

## FAIRER project meeting Belfast 29/03/2023

### Participants

Georgiana Schillo (FRF)  
Loris Vezzali, Soraya Elizabeth Shamloo (UNIMORE)  
Mark Dennison, Nadine Murphy (irishfa)  
Peter Busuttil, Tamara Gerbens (mfa)  
Karlis Boitmanis (Latvia)

The meeting starts at 10.

Introduction by Loris Vezzali on FAIRER's first deliverable. Latvia has completed the interviews to stakeholder and need analysis, thus the report is ready to be updated. UNIMORE will proceed with the task.

Loris Vezzali introduces the topic regarding the Living Labs and its structure. Three meetings need to be scheduled. Participants need to be the same in the three meetings.

- First meeting: Presentation of the project– everybody introduces himself/herself – and the project is explained (1 hour) – Unimore will build up a powerpoint for the presentation of the project and a presentation of the guidelines
- Second meeting: Presentation of what each institution has done in terms of radicalisation (2 hours). People present what their organisation has already done
- Third meeting: Discussion of the guidelines - they can discuss what they can actually do, including improvements to the guidelines, changes, feasibility. It is suggested to create small groups in order to make it more practical.

The group suggests to define a satisfaction questionnaire to use at the end of the Living Labs and to use streaming for additional individuals interested in the Living Labs but who cannot participate (in addition to the effective participants). The group considers it could be useful to prepare a page to present the project and the Living Lab activities to send via email to the participants in order to prepare them for the Living Labs.

Karlis and Tamara Gerbens suggest the use of MENTIMETER as a tool (interactive presentation software) to use during the Living Labs. The tool is explained to the group. The group agrees on its use.

Loris Vezzali and Soraya Elizabeth Shamloo introduce what has already been done on the guidelines. A draft has been written and is presented to the group. The group agrees with its format and suggests some changes to the document. These will be implemented by Unimore



Project supported by



The group suggest to insert a deadline for the definition of who will participate in the guidelines – This should be mid April and partners should share the information. The meeting ends at 12,00.

The afternoon meeting starts at 14,00. In the afternoon, Soraya Shamloo and Loris Vezzali presents the guidelines draft, meant to help the discussion in the Living Labs. The guidelines are structured to meet the FAIRER aims. Specifically, as a flow chart, they guide the network to understand what is radicalisation, understand whether one's own context is characterised by radicalisation and how to act, also depending on type of radicalisation and whether this is present within and/or outside the stadium context. With this structure, living labs can express their views, but also work on the actions needed within each of these potential situations. A discussion follows, to better define some aspects and make the guidelines both a practical and a theoretical tool.

The meeting closes at 16.

### **FAIRER project meeting Belfast 30/03/2023**

#### **Participants**

Georgiana Schillo (FRF)  
Loris Vezzali, Soraya Elizabeth Shamloo (UNIMORE)  
Mark Dennison, Nadine Murphy (irishfa)  
Peter Busuttil, Tamara Gerbens (mfa)  
Karlis Boitmanis (Latvia)

The meeting starts at 10.

#### **Part 2 Discussion on the Communication strategy**

Peter Busuttil and Tamara Gerbens present what has been done so far for the website. The group agrees on its layout. Karlis will proceed by taking on the development of the website. It is suggested to create a link to results of the report to insert on the site.

Loris Vezzali mentions the importance of educating people through the website, where it will be possible to (quiz o videos where we explain something), make people act through media challenges



Project supported by



The group, also helped by a communication expert from the Irish FA, discusses on communication and on the possibility of creating an Instagram page for FAIRER. The group agrees, yet this does not seem to be the main priority.

Instead, the fact that posts should always be published through the federations is again mentioned as an important point.

Video:

As a possible further step in the communication strategy Loris Vezzali suggests to create a video in which ten sentences regarding radicalisation will be read by each federation (e.g., Ambassadors, football players but they should be immediately recognised football players) The video may be created/merged by Unimore

May TikTok be a way to disseminate the content? This has been discussed, yet an unanimous answer has not been reached.

The 10 sentences which may included in the video are read to the group and updated based on the feedback of the group.

In the end, the group decides to follow a strategy based on posts with videos created by role models provided by FAs, to be published in each FA social media in own national language, to maximise post impact. A list with post texts will be sent to all partners by Unimore. Ideally, FAs can record a number of videos (10-12) allowing regular posting for the whole duration of the project (and that will be integrated by further communication and dissemination actions).

**The meeting ends at 12.**



Project supported by

