



# The Game Plan

Implementing the Plan of Action  
to Counter Hate Speech through  
Engagement with Sport



**United Nations**  
Office on Genocide Prevention  
and the Responsibility to Protect

On 9 December 2022, the United Nations Office on Genocide Prevention and the Responsibility to Protect held an event marking the International Day of Commemoration and Dignity of the Victims of Genocide and of the Prevention of this Crime, as established by the UN General Assembly resolution 69/323 of 29 September 2015.



The event, held at the United Nations Headquarters in New York, was dedicated to the role of sport in countering hate speech and championing the prevention of atrocity crimes.

The event included the launch of the Plan of Action to Counter Hate Speech through Engagement with Sports, the GAME PLAN, by the United Nations Secretary-General. The GAME PLAN was developed by the United Nations Office on Genocide Prevention and the Responsibility to Protect in collaboration with the Eradicate Hate Global Summit Sports Working Group.

## Remarks by United Nations Secretary-General António Guterres

### 9 December 2022 Launch of the Game Plan

Today we remember and pay tribute to victims and survivors of genocides across the world. It is a day to reexamine our collective failure to prevent this crime in the past, and redouble prevention efforts for the present and for the future.

Seventy-four years after the adoption of the Convention on the Prevention and Punishment of the Crime of Genocide, the threat of genocide remains present. Discrimination and hate speech, early warning signs of genocide, are on the rise everywhere.

We must do more to promote strong political leadership and resolute action against these dangerous trends. We must do more to live up to our commitment to liberate humanity from the scourge of genocide. I therefore thank you for coming together in this deeply meaningful way and on such a timely initiative.

The Plan of Action to Combat Hate Speech through Engagement with Sports – known as the Game Plan – is the product of two years of consultations, led by my Special Adviser on the Prevention of Genocide and the UN-Summit Sports Working Group, which began at the Eradicate Hate Summit in Pittsburgh, Pennsylvania. The Working Group is composed of representatives of various sport leagues in the United States and beyond.

The Game Plan was born out of intense pain.

Pittsburgh witnessed the deadliest anti-Semitic attack in United States history when a gunman who had posted antisemitic and anti-refugee hate speech online killed eleven people, wounding more, including police officers, at the Tree of Life Synagogue.

In Buffalo, New York, a gunman who had previously posted racist hate speech online killed ten people and wounded three in a predominantly Black neighborhood of Buffalo, New York.

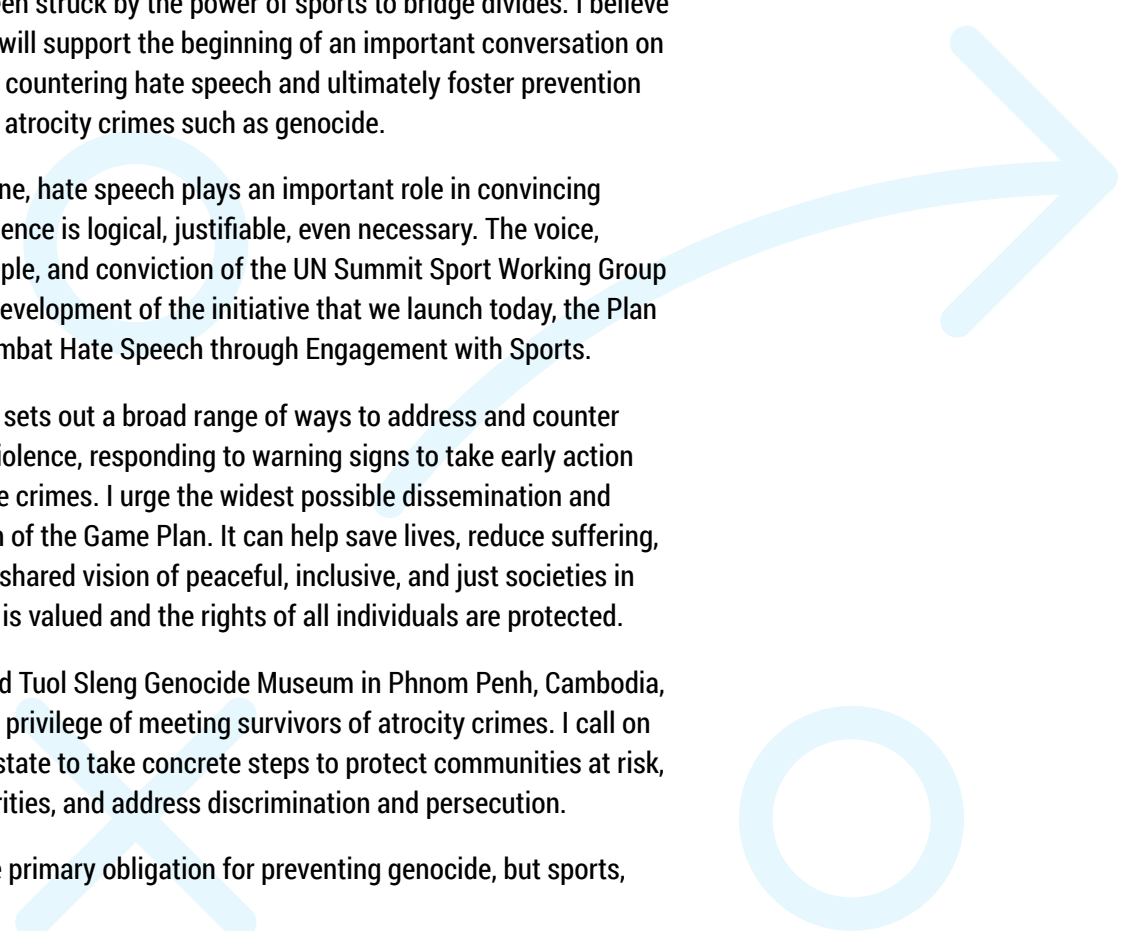
Hate speech is one of the most common warning signs of atrocity crimes – that is genocide, war crimes and crimes against humanity. Again and again, I have been struck by the power of sports to bridge divides. I believe the Game Plan will support the beginning of an important conversation on addressing and countering hate speech and ultimately foster prevention of violence and atrocity crimes such as genocide.

Online and offline, hate speech plays an important role in convincing people that violence is logical, justifiable, even necessary. The voice, authority, example, and conviction of the UN Summit Sport Working Group has led to the development of the initiative that we launch today, the Plan of Action to Combat Hate Speech through Engagement with Sports.

The Game Plan sets out a broad range of ways to address and counter incitement to violence, responding to warning signs to take early action to prevent these crimes. I urge the widest possible dissemination and implementation of the Game Plan. It can help save lives, reduce suffering, and realize our shared vision of peaceful, inclusive, and just societies in which diversity is valued and the rights of all individuals are protected.

I recently visited Tuol Sleng Genocide Museum in Phnom Penh, Cambodia, where I had the privilege of meeting survivors of atrocity crimes. I call on every member state to take concrete steps to protect communities at risk, including minorities, and address discrimination and persecution.

States have the primary obligation for preventing genocide, but sports,



religious, and community leaders, civil society, the private sector, and the media, including social media platforms, play an essential role.

On this International Day of Commemoration and Dignity of the Victims of the Crime of Genocide, I urge stakeholders to use all means at their disposal to prevent and end this crime.

## Remarks by the President of the United Nations General Assembly Mr. Csaba Kőrösi

9 December 2022 Launch of the Game Plan

This Day was born out of the General Assembly's desire to ensure that "never again" would a person face the horrors of genocide. And out of the GA's desire to honor those who continue to suffer because, unfortunately, "never again" has become "again and again."

Today we also pay tribute to the people who helped to create, in 1948, the Genocide Convention. Adopted in the aftermath of the Holocaust and the Second World War, it was the first human rights treaty adopted by the General Assembly.

Governments have the primary responsibility to prevent genocide, but advocating for the world's most vulnerable is our collective responsibility.

As was announced, today's event is dedicated to the role of sports in promoting peace and inclusion. Sports have changed a lot since the time of ancient Greece.

The events have lost their religious dimensions of comparing the human achievements to select the best performance and offer it to God, but still preserved that sport is about coming together to work towards the same goal, and compare the achievements in a peaceful and noble manner in accordance with agreed rules.

In sports everyone speaks the same language, across boundaries, cultures and religions. Sports can develop a sense of understanding and





awareness of diversity, it can combat stereotypes and hate speech.

Athletes are among the most influential people in the world – giving a voice to the vulnerable people who don't have one. Athletes have been symbols of transformation and inclusion for decades.

My message to the captains and athletes – you are role models for today's youth. Young people who are most exposed to extremism and radicalism. Your positive example teaches them rules, discipline and teamwork. You can educate them as nobody else can.

Sports were born out of respect, devotion, and human virtue. Let us not forget about it.

We still need to do more to integrate a common approach to use sports to fight hate online and offline. I count on your commitment to advancing that important cause.

Before concluding, I want to acknowledge today's keynote speaker, Ms. Laura Ellsworth, for her work on the Eradicate Hate Global Summit as well as our moderator, Ms. Michele Rosenthal, for her inspiring efforts in this field.

They both stand for the message of Nelson Mandela: "No one is born hating another person. People must learn to hate, and if they can learn to hate, they can be taught to love."





## Mission Statement

The goal of the **United Nations - Eradicate Hate Global Summit Working Group** is to marshal the unifying principles and influence of sport to counter hate speech, while advocating for respect, inclusion, and hate-free communities. The Working Group developed and continues to build a Game Plan of resources and practices that fans, players, teams, leagues, governing bodies, and their business and corporate partners can deploy to counter hate speech in every aspect of their operations and their communities, ultimately cultivating the broadest possible participation from sports of every kind around the world in this highly visible global initiative.

Uniting the global convening power of the United Nations and the urgent call to action of the Summit with the practical expertise of the Working Group members, the UN-Summit Working Group will deploy the powerful voices of sport to foster acceptance and mutual respect and counter hate speech around the world.



## Eradicate Hate Global Summit

On 27 October 2018, Pittsburgh, Pennsylvania witnessed the deadliest antisemitic attack in United States history when a heavily armed gunman, who earlier had posted antisemitic and anti-refugee messages online, entered the Tree of Life synagogue at the start of Saturday Shabbat services. The gunman began shooting, and within minutes, 11 worshipers from three different congregations were dead. Others, including law enforcement officers who responded to the call for help, were seriously wounded. The carnage was so profound that the interior of the synagogue was said to resemble a battlefield.

The Eradicate Hate Global Summit was founded by Pittsburgh community leaders to drive cross-border and cross-discipline solutions that would help protect other communities from the kind of hate that was experienced on 10/27, and to ensure that Pittsburgh is remembered more for its global leadership against hate than for the terrible act of hate that had happened in its midst. The annual Summit brings together hundreds of the top experts from around the world and, between Summits, curates working groups designed to deliver actionable solutions to the intractable problem of hate and the violence it begets. The progress of these Working Groups is reported at the annual Summit gatherings.

In 2021, the Summit held its first in-person gathering, and one of its esteemed keynote speakers was Alice Wairimu Nderitu, the United Nations Special Adviser on the Prevention of Genocide. Following the Summit, the Special Adviser reached out to Summit leadership to propose that the United Nations and the Summit team together craft a Plan of Action for Sports Organizations and Fans to Reduce Hate Speech (the “Game Plan”), based on the UN Strategy and Plan of Action on Hate Speech.

In response to Special Adviser Nderitu’s request, the Summit created the UN-Summit Sport Working Group (“Working Group”). The Working Group is Co-Chaired by Special Adviser Nderitu; Michele Rosenthal, a member of the Summit’s Board of Directors and former head of community affairs for the Pittsburgh Steelers, whose two brothers, David and Cecil Rosenthal, were killed in the Pittsburgh Tree of Life attack; and by Laura Ellsworth, Co-Chair of the Eradicate Hate Global Summit and the Global Partner-in-Charge of Community Initiatives for Jones Day, one of the largest law firms in the world.

The current (2022-2023) members of the Working Group are identified in Appendix A, and additional members are anticipated to be joining shortly.



## The Road to the Game Plan

In May 2022, the Working Group leadership began building out the membership of the Working Group, to create a highly diverse representation of global sport. Recruitment focused primarily at the league level but also included individual teams from the U.S. cities of Pittsburgh and Buffalo, United States, which had both experienced terrible acts of hate-driven violence.

In addition, the Working Group began crafting a “working draft” of a Plan of Action, or Game Plan, for sports teams, leagues, players, and fans to use to counter hate speech in their respective domains. As a first step, the Working Group gathered existing “best practices,” starting first in the United States and then expanding across the globe. Ultimately, its intention is to provide a “menu” of ideas from which leagues, teams, players, fans, and related entities can select those that work best for their organization and community.

On Sunday, 18 September 2022, the day before the commencement of the 2022 Eradicate Hate Global Summit, the Working Group convened in person in Pittsburgh to continue to build and refine the Plan of Action document, with the goal of presenting its work at the United Nations on 9 December 2022.

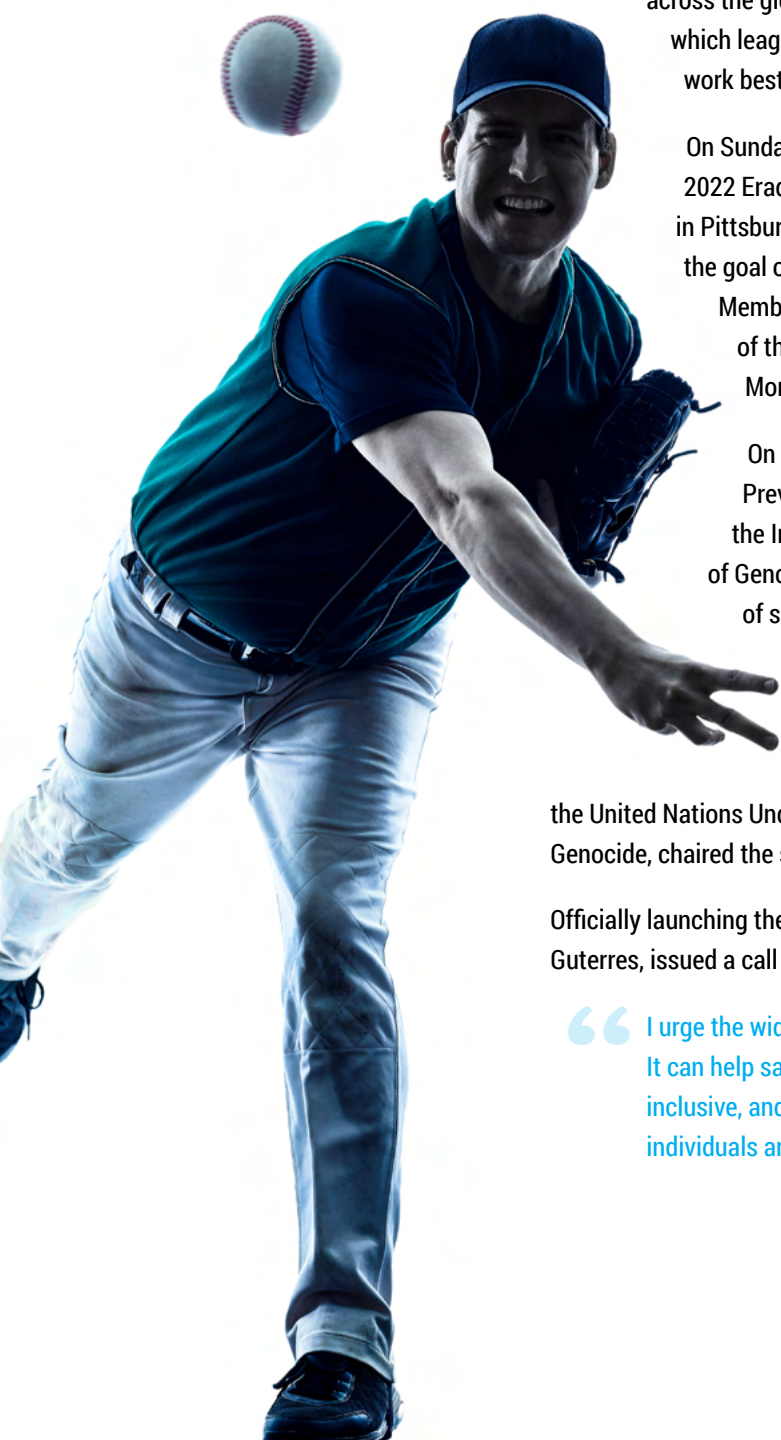
Members of the Working Group also presented on the work and status of the Working Group’s progress at a plenary session of the Summit on Monday, 19 September 2022.

On 9 December 2022, the United Nations Office on Genocide Prevention and the Responsibility to Protect held an event marking the International Day of Commemoration and Dignity of the Victims of Genocide and of the Prevention of this Crime, focusing on the role of sports in atrocity prevention. Presentations were made by United Nations dignitaries, representatives of the UN Member States, family members of people killed in hate-fueled attacks, the leadership of the Eradicate Hate Global Summit, and individual members of the Sports Working Group. Alice Wairimu Nderitu,

the United Nations Under-Secretary-General and Special Adviser for the Prevention of Genocide, chaired the session.

Officially launching the Game Plan, the Secretary-General of the United Nations, António Guterres, issued a call to action to Member States and the broader sports community:

“ I urge the widest possible dissemination and implementation of the Game Plan. It can help save lives, reduce suffering, and realize our shared vision of peaceful, inclusive, and just societies in which diversity is valued and the rights of all individuals are protected.





The United Nations Chef de Cabinet, Earle Courtenay Rattray, noted that he had no doubt that the Game Plan would “contribute to fostering inclusion and promote human dignity, including preventing intergroup tensions from escalating, countering and addressing hate speech and incitement of violence, and supporting the building of inclusive societies.”

Sharing her story of family loss after the Pittsburgh Tree of Life attack, the Working Group Co-Chair, Michele Rosenthal, recalled the solidarity which poured across the city and from the sports community:

“After the shooting I witnessed something very special and uplifting occur. I saw a city culturally divided by rivers and bridges come together as one. In one heart-pounding moment, neighbors crossed all of their preconceived divides to help comfort and serve one another.

Although I was overwhelmed by the chaos, heartache, and tragedy of the day, I found an unexpected source of strength in the weeks to come, the solidarity in which my city stood against such terrible hate, as well as their unconditional love and care for those of us left grieving such a terrible loss.

We witnessed the Pittsburgh sports teams come together and take the lead in the fight against hate.”





Mr. Raymond Whitfield, the Buffalo, New York, 5/14 survivor, who lost his mother in the attack, commented on how much such solidarity and support mean in the darkest moments:

“ [But in this] moment to experience the sympathetic outpouring of support from the greater Buffalo region to the global community, and with that, to have the hometown heroes of our sports teams reach out and embrace us, and embrace us to say that, yes, you do belong here.

Yes, you do belong on our team. You have a contribution to make, you see, because there's still time left on the clock. We can still get a win. In that spirit, my family and I are determined to discover innovative ways to pull our communities up, not by the proverbial bootstraps, but by the heartstrings of the countless loved ones who have fallen before us, heartstrings that inexorably tie us to this cause.”

The Under-Secretary-General and Special Adviser Nderitu closed the session by observing its historic moment:

“ There has never been an action plan that looks specifically at sports as a tool to root out hate and to prevent atrocity crimes. This is the first one. This Game Plan that we are launching today focusing on sports leagues, sports teams, fans, and their roles in addressing and countering hate speech, which is then in line with the UN strategy and plan of action on hate speech, is such a momentous, momentous thing that has happened that it could probably be beyond description. And one day somebody will remember that this was the day that this happened.”

Following the launch of the Game Plan, the United Nations and the Working Group are using their convening power to share the Game Plan with other members of the global sport community around the world, encouraging participants to adopt the concepts and add new ideas of their own to the Plan document. The Working Group is also working with and supporting messaging campaigns that align with the core values of the Game Plan, such as the Foundation to Combat Antisemitism's #StandUpToJewishHate campaign.

Finally, the UN-Summit Working Group is developing a process to report the progress and real-world implementation of the Plan of Action and its efficacy in reducing and preventing hate speech.

# Understanding the Impact of Hate Speech

The United Nations Strategy and Plan of Action on Hate Speech, launched in 2019, sets out guidance for United Nations entities and other societal actors to address hate speech at the national and global level and enhance efforts to tackle the root causes and drivers of hate speech, including racism and racial discrimination. The Strategy is in line with international human rights standards, and with the right to freedom of opinion and expression.

The UN Strategy and Plan of Action understands hate speech as “any kind of communication in speech, writing or behaviour, that attacks or uses pejoratives or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor.”

International human rights frameworks distinguish among three categories of hate speech, depending on the severity of harm:

- The first relates to hate speech that States must prohibit; this includes hate speech that amounts to incitement to genocide as well as advocacy of hatred that constitutes incitement to discrimination, hostility, or violence, as per Article 20 paragraph 2 of the International Covenant on Civil and Political Rights (ICCPR).
- The second category relates to hate speech that States may prohibit under specific grounds under Article 19 paragraph 3 of the ICCPR.
- The third category is hate speech that, although problematic for social cohesion and inclusion, is protected by freedom of expression and cannot be restricted but requires a response.

International law protects this last category, but this kind of hate speech may also be harmful and can escalate to incitement and violence.

Too often we are reminded that unchallenged hate speech can lead to unimaginable violence. These are not “just words”; this hateful rhetoric has the terrible potential to spark violence on the ground. A recent study by the Council on Foreign Relations found a connection between hate speech and “a global increase in violence toward minorities, including mass shootings, lynchings, and ethnic cleansing.”





Hate speech is a dangerous flame that can set a tense situation ablaze. When it explodes, it can lead to violence and untold physical and psychological pain. As history has taught, hate speech can lead – and has led – to genocide in places around the world.

Hate begets hate – unless there is a concerted effort to counter it. The world of sport has a unique and powerful global voice, and the United Nations and the Eradicate Hate Global Summit have teamed up with sports organizations around the world to activate that voice to speak out against hate speech around the globe.

The United Nations has long recognized that “[s]ports ... and physical activity have the power to change perceptions, prejudices and behaviours, as well as to inspire people, break down racial and political barriers, combat discrimination, and defuse conflict.” Sport has been a great tool for positive messages promoting social inclusion and cohesion, strengthening understanding and tolerance, and reducing stereotypes by connecting people through a common experience and goal. In fact, sport is universally recognized as a way to promote diversity, respect, dignity, and other values that support positive relationships between people, regardless of faith, race, socioeconomic status, or culture. Beyond its capacity to unite people at local, national, and global levels, sport is increasingly used as a vehicle to empower youth and women, improve wellbeing and health, support education and social development objectives, and strengthen the resilience of individuals and communities.

People around the world cheer on their favorite athletes with incredible fervor. That fan loyalty and dedication imbues sports teams and athletes with a unique ability to shape viewpoints and to serve as global exemplars of the power of embracing diversity to counter hate speech. At a more basic community level, young people across the world engage in organized youth sports and less formal recreational sports, often imitating their favorite professional athlete or team. Around the globe, the power of sport can play a powerful role to counter hate speech – a cause that has never been more important.

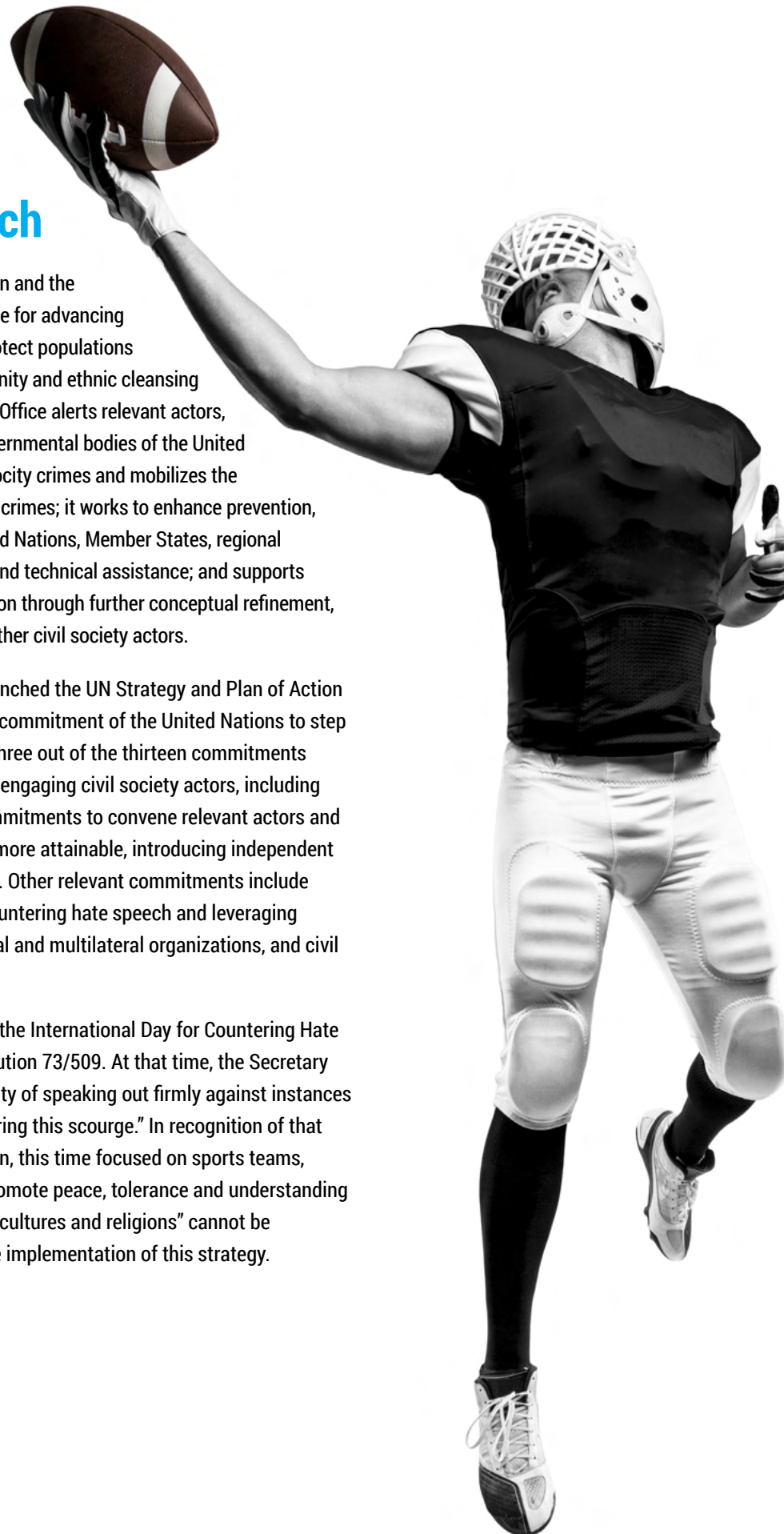


## United Nations Strategy and Plan of Action on Hate Speech

The United Nations Office on Genocide Prevention and the Responsibility to Protect (“OSAPG”) is responsible for advancing national, regional, and international efforts to protect populations from genocide, war crimes, crimes against humanity and ethnic cleansing (atrocity crimes) as well as their incitement. The Office alerts relevant actors, including the Secretary-General and the intergovernmental bodies of the United Nations, to situations where there is a risk of atrocity crimes and mobilizes the international community to prevent or halt these crimes; it works to enhance prevention, early warning and response capacity of the United Nations, Member States, regional organizations and civil society through training and technical assistance; and supports the normative development of genocide prevention through further conceptual refinement, research, and collaboration with academic and other civil society actors.

On June 18, 2019, the UN Secretary-General launched the UN Strategy and Plan of Action on Hate Speech. This document represents the commitment of the United Nations to step up its action to address this global challenge. Three out of the thirteen commitments set out in the strategy stress the importance of engaging civil society actors, including nonprofit sport organizations. They include commitments to convene relevant actors and reframe problems in ways that make solutions more attainable, introducing independent mediation and expertise and building coalitions. Other relevant commitments include using education as a tool for addressing and countering hate speech and leveraging partnerships with relevant stakeholders, regional and multilateral organizations, and civil society actors such as nonprofit organizations.

On June 18, 2022, the United Nations observed the International Day for Countering Hate Speech, established by General Assembly resolution 73/509. At that time, the Secretary General observed that “we all have the moral duty of speaking out firmly against instances of hate speech and play a crucial role in countering this scourge.” In recognition of that obligation, the UN launched a new Plan of Action, this time focused on sports teams, leagues, and fans. The potential for sport to “promote peace, tolerance and understanding by bringing people together across boundaries, cultures and religions” cannot be overstated.<sup>4</sup> OSAPG is the UN Focal Point of the implementation of this strategy.



# A Plan of Action to Counter Hate Speech through Engagement with Sport: The Game Plan

Plan of Action as launched by the United Nations Secretary-General on 9 December 2022

The Game Plan includes recommendations that are organized according to thematic focus: **Speak**, **Promote**, **Organize**, **Recognize/Reward/Report**, and **Train** (SPORT). More specifically, the Plan identifies strategies to **Speak** openly and honestly about hate speech with athletes, employees, the public, and those who are targeted by hate speech; **Promote** positive messages, practices, policies, and procedures to foster genuine respect and counter hate speech; **Organize** specific outreach to communities of fans and players (from backyards to stadiums) to educate them about hate speech and its consequences and to try to intervene before violence and messages of hate that may lead to incitement of violence can take root; **Recognize, Reward, and Report** success stories and positive impacts that athletes and sports figures who join the Game Plan; and **Train** at all levels to identify and address hate speech.

Using the tagline, “I/We Love the Game,” the Game Plan will focus not just on identifying and reporting hate speech, but on positive reactions everyday people and famous athletes alike have taken (or commit to taking) to counter it. The tagline will bring an identifiable brand to the Plan, and further serve as a statement of unity – we should embrace our differences, which are often the targets of hate speech and focus on what brings the Global Sports community together – a love of the game.





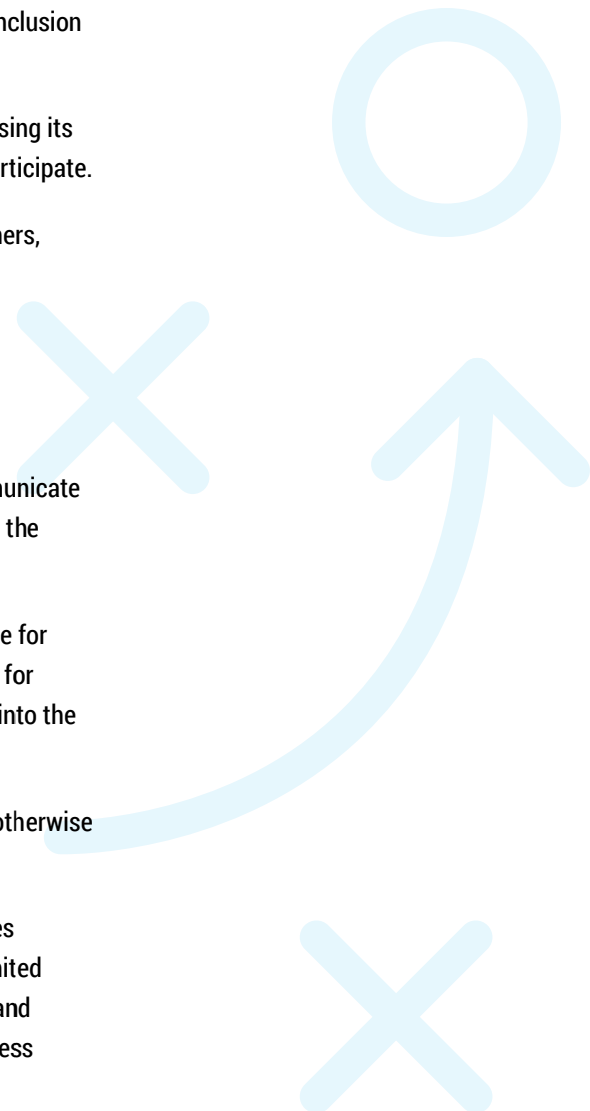
### Speak openly and honestly about hate speech

- Cultivate first-person narratives from people who have been victims of hate speech across the spectrum of the sports community. These narratives will draw attention to the comprehensive problem of hate speech in ways that define hate speech for average fans using relatable anecdotes.
  - Speakers should include:
    - Well-known athletes.
    - Team and venue employees.
    - Amateurs who can talk about how hate speech has impacted them.
  - Produce video and print vignettes for distribution over various media channels (print, social media, stadium promotion, et cetera).
    - Vignettes should be accompanied by messaging that shows the sports community's response to these incidents and support for victims and inclusion generally.
- Encourage leaders in sport to publicly adopt and endorse the Game Plan, increasing its profile and driving desirability for sports community members to sign on and participate.
  - E.g., a joint statement in support of the Plan signed by Commissioners, Owners, et cetera timed to follow UN adoption.
  - Op-eds, social media posts, and signage from leagues.

### Promote positive messages, practices, policies, and procedures

- Develop a positive messaging framework for teams and leagues to use to communicate to players, partners, and fans the “core values” of inclusion and acceptance that the global sports community stands for.
 

Craft a plan for making this inclusive messaging part of the live game experience for fans in stadiums and at home. The plan will be designed to create opportunities for teams and leagues to be intentional about moving the “core values” messaging into the actual presentation of games.
- Develop model language for fan codes of conduct on hate speech at venues or otherwise directed at players or other fans.
  - Although many sports teams, leagues, and conferences already have policies and codes of conduct in place, there are significant variations. Some are limited to players and team employees, or do not specifically address hate speech and some are limited to players and team employees, or do not specifically address hate speech and related behavior. Others lack specifics and do not set clear expectations for fans.



- Creating standardized, specific fan codes of conduct on hate speech and related behavior (e.g., signage and gestures) would broadcast a clearer message to sports fans and communities at large about the types of speech, including incitement, that the sporting world and the larger social community does not tolerate.
- The model language can also serve as a starting point for developing broader social messaging, which popular athletes can deliver as anti-hate spokespeople.
- Create mechanisms for teams and leagues to enforce their fan codes of conduct.
  - Creating clearer responses to hate speech and related behavior, particularly incitement, would help to set expectations about the types of repercussions that fans may face for engaging in hate speech and deter that conduct in the future.
- Promote academic research on factors that contribute to hate speech and targeting associations and the impact team/group sports can have on those factors.
- Gather information that will inform how the Game Plan's messaging is targeted. Use social media/tech and academic partnerships to study and determine best practices as to how to reach people who are active in hate-filled communities and online spaces but may also be receptive to inclusive messages from the sports community.

### Organize specific outreach to communities of fans and players

- Engage professional athletes as spokespersons.
- Current and retired professional athletes are some of the most broadly popular figures in the world and occupy platforms (including on social media) where they can reach millions of fans via both traditional and new media outlets.
  - Well-known athletes.
  - Team and venue employees.
  - Amateurs who can talk about how hate speech has impacted them.
- These spokespersons can perform a variety of important functions, including directly addressing hate speech narratives and countering drivers of radicalization, such as feelings of perceived oppression and hopelessness. Most importantly, they can speak directly to people who are considering hate-based acts of violence.
- Educate organizations, players, and fans about hate speech, trends, and root causes, and ways to counter it in their communities, while respecting the right to freedom of expression.

- — The Game Plan encourages crossovers among different sports and joint communications from athletes on rival teams.
- A key goal of the Game Plan will be developing a roster of diverse athlete spokespersons representing a globally united front of the sports community, speaking with one voice on behalf of popular sports, teams, leagues, and diverse peoples. The broader the campaign's reach, the more powerfully its message will resonate.
- Harness parent organizations that offer credentials to youth and school coaches and officials to incorporate messages of inclusion and acceptance into curriculum.
- Encourage pre- or post-game demonstrations of unity, particularly ones that can be incorporated into game broadcasts for fans at home to see.
- Identify simple ways for players, employees, fans, and partners to speak up about and report hate speech.
- Use the power of social media.
  - Social media companies and sports organizations could work together to identify and support actors who challenge hate speech and develop hashtags, interest groups, and other methods of organizing and facilitating the creation of online communities that support and further the messages of the campaign.

### Recognize, Reward, and Report successes

- Success stories of sports leagues, teams, fans, and athletes effectively using messaging and other tools developed by the campaign to counter hate speech, particularly incitement, should be reported using both traditional and new media outlets, including on social media.
  - The campaign should also consider highlighting stories of individuals who were positively impacted by athletes' anti-hate messages, potentially including media appearances with the athlete.
- Another focus of reporting successes should be the response by the sports community or a particular team or league to hate speech incidents and the positive impacts that came out of supporting the victims and encouraging inclusion and acceptance.



### Train to identify and address hate speech

- Anti-hate speech training programs should be developed for all levels of operation.
  - Training front-office staff to identify problem situations and deal with hate directed at them, as well as modelling good behaviors internally and externally.
  - Training stadium staff to recognize hate speech, intervene when it is safe and appropriate to do so, and report it.
  - Training players, coaches, and other on-field staff on both content and delivery methods for sharing positive messaging.
    - Collegiate, high school, and youth sports coaches and officials should receive training on how to identify and intervene/report when hate speech occurs.



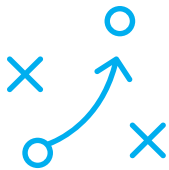
<sup>1</sup>Council on Foreign Relations, Hate Speech on Social Media: Global Comparisons, <https://www.cfr.org/backgrounder/hate-speech-social-media-global-comparisons>, June 7, 2019.

<sup>2</sup>General Assembly Resolution, A/RES/73/24, 2018 on "Sport as an enabler of sustainable development."

<sup>3</sup>Report from the United Nations Inter-Agency Task Force on Sport for Development and Peace

<sup>4</sup>General Assembly Resolution, A/RES/73/24, 2018 on "Sport as an enabler of sustainable development."

<sup>5</sup>Ingrid Beutler, ed., Sport for a Better World: Report of the International Year of Sport and Physical Education, 2005 (Geneva, United Nations Office of Sport for Development and Peace, 2005), p. 80.



## APPENDIX A

## Sports Working Group Members

**Kevin Acklin**  
President of Business Operations  
Pittsburgh Penguins

**Billy Bean**  
Senior Vice President of Diversity,  
Equity, and Inclusion  
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**Matthew Berger**  
Senior Advisor  
Foundation to Combat Antisemitism

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Hockey Canada

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United Nations

**Zineb Curran**  
Senior Vice President and Chief  
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Boston Red Sox, Fenway Sports Group

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Co-Chair  
Eradicate Hate Global Summit  
Partner-in-Charge of Global Community  
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**David Friedman**  
Executive Vice President, Legal and  
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**Gretchen Geitter**  
Vice President of Community Relations,  
Buffalo Bills President  
Buffalo Bills Foundation

**Jan Greenberg Mirman**  
Vice President of Social Responsibility  
Major League Soccer (MLS)

**Blayre Holmes Davis**  
Director of Community Relations  
Pittsburgh Steelers

**Anna Isaacson**  
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**Rishi Jain**  
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Liverpool Football Club

**Christie Joseph**

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Buffalo Sabres President,  
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**Debora Lehrer**  
Vice President of Brand and Marketing  
Anti-Defamation League (ADL)

**Tracey McCants Lewis**  
Chief People Officer and General Counsel  
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**Sarah McKenna**  
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**Christopher Morrison**  
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**Matthew Mullen**  
Head of Human Rights and  
Anti-Discrimination, FWC26  
FIFA

**Alice Wairimu Nderitu**  
Special Adviser on the Prevention  
of Genocide  
United Nations

**Eric Nyquist**  
Chief Communications and Impact Officer  
NASCAR

**Joe Parsons**  
Partner  
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**Michele Rosenthal**  
Principal  
Michele Rosenthal Consulting

**Nayli Russo-Long**  
Vice President of People and Strategy  
Pittsburgh Pirates

**Rebekah Splaine Salwasser**  
Executive Director  
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Executive Vice President, Social Impact  
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**Clara Schwartz**  
Director of Partnerships and Strategy  
Foundation to Combat Antisemitism

**Oren Segal**  
Vice President, Center on Extremism  
Anti-Defamation League (ADL)

**Jacque Skowvron**  
Executive Director of Pirates Charities  
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Pittsburgh Pirates

**Pete Stuart**  
Managing Director, Impact Strategy,  
and Development  
NASCAR

**Ben Verney**  
Senior Counsel  
CNX Resources

**Raymond Anthony Whitfield**  
5/14 Survivor

**Travis Williams**  
President  
Pittsburgh Pirates

**Rob Wooley**  
Senior Director of Legislative Affairs,  
Public Policy, and Partnership Development  
National Hockey League (NHL)



## APPENDIX B

# United Nations and Eradicate Hate Sports Working Group Summit - Liverpool

25 April 2023



On 9 December 2022, the United Nations launched A Plan of Action to Counter Hate Speech through Engagement with Sport: The Game Plan, in collaboration with the Sports Working Group of the Eradicate Hate Global Summit. After the launch, the Working Group began implementing the Game Plan, particularly by recruiting additional sports teams, leagues, and organizations around the world to sign onto and publicly endorse the Game Plan.



A major step in the Working Group's implementation of the Game Plan occurred on April 25, 2023, when Liverpool Football Club ("LFC") convened representatives of key sports teams and leagues as well as prominent anti-hate advocacy groups from across the United Kingdom at the historic Anfield Stadium. More than 100 guests attended, including representatives from several Premier League teams, FIFA, Formula One, England Rugby, the Lawn Tennis Association, and the Jockey Club. Other prominent organizations active in sport also joined, including representatives from the United Kingdom Foreign & Commonwealth Office, Kick It Out, Women in Football, and Level Playing Field.



The event was hosted by LFC's Rishi Jain and moderated by Kelly Cates, a presenter on Sky Sports, and was designed to provide attendees with first-hand perspectives on the mission and goals of the Working Group from current members and partners, and then solicit feedback from attendees on how to most effectively implement the Plan of Action.

From the outset, Cates framed the discussion around Margaret Mead's famous proclamation, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Changing the world through engagement with sport is squarely the mission of the Working Group, as was evident in the presentations and working discussions throughout the day.

Alice Nderitu, United Nations Special Adviser on the Prevention of Genocide, brought a welcome from the Secretary-General of the United Nations, and also helped to frame the discussion by recalling how inspired she was by her own attendance at the Eradicate Hate Global Summit and her realization of the power of sport to impact the way people think about one another and work to achieve positive change.

Laura Ellsworth, Co-Chair of the Eradicate Hate Global Summit, recalled the tragic events at the Tree of Life synagogue in Pittsburgh, Pennsylvania, and the motivation for creating the Summit and its various working groups, invoking the words of Pittsburgh's own Jonas Salk: "Hope lies in dreams, in imagination and in the courage of those who dare to make dreams into reality." Laura introduced Michele Rosenthal, whose own story of the loss of her brothers, Cecil and David Rosenthal, at Tree of Life cemented how important it is to actively work to curtail hate speech and the hateful actions it can incite.

Before the attendees got down to work providing their own thoughts and input on the Plan of Action, they heard from two panels of industry leaders. On the first panel, Pete Stuart (NASCAR), Laura Louisy (NFL), Tracy McCants Lewis (NHL's Pittsburgh Penguins), and Billy Bean (MLB) shared their personal and organizational experiences encountering and countering hate speech within their sports. These existing Working Group members also provided insight to attendees as to the aims of the Working Group and the Plan of Action as it currently exists.

Raymond Whitfield, whose mother was among those killed in a hate-motivated attack on the black community in Buffalo, New York, shared his own urgent call to action and introduced the second panel: Kuljit Randhawa (Premier League), Jennifer Loomes (The Jockey Club), and Jatin Patel (England Rugby). These leaders in the United Kingdom sports community echoed some of the same universal experiences shared by the speakers on the first panel but also provided their own unique perspectives on the particular hate-speech issues they have encountered and the strategies they have employed to combat them.

With that background, the attendees broke into small groups to engage with one another on how they are currently implementing aspects of the Game Plan and to discuss other strategies that it should include. These strategies, sorted into the Game Plan's SPORT framework, include:

### **Speak Openly and Honestly About Hate Speech**

- Specifically address internal and organizational historical approaches/stereotypes around race, gender, disability, sexuality, and national origin and talk openly about what is acceptable to a modern society with more diverse fan bases.
- Involve commissioners, owners, and coaches in efforts to counter hate speech so that the players do not shoulder the work alone. Players will be the most effective communicators and should be given the largest platforms, but the rest of the sports community should also be encouraged to publicly support their efforts.
- Engage with player agents, who often control or influence player outreach.
- Educate players on how to use issues they care about to be an ally in the fight against hate speech. Not every athlete is a natural leader on these issues, and athlete voices are much more compelling when they are authentic, but many are willing to speak out once they become more comfortable with how to do so.



- Guard against compulsory speech and recognize that people can have different beliefs and still respect one another.
- Model campaign messages on proven anti-hate education techniques, such as:
  - Showing the real impact of particularly prevalent forms of hate speech on athletes, fans, et cetera, and explaining the meaning of these terms and how they affect their targets.
  - Using real victims of hate speech to tell the stories of their own lived experiences and explain why particular things are offensive and the impact that they have.

#### **Promote Positive Messages, Practices, Policies, and Procedures**

- Work to ensure that policies adopted to counter hate speech are uniformly enforced without exception.
- Engage sponsors to ensure that organizations that adopt the Game Plan are not at financial risk (particularly when funding comes from geographies that are perceived as being less tolerant). This can also be a way to encourage participation by leagues and teams sponsored by corporate partners who are enthusiastic about the Game Plan.
- Create an online database with best practices/pro forma policies, particularly so smaller organizations can access work product and resources without having to start from scratch.
- Recognize that those who have been directly impacted by hate speech can be the most effective advocates to raise awareness of the issue and can make a commitment to address it.
- Affirmatively distinguish the promotion of respectful behavior from “wokeness.”
- Improve reliable data collection efforts that can be shared and interpreted across multiple sports and organizations. For example, many leagues and teams collect information about reported hate speech incidents at games and the response to them. A universal shared data hub on hate speech incidents would help the sports community to study and develop more effective ways of responding to and preventing hate speech incidents at games.
- Study and promote the cultures of sports communities that have found ways to foster more inclusive and accepting game-day atmospheres, i.e., rugby.

### Organize Specific Outreach to Communities of Fans

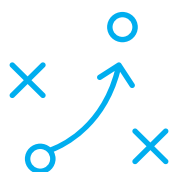
- Encourage clubs that ordinarily compete to join forces in a more unified way.
- Create programming that fosters and encourages an empathetic understanding of groups across the spectrum and the challenges each faces from a hate speech perspective.

### Recognize, Reward, and Report Successes

- Affirm that not all organizations are at the same point in terms of readiness to fully adopt the Game Plan, and meet each club/organization where it is today to allow for incremental progress.
- Create database of the most effective videos/speakers to facilitate dissemination.

### Train to Identify and Address Hate Speech

- In particular, educate organizations on the importance of protecting minority viewpoints to foster inclusivity and grow the fan base.
- Be specific about what speech or conduct is considered hateful and the consequences for engaging in such behavior.
- Engage existing Diversity, Inclusion, and Equity staff in meaningful discussions and training from the outset, as opposed to merely responding to crises.
- Encourage immediate reporting to ensure prompt action that fans and others who witness hate speech can see and publicize.
- Collect and regularly update a library of standard training modules that can be shared across the global sports community, promoting the same values reflected by the Game Plan.
- Focus youth league acceptance training initiatives on underserved communities, where the impact of this training will be maximized.



[EradicateHateSummit.org](https://EradicateHateSummit.org)