

Peer-to-peer learning Guide (Sport4Rules) National Best practices of fighting violence in sport and through sport (projects/established programmes)	
Name: <i>Project/Programme Title</i>	ODIARE NON È UNO SPORT
When: <i>When the project/programme was implemented (please specify if the project/programme is still ongoing)</i>	June 2019- November 2020 (extended to March 2021 because of COVID-19 pandemic situation)
Where: <i>Where the project/programme is/ was held (city, country)</i>	Italy. In particular, activities were carried out in 7 Italian regions : Friuli Venezia Giulia, Veneto, Lombardia, Piemonte, Lazio, Sicilia, Emilia Romagna
Who: <i>Name of the Coordinating Entity</i>	Centro Volontari Cooperazione allo Sviluppo-CVCS
Objectives: <i>General and Specific Project Objectives</i>	The project's aim is to promote methodologies to foster global citizenship education. In particular, the projects' specific objective is <ul style="list-style-type: none"> - To prevent and contrasting online hate speech circulating in sport environments, through educational paths
Stakeholders of the project: <i>People and institutions contributing to the implementation of the project/programme</i>	<ul style="list-style-type: none"> - ADP, Amici dei popoli - CELIM, Centro Laici Italiani per le Missioni - CISV, Comunità Impegno Servizio e Volontariato - COMI, Cooperazione per il Mondo in via di Sviluppo - COPE, Cooperazione Paesi Emergenti - LVIA, Associazione Internazionale Volontari Laici - Progettomondo MLAL - Forma.Azione - CSEN, Centro Sportivo Educativo Nazionale - Tele Radio City scs Onlus - SIT, Social Innovation Teams - ISF, Informatici senza Frontiere - SAA, Università degli Studi di Torino, Scuola di Amministrazione Aziendale-school of Management
Beneficiaries: <i>Which target group was involved (please specify the legal status and how many people were reached)</i>	<ul style="list-style-type: none"> - 1220 students in primary and secondary school; - 200 primary and secondary school teachers;

	<ul style="list-style-type: none"> - 2200 young aged 11-18 belonging to amateur sports clubs; - 150 people among sport coaches and sport managers
<p style="text-align: center;">Financing: <i>Budget and Program which financed the project/programme</i></p>	<p>Agenzia Italiana per la Cooperazione allo Sviluppo- AICS. The granted budget amount is EUR 434,750</p>
<p style="text-align: center;">Description: <i>Detailed of the project/programme (please specify the activities/sessions/modules and methodologies implemented)</i></p>	<p>Each partner organization was responsible for the implementation of specific activities in their regions, mainly they were workshops involving the target groups. The project has implemented the following main activities:</p> <ul style="list-style-type: none"> - Research phase aimed at intercepting online hate speech in order to create the “Barometro dell’odio nello sport”; - Elaboration of a chatbot able to immediately respond to hate messages on the social networks pages and chats of the sport clubs; - Elaboration of learning units providing methods to make students reflect on hate speech phenomenon and on how to defend themselves, to be tested during school activities; - Elaboration of interactive training course aimed at contrasting hate speech in sport, addressed to school teachers, sport coaches and sport managers; - Creation of a social campaign “odiarenoneunosport”, to raise awareness about the phenomenon of hate speech in sport, involving Olympic champions, who will shoot small videos and pictures to be shared on social media pages of the project, about the importance of sport as integration tool, telling about their experiences; - Creation of 7 teams in the different partners’ regions, composed by 10 young athletes of different sports, that will be trained in order to respond to hate messages in sports. They will be in charge for one year, monitoring at least 80 social media pages of sports clubs, social networks chats. They will also be involved in the organization of 10 simultaneous flash-mobs with school students, in different Italian cities; - Simultaneous flash-mobs involving school students in 10 Italian cities;

	<ul style="list-style-type: none"> - Elaboration of a “bullyctionary”, a online dictionary aimed at raising awareness about cyber-bullying. - Implementation of local workshops by each partner in their territories, involving schools and sporting clubs. During the activities, the young participants will test the developed learning units, focusing on raising awareness among them of the hate speech phenomenon both online and offline. The workshop activities will provide the participants the method to intervene in the prevention and contrasting to verbal violence in sport. During the workshop activities, the young participants will be actively involved through simulations, role playing, sports activities in which they are usually involved. They will also produce the necessary materials for the flash-mobs’ activities such as posters containing the project’s name “Odiare non è uno sport”; painted t-shirts with the project’s name letters).
<p>Results achieved: <i>Describe the quantitative and qualitative results achieved</i></p>	<p>The project has achieved the following results:</p> <ul style="list-style-type: none"> - Elaboration of the research report “Barometro dell’odio nello sport”, led by the CODER centre of the University of Turin, taking into account the social pages of the following newspapers: La Gazzetta dello Sport, Tuttosport, Il Corriere dello Sport, Sky Sport e Sport Mediaset, analysing 443.567 posts on Facebook and 16.991 on Twitter, from October 2019 to January 2020. The document, freely downloadable from the projects’ website, contains 10 chapters, describing the hate speech in sport, with a focus on football; - Creation of the Bullyctionary, co-financed by Generali Italia; - 90 workshops involving trainers of the participating organizations, 200 secondary school teachers, 150 sporting coaches; - Webinars involving technicians and managers of the sporting clubs to raise awareness about hate speech in sport, providing them with methodologies to

	<p>prevent and contrast verbal violence;</p> <ul style="list-style-type: none"> - 6 regional seminars led by the CSEN, involving 250 sport operators and managers belonging to the organization; - 1200 students participating in the local activities of the partners; - 2200 young athletes members of the amateur sport clubs; - 9 simultaneous flash-mobs organized in the following Italian towns: Catania, Cuneo, Gorizia, Milan, Padova, Rome, Rovigo, Turin, Verona, on March 19th 2021. - Creation of 7 teams composed by 10 young people, operating in 7 different territories as “antennas”; - Creation of the “response tree” for the elaboration of the chatbot able to respond to hate messages on the social media; - Counter-narrative social campaign, composed by: <ul style="list-style-type: none"> - 10 short videos, produced by Olympic champions; - 22 videos and pictures of testimonials who have overcome barriers; - a final short video “Odiare non è uno sport” developed by Tele radio city Onlus, - Raised awareness about hate speech phenomenon in sport in the participants to the training courses and webinars; - Increased knowledge on the methodologies to use in order to respond to hate speech phenomenon in sport.
<p>Innovation: <i>Specific Characterisation of the project/programme in terms of innovation</i></p>	<p>The innovation of the project “Odiare non è uno sport” is represented by the subject of the research. Indeed, it is the first time that in Italy the relation between the online and offline hate speech and sport has been investigated. Therefore, the elaboration of educational paths and training materials mirror the findings containing the research report, directly addressing the issue, and providing the users the specific methodologies to prevent hate speech situations in their realities.</p>
<p>Empowerment: <i>Describe the specific impact generated by the project/programme in terms of empowerment</i></p>	<p>The project has had a very important impact on the participants at the activities. But, thanks to the tools used to disseminate the projects’ results as well as the social campaign that has been implemented during one year, the project has had an impact also on other realities. Indeed, through the campaign almost 1.5</p>

	<p>million people were reached. The impact, then, that the project has had was on the majority of people using the social media pages of the sport newspapers as well as using social media in general. Moreover, through the implementation of the onsite activities such as the flash-mobs, the local communities have been reached by the project's results.</p> <p>Both the direct and indirect beneficiaries of the project have been empowered, through the "Odiare non è uno sport" messages, about the knowledge of phenomenon of the hate speech in sport, but also about the instruments to use to prevent and contrast it. Indeed, the use of the chatbot on the social media pages, responding to the haters, is an instrument to spread the message of contrasting verbal violence in sport, and in other fields.</p>
<p>Website: <i>Link of the project/programme (if available)</i></p>	<p>www.odiarenoneunosport.it</p>
<p>Contacts: <i>(if available)</i></p>	

Pictures: *Please attach to the sheet pictures of the project/programm*



