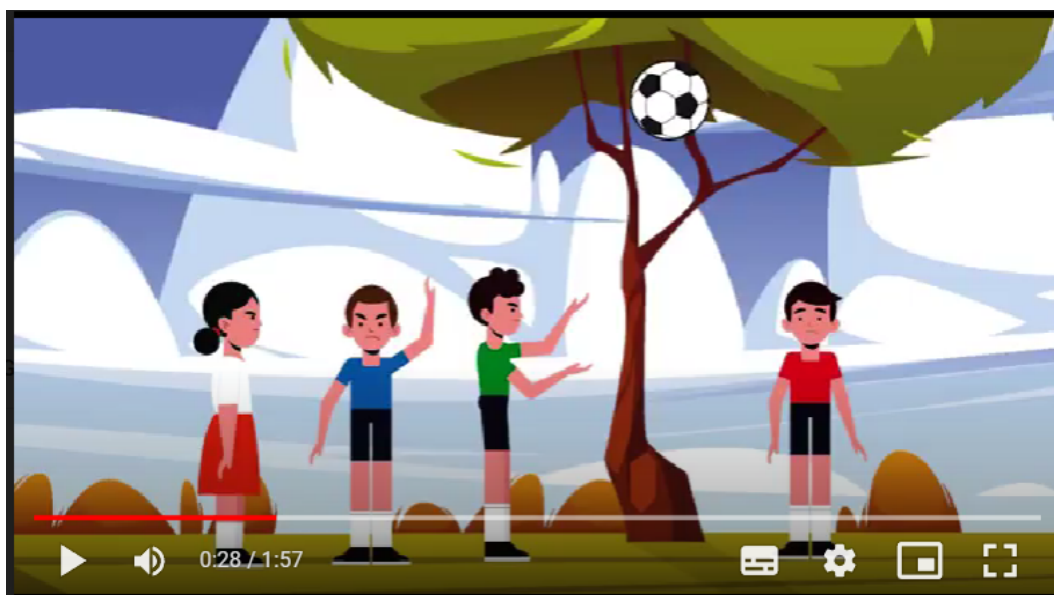


The second team doesn't react to the aggressive behaviors of the other team, but they answer that they don't care about winning or losing as they just want to have fun and spend a good time together.

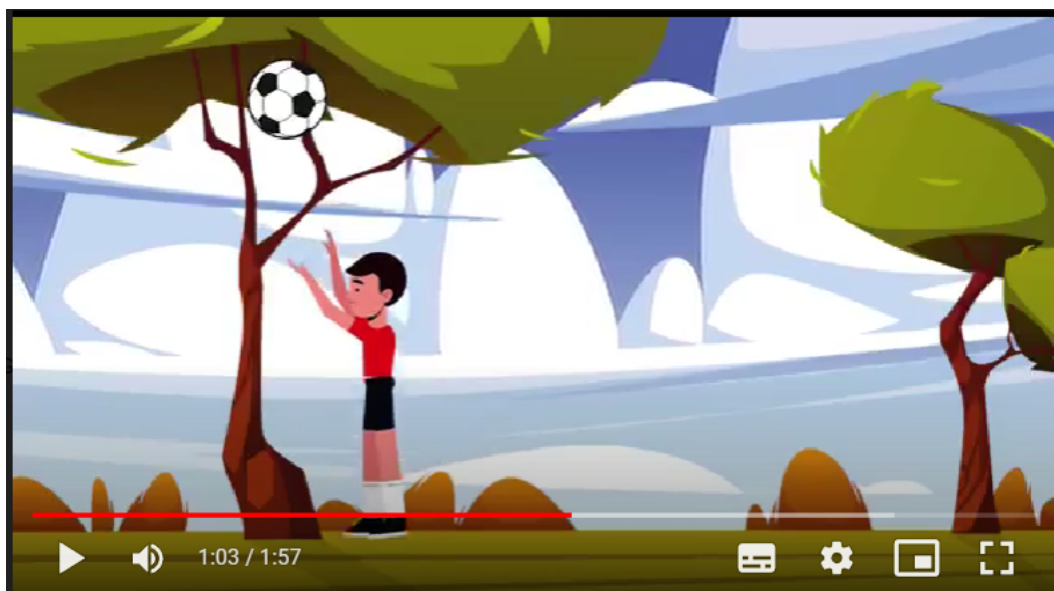


## SECOND CARTOON: THE BALL

The second story talks about a kid who is being offended and mistreated by some of his peers as he threw the ball on a tree and it's not falling down.



They scare him and force him to stay until he will find a way to take the ball back.

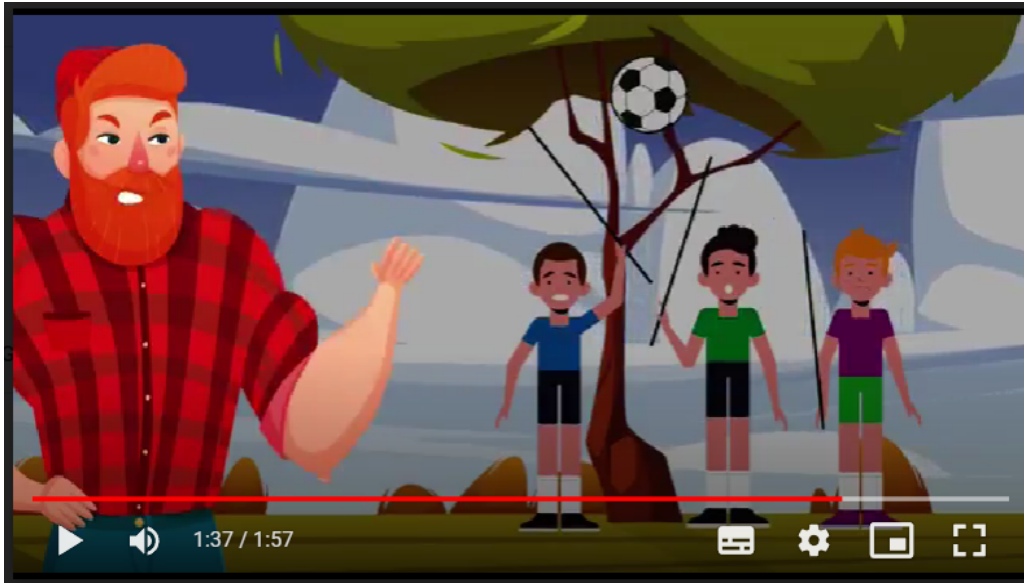


As another day passes, some of these kids are playing next to the tree and the ball gets stuck again. They try to reach the ball hitting the tree with some long sticks, but while doing



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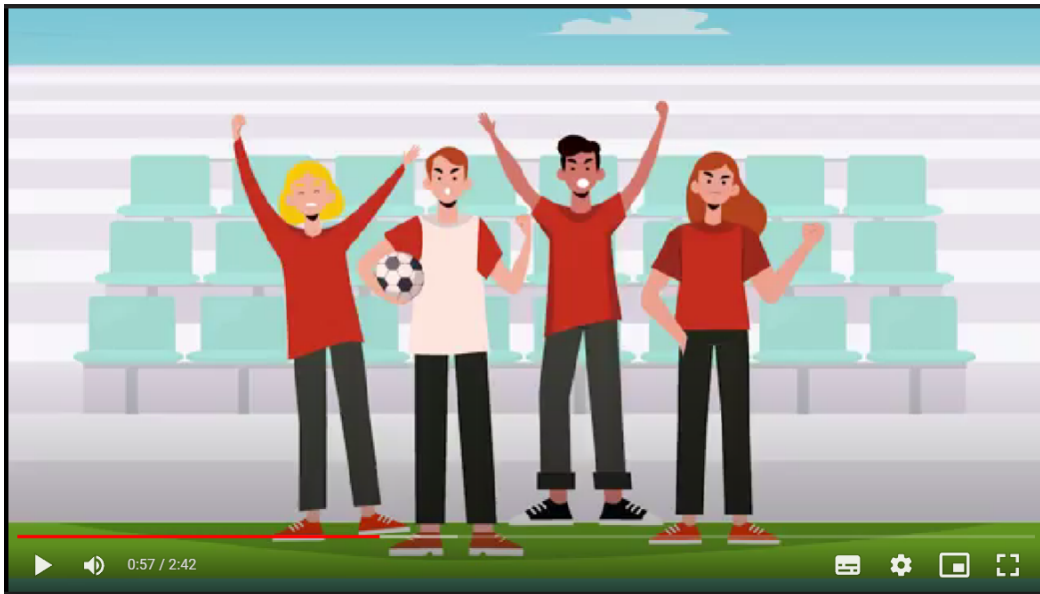
that the owner of the tree arrives and shouts at them. The kids got really scared, receiving the same treatment they gave to the first kid.



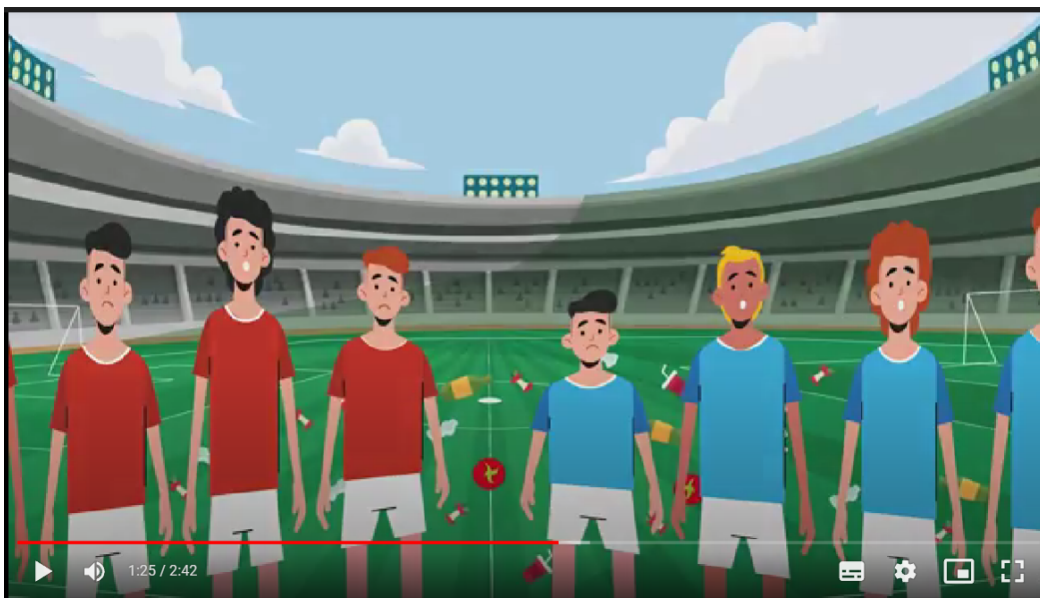


### THIRD CARTOON: A LOST GAME

Two teams are playing a football match; the fun clubs are having a very aggressive behavior towards the players, shouting at them and insulting them.



As any of the players make a mistake or miss a goal, the fun clubs throw food and trash to them into the field. The players are surprised, scared and sad.



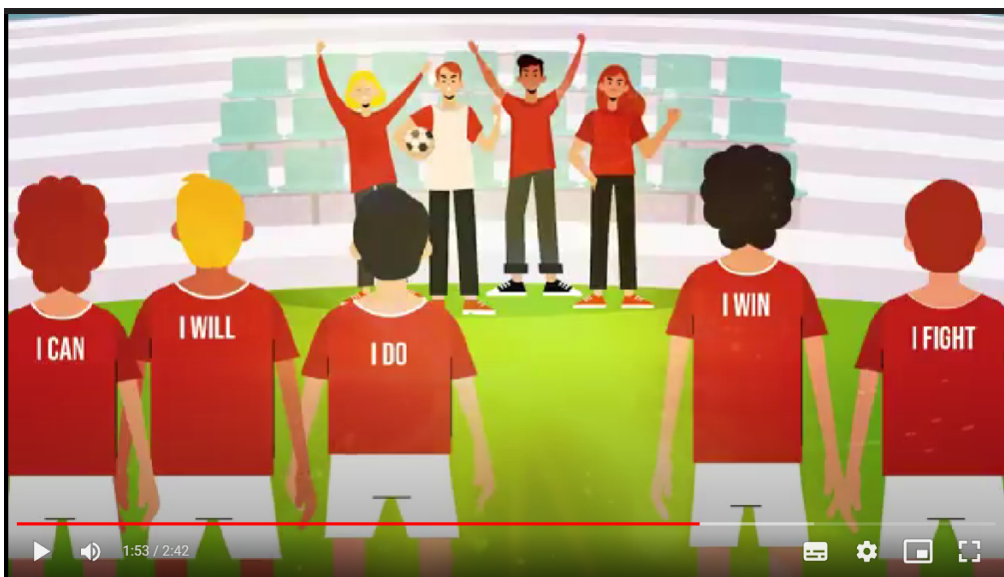
The match is stopped and the two teams decide to collaborate to clean the field.



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After that, they talk with their fans asking to be more respectful and the fun clubs receive the message and accept.



The match can restart, and when the players make some mistakes, this time the fun clubs are really supportive and encouraging!



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## Project Partners



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ROSTO SOLIDARIO



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AMATEUR SPORT LEAGUE



FAN ASSOCIATION "GENTLEMEN"



KEAN



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