



Video Stories

RESPECT IS THE GOAL
HATE SPEECH
THREATENS PORT
INTEGRITY



Co-funded by the
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For more details:
visit [www.https://rights.usmacaselle.org](https://rights.usmacaselle.org)



IO4

D4.3 - RIGHTS Video Stories

The Video stories 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 video stories created by the Consortium, sports clubs can transmit the message through a visual, entertaining way to 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 video stories collected in the sports environment 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 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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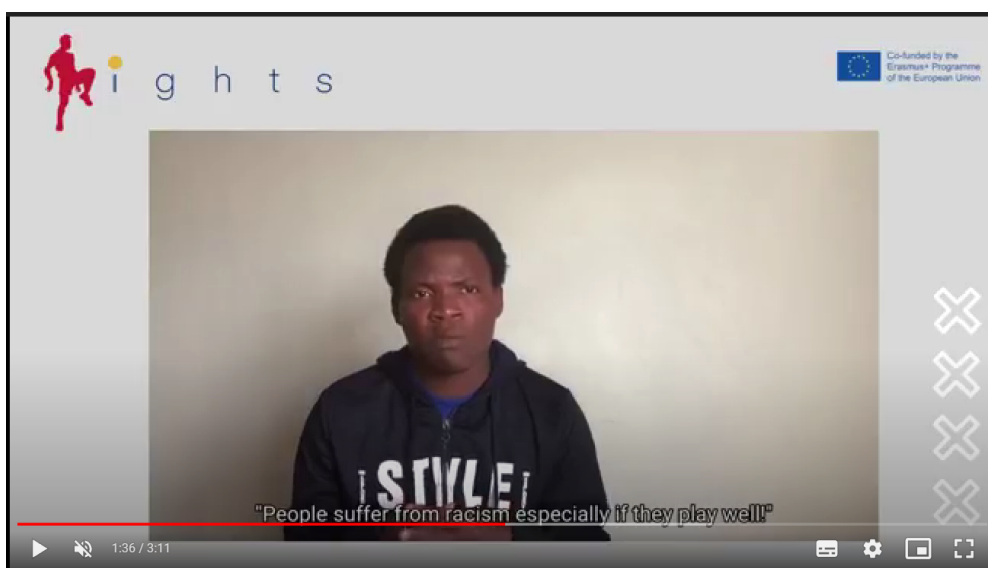
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THE VIDEO STORIES

Video stories and role model interviews were created and collected by all the partners in order to reach teenagers in particular, but also adults. The video production started earlier with the Deliverable 1.1 snapshots, where the collected interviews and stories are edited in short videos and the core message of the project is promoted.



The videos are not professional, rather amatorial, created directly involving teenagers, adults and generally from the sports environment. This engaging approach will have different positive impacts: improving skills, increasing awareness of producers, interviewees and the audience watching the videos.



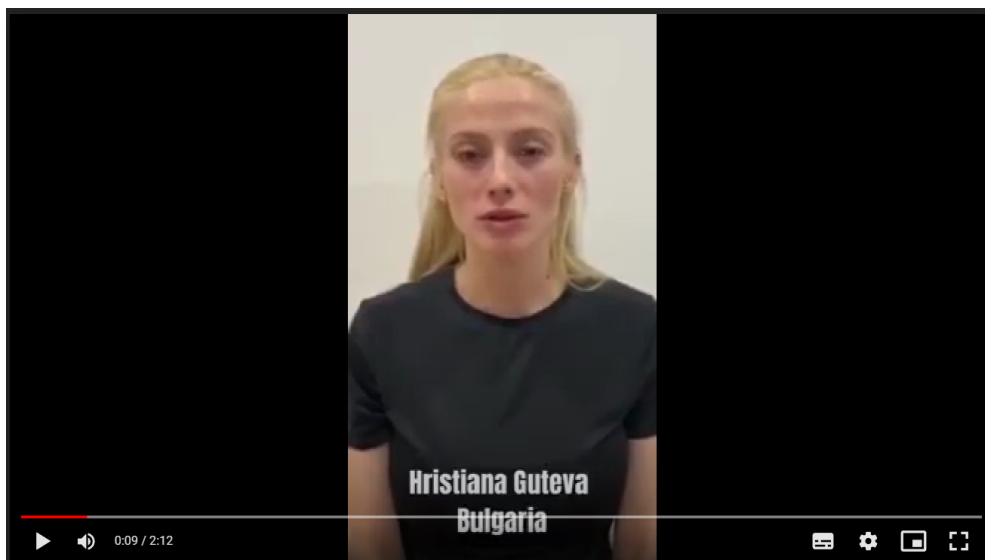
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PARTNERS CONTRIBUTION: ASL

ASL recorded two video interviews from two women, Kristina Aleksandrova who used to be a football player and Hristiana Guteva who is a professional football player.



In these interviews, they both shared some of their personal experiences about abusive language, aggressive behaviors and hate speech in general that they have received and they had to deal with, and they have also reinforced and promoted the message of the importance of creating a healthy environment in the sports field.



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PARTNERS CONTRIBUTION: CA' FOSCARI

The Italian University Ca' Foscari produced a video of the process of painting an image about hate speech in sports:



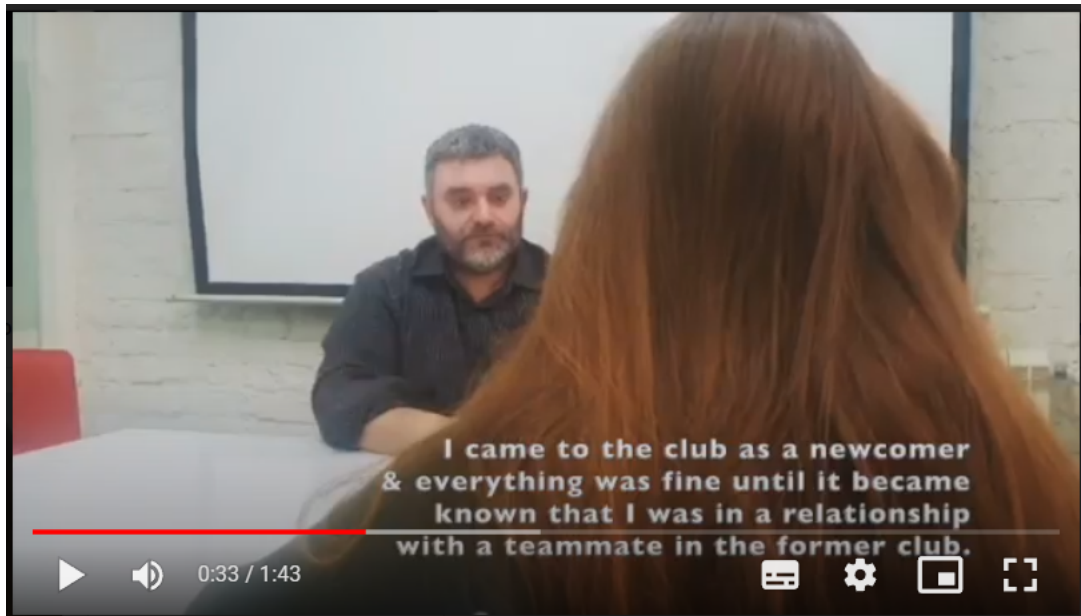
as well as a video in which different questions related to sports and discrimination are written and asked.



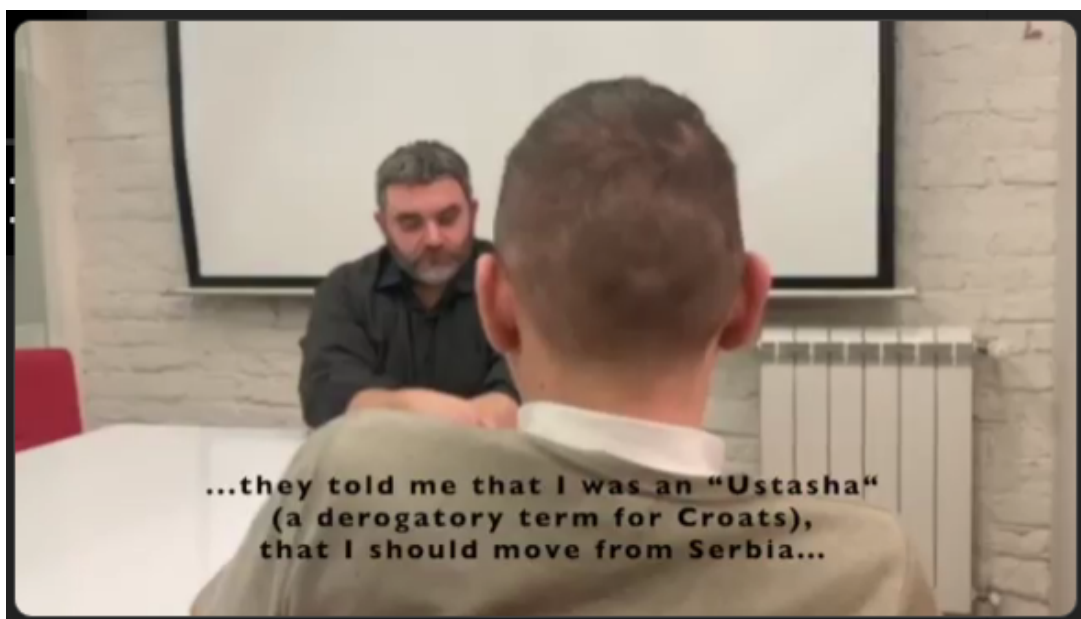
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PARTNERS CONTRIBUTION: GENTLEMEN

Gentlemen interviewed two players belonging to minorities, one of them coming from a different country and the other one being part of the LGBT+ community.



In both interviews they have shared some very personal first-hand experiences in which they have been the direct recipients of hate speech messages.



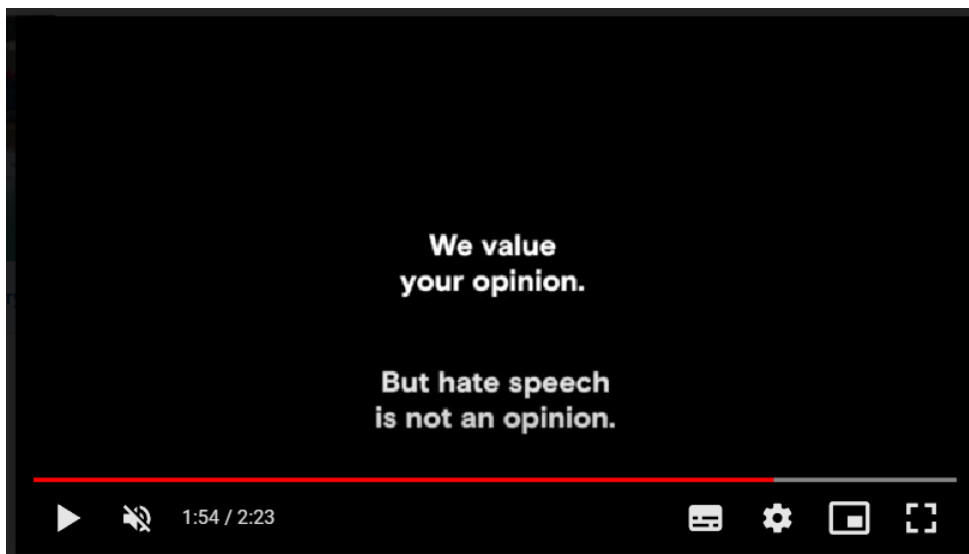
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PARTNERS CONTRIBUTION: HACETTEPE

The Turkish University Hacettepe made a video-story collecting some different cases and episodes of hate speech and discrimination in the sport field, famous and non famous to the wide public.



The first episode is a first-hand story of a girl excluded because of her gender, the second one is about discriminatory gestures from a football player towards another player of the opposite football team and the third one promotes a campaign some players have initiated online to fight against hate speech.



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PARTNERS CONTRIBUTION: KEAN

KEAN created and edited a video-story of some players during a basketball match that start to fight and being aggressive until the coach intervenes.



The players were interpreted by teenagers from different backgrounds and young athletes involved in the project.

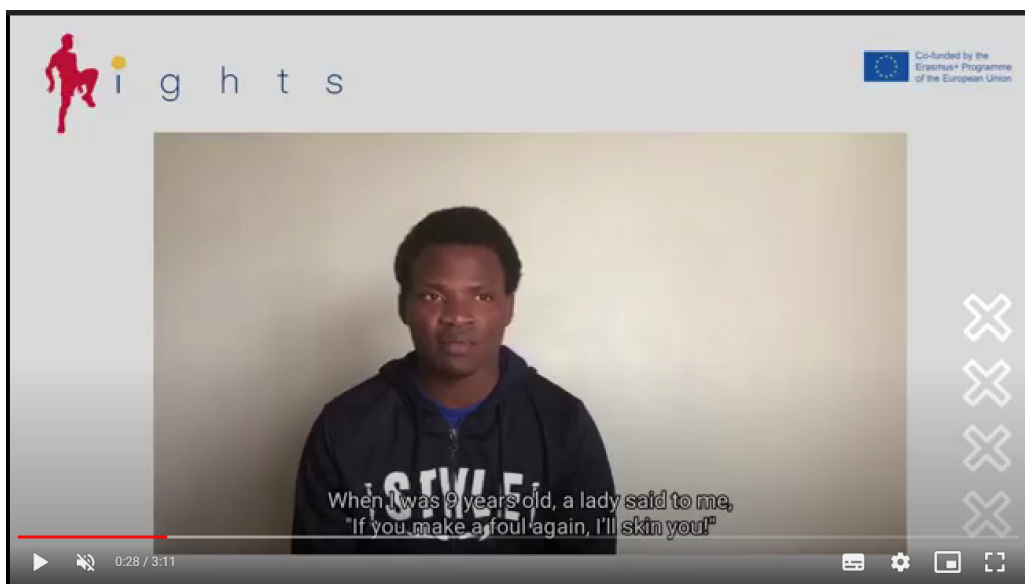


PARTNERS CONTRIBUTION: ROSTO

ROSTO made a video-story of two couples of parents who are sitting on the stage during their kids' football match, and the first couple starts to insult the son of the second one because of his origins until the second parents decide to take their son out of the match and leave.



ROSTO also recorded the testimony of a player who has experienced hate speech because of the black color of his skin.



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PARTNERS CONTRIBUTION: USMA

USMA interviewed two coaches from their sports club. During the interviews, they have shared personal experiences that happened during the match, in which players or parents were offensive towards other players.



They have also talked about the way they have dealt with the issue as role figures.





Project Partners



USMA CASELLE ASD



ROSTO SOLIDARIO



HACCETEPE UNIVERSITY



AMATEUR SPORT LEAGUE



FAN ASSOCIATION "GENTLEMEN"



KEAN



CA' FOSCARI UNIVERSITY OF VENICE



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