

Football Supporters International



Fans' Embassies at international tournaments

Portugal 2004



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editors Michael Gabriel, Daniela Wurbs, Kevin Miles

layout Ingo Thiel, Frankfurt

photos all international FSI-teams

translators Astrid Magiera (Frankfurt), Stuart Dykes (Gelsenkirchen)

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Introduction

For almost 15 years there has been a strong belief in the socio-preventive character of services offering information, advice and coaching to football supporters at international tournaments.

Fans' Embassy services for fans were provided first by the *Football Supporters' Association* (FSA, forerunner of today's FSF) for English fans **at Italia '90**. Similar initiatives arose around the same time in Germany and qualitative developments in the services undertaken led to the establishment of a Fans' Embassy in **Sweden at Euro 1992**.

In 1996 at the Euro in England for the first time a supporters' organisation from the host nation offered stationary Fans' Embassy services for visiting fans, involving multilingual guide material, goodwill events and working in close liaison with the agencies and organisations accompanying visiting fans.

At the **World Cup 1998 in France** both the FSA and the German "Fan-Projekte" provided mobile Fans' Embassies accompanying the fans of their national team throughout the tournament. At **Euro 2000** the previously practised methods were combined, with the establishment of Fans' Embassy services in each of the host cities working in close coordination with the mobile Fans' Embassies or fan coaching teams from each competing country. This was organised, on the instruction of the Dutch government, primarily by the organisation Euro Support.

The further development and establishment of international football supporters' work and its organisations (particularly in England) continued with preparing and running Fans' Embassy services at the **World Cup 2002 in Japan and South Korea**.

The recently implemented measures, for the first time jointly coordinated by football supporters' work organisations from 7 European countries at **EURO 2004 in Portugal** represent the most up-to-date state of quality and development concerning the services provided by the Fans' Embassies.

In order to make significant progress across the methods and concepts of the work as well as to provide an international platform that allows to bring all the approaches together,

the *Football Supporters' International* (FSI) network was founded in 2001 by the core organisations in the field: the German Koordinationsstelle Fan-Projekte (KOS), the English Football Supporters' Federation (FSF), Euro Support from the Netherlands and Progetto Ultrá from Italy.

Against the background of the development of the general organisational structure of international football tournaments, the provision of a social framework of support for fans within the complex settings of big football events is becoming increasingly important.

The documentation presented here is intended to give a detailed practical impression of the activities and achievements of the FSI network members at the EURO 2004 in Portugal. What was new for the football supporters' operations at EURO 2004, in addition to the coordination of 7 work teams, was, that for the first time the European Football Association (UEFA) part-funded the socio-preventive service activities within the framework of an international cooperation with a total amount of 600.000CHF (about 380.000€): due to a very close and positive cooperation with the international anti-racist network *Football Against Racism in Europe* (FARE), the FSI provided the fan coaching services consisting of mobile Fans' Embassies, street work and the distribution of specific guide material. The FARE network members meanwhile focussed on the implementation of campaigns, monitoring of the events and activities with an anti-racist emphasis. In total, the two complementary approaches thus led to a very holistic overall concept. The FSI and FARE are therefore convinced that a co-operation project is for the benefit of all supporters participating at the tournament, as well as for the organisers.

Progressive networking in Europe enabled the involvement of new partners (in addition to the FSI founder organisations from Germany, England, the Netherlands and Italy) in the programme for EURO 2004, facilitating the provision of information and advice services for the supporters of extra countries. The international football supporters' work group was therefore extended by representatives from Switzerland, France and the Czech Republic, partners that have been in contact with and have cooperated with the four FSI core organisations for a period of several years. In view of the preparation of EURO 2008, an Austrian delegation of

observers accompanied different football supporters' work teams.

Against the background of different levels of financial support for the teams from their home countries and of the different structure and culture of their respective supporter groups, the primary work contents varied from team to team.

Specific work targets, conditions, problems and conclusions of each of the seven teams are presented in their summarising reports in this report. Each country report is completed by extracts of daily reports, that were produced during the tournament in order to give an impression of the practical work.

Comprehensive results and general evaluations of all teams about the mainly very positive work experiences and about their monitoring activities are to be found in the final report "FSI/FARE – Fans' Embassy Work Programme: Final Report". This contribution also offers a general insight into the various aspects of the work, the overall project structure and the different phases of implementation of the whole cooperation.

In retrospect, the EURO 2004 can in total be considered a very successful and peaceful tournament. There was however a clearly identifiable primary source of problems, namely the organisation of ticketing in general and in particular the treatment of people that wanted to sell spare tickets. This was an important and very problematic topic the supporters themselves had to deal with, but of course it also played a major role in the daily work of all FSI fan worker teams. Therefore this subject is elaborated on in an extra article within this documentation.

Primarily, the documentation is intended to give an overview of the basic common fundamentals and objectives for which the FSI stands, and to introduce the member organisations of this international network, giving a more concrete impression of the participants. The constituent organisations of the FSI are committed to an understanding of fans abroad as a movement of people who need accurate information in order to avoid problems, risky situations and possible misunderstandings – and not simply to be subjected to repressive measures. The better football fans are received and treated, the fewer problems will arise, the more gladly the event will be celebrated and the more successful it will be; and consequently everyone will remember a football tournament as one of the biggest popular manifestations of international understanding.

*M. Gabriel, D. Wurbs, K. Miles;
Frankfurt, December 2004*

Self-conception **Football Supporters** **International FSI**

Fundamentals There is a clearly defined group of organisations that have carried out socio-preventive football supporters' work on a consistent basis and with a large degree of international cooperation: the German fan projects coordinated by KOS (Koordinationsstelle Fan-Projekte [within the DSJ]), EURO SUPPORT with the Dutch fan projects, Progetto Ultra from Italy, and the English FSF (Football Supporters' Federation).

Apart from the institutional differences between the football supporters' work in the different countries, there has always been a clear and substantial overlap in activities and informing methods concerning many of the core activities at international matches.

The core organisations are all united by a commitment to the principles of

- * international goodwill,
- * anti-racism,
- * the empowerment of grassroots football supporters and of
- * promoting a positive football supporters' culture.

The successful common work has been based on the accumulated amount of experience and know-how of the needs of travelling football supporters.

Basic objectives and areas of action Generally, while clearly much progress has been made in enhancing the quality and extent of the services provided in support of football fans internationally, there are mainly five different levels on which the FSI concentrates its actions and which represent the scope of a further development of the work:

Opening ceremony, Porto Estádio Dragão



Methodology – further developing and establishing of best Practice Models

The experience gained by participating in the provision of Fans' Embassy services at international tournaments has allowed us to develop and evaluate successful and useful methods in the field of international football supporters work, with greater or lesser degrees of sophistication, depending on funding, staffing levels etc.

* The successfully practised methods will be continued and should be developed further to provide a fund of experience and know-how for Fans' Embassy activities.

* Most of the work in supporting fans travelling abroad has been carried out at matches involving the national team. A further new stage of work quality could additionally be reached by transferring the pro-active socio-preventive work standards to the European club match level, because, generally, significantly more fans travel abroad in Europe supporting club sides in the Champions' League and UEFA-Cup matches, than there are fans travelling to games of the national teams.

* Innovative projects and schemes which aim at encouraging positive interaction between supporter groups should be piloted, as well as initiatives promoting principles like 'self-policing' among football fans.

Network basis – co-ordination of the background structure

The FSI is intended to be an international organisation for the provision and development of support services to football supporters travelling abroad.

Apart from the core organisations and the co-ordination of their immediate communication and co-operation, the platform character of the network implies a certain level of reliable background structure. This means contacts, active support and funding from areas surrounding the football supporters work in the different countries.

The degree of interaction with and support from the football authorities has varied between countries. While an important part of the effectiveness of services stems from their independent position as being developed "for fans, by fans", there is no doubt, that the impact they have on enhancing positive supporter experiences is of direct and indirect benefit, especially to the football authorities.

* Improving the relations between football authorities, local authorities, police and the fan (coaching) organisations in order to reach a better form of communication or even a



Closing ceremony, Lisbon Estádio da Luz

partnership cooperation could be vital for the work quality of all parties and should therefore be achieved. In the framework of this objective the FSI is on the point of maintaining a database of contacts of use in the sphere of activities in the different countries – e.g. supporters' groups, relevant club and national FA contacts, local authorities, specialist police contacts etc.

Network development – training and supervision

There is scope for a significant increase in the number of countries involved in the provision of similar fan coaching services. Moreover, the extension of fan support services to club matches implies a far greater number of undertakings, with a consequent increase required in the numbers of groups trained and equipped to carry out this work.

- ✦ To increase development and a certain level of professionalisation, there is a clear need for programmes offering training, guidance and supervision of "new" fan groups/organisations seeking to initiate or develop activities according to the fundamentals of the FSI network in order to enable the transfer of vital experiences.

- ✦ The extension of advice and educational programmes on the behaviour, culture, inner-group dynamics, treatment and policing of supporter groups to (public) institutions, authori-

ties and regulatory policy forces represents a further important aim in this connection. It should have the final objective of creating and spreading common understanding of this topic based on long-standing experience at international football events.

Monitoring Organisation and event structure in the framework of big football events is, meanwhile generally becoming bigger and bigger and more and more complex. This can lead to a less self-assured behaviour and can therefore create problems and dissatisfaction among the participating football supporters who have to orientate themselves within these conditions.

- ✦ Therefore, the efforts of the organisers should first aim at creating an generally positive and welcoming atmosphere for the guests in all areas. (e.g. reasonably priced accommodation, low key policing, clear guidance, transport, supporter related events...)

Another point is the way in which football supporters, e.g. attending an international football tournament, are treated by all kinds of security staff employed for the event in question. This has an enormous influence on the atmosphere and the final all-round success and international perception of the whole event.

* Apart from offering advice and training services, it is therefore important to monitor fans' experiences and treatment at football matches abroad carefully, and report the conclusions regularly to those authorities and organisations, that have a direct impact on the conditions in the areas mentioned above.

It would be desirable to increase the awareness for certain other problematic areas with such measures and thus contribute to the implementation of appropriate improvements at corresponding future events.

Public relations The public perception as well as the presentation of football supporters by the media is often strongly associated with violent and racist behaviour.

* To avoid possible, but unnecessary misunderstandings and tensions between the public of a country hosting a football event and the visiting and participating football supporters, long-term public relation work is needed to reduce prejudices and prepare people for the chance to participate in one of the biggest events of intercultural exchange.

Estádio Municipal de Aveiro





Porto, Estádio Dragão

✱ In this respect, the media should be urged not to focus any more on the presentation of sensational riots and incidents, but instead on spreading the principles of opposition to violence, racism and xenophobia and to use its power to present football as a means of promoting friendship across national and cultural boundaries.

Another point is the promotion of the concepts and services offered by direct football supporters work at international football events.

✱ Public relations should serve to extend knowledge about the services of the football supporters work, catch public attention and encourage a greater number of people to make use of them.

✱ The promotion of the practical work they do, by means of publications and press work should impart practically proven ideas to people seeking to implement similar projects in this field and call professional and/or academic attention to this kind of work.

Conclusion The FSI with its organisational structure and concentrated long-time experience with various practi-

cal models in this field of work together with its European member institutions could contribute significantly to the improvement of conditions and structures concerning the treatment and understanding of football supporters at international football events.

In order to make significant progress across the spectrum of areas mentioned above, the FSI core organisations involved in this area of work have established a strong level of mutual confidence and respect, along with a substantial common sphere of activity, that enables them to cooperate in a successful international partnership.

The achievement of the above objectives would be of enormous benefit to the activities of all parties concerned with the subject of fan coaching and for the football branch in general.

A final step following the launch of the FSI partnership is therefore the full integration of services for the supporters of all countries into football tournament arrangements as standard for future UEFA- and FIFA-run championships. This is of vital importance for the continuation of all activities in the FSI network.

Core organisations of the **Football Supporters International Network FSI**

The core organisations of the FSI network have been active in their own respective countries at various levels mostly for years, and each has their own distinct methodology. There are clear differences in terms of reference and approach, for example between the social workers of the German and Dutch fan projects, and the independent, membership-based campaigning FSF from England. There are even differences of emphasis and approach in terms of day-to-day practise between the fan project social workers of different countries.

The subsequent sections are supposed to give an overview over the history and methodological orientation, cultural related specifications of and the general differences between the current member institutions of the FSI network:

Football Supporters Federation, England

The Football Supporters' Federation (FSF) is the united, national, campaigning supporters' organisation in England and

Wales, with an individual and affiliated membership of over 130.000 fans. It is the main representative body for fans' liaison with governmental, police and football authorities in the United Kingdom.

The FSF, and its forerunner the FSA, has been running Fans' Embassy services for travelling England fans since Italia 90, and is now represented at every England game, home and away. Supported by both the British government and commercial sponsors, the FSF produces an England fanzine, Free Lions. Since 2003, the FSF has also begun to offer a fans' embassy service to fans of the Wales national team.

The Fan Project Coordination Centre KOS, Germany

Within the framework of the "National Concept for Sports and Security" the Fan Project Coordination Centre KOS (Koordinierungsstelle Fan-Projekte) at the German Sports Youth advises and supports German fan projects. Furthermore, the KOS has advisory function towards

Portugal celebrates the Euro 2004





The official mascot Kinas found new friends...

institutions such as the German Football Association (DFB), German Football League (DFL), the World Championship 2006 Committee (WM-Organisations Komitee 2006) and the police, concerning professional pedagogical fan coaching. The KOS' main responsibilities are to support existing, and establish new fan projects; monitoring the fan projects and providing advanced training for staff members in the projects. Up to now the KOS is in charge of 32 active fan projects, which underlines that its successful pedagogical work is appreciated. The KOS has been running Fans' Embassies services for travelling fans since Sweden 1992.

Progetto Ultrà, Italy Born in 1995, Progetto Ultrà is an organisation that has its main goal in the defending and the promoting of the popular culture of football fandom. Apart from managing the biggest existing Football Fan Archive in Italy, unique in its genre for its rich documentation on this topic, Progetto Ultrà is the promoter of various initiatives dealing with supporters and aimed at the containment of violence with social work involving the supporters themselves.

Euro Support, Netherlands Euro Support is an independently working bureau that originates from the

Dutch platform of fan workers (LOS). As part of 'LIS', Euro Support is assigned by the Dutch ministry of Health, Welfare and Sports to advise and support the existing fan projects in the Netherlands. The bureau also develops policy and methods for youth work and social prevention with football supporters.

Euro Support already is working in the field of social prevention project with football supporters since 1995. In these years many reports were produced, advises about how on supporters policy and fan work were given to football clubs, the Dutch football association KNVB, the government, the Dutch parliament, city councils, welfare and youth organisations, schools and of course fan projects themselves.

For Euro 2000 Euro Support was responsible for the hosting of the 1.5 million visiting supporters with Fans' Embassy teams from nearly all participating countries, mobile Fans' Embassies and solid Fans' Embassies in every venue in Belgium and the Netherlands. The assignment came from the Belgian and the Dutch government.

FaCH – Switzerland The association "FaCH – Fanarbeit Schweiz" was founded in 2005 as a succeeding or-



anti-racist street kick event by FARE in Lisbon

organisation of proFAN. It's built upon the good reputation of proFAN and gathers the knowledge about fanwork in Switzerland. The goal of FaCH is, to promote fanwork in Switzerland and to educate present and future fanworkers. FaCH has a professional management and works on a national level. It already has started a collaboration with the Swiss Football League by training their fanworkers and with the Swiss Railway Association by building a system of accompanying football supporters in the trains. FaCH is also involved in the planification of fanwork for Euro 2008. Members of FaCH are in several commissions.

ProFotbalFans, Czech Republic After the championship – in September 2004 – a new Czech fan-organisation was founded by experts who worked in Belgium/Netherlands 2000 and Portugal 2004. The name of this organisation is "ProFotbalFans".

This organisation wants to develop social projects for fans and work with fans, prepare the educational programs, or-

ganise the meetings, seminars and other programs for fanworkers, cooperate with the other Czech and international organizations and institutions, football clubs, the Czech Football Federation etc.

Late in 2005 an educational program for potential fanworkers, supported by the EU and in cooperation with the KOS-Fanprojekte from Germany is taking place.

Associated Partner-organisations

Currently (September 2005) the FSI-network furthermore consist of fan-experts or fan-institutions of the following countries:

FSI – France Experienced in this kind of work since the Euro 2000 in Belgium/Netherlands. Successful work during Euro 2004 in Portugal.



anti-racist street kick event by FARE in Lisbon

FSI – Austria In preparation for the Euro 2008 in Austria/Switzerland two fan-experts from Austria observed the FSI/FARE work programme at Euro 2004 in Portugal.

CEPA, Spain CEPA, a NGO, was established in 1987 in a suburb of Madrid. In the following years CEPA also created projects in several cities in Andalusia.

CEPA-Andalucía, situated in Cádiz, is currently carrying out programs with women in prison, with children in their spare-time and young people, in order to support their integration in society.

In 2003 CEPA started a framework with football-fans in Cádiz, with the aim of taking supporters abroad, as well as defending supporters and their culture.

CEPA's work focuses on activities, mainly achieved by spare-time activities. CEPA carries out everything in relation to a work with football-fans and against racism in football. The

biggest part of this work is performed by volunteers, because public or private subventions are not supplied by any institutions.

FSI – Brasil in cooperation with Instituto Virtual de Esporte UFRJ/Faperj.

FSI – Hungary In cooperation with Mobilitas, a central governmental institution to develop youth programmes and intercultural exchange.

FSI – Wales Since 2003, the FSF has also begun to offer a Fans' Embassy service to fans of the Wales national team.

In Preparation of the World Cup 2006 in Germany, the KOS currently supports initiatives from **Poland, Ghana** and the **Ukraine** to establish Fans' Embassies in Germany during the World Cup.

FSI/FARE Fans' Embassies Work Programme

Final Report The 2004 European Championship took place in Portugal from 12 June 2004 to 4 July 2004. In co-operation with *Football Against Racism in Europe (FARE)*, the *Football Supporters International (FSI)* network organised an extensive programme of spectator/supporter hosting events aimed at positively influencing the conditions of stay experienced by visitors during the tournament.

Key components of the concept were support and information work, the provision of Fans' Embassies and contact persons well versed in supporter-related matters, and integrated anti-racism activities and information, the latter being organised under the responsibility of the *UEFA* charity partner, *FARE*.

The FSI is made up of the following seven partners:

- * The Football Supporters Federation (FSF), England
- * Koordinationsstelle Fan-Projekte (KOS), Germany
- * Progetto Ultra, Italy
- * Euro Support, Netherlands
- * Fan-Projekte, Switzerland
- * ProFutbolFans, Czech Republic
- * Streetwork, France¹

These groups come from a wide variety of experience and institutional backgrounds. Some, such as *KOS* (Germany), the *FSF* (England) and *Euro Support* (The Netherlands) have been working in the field of professional fan hosting for more than 20 years. Others, such as Czech Republic group, are much younger and were not introduced to this area of work until the European Championship in 2000.

Whereas the *FSF* is a grass-roots, membership-based organisation, *Progetto Ultra*, *KOS*, *Euro Support* and the *Swiss Fan Projects* are funded by the government or the corresponding football association; the projects in the Czech Republic and France are wholly reliant on the funds provided by *UEFA*. These differing institutional conditions had to be taken into account in the concept.

The concept The European Football Championship is the third largest sporting event in the world and regularly attracts global attention. The many football fans who visit the host country are a major factor in the success or failure of a

European Championship. At no other time is their behaviour under comparable public scrutiny.

In 2003, the many years of experience of the core FSI members in hosting fans at international tournaments led to the key elements² of the flexible fan hosting concept being included in the European handbook on the prevention of violence at major football events published by the Council of Europe, this thanks to the active involvement of the *FSI* members *KOS* and the *FSF* in its formulation.³

At the beginning of the 1990s, chief responsibility for security at international tournaments rested with the police and stewards, who were often overtasked as a result. Today, however, the understanding is that all the parties involved – organisers, local authorities, police, visitors etc – have opportunities in their realm of responsibility to positively influence the atmosphere at such events. Against this background it is therefore necessary for all parties to work together in a coordinated and transparent way. The members of the *FSI* are committed to this cooperative approach.

As far as the problem of violent clashes between fans is concerned, Portuguese football is in the fortunate position of having been largely unaffected. This is one of the reasons why there is no professional organisation in Portugal that has accommodated the perspective of the fan/spectator in its work. The structural problem facing the *FSI* in Portugal, therefore, was that there is no comparable approach to the work and thus no partner organisation that could have supported our network at local level.

Against this background, the generous willingness of *UEFA* to make available 600.000 Swiss francs for the *FARE/FSI* Fans' Embassies Work Programme was the most important prerequisite for implementing the concept in the host country. A great debt of thanks, and the appreciation of every visitor to *Euro 2004* in Portugal, is therefore owed to *UEFA!*

Organisational and financial responsibility for implementing the concept on behalf of the *FSI* was assumed by *Progetto Ultra* of Italy. This was done with the utmost efficiency and dependability, ensuring that the various *FE teams* enjoyed the best possible conditions in terms of accommodation, transportation and communications.

The *FARE/FSI* concept has four main components:

- ✦ Mobile Fans' Embassies
- ✦ Information and service
- ✦ Local help and support by teams of experts
- ✦ Antiracism initiatives and projects (Streetkick, fan magazine, etc.)

Mobile Fans' Embassies (FEs) *Mobile Fans' Embassies* serve as visible points of contact for the relevant sets of fans. Identifiable and advertised as such, they are places most fans are highly likely to visit during their stay in the host cities. Here, fan workers distribute useful, verified information material (produced internally or by local authorities) and provide supporters with help and advice. The *FEs* also serve as meeting points for many fans. They open one day before the match and close on the day after.

Information and service Fan guides containing a wealth of helpful tips and information specific to the target audience are distributed to those visiting the host country. The prime objective is give fans a sense of behavioural certainty that will allow them to avoid problems. To take into account the changing information habits of many fans, some teams also offered daily updated websites containing the latest information on individual match venues. The *FSF* also produced a fanzine for each game that, as always, met with an enthusiastic response from England fans.

Local help and support by teams of experts Known and trusted contact persons from the respective countries are available to give fans support if required. If the size of the team permits, they should be permanently contactable via a 24-hour helpline. In addition, the experts are available to mediate on behalf of fans as well as on behalf of local authorities, football associations and government institutions in the event of a crisis. They can also help to provide an appropriate assessment of potential conflict situations.

Antiracism initiatives Developed under the responsibility of *FARE*, joint anti-racism initiatives (fan magazine, Streetkick, PR work etc.) emphasising the positive, unifying potential of football should be organised.

The preparatory phase Owing to the aforementioned specific situation in Portugal, where there is no professional work with football fans and thus no adequate part-



We are red, we are white, we are danish dynamite...

ner organisation in the country itself, the *FSI*, led by KOS of Germany, applied for funding via the AGIS project run by the European Union. The funds approved and subsequently made available by the EU were used by the members of the *FSI* to gather information on the specific conditions in the host country and at the various host cities. In addition, the organisation of conferences and workshops in Portugal provided the many Portuguese institutions who were involved in staging the European Championship with an opportunity to familiarise themselves with professional fan hosting concepts and, where applicable, incorporate them in their local efforts.

Retrospectively, it can be said that the opportunities presented by the AGIS project were the central basis for the successful implementation of the *Fans' Embassies Work Programme*. Meetings with official representatives of the cities of Lisbon, Porto, Guimarães, Aveiro, Braga and Coimbra gave us excellent insight into the conditions on the ground. Also of help were the diverse personal contacts we were able to develop at the workshops and conferences. Smaller, more ambitious venues such as Guimarães, Aveiro, Braga and Leiria, in particular, provided the Fans' Embassy teams with exemplary support once they had been able to convince themselves of the professionalism of the *FSI network*

and the attractiveness and benefits of the *Fans' Embassy* concept at the conferences and workshops.

In her evaluation of the project, the sociology professor involved in the AGIS programme, Salome Marivoet of Coimbra University, cited the many conversations she had held with the relevant institutions and people in Portugal when stressing the positive effect our concept had had when the hospitality programme was implemented in the host country.

International conference and host city workshops "Good hosting, fewer problems"

The international "Good Hosting, Fewer Problems" conference organised in association with the Goethe Institute in Lisbon under the AGIS project and the workshops held in selected cities gave those attending from the various organising bodies in Portugal an opportunity to discover the advantages of the concept for their own areas. At the Lisbon workshop facilitated by Ines Cottinelli, head of the Organising Committee (OC) in Lisbon, representatives of the most important Portuguese organisations as well as government representatives from England, Germany and The Netherlands were in attendance. The following example briefly illustrates the

cooperation opportunities presented to the local OCs by the involvement of fan-driven organisations:

Immediately after the conference, officials from the Portuguese transport authorities contacted *FSI* representatives from the countries that would have large numbers of fans staying on the Algarve to discuss the problem of providing adequate transportation to and from the match venues. The various websites and the English *Free Lions* fanzine were used to inform fans about organisational details and the conditions of use on the Portuguese railway system (capacity, departure times and locations, fares, etc.).

When problems arose in this area at destinations on the Algarve after England's first match⁴, the contacts established at the preparatory conference were used immediately to resolve these problems and optimise transport procedures at the next game.



Implementation on the ground In overall terms, the joint *FARE/FSI* fan/spectator hosting project at the 2004 European Championship was implemented extremely successfully. The contribution made by the *FARE/FSI Fans' Embassy Work Programme* to what was an outstanding 2004 European Championship on the whole cannot be underestimated.

Backed by a coordinating team, seven *Fans' Embassy* teams were in operation on the ground and they met with a tremendous response from the various sets of fans. These teams had at least five members, though in some cases substantially more. The English team, for example, comprised 18 workers, of whom four were purposely deployed on the Algarve, as it was known in advance that the majority of the more than 50.000 English supporters per game would have their accommodation there. This is why the entire *FSI* team were fully informed about the trouble between some England 'football' tourists and the Portuguese police, allowing them to make an appropriate assessment of its relevance for the work with their own fans on the ground and qualify the exaggerated, and in some cases irresponsible, reporting by the English tabloids.

On matchdays several thousand fans from the countries concerned visited the *Fans' Embassies* to obtain information or seek advice on problems. The *Fans' Embassies* therefore played a significant role in establishing the appropriate behavioural certainty among fans and spectators and giving the various sets of fans a widespread feeling of being welcome. All seven *Fans' Embassy* teams reported exceptionally positive feedback from their supporters on the conditions of stay for football fans throughout the European Championship. In a survey conducted for the duration of the tournament, the Swiss *FE* team recorded more than 90% satisfaction with the *Fans' Embassy* offering among Switzerland fans.

The outstanding international cooperation between all *FE* teams on matchdays when teams from the participating countries were playing each other should be particularly singled out. At the Germany versus Netherlands game, for example, which had been declared a high-security match, there was extremely close contact between German and Dutch fan workers and also, surprisingly, the fans. At the England versus Switzerland game the two *Fans' Embassy* teams orga-



Porto, Estádio do Bessa – Greece vs Spain

nised a friendly match between English and Swiss fans, while at the games involving Switzerland and France and Germany and the Czech Republic there were joint *Fans' Embassies* for all fans in attendance. In Porto, the Italian team even proposed the organisation of a permanent international *Fans' Embassy* on the Ribeira, where hundreds of fans from each country gathered every day, but the idea floundered due to a regrettable shortage of staffing and technical capacity and the lack of cooperation from Porto city council.

In our opinion, this close international cooperation encouraged friendly behaviour and interest in other countries among fans and served to counter excessive national chauvinism.

Progress reports from a national perspective by the teams from Italy, England, the Czech Republic, Germany, France, The Netherlands, Switzerland and the observation team from Austria are to be found at the end of this report.

The integration of anti-racism initiatives at specific matches also functioned exceptionally well from the point of view of the *FSI*. It should be emphasised that at no time were any negative comments made by fans with regard to the integration of anti-racism projects. On the contrary, the mood amongst fans was at its most positive whenever the Street-kick game organised by *Football Unites, Racism Divides (FURD)* was positioned close to the *Fans' Embassies* (examples: Germany v Netherlands, England v Croatia, Germany v Czech Republic).

Due to their knowledge and understanding of the fan scene, the guides prepared and produced by the *Fans' Embassy* teams in the various languages met with the widest possible acceptance among the target audiences. In Germany it is now known that the 2006 World Cup Organising Committee, on the basis of the excellent experiences made with the fan guide in Portugal, intends to instruct *KOS* to produce a similar fan-driven guide for all supporters coming to Germany in 2006.

The websites maintained and updated daily by some *Fans' Embassy* teams to support their work on the ground also met with a great response. In the guestbooks fans were full of praise for the work of the *Fans' Embassies*.



Porto, Estádio Dragão – Czech Republic vs Greece

Porto, Estádio do Bessa – Germany vs Latvia





Swedish body-painting

Moreover, the 24-hour helplines maintained by the majority of *Fans' Embassy* teams can be considered a positive extension of the concept. The respective sets of fans made extensive use of them once they became aware of their existence. As supporters were able to contact fan hosting teams from their own country quickly and easily in the event of a problem, it proved possible to defuse and resolve many potential conflict situations at a very early stage. During the European Championship, which for the FSI team from Germany lasted just two weeks due to the premature exit of their national team, more than 1000 fans made use of this number to obtain quick advice, for example.

Cooperation with national and international partners Local institutions Social fan hosting and the work of the Fans' Embassies can have a full positive impact only if it is comprehensively involved in the organisation of the overall event in recognition and acceptance of its specific conceptual approach.

Unfortunately, the specific situation in Portugal meant that this was not fully possible, though the work of the FSI met with the benevolent support of a number of Portuguese umbrella organisations, enabling the FSI to take their fan hosting concepts to the host cities.

Having the official support of UEFA was a great and indispensable help in this connection. In this way the European football family backed the idea of *Fans' Embassies* and the concept of an offensive hospitality policy that also embraced the many fans travelling to the host country.

As already mentioned, however, little was known about the idea of social fan hosting in the host country Portugal. At *Euro 2004* the fact that there was no adequate fan organisation in Portugal capable of holding preparatory and operational meetings on behalf of the FSI at local level was thus a structural deficit from an organisational point of view. The collaboration between the FSI and the local institutions therefore functioned largely on the basis of a top-down stra-

tegy in which the national Portuguese institutions (the police, tourism organisations, transport companies etc.) who had been introduced to the concept of *social fan hosting at international tournaments* at the various international conferences conveyed it to the local authorities.

Based on the feedback from *Euro 2004* we assume that the joint *FSI/FARE Fans' Embassy* concept was so convincing and attractive that eventually all the host cities became actively involved in the work of the *FES*.

The efforts of smaller cities such as Leiria, Guimarães, Braga and Aveiro merit particular mention in this report. Our teams met with exceptionally good and reliable support from the local authorities here. The *Fans' Embassies*, for example, were always positioned at the desired central locations and the teams received the requisite infrastructural support of reliable and permanently available contact persons in the municipalities.

In Porto and Lisbon the situation proved more difficult, as decision-making processes took much longer here. At the beginning of the tournament many decisions in these two cities were very definitely influenced by the fact that England and Germany, the two countries with probably the biggest hooligan problem, were to play five of their six group matches here.

One very positive aspect in Lisbon was the assignment of a city council employee to each *Fans' Embassy* team, which secured the necessary line of communication to the local authority. Whilst security considerations relating to the threat of violent disturbances influenced some decisions in Lisbon to the detriment of the *FES* at the beginning of the tournament – the French Fans' Embassy at the France v England game was positioned so far outside the city centre it could not be found by the French fans – this changed fundamentally as the tournament unfolded.

The Lisbon chief of police, Deputy Intendent Gouveia of the PSP, for example, withdrew his security concerns after one week "on account of the excellent work by the *Fans' Embassies*" and henceforth allowed the *FARE* Streetkick game to be set up in the immediate vicinity of the *FES*. The wonderful atmosphere on the Praca Figueira and the Praca Rossio at the

England v Croatia and Czech Republic v Germany⁵ matches subsequently confirmed the correctness of this decision.

Regrettably, communications with the local authorities in Porto proved more difficult since no permanent contact person was designated. Although the *FSI* had been promised a fully equipped office by Porto City Council before the tournament started, unfortunately it was not made available until a week had elapsed and then it did not meet the needs of our work in terms of space and equipment. Regrettably, it has to be said in this connection that from the point of view of the *FSI* the communications with the local authority in Porto could have been better. The *FSI* eventually had to pay for the extremely spartan office itself; otherwise we would probably still be trying to this day to get an appointment with the officer responsible. In general, though, conditions in these two cities were also very good from the point of view of fans and visitors.

Police As far as the *FSI* are concerned the work with the Portuguese police authorities during the European Championship warrants much praise. Statements made ahead of the tournament to the effect that the police would contribute to an atmosphere of hospitality by maintaining a low-key presence were impressively put into practice, unlike in Belgium in 2000. At Euro 2000 more than 1000 football fans were arrested in Belgium alone and some 500 were deported. Water cannon dominated the scene. But in Lisbon, Guimarães and the other host cities in Portugal it was fans singing and partying with the Portuguese.

The many plaudits Portugal received for its tournament organisation from all over the world can be partially attributed to the intelligent and low-key work of the police. Even fans who are normally critical of security organisations awarded the Portuguese police excellent marks, as was unanimously confirmed by all seven *FSI* teams. Communications with the relevant police units in the host cities were unproblematic, appropriate for the situation and characterised by high mutual respect.

We believe the Portuguese police quickly grasped the significance of the work of the *Fans' Embassies* for their own work because they are confronted by fan behaviour in a very



Fans from Greece

direct way in practice, as are the embassy workers. If fans feel they are generally being treated well and with respect, they normally show understanding for police measures. If fans are perceived as potential troublemakers and treated as such, they are much less receptive for security measures. In view of the threat of terrorist attacks and the security measures rendered necessary as a result, the strategy employed by the Portuguese police was particularly well chosen. The *Fans' Embassy* teams pointed to the threat of terrorist attacks and the associated security arrangements in all the

fan guides and asked fans to show understanding for such police measures.

In very general terms, the decision by Deputy Intendent Gouveia to allow the *FARE* Streetkick game to be set up on a central Lisbon square a week into the tournament can be interpreted as evidence of the mutual esteem each held for the other's work. This, in particular, because it represented a reversal of the original police strategy in Lisbon which wanted the Streetkick game to be positioned near the stadium



Russian supporters outside the Estádio Algarve in Faro

for security reasons, but also because “the outstanding daily work of the *Fans' Embassies*”, to quote Mr Gouveia, allowed the original security concerns to be defused.

UEFA In the main the work of the *FES* in Portugal was made possible only by the financial support of *UEFA*. For this the European governing body deserves our thanks and utmost appreciation. Although some teams⁶ enjoy the privilege of receiving domestic financial backing for their international work, the impressive collaboration by eight teams from eight different countries (including a team of observers from Austria) would not have been possible without the support of *UEFA*.

Also worthy of positive mention in this connection is the advance trust *UEFA* placed in the *Fans' Embassy* concept. The success of *Euro 2004* confirms the correctness of this decision. We are also of the opinion that our efforts more than paid for themselves, not only for the fans from these eight countries but also for *UEFA*.

Unfortunately, contact with *UEFA* and the *Euro 2004 Organising Committee* was rather more ad hoc than continuous. At a meeting arranged at short notice with Martin Kallen of the *Euro 2004 OC*, a *FARE/FSI* delegation was at least able to give a brief presentation of its concept for the tournament and agree a procedure for future collaboration at the tournament.

During the European Championship the *FSI* sent both *UEFA* and the *Euro 2004 Organising Committee* via Martin Kallen two extensive interim reports on the work of the *FES* and highlighted a number of potentially critical situations primarily relating to the organisation of fan streams around the stadia.⁷

From the point of view of the *FSI* critical mention has to be made of two points concerning the cooperation with *UEFA*. On the one hand it would have been important to provide all *Fans' Embassy* workers with official *Euro 2004* accreditation. From our experience of previous tournaments we know

how important official identification is in crisis situations that can arise both inside and outside grounds. Only with the official recognition of the organisers can sensible use be made of the know-how and experience of international fan workers. Without official accreditation appropriate and necessary initiatives by fan workers to avoid or mediate in conflict situations are rendered impossible or, for example, are too often vetoed by the police.

The second point of criticism from the *FSI* perspective relates to contact with the responsible *UEFA* employees, which unfortunately was not always adequate. For future events we would wish a closer exchange of information before and during the tournament to allow us to optimise all our measures. In this connection it is particularly important to inform *UEFA's* marketing department about certain publications (fan guides, fanzines) by the *FSI* teams to ensure that their distribution in public, such an important means of providing fans with information, is not vetoed by *UEFA*, as actually happened.

The wealth of potential cooperation opportunities and projects for *UEFA* and the *FSI* to help improve the atmosphere at such tournaments is most definitely yet to be exhausted.

Foreign representations The behaviour of football fans, especially during major tournaments, generates tremendous media interest.⁸ Regrettably, the mechanisms of the market normally lead to an exaggerated interest in negative incidents. At times such as these the behaviour of football fans can very easily take on an international political dimension.

During *Euro 2004* in Portugal at least one head of government was compelled to comment on the conduct of his compatriots, i.e. Tony Blair with respect to the incidents on the Algarve. Factually, however, the violent disturbances in Albufeira involving a few English people bear no relationship, in our view, to the actual relevance for security during *Euro 2004*. The exaggerated reports in the tabloid media usually make them much bigger than they originally were. Unfortunately, in the wake of incidents such as these the exceptional conduct of 99.9% of the remaining visitors to the European Championship goes without notice. Here, the work of the *Fans' Embassies* offers an excellent opportunity

to put forward positive viewpoints in order to counter stereotypical reports on football fans that focus solely on negative aspects.

The foreign representations of the countries involved are becoming increasingly aware of this potential and as a result better support is being offered to the national *FE* teams. All seven teams in Portugal enjoyed the support of their country's embassy. The Italian, English and Swiss *FE* teams were even invited to the official receptions held by their national teams. And the Dutch ambassador, who had attended the AGIS conference, took the trouble late in the night after the match between Germany and Netherlands to thank the German and Dutch *FE* teams on the Ribeira in Porto for all the work they had done.

Particularly worthy of mention as a general model, however, is the work of the British embassy in Portugal. Over a year before the tournament began the British government appointed an official "football ambassador" in the shape of Gary Fisher, whose sole task was to cover the European Championship in Portugal. Fisher was always approachable, interested in any subject of relevance to fans, and 100% reliable in the working relationship and exchange of information. His prime interest was, of course, the England fans at the tournament, but he also involved the other partners in his work whenever time allowed. Owing to his official status as a representative of the British government many doors opened for him in Portugal that regrettably remained closed for the *FSI*.

At embassy level his work led a marked improvement in the communication of fan behaviour and adequate responses to it ahead of the tournament. All *FE* teams benefited from his excellent, circumspect work before and during the competition. The *FSI* would therefore urge other governments to follow this positive lead in future.

Ticketing Denmark v Italy, in Guimaraes: 15000 seats not taken. Only one of many examples of flawed ticketing during *Euro 2004* in Portugal. The same problem existed with matches hosting nations who constantly bring a huge group of fans with them. For the match Germany vs. Latvia in Porto, nearly one in every three seats were not taken. Even during



Security Measures



the EURO host nation's match, Portugal vs. Russia, located in the capital Lisboa, there were 6.000 seats vacant.

So where was the error in the system? No one could seriously say that there were not enough fans interested in the matches. Actually 1,2 million tickets for the 31 matches were sold before the opening. So *Euro 2004* was officially "sold out". The question is: who is buying tickets but not using them, despite the excellent football, good hosting and nice weather?

Which persons and institutions got the tickets in the pre-sale? 20% went to the football associations of the teams participating in each game. Other tickets were distributed via the UEFA website. This sale was initiated even before the *Euro 2004* match schedule was finalised. Fans from all over Europe had to decide whether or not to buy tickets not knowing whether or not their team is involved in the match concerned, or has even qualified for *Euro 2004*. Several thousand other tickets were reserved for officials, sponsors, and VIPs. The rest were for the Portuguese market.

What seats were not taken during *Euro 2004*, and what tickets were on the black market? We are convinced that "normal" football fans were not the problem. Of course the-

re were some fans who tried to sell tickets they had bought some months before. Maybe their plans changed because of work or family problems, or friends couldn't join them, or their team was not taking part in the match for which they had tickets. Also in a relatively poor country like Portugal, there may have been people who tried to sell one or two tickets to make some money. But those fans and citizens were not responsible for the thousands of vacant seats during *Euro 2004*.

Our experiences, drawn also from previous football tournaments, have been that the culprits are national football associations not selling their tickets to their fans and not giving back tickets to the UEFA, sponsors not distributing their tickets to football fans and professional black market dealers.

What happened on the black market for *Euro 2004*? In spite of the fact that selling and buying tickets was illegal under Portuguese and international law, there were tickets available via the internet and newspapers all over Europe. Even during the tournament in Portugal you could easily buy tickets on the streets for all matches. In a lot of places this happened even as the police looked on. Only from time to time did special police forces catch and arrest individuals offering tickets. So far as we and our colleagues from the different

international FSI teams saw or learnt, most of the people arrested in this way were not professional dealers. In the majority of cases, it was "normal" foreign football fans with one or two tickets in their hands who were caught.

These fans were brought to court and accused, and then after one or two days in custody they were fined up to €1500 and deported. Hardly any of these fans had, during the course of their court trials, access to their embassies, a translator, a serious defence or the testimony of witnesses independent of the police. In some cases not even family or friends knew for days what was happening to them. Protests undertaken by various embassies, national football associations, the FSI, the media and others failed to change that procedure.

What could be different and better in ticketing policies for future football tournaments? Of course most of the tickets should be reserved for football fans, and allocated only after the fixture schedule is finalised. Those national football associations who do not sell all their tickets to fans and who do not return unsold tickets to the hosting organisation should be excluded from selling. More control should be exercised over the final destination of tickets issued to sponsors.

For those football fans needing to exchange or return their tickets, we need official agencies at home and also in the hosting country. Tickets given back to the hosting organisation should be redistributed again for football fans. Football fans should not any longer be forced to use the black market.

That way the police and the justice system could concentrate their power against professional black market dealers. Tickets confiscated from that market should go back into the regular market for football fans. In future, let's have tournaments where the spectators are football fans and not one seat is vacant!

Developments in spectator behaviour at major international tournaments Violence/Racism/Right-wing Extremism

The 1996 European Championship in England shone with some great matches and a fantastic, football-dominated atmosphere in the grounds and cities that embraced the entire country. The unifying character of this atmosphere was expressed in musical terms by the Euro 96 anthem, 'Three Lions' ('Football's Coming Home') by Baddiel & Skinner.

Yet in the run-up to the tournament the mood was dominated by concerns and discussions about the expected violent clashes between hooligans. Hardly anyone believed that a European Championship in the 'motherland of hooliganism' could take place without problem. Looking back, the courageous decision of the English Organising Committee to involve and give responsibility to fans and fan experts in the organisation of the tournament warrants the highest recognition. For the first time ever, *Fans' Embassies* were made available in every city to football fans of all the participating nations. No matter whether they came from Russia or France, fans thus had access to relevant information in their native

Fans from Switzerland



language. The *Football Supporters Association (FSA)*, now the *FSF*, was an official partner of the English OC and member of all the relevant working groups and also organised fan guides in 12 different languages for travelling fans.

Since England in 1996, but no later the 1998 World Cup in France, a marked change in fan behaviour at major international football events is to be observed. The number of people travelling to the host country and wanting to take part in the event in one way or another, regardless of whether they have been able to purchase tickets beforehand, has increased dramatically. As a result, the demands placed on event organisers, in particular in the host cities, have also increased. These local authorities now have to extend their preparations to ensure that those fans who don't gain access to the stadium can still feel they are a part of the event. Whereas around 3000 to 5000 fans followed the England team at the 1990 World Cup in Italy, in France in 1998 this figure had jumped to at least 35000 to 40.000 on average. In Portugal in 2004 it climbed once again, with around 50.000 England fans forced to look on as their team eventually went out in the quarter-final against Portugal.

Against this background the increased organisational requirements with respect to transport, accommodation, security and fringe events become apparent. It is certainly no longer enough simply to have the games run smoothly in the stadia; demands on organisers are also increasing in the cities. It is safe to say that the most notable and now indispensable innovation is public viewing. What is now an essential part of any programme of fringe events was a subject of daily debate as recently as 1998 in France. Only in Paris, Marseille and Montpellier were big screens made available for the large numbers of ticketless supporters who wanted to experience matches in a communal atmosphere with other football fans.

In Portugal the big screen offering was generally good, with at least one opportunity to watch matches in this way in every host city. Regrettably, organisational shortcomings meant that the available capacity was not exploited to the full in Lisbon. The big screen organised by UEFA on the Expo site was a great success, in particular for matches involving the Portuguese team, while the second, in Monsanto Park, led a marginal existence. Far too little advertising and extremely

poor public transport links resulted in only eight people finding their way to the screen for the top clash between the Czech Republic and The Netherlands, for example. One positive aspect was that host cities who had already completed their programme continued to offer this service regardless. In Coimbra, for example, tens of thousands of people gathered to watch the final.

As far as violence is concerned, the *FSI* have observed a generally positive trend in the last 15 years. The vast majority of fans have always rejected violent clashes at football matches in any case. In the 1990s, however, we were often relatively powerless in the face of violence by one's own hooligans. What was much worse was that indiscriminate police strategies, which generally viewed all football fans as potential troublemakers, frequently led to fans demonstrating unwanted solidarity with the actions of hooligans. "If we are all treated in an unfriendly way, then we can all behave in an unfriendly way" is a commonly encountered reaction by otherwise peaceful fans in such situations. A consequence no one can want.

At this point the *FSI's* fan hosting concept has two key potential effects. On the one hand, the implementation of measures under an offensive hospitality strategy offers a positive perspective on football fans. Alongside the players they are, after all, the people who have a decisive influence on the atmosphere at matches. This positive approach facilitates fan- and spectator-friendly decision-making, be it in the municipality, in the stadium itself, or when organising transport to the match venues.

The second effect builds upon the first. In a fan-friendly environment it is much easier for football supporters to present themselves in a positive light and thus distance themselves from violent and/or racist behaviour. This positive development, clearly evidenced by the success of the last two major tournaments in Japan/South Korea and Portugal, is in line with developments in most of the footballing countries in central Europe, where the number of violent clashes, their intensity and the number of innocent spectators affected has decreased significantly. There has also been a marked improvement in the general atmosphere at domestic league matches. Attendances are soaring and many more women supporters are attending matches than before.



Greek supporters singing for the final

Without wishing to forget the appalling incidents in France in 1998, when England fans were involved in several violent disturbances and German hooligans critically injured the French gendarme Daniel Nivel, the last two major tournaments in Japan/South Korea and Portugal underscore this welcome general trend. Take England, for example: the vast numbers of English fans who made the effort to support their team in Asia and in Portugal can only be complimented on their behaviour from all sides. One possible option for UEFA could be to reduce the pressure on the English Football Association slightly to ensure that any future courses of action are not overly constrained.

A hooligan problem remains, of course, in England as in other countries, but the long-term positive developments in this area should provide sufficient encouragement to intensify the policy of integrating football fans or fan-based organisations in the staging of major tournaments.

The FSI take a similar view on the issue of racism, where again all seven FE teams confirm that there has been a general trend for the better in the context of the last 15 years. There were, of course, examples of racist, sexist and also homophobic remarks or actions by some fans in Portugal. The substantial anti-German chanting by large numbers of

England fans, in particular, stood out negatively. Equally in evidence were smaller groups of fans from other countries (e.g. Italy, Germany, Spain and Croatia) who can be placed on the far right or are not generally averse to violence. Yet set in relation to the situation 15 years ago the positive trend clearly prevails. Whilst it is to be roundly condemned when one person out of a group of 10.000 football fans gives a Nazi salute, in general we would consider it counter-productive were the remarkably good conduct of the fans of that national team not to be noted. As important as it is to take a clear stance against discriminatory behaviour, be it by fans, officials or players, support for genuine fans should not suffer as a result. Instead, they must be the most important allies in the fight against racism and violence. This is the background against which the close cooperation between FARE and FSI unleashes its specific benefits for the general work with football fans in the context of international tournaments. On the one hand, it is made clear that racism, sexism and violence will not be accepted or tolerated in football, but also that travelling fans will be welcomed as guests with appropriate fan hosting measures. The implementation of this philosophy in Portugal, for example by the making available of Fans' Embassies, certainly contributed to the great success of this European Championship, at which there was not a single violent confrontation worthy of mention.

We are concerned, however, with developments in some eastern European countries. In view of the dramatic deterioration in the living conditions of many young people, violent and racist and anti-Semitic behaviour by fans at football matches is becoming increasingly evident. Whilst the relevant national teams are not yet being accompanied by this potential to major international tournaments, a close eye must still be kept on these developments.

Lastly, mention should be made of one final positive development from the point of view of the FSI. Since the 1994 World Cup we have seen that the policy of strict segregation in stadia is being relaxed somewhat. The appearance on the black market of large numbers of tickets allocated to sponsors or from the contingents of various football associations has led to a friendly mixture of genuine football fans from a variety of countries in the stadia, as evidenced by the many camera shots of the stands. In Portugal the same occurred every day in the cities and on the squares. Fan congregation,

not segregation – this is what makes football so special; it should be a synonym for it!

Conclusion and outlook The 2004 European Championship in Portugal was a magnificent success in every respect. It was most definitely the European Championship that offered football fans from all manner of countries the best conditions of stay to date. Part of this, of course, is down to Portugal as a holiday destination with very pleasant weather conditions and a corresponding tourism infrastructure. But the *Fans' Embassy Work Programme* developed by *FARE/FSI* and co-financed by *UEFA* also made a contribution to this success.

Regrettably, many football associations do not have the best reputation among many fans. A large chasm has opened up between fans, players and associations in recent years. This programme was most certainly an initial step on the long

Official public viewing Monsanto Park, Lisbon





Anti-racist street-kick before Germany vs Czech Republic

road to improving the mutual relationship in the long term. Many of the supporters who came to the *Fans' Embassies* were amazed, though delighted, to learn of *UEFA's* commitment for the genuine interests of fans.

Against the background of the positive experience gained in Portugal we therefore hope that the collaboration between *UEFA* and the *FSI* network will be intensified in view of the forthcoming European Championship in Austria and Switzerland in 2008. To be able to draw upon experienced partner organisations in the field of professional work with football fans in both countries in 2008, we therefore involved a team of observers from Austria in our work in Portugal. Fan work in Switzerland has been a permanent fixture of the *FSI* for some years and is now officially incorporated in the organisation of Euro 2008 in Switzerland.

The forthcoming 2006 World Cup in Germany will, of course, be an extremely important milestone on the road to establishing fan-friendly conditions of stay at World Cups and European Championships. The basic organisational conditions in Germany, a country at the core of Europe, are certainly different to those in a holiday country in the extreme southwest of Europe. Yet it has already been agreed that stationary *Fans' Embassies* will be organised via KOS in all 12 German host cities and that these will be augmented by the mobile *FSI Fans' Embassies*. Nonetheless, despite these positive structural conditions we cannot afford to relax our efforts if the tournament really is to be "a time to make friends" for football fans in Germany, as the official 2006 World Cup motto promises. For in order to create an overall friendly atmosphere in the host country it requires the efforts of *all* the institutions and society groups involved in organising such a major tournament and an involvement of fans that goes beyond the role of consumer or 'security problem'.

In the immediate future, the main focus of the *FSI's* work will be the continued expansion of the network. In view of the aforementioned developments in eastern Europe we particularly wish to establish adequate partners there who meet

our content and conceptual standards. The work of the *FSI* is done on a level that partners find transparent and dependable and is going to be expanded further. All future *FSI* partners must meet the minimum content and conceptual standards.

As far as the collaboration between the *FSI* and *UEFA* is concerned – should a mutual interest in its continuation exist – a direct, reliable and concretely structured contact between the two partners would be desirable. Many positive synergy effects are still lying idle; in the interests of football it would be negligent not to use them. The *FSI* is very much interested in developing this aspect along with *UEFA*.

Michael Gabriel, Carlo Balestri, Illya Jongeneel for the FSI (Frankfurt, Bologna, London, Prague, Zurich, Marseille, Deventer. October 2004)

- 1 Plus a team of observers comprising two fan-project activists from Innsbruck in Austria.
- 2 Implemented for the first time by *Eurosupport* on behalf of the Dutch government at the 2000 European Championship in the Netherlands
- 3 Handbook on the prevention of violence in sport <http://www.coe.int/T/E/Cultural%5FCo-operation/Sport/Resources/espec03.1.asp#TopOfPage>
- 4 The station at one destination on the Algarve was several kilometres outside town, which meant that hundreds of England fans arriving late in the night after a match had to find their way home on foot in the dark. After the intervention of the English Fans' Embassy, the local authority provided a shuttle service for England fans at the next match.
- 5 At this match, as at the France v Switzerland game, there was even a kind of international *Fans' Embassy*, with the two mobile FEs positioned right next to other.
- 6 Germany, England and Switzerland
- 7 The reports are listed again in the Appendix
- 8 We have only to recall the intolerable situation on Place Charles II in Charleroi before the England versus Germany match at Euro 2000, when more than 40 camera teams were waiting for pictures of trouble.

Euro 2004 the England Fans' Embassy experience

At the finals of *Euro 2004* in Portugal the Football Supporters' Federation (FSF) organised its most ambitious and comprehensive "Fans' Embassy" advice, information and support service for travelling England fans to date.

Numbers It is estimated that some 60,000 England fans made the journey to Portugal during the tournament with the express intention of seeking to watch an England game. To this number needs to be added those English "football tourists" who attended the tournament to watch games involving other nations, and the significant numbers of locally resident English expatriates and holidaymakers in Portugal at the time of the tournament.

The English Football Association reported that of the nearly 18,000 members of their "englandfans" ticketing scheme, only just over half applied for and received tickets for England's *Euro 2004* finals matches. The clear implication of this is that perhaps three-quarters, if not more, of England's match-going support acquired their tickets from sources other than the FA. The biggest single source of tickets for England games seems to have been the direct sales to the public through the UEFA website.

This underlines the importance of any Fans' Embassy service reaching out far beyond the "official" supporters, and highlights the limitations of communication exclusively with this membership group.

The England Fans' Embassy service The FSF provided for the first time ever two Fans' Embassies. The primary Fans' Embassy accompanied the England team, and thereby its fans, to their match venues, and operated a physical presence in host cities in principle on match days and a day either side. In practice this meant that apart from the England v Switzerland game in Coimbra, the Fans' Embassy was based in Lisbon.

Due however to the large numbers of England fans who treated the tournament as an opportunity for an extended holiday and who made the resorts of the Algarve their base for a period often of two weeks or longer, the FSF also ran a second satellite Fans' Embassy based permanently on the Algarve.

Both of these Fans' Embassies offered 24-hour contactability, and disseminated information of specific use to football supporters. The primary method of information distribution was through printed publications.

In advance of the tournament, the FSF produced, in collaboration with the FA, the Foreign and Commonwealth Office (FCO) and the Home Office, a '*Euro 2004 Supporters' Guide to Portugal*', of which 40,000 copies were distributed among English supporters.

During the course of the tournament, the FSF produced 4 editions of the England fanzine "Free Lions", which contain-

Kevin Miles and Fiona McGhee from the English Fans' Embassy



ned up-to-date information of use to fans. The first edition, for the France game, was produced in advance, printed in England and shipped out to Lisbon; the three subsequent editions were however all written and produced locally, between games, allowing for last-minute updating of information. 10.000 copies of each edition were produced and distributed.

In addition, a special edition of Free Lions was produced as a 'Guide to the Algarve', in conjunction with the Algarve Tourist Board. 20.000 copies of this publication were printed and distributed on the Algarve. This publication was supplemented by locally printed fliers advertising transport arrangements to and from England games.

In addition to the printed material, the FSF Fans' Embassies also disseminated information via:

- * personal contact with volunteer teams (10 volunteers made up the Lisbon team, with 4 in the Algarve)
- * the 24-hour telephone helpline
- * the Football Supporters International (FSI) website at www.footballsupportersinternational.com, which was regularly updated with current information.

Financial and practical support – from home The FSF's Fans' Embassy service is a regular feature of all England's away games, and does not exist at tournament

Preparations for the match against Croatia



finals alone – a feature which greatly enhances its levels of recognition and respect among the target supporter group. It also benefits from ongoing financial and practical support from various sources.

The FSF's core international activities are maintained by a grant from the Home Office, which also contributes towards the costs of the England (and, separately, Wales) Fans' Embassy service. In addition, the FSF has also increasingly benefited from financial and crucial practical support from the FCO, both from London and most significantly from locally-based British Embassies and Consulates.

This assistance reached new levels of effectiveness in the preparation for *Euro 2004* thanks to the close collaboration with the British Embassy in Lisbon, the tone for which was set by the Ambassador herself. In particular however, enormous assistance was offered by the British 'Football Attache' Gary Fisher, who was based in Lisbon for over a year in advance of the tournament working exclusively on *Euro 2004*-related matters.

Further to all of the above, the FSF also secured for the tournament commercial sponsorship from Nationwide who, although not one of the official tournament sponsors, have

an ongoing relationship with the English FA as one of their 'official partners'.

Financial and practical support – from elsewhere This domestic support was complemented and greatly enhanced by support and assistance from other sources.

Crucially important, both financially and from a practical point of view, was the assistance from FSI partners, financed via the FARE/FSI partnership by monies from UEFA. The base camp accommodation near Lisbon provided not only an excellent solution to a logistical problem but also a unique opportunity for interaction with teams providing a similar service for fans of other nations.

Co-operation with other agencies The FSF Fans' Embassy service enjoyed very good interaction with other British agencies. Communication and co-operation with the FA were dramatically improved over previous occasions. A very constructive working relationship, developed over recent years, continued with British police forces. There was full co-operation with government agencies – the Home

English Fans' Embassy in Lisbon





English fans occupying Praca Rossio in Lisbon



Secretary made a high-profile visit to the Fans' Embassy at work, for instance – and mutual support established with the British Council to promote intercultural goodwill activities.

Particularly strong however was the very close working relationship with the British Embassy and their staff; it was clearly recognised by both parties that our collaboration was of great mutual benefit.

Co-operation with Portuguese agencies Useful channels of communication were opened with UEFA ticketing representatives regarding assisting people with lost and stolen tickets; unfortunately no such flexibility was available on ticketing matters from the English FA.

In advance of the tournament, very positive and constructive help was forthcoming from the local authorities in Coimbra. They planned well in advance, and providing facilities both for fans generally and for the provision of our Fans' Embassy service in particular was integral to their approach. Communication during the tournament period itself was not quite so easy, but by then most arrangements were already in place, and this was not a major factor.

In Lisbon, making necessary arrangements in advance of the tournament was much less straightforward. There seemed to be a change in the city council departments responsible for our work halfway through preparations, from the department of Culture to that of Tourism, and right until after the tournament began it was difficult to get straight answers to question. It seemed that the work of Fans' Embassies was not clearly understood, and was certainly not built into the city's preparations.

As the tournament progressed however, the commitment of key local individuals, particularly from the Department of Tourism, more than compensated for initial reluctance. The Lisbon PSP also seemed to become increasingly convinced of the value of our work. The policing of the tournament was generally first-class.

Areas for improvement Most of the key areas of the tournament organisation can be regarded, we believe, as a major success. There are however inevitably some areas that can be identified for improvement. Briefly, we would prioritise the following as areas that can't be learnt from:

Transport the Portuguese railways showed commendable constructiveness and flexibility in organising special trains, especially late at night, to accommodate fans travelling to games. However, the special fans' services turned out to be significantly slower – and yet twice the price – of scheduled services, which bred some resentment and feelings of "exploitation" among fans.

Black market the policing of the black market was inconsistent between venues, and we feel strongly that a clear distinction should be made between the 'organised crime' of professional touting, and the activities of individual fans trying to recoup money for individual unwanted tickets or seek access for themselves to their team's games. Perhaps in future some sort of officially sanctioned exchange mechanism could be established.

Ticketing generally there are still clearly inadequacies in a system which announces a tournament is sold out, then has banks of empty seats at games while fans outside pay over the odds for tickets, or are even unable to find any. Most grotesque example was the purchase of returned tickets for the England v Croatia game by the FA to prevent their being sold to the public at face value. Although this "crime against football" was initiated by the FA, most fans saw UEFA as complicit in knowingly permitting the transaction.

Outcomes From the FSF's point of view, our activity at *Euro 2004* is regarded as a major success. Our service was extremely well-received by England's travelling support – the Free Lions fanzine in particular – and we feel that we made a significant contribution towards the task of improving the behaviour and thereby the image of England's fans. Equally welcome was the interaction with Fans' Embassies of other nations, and the role of the FSI is one which should be integral to the organisation of future tournaments.

England extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ It was a busy day at the Fans' Embassy. There were no riots or other problems in Lisbon during day and night. There were just a few arrests because of minor things, like fans trying to break into the ground to see the training of the English team or drunkenness. Kevin Miles is very satisfied.

14.06²⁰⁰⁴ Game in the Estadio da Luz in Lisbon yesterday. Nearly everything was quiet, no arrests, all bars, liquor shops were closed after the game and they didn't sell any alcohol in the restaurants around the Rossio. ...

After the game, 39 special planes left to go to England. Also, lots of trains and busses drove to the Algarve, so the city was very quiet after the game.

The big screen/fan zone at the Expo ground is big enough to put up 8.000 people. Around 7.000 England supporters were there yesterday and just a few single French supporters. Approximately 40.000 English fans were in the ground, about 10.000 people were in the city without tickets. Kevin and his team were very satisfied with the days' work and the night. ...

Directions for the different stadium areas (stadium entrances, metro) around the stadium were badly sign posted. Some fans needed up to one hour to get inside the ground, therefore the atmosphere got rougher and the people got more and more angry about the police and stewards and the difficulties they had, to get to and inside the stadium. ...

During the day and before the game a part of the English support created an Anti-German atmosphere through chants and songs. The Fans' Embassy of England said it was some level of aggression like always at the England games.

15.06²⁰⁰⁴ Game in Coimbra against Switzerland on Thursday. The England supporters will be in Coimbra from tomorrow on as well as the Fans' Embassy Team.

The FSF received lots of requests by the media because of the incidents in Albufeira/Algarve with 12 arrests. They deny to answer, because that was no football-related trouble. Incidents like that regularly happen in the Algarve during each holiday season. Moreover it seems that the local police forces reacted too repressively. Sky TV reported in this spirit as well and said that it was only normal trouble with drunken people on holiday and disorderly behaviour. The rest of the media tried to connect it to the *Euro 2004*.

After the game against France in Lisbon on Sunday, the Football Association of England, the FSF and the English police jointly wrote a critical report about the chaotic situation as regards entering the ground and about the way the stewards and entries were "organised".

There were also some problems with special trains from and to the match in Lisbon from Albufeira/Algarve. On the way to the game, the first train started in time, the second one was 3 hours delayed. On the way back, both trains went in time, but when they arrived in Albufeira late at night – the train station is 3 km outside the city – there were no busses or cabs provided. All people from the packed trains therefore had to walk back to the city. For the following games the FSF organised free shuttle busses provided by the local authorities. The bars at the Algarve are now running busses to the games for the same price as the special trains.

The English Fans' Embassy team visited the match Sweden vs. Bulgaria yesterday and the entry to the ground was as chaotic as during the England game. The Swedish supporters were very calm and quiet during the long time it took to enter the ground. English supporters wouldn't behave



Huge English flag covering Praca Figueras

like that and such a lack of organisation would have been a problem for an England game. There were no signs and no information was given about why people had to wait for so long and what was happening. The entry staff just forced visitors into lines. The catering was very chaotic at nearly every match at *Euro 2004* as yet.

18.06 2004 Game in Coimbra against Switzerland yesterday. Really quiet in the city. A relaxed and nice atmosphere. 24.000 England supporters in the stadium, 7.000 at a big screen in the city of Coimbra. The atmosphere at the big screen was very good and peaceful. No stupid chants, when a small group started the "no surrender" the rest of the English were singing louder "England". Good reaction of the support there at the screen. The organisation in Coimbra was very good and the work with the municipality went quite well.

There have been more incidents in Albufeira/Algarve during the last days and the English Fans' Embassy Team is now concerned, because a cycle of media and police attention is about to start. Two English TV stations (ITN and Channel 4) are exaggerating the incidents and report about alleged

"Hooligans" and a "Shame for England". ITN has already been warned by the English Football Association for its reports of these happenings. BBC and SKY Sports are reporting more relaxed and from a more neutral journalistic viewpoint. Yesterday, the first newspapers also started to report about a "Shame for England" and that these alleged hooligans are bad for England. The Fans' Embassy Team will try to stop that circle of reports making the incidents bigger and bigger which has already led to inadequate public attention to the happenings in Albufeira.

19.06 2004 Next game against Croatia on Monday. Coimbra was phantastic, FSF will write a letter to the city council to thank them for the perfect organisation of that game. There was good guidance to the ground, entrance to the stadium was not chaotic, shuttle busses were effectively organised ...

The only problems the Fans' Embassy team had to deal with were thefts. A lot of wallets were stolen in the city and the police don't really seem to care about this problem. The second problem was a "UEFA Marketing Police", named somehow like "Policia Economica" which showed up at the



Lisbon, Estádio da Luz – England vs Croatia

England Fans' Embassy and made them stop giving out England flags of their sponsor "Nationwide" and their fanzine "Free Lions" to their fans, because these items are not sponsored by official UEFA-Sponsors. ...

The Croatian Football Association returned 5000 of their tickets to the UEFA. The England FA bought them all and will keep them, so that England and Croatian Supporters won't mix inside the stadium. They did the same with 2000 tickets from the French FA. This decision was made following advice from UEFA, which threatened England to be out of *Euro 2004*, if there was to be any trouble at that match.

21.06²⁰⁰⁴ Today game against Croatia in Lisbon. It is their second game in Lisbon and they got used to the situation and surroundings. For the game today the police have decided to stop the traffic around the Rossio because of the many England fans that hang around there and caused traffic problems. ...

A TV team from BBC will come and film the production of the fanzine "Free Lions" by the English Fans' Embassy Team.

22.06²⁰⁰⁴ Game against Croatia in Lisbon yesterday. Next Game will be the quarter final in Lisbon on the 24th of June against Portugal. Atmosphere during the game and in the city there was friendly and calm. No Problems between Croatian and English Fans.

The atmosphere in the ground was very good, the entry to the Estadio da Luz was better organised, guided by signs and not as chaotic as the last time. ...

Everybody of the England Fans' Embassy was provided with tickets for the game. They were very satisfied about the whole day and the behaviour of the supporters.

A sad incident happened at 4 o'clock in the morning when one England fan was stabbed to death in a robbery. This was nothing about football. ... The office of the English Fans' Embassy will be opened today for information about tickets for the quarter final and in order to answer questions about the tragic incident last night.

They will close their Fans' Embassy at Praca Figueira at 1pm, because from today on the German team will use this square

to run their Fans' Embassy. On the 24th England will have their Embassy there again, followed by the French team on the 25th

24.06²⁰⁰⁴ Today the Czech team will play in the quarter final in Lisbon against Portugal. The FE members had a TV interview in the morning. An English supporter was stabbed at the Algarve but again this is nothing linked to football. The two points (from UEFA and FA) where fans can pick up their tickets for the game today are not easy to find. They are near the Estadio da Luz, but there are no signs and they are difficult to find.

The British Ambassador put flowers to the shrine of the dead England Fan, Fans' Embassy will do something today. In addition they will start collecting money for the family.

25.06²⁰⁰⁴ Game yesterday in the quarter final against Portugal in Lisbon. It has been a very quiet day and night. Again no problems with police or supporters.

The FSF is absolutely satisfied about the behaviour of the English supporters at *Euro 2004*! It was a great performance by all the people.

The media from England is reporting positively about the behaviour of the England support in Portugal. It is now the second big tournament without any trouble. At one bar it was a bit tense with some young Portuguese people but the police reacted very good and escorted the England fans away from the Pub to places they could decide. Afterwards the bar was closed.

Shrine for a dead english fan in Lisbon



Report of the Italian Fans' Embassy



As Italian Fans' Embassy, we were really satisfied both about our "Fans' Embassy" and about the specific informational activity directed to the Italian fans in Portugal.

The great majority of Italian fans not only paid attention to our information but even to the goals regarding our global project in harness with other street-workers from other nations. In particular we were very delighted about the feedback we received from the fans in some situations. After having received from us an incomplete or partial information about an ongoing situation, they came back in order to inform us more precise and about up-to-date developments, showing us with this positive feedback great appreciation for the work done.

We would also like to underline that we received loads of phone calls thanks to the cell phone numbers published at the end of our information leaflet. This was very important in order to establish a constant and regular relationship with several Italian fans. Therefore we were not only street-workers, but also a sort of 24-hour well informed "call-center", ready to give information to everybody.

Both our quality work and the joyful atmosphere along the whole event, helped the Italian fans to integrate and mix up with other fans without particular tensions.

Concerning the whole activity coordinated with the FARE Network, the coordination center and the other teams, we would like to highlight the great deal of reliable and first hand information we daily and constantly shared with each other about what happened inside and outside of football

grounds in other venues. This has permitted to understand immediately how well things were organized and in consequence to operate with an effective intervention "on the field", such as with the black market situation.

Several occasions to meet with the various other teams in different circumstances have contributed to and facilitated exchange and comparison between diverse experiences, with the common aim of reaching uniform and satisfying results.

In our view, the group groundwork before the tournament was really very important, since it permitted to establish contact with local authorities and to divulge our mission as a "Fans' Embassy". Unfortunately not everybody of our partners in Portugal kept their word as promised at the beginning, but on the other hand other persons gave us support, such as all the Portuguese co-workers in Guimaraes where we played a couple of times. They were really enthusiastic about working with us and always available to solve problems as well as to promote their stunning city with tourists and football fans following the European Tournament.

Finally it was common opinion of our group that the atmosphere during the whole sport event as well as the organization were one of the best we ever experienced.

Last but not least, we would like to mention the genuine enthusiasm and the wonderful participation of the Portuguese people, one of the main reasons for the successful outcome of the event.

Italy extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ Two members of the team will stay in Porto, 4 will travel to Guimares where Italy will play on Monday. Guimares is a small city, they want to go and have a look what can be organised and coordinated. No tickets up to now, perhaps they will buy them as well, the Italian Football Association is in Lisbon, selling tickets there. ...

They will find out more information about Porto, especially about cultural events or concerts in the city. On Friday there was a concert at the Praca da Ribeira, on Saturday in Matosinhos but nobody informed them beforehand, so they could spread the information to their fans.

14.06²⁰⁰⁴ Game against Denmark in Guimares today. The Fans' Embassy team was in Guimares yesterday to pass on information, e.g. about the Street Kick of FARE to Danish, Dutch and Italian supporters who were in town.

The City Council of Guimares is very friendly and shows hospitality to the international guests and the team. The team is very satisfied with the circumstances in Guimares. The city is colourful, the Danish supporters are as friendly as always. They expect 6.000–10.000 Danish and up to 4.000 Italian supporters. There is a big screen with a stage for concerts, yesterday visited by 100–200 people, there are tickets for sale at the Hotel de Guimares by the Italian Football Association up to 3 pm. The Fans' Embassy will be situated directly at the railway station/main train station.

They meet some of the Italian FA in the ground of Guimares. After the game the Fans' Embassy-Team will stay in Guimares for one or two hours and then leave to Porto/Praca da Ribeira to have a look at the mixture of Dutch, German and Italian Fans.

In Porto they were at two Tourist Offices to ask for accommodation and were informed that even small pensions had doubled or tripled their prices. They want to go to the Tourist Office of Gaia today, to check capacities and prices.

At the Praca da Clerigos/Praca da Lisboa opposite the Coordination Office is a NetPorto where supporters can use internet facilities for up to one hour for free.

The leader of Super Dragao (Ultra group of FC Porto) told the FE-Team about high numbers of civil policemen in the city centre, all dressed casually and filming everybody....

15.06²⁰⁰⁴ Game yesterday in Guimares. The Fans' Embassy was at the train station, not in the city centre. The local city council was very cooperative. They were not only working for their Italian supporters, also Danish or supporters from other countries were using the Fans' Embassy for help and information (there is no luggage store at the train station but containers in the city).

Italian Fans' Embassy in Porto





via hotline 24 hours availability

After a few days the Italian supporters recognized the people of the Fans' Embassy and a good contact started. The stadium was not sold out, many people from everywhere were trying to sell tickets. Around the stadium there were no directions and at the entrances it was very chaotic. Two banners of Italian fans were taken without any reason (one was against a chairman of a 3rd league Team and one was for the freedom of Lazio Ultras). Nevertheless, the stewards were very friendly and always there, if you had a question or needed help. 4.000 Italians (some Ultras, some right wing), 10.000 Denmark Supporters. No problems within or between the two groups, very nice atmosphere.

16.06²⁰⁰⁴ They play against Sweden in Porto on Friday. Today they will check the places for their mobile Fans' Embassy. They had 2 options. Yesterday they were around the main squares and had a look at the Street Kick which was better visited than before the Italy game in Guimares.

They expect 4.000 Italy Supporters for the game in Porto. The telephone number of the Fans' Embassy is getting known and they receive more and more phone calls, even from people they haven't met before personally.

17.06²⁰⁰⁴ Next game against Sweden in Porto on Friday. They will have their Fans' Embassy situated near the Ribeira at a small square at the river. They got this through the help of the Porto Ultras "Super Dragaos" who live in this district. The rest of the team will distribute leaflets in the city. They will put up signs for the Italian Fans' Embassy at the tourist police station, tourist offices and so on. ...

18.06²⁰⁰⁴ Game today in Porto against Sweden. The Fans' Embassy is at a small square next to the River, near to the Ribeira. Yesterday it was opened from 1pm to 1am and they made lots of contacts with supporters from all over Europe. Most questions were about tickets. There will be tickets available from the Italian Football Association at the Novotel Hotel in Vila Nova de Gaia.

They expect 4.000 Italian supporters at the game, also right wing Ultra groups. The right wing Ultras from Italy have contacts to people and Ultras from Portugal and they will join them at night. That could cause some problems with the larger number of England fans which are now in Porto.

They had a short interview with Eurosport yesterday (Italian section) and might have a longer one today with them before the match.

they were updating their website and reported about Italy fans. From today on it is possible to buy tickets for their game in Guimaraes at the Hotel de Guimaraes at the railway station.

19.06²⁰⁰⁴ Game yesterday against Sweden in Porto. The Fans' Embassy was at a small square next to the River, near to the Praca Ribeira. Again, many people went there. Parts of the team did street work and talked to Italian fans in the city and distributed their leaflets. They provided information to get tickets and there were some problems with fans who got tickets through an Italian Travel Agency. Two Italians were arrested for selling tickets, a contact to the Italian Embassy was made. There were 5000 to 6.000 Italy supporters in the ground and about 15000 from Sweden. There was a moment of tension in the stadium, when an Ultra group from the south of Italy (Naples) was trying to put up a banner with the name of their group. An Ultra group from the north stopped this and there was a lot of talking about that to clarify this problem. In half time officials were coming to the Ultras to give advice and to clarify something, but that was not necessary.

Nobody inside the stadium went to their seats, all were standing together where they wanted. fascist hymns were sung by right wing Ultra groups, two Italians were arrested for one hour for throwing bottles inside the stadium, but then released. At night, at the Ribeira, it was a good atmosphere, very friendly and relaxed.

20.06²⁰⁰⁴ Next game against Bulgaria in Guimaraes on Tuesday. Nothing special yesterday. They updated their website with some information about Sweden game and helped a guy to contact the consulate because he had lost his passport.

21.06²⁰⁰⁴ Next game on Tuesday against Bulgaria in Guimaraes. Yesterday they were printing some information for the Italian fans,

22.06²⁰⁰⁴ Game today against Bulgaria in Guimaraes. During the game Spain-Portugal two Italians were arrested for selling tickets. They had already contacted the Italian Embassy and a lawyer. In the morning still nobody knew where they were and a friend called the help line of the Italian Fans' Embassy. The trial took place in the afternoon and it is still not clear, whether they are normal fans, or professional ticket touts. They had the number of an Italian Fans' Embassy member but they didn't call again.

Today, the Fans' Embassy will be situated in Guimaraes at the train station and they will do street work in the streets in the city centre. At 5.08 pm the special train from Lisbon and Porto will arrive at Guimaraes and they expect 400 Italians on that train. In total, they expect 4.000 Italians in the ground, however, the pricey accommodation in Guimaraes remains a problem. There are only expensive hotels, some Italians arrived yesterday to have a look for a place to sleep, but they went back to Porto after 3 hours looking for cheaper accommodation.

The city municipality is very helpful and cooperative. They try to do as much as possible for the Fans' Embassy of Italy. The FE contacted the Italian Federation to get some pins and badges and in order to establish regular contact to them. They got 100 pins and good contact. Later on they were talking to a higher official of the Italian Football Federation but he was not interested in a contact with Progetto Ultra, which was responsible for the Italian FE-Team, because of different positions in some fan issues. There had been a manifestation of Ultras in Bologna the previous Saturday, against a new law against football fans. It was supported by Progetto Ultra. The Italian Federation doesn't agree with Progetto Ultra and said that "animals should be treated as animals".

Fan Coaching provided by the German Fan Projects and the KOS at the EURO 2004 in Portugal

The *Euro 2004* was the 6th major international tournament with nationwide/nationally coordinated coaching services for German football fans in a foreign country. Coaching services for fans were provided first at the World Cup in Italy in 1990 and the European Championship 1992 in Sweden, at that time under the supervision of the *Bundesarbeitsgemeinschaft Fanprojekte* (BAG). The fan coaching projects during the EURO 1996 in England, the World Cup 1998 in France and the European Championship 2000 in Belgium and the Netherlands were then provided by the KOS with support from the German Football Association (DFB).

Preparation and Financing Responsible for the conceptual implementation and organisation of the German fan coaching team were Thomas Schneider and Michael Gabriel of the KOS.

They were the contact persons for DFB, UEFA, FARE/FSI and other relevant institutions and worked in close liaison with other FSI core members in order to build up an international coordination. In this context their preparational work started more than one year prior to the tournament, in Germany, Portugal and the partner countries.

KOS and FSI received European funding and, in the context of the AGIS program, both organisations committed themselves to the implementation of the project "Good Hosting, Fewer Problems". In the realm of this project a large international conference was held in Lisbon in January 2004, as well as seminars were organised in three of the host cities

in Portugal. The major aims were to give advice and inform the responsible bodies about the socio-preventive character of coaching services on location, in order to establish good conditions for the visiting/participating football supporters.

In our view, the local organisers/the Portuguese hosts highly appreciated our work and we were generally assured a high level of support and the concept of a supporter-friendly, hospitable character of the tournament was emphasized/stressed at all times. However, some of the promises remained rather vague – which was not last due to security concerns (esp. the terrorist attacks in Madrid on March, 11th) at that time. Unfortunately and despite all the efforts undertaken, it proved impossible to find a responsible Portuguese partner from the area of social or youth work for the tournament.

The KOS introduced the German fan coaching project and organised a team after having received the final promises as concerned the funding, in spring 2004. The team consisted of eight male members and one female, from seven German fan projects and, in addition, a football website specialist. Team leader was Thomas Schneider of the KOS and further German colleagues were involved in the international and the base camp coordination.

In spring and summer 2004, the KOS organised two preparatory workshops for the German fan coaching team in Frankfurt. During the preparatory phase the EC 2004 fan guide was jointly produced by fan project workers and German supporters, as well as an extensive website for the European Championship was installed. Our homepage on the Internet was activated two weeks prior to our departure and the fan guide, containing 120 pages with a print run of 12000 copies was produced. Distribution to fans travelling to the Portugal started prior to the tournament and the guide was well appreciated.

Organisation The German fan coaching team first moved to the base camp in Porto in order to get prepared for their work, especially for the games on June, 15th against the Netherlands and on June, 19th against Latvia. The main focus of the team's work of the first few days was to get hold of relevant information and establishing reliable contacts in Porto. Among the questions to be discussed

The German Fans' Embassy team



with the local responsible persons were, for example, issues concerning accommodation; where fans would presumably hang around on public places; parking possibilities; luggage/storage space; how to use public transport (esp. to the stadium); the services offered by the host cities (i.e. fan zones and big screens) and any security concerns, legal restraints or requirements on the part of the police during the tournament.

Our main contact point for about 20.000 to 25000 German supporters in Portugal was a red van (a former fire brigade van, 44 years old) which had been converted/rebuilt, equipped and decorated by the Frankfurt fan project. The second German mobile Fans' Embassy was a decorated mini van, transporting the largest proportion of the 12000 fan guides and other materials. We were located on central sites during the three games of the German football team in the preliminary round, the Fans' Embassy was open on the day before the game and closed on the day after. We got valuable help from members of the local tourist offices, who again, appreciated our work.

The German team had a meeting every morning, moderation was done in rotation and minutes were taken by alternating members of the team. In these meetings information was exchanged and updated, results of the teams' work, of the FSI coordination, the international teams and further relevant resources were discussed, as well as the daily procedures and work plans were arranged/fixd.

We approached the German fans directly in the cities, distributed our fan guides and could obtain from the fans early impressions and answer their questions. This was an opportunity to help with first problems occurring, such as difficulties to get orientated in the city (accommodation, parking), pick pocketing etc. In addition a mobile phone, attended by alternating members of the team, functioned as a 24 hour fan help line, which was well received by the supporters.

Even if the overall atmosphere in Porto – during the whole event – was rather friendly and football or supporter orientated, the encounter with the "traditional rival" Netherlands and the "Oranje" fans was awaited with mixed feelings by the local responsible bodies, the fans and ourselves. Whereas all fans of all nations mixed in the city without any problems, the

central fan parties for the German and the Netherlands supporters took place on two different locations, with a distance of more than one kilometre between them. Throughout the day, however, more and more German and Netherlands fans mixed in/during the frolic and peaceful celebrations with the local population, fans from Spain, England, Sweden and other countries. We could carry out our informational work on location on central sites in the city and were well accepted by the fans, and also by the local community. Additionally, we had street work teams, one of them was being accompanied by a German TV team (RBB/Arte).

In addition to our daily work we organised friendly games between supporters in the fan zones next to our mobile Fans' Embassy in cooperation with FARE. The games took place on a mobile street kick set provided by FARE, and were held under the motto: "Football unites, Racism divides". This offer was well appreciated not only by the Germans, but also local and other young people (esp. in regard of the above mentioned motto).

Prior to the last group game of Germany against the Czech Republic we organised friendly games between fans of the two teams in their national team shirts. This was jointly coordinated with our Czech colleagues with whom we shared the fan zone for our mobile contact points and our info work in Lisbon. We were supported by the German and the Czech Football Association and the local authorities.

A few matters only caused problems and annoyance. As probably not surprising at such a mass event, we encountered hundreds of thefts. Similarly, numerous cars were broken into and occasional robberies were reported. Most of the incidents were apparently organised by non-local gangs. Many supporters lost their valuables, such as ID's, money, tickets, credit cards, mobile phones etc. We could help many victims in contacting their credit card companies, the tourist police, or in some cases the German Embassy. A lot of the stolen wallets turned up later (without money or tickets) and could thus be returned with our help to their owners.

A major problem in our view was the haphazard procedures carried out by the police regarding the ticket black market. As during all football mass events in the past, thousands of tickets were sold illegally. These were either tickets reser-



"... how do I get to the ground?"

ved for the football associations (which had not fully utilised their contingent/allocation); tickets reserved for sponsors; tickets sold by professional ticket touts and, finally, "normal" fans with a few spare tickets, e.g. because their friends were ill or had cancelled their journey for job-related reasons on short notice. Thus, tickets were available not only on the Internet, but virtually everywhere: on the streets, on the way to the stadiums etc. Although, unofficial buying and selling of tickets was prohibited, there was a thriving market, often unchallenged by the police. At other times, however, special police units stopped and arrested real or alleged ticket sellers and they were treated like heavy criminals. Some were kept in custody overnight, and then, in the proceedings of a summary court, fined in some cases with more than 1000 Euro and subsequently expelled from the country.

This happened in most of the cases to ordinary fans with single tickets, not to professional ticket touts. In one case, even a tour guide was temporarily arrested, when he was handing out tickets to his Swiss travel group. Unfortunately, our efforts to protest against these outrageous procedures, through our contacts to the German Football Association, the German Embassy and the media were not successful. We were able, however, to contact the German Embassy and lawyers on behalf of German fans and to get in touch with relatives in cases of arrest.

As regards the situation in Lisbon, the working conditions were very good and we found a hospitable, football and fan orientated atmosphere in the city. On June, 20th, we

moved with all our equipment to the base camp in Lisbon, in preparation for the third game in the preliminary round against the Czech Republic which took place on June, 23rd. We could benefit from the good experiences and the earlier work of the international teams and were thus well prepared for the fan coaching work around the last game of the German national team.

The work of the German fan coaching team ended after the preliminary round with a final internal meeting on June, 24th and a joint meeting of all delegates of the international teams on June, 25th in the base camp in Lisbon. All members arrived at a very positive conclusion about the fan coaching work carried out until then.

Conclusion and Outlook Altogether, we have made very positive experiences with the fan coaching project in Portugal during the European Championship 2004. We were successful in integrating "potentially problematic" and "ordinary" fans through the concept of mixing supporters and owing to the openness and the low threshold organisation of our services marginalisation or exclusion of problematic fans could be avoided.

All our services, the street work and the Fans' Embassies; the internet; fan guide; telephone help services and the street kick events were well appreciated by many fans and this was reflected in their positive behaviour, even of "potentially violent" fans.

“Problematic” fans could still feel as guests in Portugal and were infected by the friendly and celebratory atmosphere. Likewise, the native youth did not feel compelled to reach attention through provocative or violent behaviour, but could participate in the broad range of (gratuitous!) events and services, such as sports activities, open air concerts, big screens, etc.

Police was received as a partner rather than an enemy, which was certainly due to their overall friendly, service-orientated concept. Media concentrated their reports predominantly on the sportive and festive character of the tournament.

We were able to give advice and help fans in critical situations and provide alternatives if necessary. Fans were supported through information and practical help in cases of pick pocketing, robberies and car break-ins, as well as problems regarding accommodation, transport and tickets. Some of the alternative activities were organised by ourselves, such as the street kick events, but we also gave tips as for the broad range of events provided by Portuguese organisations.

Very helpful proved the close cooperation between the international fan coaching projects, the Portuguese authorities (police, tourist police, tourist offices, etc.) and the German cooperating partners, especially the DFB, the German Embassy and the Goethe-Institute in Lisbon.

While there was certainly enough potential for annoyance and problems between the fans, this seems to have been marginal in the cheery and festive atmosphere of the tournament, thanks to the Portuguese authorities as mentioned earlier in this document.

The installation of fan zones on central sites in the city (in all host cities) featuring big screens, (live) music, moderate prices for food and drinks in combination with a reserved, but service-orientated work by the police and additional english-speaking volunteers, all fans were welcome as guests and could feel as an important part of the whole event, thus, this hospitality was rewarded with an enthusiastic and peaceful behaviour.

The approach of an internationally coordinated fan coaching project which was carried out in cooperation with the UEFA

and the national football associations, and the decision of the Portuguese authorities to offer services open to all, served as a model, and as an opportunity for fans and the local community to meet and get into intensive, personal contact through sports and fun activities.

The concept of international networking and the mixing of fans from different countries thus certainly has an impact on the reduction of racism and xenophobia. In the end, it was not necessary to keep different fan groups apart from each other as the courageous concept of mixing fans prevented national or nationalistic group formations or frontiers. It has to be remarked here, that the openness of the Portuguese people made a good example for all fans.

Only a few matters remain to be criticised in Portugal. Problems usually occurred, when fans were subjected to haphazard treatment or treated in an unreasonable way. This was especially the case as regards the black market ticketing, but also the dealing with the selling of merchandise by foreign supporters. Their items were often confiscated by the police (this also happened to fans carrying along trademarked items or, e.g. the fan guide), whereas local sellers remained unchallenged/unfazed.

Generally, the distribution of tickets remains unsatisfactory. Fans are not appreciative of a situation, where it is impossible to purchase surplus tickets legally, but then to find them available, highly overpriced, on the organised black market and at the same time see whole rows or even blocks in the stadium to be left empty.

These last points, however, should not cause major problems concerning the World Cup 2006 in Germany. As pedagogical orientated fan coaching has been implemented for more than 20 years in this country, we can build on long term experiences of the local institutions and reliable and confident contacts between professional football, the cities and the institutions carrying out socio-preventive fan coaching.

The emphasis, therefore, is on the political will and organisational talent to use the experiences and structures outlined in this document, in order for the German fan projects to be able to contribute at an early stage to a peaceful and supporter orientated World Cup 2006.

Germany extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ They will provide a summary of the situation in Porto during the match yesterday. They'll report about their impressions at the big screens, in the fan zones, with the metro, the police and how the stewarding was. This conclusion will be handed out to the other teams during the day. They have split up yesterday and checked the different ways to get to and back from the ground, the different fan zones and big screens and also the camp-sites in Porto.

The Fan-Guide was well received...



14.06²⁰⁰⁴ Game on Tuesday against Netherlands in Porto. More and more German supporters arrived in Porto. Most of them will arrive on the match day.

The first Germans will go to court today for the selling of spare match tickets. Supporters of 1860 Munich lost all their money and tickets, which they left in their cars and generally, more and more people complain about thefts and robberies.

During the England-France match the German FE-team visited two big screens in the city centre. There was a good atmosphere. ...

The Fans' Embassy will open at 1pm today. Two German TV stations will visit the mobile Fans' Embassy. The German Football Association is selling tickets for the games for all categories in a ticket office near to the Boavista Stadium.

15.06²⁰⁰⁴ Game today against the Netherlands in Porto-Dragao. 200–400 German Supporters in Porto yesterday evening/night. They were frustrated by the high number of Dutch supporters and their minority role in the city and at the Praca da Ribeira. Some provocations occurred towards the Dutch supporters, but no fights. A lot of civil police was around, there was a fight between two local Portuguese gangs. German civil police men seem to provoke a different behaviour by the Portuguese police than normal. They were asking three supporters from Germany for their passports without authorization and unaccompanied by local police. One of the German supporters had an alleged stadium ban for Germany and after checking their ID's for 20 minutes they called their Portuguese colleagues and had the German fans arrested and transported to a police station where they remained for 3 hours. The whole situation was filmed by German TV. The supporters called the Fans' Embassy help line and explained the situation (i.e. they had an official document from their local police at home allowing them to go to Portugal).

Today, 300 policemen will be at the ground and 1400 in the city. 20 civil policemen from Germany and 10–15 from the



Porto, Estádio Dragão – Germany vs Netherlands

Netherlands are also here during the game. From 11^{am} the Fans' Embassy at the Praca da Joao will be opened, some members of the team will go to the Praca da Ribeira at the harbour. ...

16.06 ²⁰⁰⁴ Match yesterday against Netherlands in Porto-Dragao. Their work was mostly promotion of the mobile Fans' Embassy and their services. Acceptance and street work certainly improve during the next games when they and their mobile are better known.

Most of the time it was quiet during the day and night. No arrests because of trouble, up to 150 "problematic" supporters were in the city for the game, but they were not looking for trouble but wanted to be on holidays and see all three games. The Portuguese police are doing a good job with their deescalating strategy. They are not really visible in high numbers and seem to be very relaxed.

...

The German Fans' Embassy team is very dissatisfied about the situation as regards the handling and arresting of some private ticket sellers in Portugal. Five Germans were arrested

yesterday for selling spare tickets for the game. The role/status of the civil police men from Germany is not clear, but they seem to point out people which the Portuguese police then arrest on their advice. There is a judge from Duesseldorf in Portugal to support the local judges in court as well as high range police officers from Germany. The first one was punished with a more than 1.300 Euro fine for selling 2 tickets at face value (!). The supporter convicted also got a worldwide stadium ban for one year. The FE-Team expects further high penalties for the other arrested people. Police have taken 9 fingerprints for different police units in Europe and Germany and for the Football Association, from five German Supporters arrested yesterday, for alleged ticket touting. The German Consulate in Porto refused to help them with lawyers or any legal aid.

The members of the team want to start a campaign against this procedures on their website, with the media, interviews and reports. All arrested fans would like to go to the media to document the non-transparent treatment of ticket sellers at *Euro 2004*.

The Fans' Embassy asks all teams to photograph situations related to selling tickets before the games. Often police is around without intervening. All Fans' Embassies are asked

to monitor the situation at the entrances to the stadium, in order to document the differences in the dealing with ticket sellers. Thanks to Werner and Simon from Austria for their help at the Fans' Embassy.

17.06²⁰⁰⁴ Next game on Saturday against Latvia in Porto. Yesterday was a very busy day for the Fans' Embassy team. Some of them attended the trials against the five Germans which were arrested during the match against the Netherlands near the stadium. They waited to get into the court room and find the German victims. During this time there have been several telephone calls with German Consulate, German police, City Council but no support for the fans because none of the authorities saw "any chances" to help them. Finally they got in contact with the German fans which were normal football supporters, one is an old ground hopper and certainly no ticket tout. Trying to get access to trial as experts or talking to judges and lawyers was not successful. ...

The supporters were arrested between 6 and 7pm near the stadium. They were handcuffed and brought to a police station. At 10pm they were allowed to make a phone call inside Portugal. They were in a cell up to 12am when they got their first meal and drink. They were 2 people in one cell with one old mattress and a toilet behind a small wall. They were told to drink the water which comes of the French toilet (Bidet). Drinks and Sandwiches were organised by the father of one of the five supporters from outside and their lawyer took it inside. The trial started in the afternoon and they were released afterwards. There will be a meeting today, with these 5 German supporters, the lawyer and a team of German media (ARD – First German TV Station) at the office of their lawyer. They will try to organise more media attention and publicity about the outrageous treatment of the supporters for the selling of private tickets

In Germany the media reported that five Germans were sent home (after the incident on Sunday night at the Praca da Ribeira) but this proved not to be true. They are still in Portugal, but their whereabouts are unknown. Their friends called the Fans' Embassy help line and asked for them, the Consulate doesn't have information about them and the German

police will try to get information, about where they are, but they think that their trial is not yet finished.

18.06²⁰⁰⁴ Next game on Saturday against Latvia in Porto. Yesterday, FE-Team members went to the Lawyer and three of six Germans that had been arrested and fined showed up as well. They discussed possibilities of how to handle the decisions of the court and how to protest or get a release. They gave the lawyer order to prepare something for today and they met at court today to get information, file numbers and so on. The talk yesterday was reported by the ARD (first German TV Station) and they will scandalise the treatment of German supporters before the game on Saturday. They'll broadcast the story exclusively in the beginning.

The five Germans who were arrested for causing trouble at the Ribeira in the night before the match went to prison. One was sent back to Germany yesterday and is the first and only one of the five who could be located. The others are still "lost". Police, German Embassy and their friends don't know where they are. They could be in a special jail for "deportation" where – according to Portuguese law – they won't be allowed to make telephone calls. They could be detained in these jails up to 60 days. Police in Germany also does not have any information about them.

19.06²⁰⁰⁴ Today game against Latvia in Porto. They will have three cars as Fans' Embassies today on three strategic points. The biggest mobile Fans' Embassy (red van) will be again on Praca Joao I, the white van will be on the Praca Ribeira and a car was parked yesterday next to the stadium to distribute the fan guides starting 3 hours before the match. The red Fans' Embassy was very busy and they didn't have any time for street work, because so much information was needed by German fans. The German Football Association visited the mobile Fans' Embassy yesterday and talked to them about different matters incl. the treatment of German fans selling private tickets. They will write a report for German FA (DFB) about the topic "Selling Tickets" that they will try to present the Euro 2004 Organisation Committee which met today. The German FA wants to put a bit of pressure on the Portuguese police but they are conservative, not really open and non-cooperative.



German Fan's Embassy in Porto

At the office of the lawyer they got all files of 5 of the 6 "Ticket Sellers". The 6th one didn't authorize the lawyer to get the file. The 5 Germans arrested because of causing trouble on the night before the match have all been sent home. For three days nobody knew where they were ...

20.06 2004 Game yesterday against Latvia in Porto. Relaxed and quiet day in the city. The Fans' Embassy-Team was very busy with ticket information and a live interview to the German TV station, which reports about the treatment of German fans selling privately a ticket. Furthermore, they talked to UEFA and distributed their fan guide. There were three distribution points for the fan guide (Praca do Joao I, at the stadium and at the Ribeira). At the stadium, one official of UEFA showed up and forbid the distribution of fan guides on "UEFA-Ground". They took three packages with fan guides with them. The German Fans' Embassy-Team is not sure about the arrangements between UEFA and Portuguese authorities and why they are not allowed to distribute information to the fans. The German TV broadcasted the report about treatment of "private ticket sellers" right before the game and now the other media in Germany start to show interest in this topic and is sending requests to the German FE-Team. ...

22.06 2004 Game on Wednesday against Czech Republic in Lisbon. The Fans' Embassy will be opened today from 1pm at the Praca Figueras and also tomorrow. They will have a Fans' Embassy next to the Czech Team. Yesterday they had a look around the city and prepared the game.

23.06 2004 Game today against Czech Republic in Lisbon. The Fans' Embassy will be open today from 11.30am at the Praca Figueras. For the future they are planning to have a better schedule

because many fans come by later in the evening before they are going to a bar and watch the last games of Group C. They watched the games in the Docas and there was a very good atmosphere and mixture of different Fan Groups.

Portuguese Police turned up yesterday, asking the Fans' Embassy for help. This is a good sign, that they already know about our work. An 80-year-old German fan lost his bag. In this bag were proofs and memories of all World Cups during the last 40 years. Now all German authorities (German Police, German Football Federation) are trying to find this man.

24.06 2004 Game yesterday against Czech Republic in Lisbon – they are out of the tournament now. 20.000 German Fans were in the ground and the mobile Fans' Embassy was visited very good. ...

The 84-year-old hardcore fan couldn't be found up to now. German police asked in his German neighbourhood, German Consulate was calling all hospitals, but nobody knows where he is. His hand bag will be posted home by the German Fans' Embassy team which is still involved in this topic. ...

The person responsible for security in the Organisation Committee of World Cup 2006 and some more members visited the mobile Fans' Embassy yesterday and they were impressed by the work, especially by the cooperation with the Czech Fans' Embassy. They were witnesses to the practical aspect of the work for the first time and they want to have this kind of (united) work implemented for World Cup 2006. ...

Before the game of Germany in Lisbon there was a warning in German TV to be aware of pickpockets in Portugal, this message was delivered by the German Football Association on account of the report by the German Fans' Embassy-Team.

Report about the Czech Fans' Embassy

In the Czech Republic we have no professional fan projects or projects for fan coaching. Before the *Euro 2004* we only had a few experiences in fan-coaching during the European Championship 2000 in Belgium and Netherlands.

We participated in the FSI project during the *Euro 2004* with a team of five persons (the team consisted of street workers and participants interested or involved in fan initiatives).

The Czech team participated in the project from 8.06.2004 (departure from the Czech Republic) until 5.07.2004 (arrival back in the Czech Republic). The Czech Fans' Embassy was installed in the following cities: in Aveiro (in a park in the city centre) from 14.–16. 06. (Czech Republic – Latvia) and from 18.–20.06. (Czech Republic – Netherlands). In Lisbon (in one of the main squares in the city centre) from 22.–24.06. (Czech Republic – Germany). In Porto (park near the stadium) between 26.–28.06. (Quarter final Czech Republic – Denmark) and also from 31.06.–2.07. (Semi final Czech Republic – Greece). In all of these cities the Czech team moved around with their own mobile Fans' Embassy – the blue minibus. The Fans' Embassy was located in places in the centres of the cities – squares, main parks, squares near the stadiums, streets, and fan-zones... These locations were very important for contacting the fans. It is important to remark that the municipalities of all these three cities were very helpful – in the organisation and preparation of the places and during the tournament.

The basis of the Czech Fans' Embassy work was contact and informational work. The fan workers operated at the "Fans' Embassies" and – mainly on match days – out on the streets and at the stadiums. Their main role was to contact fans and provide them with necessary information. The most frequently asked questions of the fans were: how to get orientated in the city, how to get to the stadium, what it was possible to take to the stadium, where to find accommodation, where to park the cars, where and how to buy the ticket and exchange the vouchers. Sometimes we helped the fans – for example, concerning thefts (personal things, passports, tickets) or losses (keys, passports), to find an injured friend, to communicate with the police.

One very important thing was the fan guide, which was distributed during our stay in Portugal. This fan guide con-

tained a lot of important information for fans – about the services of the Fans' Embassies, about Portugal (country, travel, cities, parking...), the matches, contact phone numbers (e.g. police, emergencies). In addition, a website was installed for fans (www.euro2004.aktualne.cz), providing visitors with information about our services and current information about the championship.

The Czech team contacted many fans during *Euro 2004* – a few thousand – and distributed more than 4.000 fan guides. More than 3200 people visited our website.

During the championship we had two mobile-phones (numbers available in the fan-guides, the websites or via the Czech news). Many fans called us – mainly during match days – and wanted advice or help. We received more than 40–50 phone calls daily and altogether we had about 400 phone calls from fans during the EURO.

The Fans' Embassy was generally well received by the Czech fans. Information about the Fans' Embassy project was widespread, so that many fans already knew about its services before their arrival in Portugal (for example from the news).

Conclusion Following the championship – in September – we founded a new fan-organisation (ProFotbalFans) and currently we are preparing a training program for fan workers.

Summary Positives It was very important that the organisation of the fan project started in 2003. All teams had time to prepare their projects and they could communicate with other teams. Another important feature was the preparatory meeting, which took place on location in Portugal – this was a very important occasion to contact the municipalities, offices, and police beforehand and prepare all the activities and services in all host cities. The background and conditions of FSI were absolutely excellent (money, information, assistance...).

Cooperation with the other teams was excellent, for example common activities with the Germans (street ball) in Lisbon before the match Czech Republic – Germany.



The Czech Fanside at the match against Germany in Lisbon

The Czech team has to compliment the cooperation with the municipalities in Aveiro and Lisbon; in Porto there were only a few problems.

The places for common base-camps, which were situated in the two largest cities for all teams were very pleasant and important.

The daily meetings of the representatives of all teams proved to be just as vital for the communication between the different teams and for an effective planning of the activities of Fans' Embassies. And one more positive aspect – the mobile phones for every team were extremely important.

The fan guides were very important for the activities and services of the Fans' Embassies (not only the Czech ones)– they were a very good source of information for fans and provided the means to communicate with and contact supporters.

Negatives The idea of an international coordination-centre was very good, but the activities of these centres started off very slowly. Sometimes it was difficult to use the infrastructure such as Internet, copier etc. and we had to use other means.

Sometimes there were some problems with the municipalities and orientation in the cities – for example bad signposting (how to get to stadiums, travel possibilities, etc.), chaos (i.e. communication with the police), and, for the Czech team, rather poor possibilities for exchanging the vouchers and tickets for the quarter-final and semi-final.

As regards the football matches – it would be extremely helpful to have accreditations for the fan workers next time. And also more space (and better conditions) for a farewell party.

Czech Republic extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ Game on Tuesday. On Monday the Fans' Embassy will leave to Aveiro, a small city. There will be fan zones in the city centre, at this fan zone there will be the Fans' Embassy of the Czech Republic team. Talked to the Czech police which are in Lisbon, very quiet there as well. Not so many Czechs have arrived so far.

14.06²⁰⁰⁴ Game against Latvia in Aveiro on Tuesday. The team will leave to Aveiro today to fix up some things. There are no Czech fans in Porto, they will come to Aveiro (or to the small cities around) today or tomorrow. No organised tours. The team expects problems with accommodation. Small city, only a few and expensive possibilities. No office for them in Aveiro as yet.

15.06²⁰⁰⁴ Game against Latvia in Aveiro today. They got better conditions, the location for their Embassy is good, the Fans' Embassy is respected by city authorities. Yesterday, around 200–300 Czech supporters were in town, most of the support will come today. There will be a shuttle bus between the city and the stadium. No Latvian fans at the moment. Accommodation is the main topic for fans and team.

16.06²⁰⁰⁴ Yesterday game against Latvia in Aveiro. Most of the Czech Fans went directly to the stadium. It was very quiet in the city centre before the game. No "hooligans" from the Czech Republic in Portugal so far. Only frequently asked questions concerning accommodation and orientation at the Czech Fans' Embassy. One Arrest for the selling of a spare ticket. No problems with police or local authorities. The Czech TV reported about the work of the Fans' Embassy. Good cooperation with Czech police, they help with contacts. ...

17.06²⁰⁰⁴ Next game against the Netherlands in Aveiro on Saturday. Two Czech fans have been arrested for selling tickets. The Czech consulate tries to help, but no information about them up to now. The Czech television is interested in these two people and the Czech Fans' Embassy-Team will meet the Czech TV

The joint German/Czech Fans' Embassy





The Czech Fans' Embassy in Aveiro

today. It was absolutely quiet in Aveiro yesterday, it was too hot to stay in the city, most of Czech Supporters probably stayed at the camp sites.

20.06²⁰⁰⁴ Game in Aveiro against the Netherlands yesterday. Very successful.... Many Czechs inside the stadium but the city of Aveiro was orange. Everything was quiet, their Fans' Embassy was in the fan-zone in the city centre but all around were mostly Dutch fans. A lot of problems with thefts. Portuguese Civil police provoked fans and also members of the Fans' Embassy in asking for selling tickets quite tensively. Czech Police turned up as well, asking the Czech team for information about Czech fans selling tickets.

21.06²⁰⁰⁴ Next game against Germany in Lisbon on Wednesday. They have been to Aveiro yesterday, only a few Czechs were around. The majority of the fans will start travelling to Lisbon today, some problems with lost passports and a lot of questions concerning tickets for the quarter final. It is not clear from when they will be sold.

22.06²⁰⁰⁴ Next game against Germany in Lisbon on Wednesday. During the day they have organised the Fans' Embassy in Porto for their quarter final on the 27th of June in Dragao. Everything is fixed with the city municipality of Porto. In Lisbon they will have the Fans' Embassy van next to the Germans, on the Praca Figueira. The Embassy will be opened from 1 to 6pm today and before the game tomorrow. They try to organise a beach soccer tournament on the beach near the base camp today, with German and Czech fans. Definitely there will be games together with the street kick from FARE on Wednesday.

24.06²⁰⁰⁴ Game against Germany in Lisbon yesterday. Many people attended the street kick and visited the mobile Fans' Embassy. Around 10.000 Czech supporters went to the stadium. The atmosphere was good and neither problems in the city nor in the stadium. They go to Lisbon today, but without their van. They will just walk around and contact Czech fans. Czech TV will probably come to the base camp in Oeiras to report about the work of the Fans' Embassy. Tomorrow they will go to Porto for their quarter final on Sunday, 27th against Denmark.

27.06 ²⁰⁰⁴ Game in the quarter final against Denmark in Porto today. They built up their Fans' Embassy at a point near the stadium where the Czech fans can exchange their vouchers for tickets yesterday and today. It was quiet yesterday, but a lot of people came to the Fans' Embassy today. They are allowed to park their mobile Fans' Embassy at the Praca Joao I. Got tickets from the Czech Football Federation.

tickets and this was a good decision. Nearly every Czech supporter had to go there and pass the FE which was an opportunity to make lots of contacts.

Martin from coordination centre supported the Czech Fans' Embassy team and was busy with translating between the Portuguese (police) and the Czechs. The police at the park were only speaking Portuguese and they were really glad about having the Fans' Embassy there. They will help them to have a parking spot, so that they could stay there, and they will support the FE as much as possible.

28.06 ²⁰⁰⁴ Game against Denmark in the quarter final in Porto yesterday. They built up their Fans' Embassy at a point near the stadium where the Czech-Fans can exchange their vouchers for

Furthermore, a lot of Danish supporters came to the Fans' Embassy and were helped to find the place where they could exchange their vouchers. Directions to the two places to get





The anti-racist street-kick before Germany vs Czech Republic

the tickets were really badly signposted There were no signs, the park was quite small and well hidden. That has to be improved for the next games!

days. Martin will again support the Czech Fans' Embassy today at the mobile van to translate Portuguese/English, and help in answering questions coming from Czech or other Fans.

29.06 ²⁰⁰⁴ Next Game against Greece in the semi final in Porto on Thursday. Yesterday was a day off. They will build up their Fans' Embassy at the point near the stadium where the Czech-Fans can exchange their vouchers for tickets. The point for exchanging the vouchers will not be the same as before! They changed the place to the location where the Danish fans exchanged their vouchers before the quarter final ...

There were no problems after or during the quarter final and they now expect 4000 Czechs or less for the semi final.

30.06 ²⁰⁰⁴ Next game in the semi final against Greece in Porto on Thursday. They installed the Embassy at the same location as yesterday in order to distribute their flyers. But, as no one turned up, they left their help line and went back to city centre and Seminario. Andrea from the Italian FE-Team and Martin from the Coordination Centre will support the Czech Fans' Embassy tomorrow.

01.07 ²⁰⁰⁴ Game in the semi final against Greece in Porto-Dragao today. Same place as yesterday. They expect a lot of Czech fans there today, because there haven't been so many the last

02./03.07 ²⁰⁰⁴ No more games. Martin of coordination centre and some of the Italian Fans' Embassy team supported the Czech Fans' Embassy in their work on Thursday. In the morning there was a meeting of Czech and Italian Fans' Embassy members and members of the coordination centre in the base camp of Porto. The mobile Czech Fans' Embassy was installed nearby the stadium at the Praca, where the Czechs had to exchange their vouchers into tickets. A lot of Czechs went there, lots of contacts were made. The Italian Fans' Embassy members supported the Czech team and got 100 Czech fan guides which were distributed in the city centre and at the Ribeira. All fan guides had been distributed by 3pm. They have made a lot of contacts in the city centre. They spoke to Czechs, Greece and other football fans. The office/coordination centre was also opened for the public and more fan guides were distributed there.

There were 10.000 supporters from Greece and 5000 from the Czech Republic in the stadium. Entrance was well coordinated, only a few lines at 6.30 pm.

Report from the Swiss Fans' Embassy-Team at Euro 2004

Starting point In Switzerland, there are no elaborated structures of Fan-Projects or Fan-Coaching such as in Germany, Netherlands or England. We only have two professional Fan-Projects (one in Basle and one in Zurich). Nevertheless we decided to participate in the FSI-FARE-Project for *Euro 2004* and we built a team of seven persons. It was made of people working in Swiss Fan-Projects, on one hand, and on the other hand people knowing the work of the Fan-Projects by their professional background.

Another special thing is, that in Switzerland Fans who would follow the National Team are not forcedly identic to Fans who would follow a local team. So we didn't expect to know many of the Fans from the National Team out of our professional context. But we knew that Fans from the National Team are not known to be very problematic.

We were happy to receive some extra-money from the Swiss FA which showed us that our work in the Fan-Projects is very well accepted in Switzerland. Our participation in the FSI-

FARE-Project was important as well in view of Euro 2008 (to collect experiences and to be able to play a key-role in the organisation of measures to be taken in fan-coaching).

Experiences made during Euro 2004 First we have to point out that the collaboration with the authorities in Portugal did work very well. The municipalities of Coimbra and Leiria were very helpful in the preparation phase and also during our stay in Portugal. And we could establish a good collaboration between us and the political embassy of Switzerland and the Swiss FA.

We noticed how important it is that a Fans' Embassy is placed in a central square or nearby. For the first match in Coimbra (Switzerland vs. England) we have been in a square that was not that much frequented and therefore we only had a few fans passing by. For the second match in Coimbra (France vs. Switzerland) we went to another place and the Fans' Embassy turned into a full success.

Happy swiss people...



The reception by the Swiss fans was very well. They were very interested in what we were doing and most of them thought, that it was a good idea and that they should have this service for all of the bigger tournaments or matches of the Swiss National Team.

In collaboration with the English Fans' Embassy Team we organised a friendly tournament at the day of the match Switzerland vs. England. The experience of the tournament was very good. The only point to regret was that there was only little interest from the media for this event. Media would rather "hunt" English Hooligans (or what they think are English Hooligans) than trying to point out positive events.

were using our Fan-Guides. And 98% said that they would wish to have Fans' Embassies for Euro 2008.

In total (during the three matches of the Swiss National Team) we had approximately 700 persons passing by at our Fans' Embassy. We distributed about 150 Fan-Guides from Leiria (in two national languages: german and french), about 600 Fan-Guides from Coimbra (in three national languages: german, french and italian) and about 100 leaflets from the police telling the fans what is permitted in the stadium and what is forbidden. We could give individual help to five persons.

Statistical indications We distributed a questionnaire amongst Swiss fans to find out what they were thinking of our services. 82 person filled in the questionnaire. 81% of them were very satisfied with our services (16% rather satisfied and 3% rather not satisfied). Most of them

... at their Fans' Embassy



Switzerland extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ Preparation of the Fans' Embassy work for the match against Croatia in Leiria: the responsible people in Leiria were really friendly and made the team feel welcome in town. They got parking permissions for the Fans' Embassy on a very good square with a big screen. They got a telephone number of the City Council and were invited to call them at any time. There were only few Swiss and Croatian supporters in the City. There was a good atmosphere at the big screen during the opening game with supporter groups of both countries celebrating together. A few Croatians behaved a little bit nasty (about 20 people), but didn't cause any trouble. They bought tickets for the team, their Fans' Embassy was getting ticket offers, which they forwarded to Switzerland fans who were looking for spare tickets.

Multilingual service



14.06²⁰⁰⁴ Game in Leiria yesterday. Very friendly atmosphere, both fan groups from Croatia and Switzerland were mixing up without any trouble. The Fans' Embassy was crowded during the day, few police on the streets and at the ground, the team is very satisfied with the responsible people of the city council. In the ground no problems, with the exception of some mistakes by the stewards as regards security measures, e.g. locked emergency exits.

16.06²⁰⁰⁴ Will go to Coimbra where they play tomorrow against England. The local city council is very helpful, they have a good place in the city centre for their Fans' Embassy. They have given a questionnaire to Swiss fans with 15 questions about their project and got very positive replies. There will be a friendly match between Switzerland and England fans on the match day in the city.

18.06²⁰⁰⁴ Game yesterday in Coimbra against England. It was a quiet day, more of a party. Many English, a few Swiss supporters in the city. After the game the Swiss left the city and the English celebrated and everything was peaceful.

Early in the morning there has been a friendly game between Switzerland and England supporters but cause of the time not so many people passed by. The Swiss TV team was more interested in filming tattooed, half-naked England supporters than the friendly match. The place for the Fans' Embassy of Switzerland was not so good, a bit outside the city centre and half an hour from the stadium. Not many Fans passed the Fans' Embassy.

For the game Switzerland against France in Coimbra they are planning a joint Fans' Embassy of both countries. In front of the stadium was an open black market. Police was around but didn't care. A new person will arrive for the team, she normally works for the fan-project in Basle. The traffic situation was ok, there were still no signs, but police men were giving directions to the stadium.



The Swiss Fans' Embassy in Coimbra

20.06 ²⁰⁰⁴ Next game against France in Coimbra on Monday. They will have a joint Fans' Embassy with the French team but they are not allowed to park both cars at the same place (no permission by local authorities). The team from England was able to park two vans and ten media vans but Switzerland/France could have only one van. A mixed table is allowed. Responsible person said he was very busy and would not answer calls from any of both teams.

If they lose against France they will have a table and a tent to hand over to another team. Two little incidents happened during the Italy-Sweden game. One Swiss fan was arrested for the selling of one ticket. But he was just brought to a park deck and after the intervention of one guy from a travel agency, he was released immediately. Three Switzerland fans had false tickets for the England game and didn't know about the Fans' Embassy. They will be provided with registered tickets for the France game.

21.06 ²⁰⁰⁴ Game today against France in Coimbra. They will have a Fans' Embassy together with the French Team and use their car. They will put up their table and tent. Yesterday only a few Switzerland fans were there and the team had a look around the city. Today they try to arrange a friendly game between Switzerland and France.

Responsible person of municipality in Coimbra has a double position and is working for UEFA and municipality. Working conditions should be ok.

22.06 ²⁰⁰⁴ Game yesterday against France in Coimbra. It was a really good day. 300 to 400 people (mainly from Switzerland but also from other countries) were visiting the Fans' Embassy and were asking for information or just talking to the members of the FE. It was a very good place, together with the Fans' Embassy of France. The friendly match between France and Switzerland-fans didn't take place, because there was a misunderstanding of date and time between both Fans' Embassy teams and there will be a friendly game today in Figuera do Foz between both fan groups. Organisation in the city of Coimbra was very good, also the organisation at and in the stadium. It was easy to get to the ground and to get in. Very relaxed atmosphere with police, stewards and between all fans. Many Swiss were on the wrong side because the travel organisation "Follow your team" got tickets for the wrong end, but they could handle that problem and exchange some tickets with the Swiss Football Association. All fan guides have been distributed, the questionnaire was distributed and more than 80 Supporters filled it in and gave it back. So it will be a quite representative result (8 questions concerning information about the visitors of the Fans' Embassy and their expectations).

Report of the Dutch Fans' Embassy at Euro 2004



The Police was excellent...

Before a Dutch Fans' Embassy team for *Euro 2004* could be formed however, a discussion with the KNVB was necessary. Based on rumours the KNVB understood that Euro Support was acting as the representative of the KNVB and/or as representative of the Dutch supporters. In a discussion between Euro Support and KNVB, the KNVB stated that the Orange Supporters Club was the official partner of the KNVB with the following agreed tasks: the ticketing for the Dutch supporters, to produce a fan guide for the Dutch supporters and to organise the entertainment in Portugal on match days.

The fact is that Euro Support is not a representative organisation but a professional bureau with a lot of experience in fan work and in organising hosting programs for supporters. In the eyes of the KNVB the presence of the Dutch fan workers was unnecessary, as the Fans' Embassy work was to be performed by the local authorities.

The KNVB brought forward that experience learns that Dutch supporters behave well abroad and there is hardly no reason to send professional fan workers in order to prevent football violence. It was agreed that confusion among Dutch fans should be avoided. Therefore Euro Support decided not to produce another fan guide and to send a team of Fans' Embassy workers recruited out of Dutch supporters clubs instead of fan workers from the fan-projects. This was in line with the FSI concept in which hosting and helping fans is the main task for the Fans' Embassy workers and involvement in security matters was explicitly not a task of the teams. However, the Dutch local fan-projects could decide to accom-

pany groups of their fans travelling to Portugal. In that case the fan workers could use the information and network of the FSI coordination centre. Although one project went with a group of fans to Portugal, the workers did not contact the FSI coordination centre, nor the Dutch Fans' Embassy team.

The Dutch Fans' Embassy team in Portugal

The Dutch team consisted of 3 workers, two of them women: Karin and Heidi, with a lot of experience in working with fans as active members of the board of a supporters club, and 1 Portuguese speaking Dutchman: Martijn, from Lisbon with writing skills and knowledge of Portugal and the Portuguese way of living, thinking and handling.

The methods of the Dutch team differed on some points with those of the other FSI teams:

1. No fan guide was used. This was due to the discussion with the KNVB after which was decided that the Dutch supporters should not be confused by two Dutch fan guides. The Dutch team trusted on the one hand on the quality of the fan guide of the Orange Supporters Club; on the other hand a lot of time and effort was spend on the *Euro 2004* website of the Dutch Fans' Embassy. This website proved to be a very trustful and complete up-to-date source of information for both the supporters in Portugal and those at home planning their journey to Portugal.

2. No minibus was used as a mobile Fans' Embassy. Instead the Dutch team had a stationcar with the logo of the FSI Dutch Fans' Embassy. Dutch supporters abroad are, different from other supporters, easy to reach. Those who stay for a longer period stay together on a few campsites which are soon transformed to Dutch fan camps. Most of the time there is Dutch entertainment organised on these campsites and the matches can be followed on big screens. Most Dutch supporters only leave the campsite to attend the match of their team. The supporters who only come on matchdays are used to gather on the central square in the city centre. The method of the Dutch team was to visit the Dutch camp sites and walk around on matchdays on the squares where all Dutch supporters had gathered. Because they walked around in blue shirts with "Fans' Embassy" on it, they were spotted easily by the Dutch fans: they were the only ones who didn't wear orange.

Because the team knew where most of the Dutch supporters were, it was possible to stick leaflets with the special Dutch Fans' Embassy help-line number on the receptions of the campsites and on the front windows of the bars at the squares where the Dutch supporters would come together. Already the first week the Fans' Embassy team was welcomed on the campsites with a lot of questions. Supporters had recognised that the Fans' Embassy team could inform them and help them when help was needed. They also told each other about the Fans' Embassy, so within no time most of the Dutch supporters knew about the Fans' Embassy and knew how to reach the embassy workers. Very important was that the team had someone who spoke Portuguese and Dutch and who knew the Portuguese way of thinking and handling things. Many small problems could be solved quickly for the Dutch supporters. For instance in the case of cars that broke down, when supporters got sick or wounded, when there were (communication) problems at the stadiums, when supporters were robbed, but also just to explain why it took so long before they got their drinks or food in a bar. A lot of tension was thus taken away and the team succeeded in putting smiles on the supporters' faces when things didn't go the way they expected or wanted. Many fans never used our services, but they told us they felt re-assured just by knowing a group of Dutch workers were available when necessary. Our Portuguese Dutchman

proved also to be important for the FSI Coordination Centre. The unforeseen problems with the offices in Porto and Lisbon could only be solved by someone who knew the way of thinking and working of Portuguese civil servants, who could speak with them in their language and who knew the way in the jungle of telephone, gas- and electricity companies. The work for the Coordination Centre put a big burden on the Dutch team which had only 3 members. To enlighten the stress for the team, the Dutch member of the Coordination Centre joint the Dutch team on many days, leaving the Coordination Centre with a gap that had to be filled by the other CC members.

Porto The Dutch football team played it's first match in Porto against Germany. Many Dutch fans, who were planning to visit the first 3 group matches, stayed around Porto. For the matches in Aveiro and Braga, they would just move there on the day of the match and return to Porto after the

Unofficial merchandise



match. So, the main task for the Dutch Fans' Embassy workers in the week before the first match of the Netherlands, was to visit the supporters who were settling down on the campsites around Porto. The team visited the 5 campsites where most of the Dutch supporters were staying. Flyers with the Dutch Fans' Embassy help-line number and reference to our website were spread among supporters and displayed on the reception windows. On one campsite: Espino, 15 km south of Porto, a Dutch tour operator had organised a complete Dutch *Euro 2004* camp, with a big screen and live performances of Dutch bands and singers every evening. In the first week many Dutch supporters moved from the other campsites around Porto to Espino.

The Fans' Embassy team's work this first week consisted mainly of giving information about the transport system in Porto, showing supporters the easiest way to reach the stadium, informing them about the ticketing, showing them the planned Orange square of the Orange supporters club and the 'places to be' such as good bars and restaurants. Information had come in about robberies around the city and on campsites. We were able to warn the fans, for example by advising them to save their tickets separately from their wallet. Some small problems were solved regarding broken down cars. Some supporters on the campsite north of Porto were not very happy with it and were guided to the campsites in and near Gaia. The Fans' Embassy teams put flyers on the front windows of bars on the Ribeira square with the help-line number. After a few days this number became a real 'hotline'. The Dutch supporters soon discovered the number as a direct help line and a source of direct information, such as cheap and available accommodation, reasonable taxi-fares, where to go to the beach, etc.

Too much time was spent by the Dutch team on the furnishing of the FSI office in Porto, due to Martijn's knowledge of the Portuguese language and culture. On the other hand the time spent in and near the FSI office led to very good contacts with the *Euro 2004* office of the city of Porto that was on the same square. Help was mutual: they provided the Dutch team with helpful information and the Dutch team set up the Fans' Embassy websites of the FSI teams under 'favourites' on their pc. We also gave the *Euro 2004* office the help-line numbers of the teams which proved to be very helpful for their service to fans and for the Porto police.

In the days before the first match against Germany supporters of many different participating countries gathered in Porto, mostly on the Ribeira square. The Dutch and German Fans' Embassy teams worked close together on the streets to the surprise and appreciation of many German and Dutch fans. As we were told by fans this contributed to the friendly atmosphere and the feeling among fans that they were all together in Porto to enjoy a football festival. Of course the friendly approach of the Porto police was crucial for this friendly atmosphere. For the first time in our experience there was a the feeling of international celebration of football among the fans. Fans from everywhere, including the German fans, used the Dutch Fans' Embassy team as a source of information and help. The other way around Dutch supporters asked the German team for their fan guide.

On matchday the Orange Supporters Club produced a program with music for the Dutch fans on the Praca Lisboa and initiated the (now already traditional) Orange march to the stadium. Because the Fans' Embassy team had already discovered that the public transport to the stadium on matchdays was far from sufficient, the fans were advised to join the Orange march, which they all did.

Portugooaal





Dutch boat people...

For the match half of the Dutch team managed to get a ticket. (Working inside the stadiums was a problem because no accreditation was provided; nor by UEFA/Euro 2004, nor by the KNVB. For each match the team had to search for tickets.) After the match an unforgettable spontaneous fan festival took place at the Ribeira square. Where the Fans' Embassy team could help some supporters in finding a last minute accommodation. Very encouraging where the congratulations to the Fans' Embassy teams of the Dutch ambassador who had come especially to the Ribeira square that night.

The work around the matches against the Czech Republic and Latvia in Aveiro and Braga could be done from the basecamp in Porto because the Dutch supporters stayed at their campsites.

Aveiro The Czech Republic was the next opponent of the Dutch team. During the preparation Aveiro was visited by the Czech Fans' Embassy team and knew all about the FSI Fans' Embassy teams. The Czech team also provided the Dutch team with the necessary information about Aveiro. The city of Aveiro had done everything to make the work of the embassy teams easy. The co-operation between the Fans' Embassy team and the Aveiro municipality was outstanding.

On matchday Dutch and Czech supporters were found on the squares and in the streets of the small centre of Aveiro. The Czech Fans' Embassy team had put up their mobile embassy on the square where the Orange Supporters Club played their music, which again gave the fans a feeling of a joint celebration instead of being opponents of each other, especially when they saw the Dutch and the Czech team working together. A lot of Dutch fans however gathered on other squares in the backstreets of the city Aveiro. Many were critical about the entertainment the Orange Supporters Club offered. They preferred to sing their own songs and meet some Czech supporters for a beer.

Assistance of the Dutch Fans' Embassy was asked when a Dutch supporter fell of his minibus and broke his leg. His brother rushed to the nearby Fans' Embassy workers for help. Martijn, speaking Portuguese, arranged that he could go in the ambulance with his brother to the hospital. After two days he phoned the embassy team to tell them that his brother was OK and transported to the Netherlands; with many thanks to the Fans' Embassy team for their help. Not expected in a small town like Aveiro was the number of supporters being robbed. This was also the case in Porto and because it seemed to be a standard problem, the Fans' Embassy team had the phone numbers needed to block bank accounts and to get cash money without a credit card or

bank pass and, from the local police, the procedures in case of robbery.

Braga The support to the Dutch Fans' Embassy by the city council of Braga was fantastic. Especially for the Fans' Embassy team a big office in the city centre with all facilities was arranged: pc's with internet connection, brochures and leaflets and a very friendly and helpful assistant from the city council. The match against Latvia was on the same day as the national festival of Sao Joao, which is celebrated on a big scale in Braga. Thousands of Portuguese had come to Braga for this festival. Everywhere music groups were playing and folklore groups marched and danced on squares and in the streets. During the day this supporters mixed with the big festival crowd. Special tradition for the festival is that people buy plastic hammers to beat each other on the head. At the end of the afternoon everywhere Orange supporters were seen with this hammers, joining the Portuguese in the joyful and friendly "beating on the head". The perfect mix of traditional Portuguese culture and Dutch fan culture made this day unforgettable for both the Portuguese and the supporters. Dissonance in this cultural exchange was the Orange Supporters club who missed the sensibility for what was happening and tried to create their standard Dutch party. After one hour in which hardly no Dutch supporters joined them and in which their Dutch music was overruled by the many Portuguese music groups and the singing of both Portuguese locals and Dutch supporters, they gave up. Also in Braga again many robberies which made the Fans' Embassy team conclude that there might be a gang of robbers that travels with the Dutch supporters. The police spoke about Bulgarian robbers, dressed in Orange and mingling with the Dutch supporters.

The Council of Braga should be given a lot of credit for the way they handled the situation in the city. The Dutch fans were not approached as a problem on top of the problems regarding the organisation of the most important festival of the year. They were welcomed as guests and so the Dutch fans behaved as guests.

The Dutch team had tickets for the match from the Latvian football association(!) and walked along with the Orange march to the stadium. Locals sold drinks (beer) along the

way to the stadium. Although it was easy for the supporters to take the beer, which stood mostly unguarded along the street, for free, nearly all of them took the time to pay for it. And those who tried to walk away without paying were immediately corrected by fellow supporters.

The quality of the food that was sold inside the stadium was terrible and far too expensive. This causes a lot of irritation among the fans. They feel undervalued.

Inside the Braga stadium the Fans' Embassy team made an important intervention. The team was on the second ring on the Latvian side of the stadium, which was more than half crowded by Dutch supporters. As we heard later, the stewards were ordered to forbid the supporters on the front row, at the balustrade, to stand up, because the balustrade was not high enough and there was a danger of falling 20 meters down. Problem was that the only English sentence the stewards knew was: "sit down". Already one hour before match start, when supporters were looking around and getting something to drink, one steward was very busy telling the supporters to sit down.

Because there was no explanation and other supporters a little bit more up were standing or walking around, the supporters ignored the words of the steward. Tension had already risen at match start. Then when the Netherlands scored their first goal, all Dutch supporters jumped up and cheered. Immediately the steward went to the front row to tell them (angry) to sit down and used force to put them back on their seats. The Dutch supporters declared him mad and kept standing and cheering. The steward called for assistance. The sight of the security forces who came to assist the steward caused an uprising among the Dutch supporters who were afraid that they would be banned from the stadium or arrested. Also the supporters in the upper rows started to come down to defend their Dutch colleagues. At this moment the Dutch team decided to intervene. Martijn went to the Portuguese security men to ask them why the supporters had to sit down. At the same moment other Fans' Embassy team members went to the supporters to tell them that we were informing what the problem was and asking them to stay calm until this was clear. The solution was easy: after hearing that the problem of standing up was only for the front row, Martijn suggested to the security that the supporters should take place at empty seats a little bit

more up, which they allowed. This was communicated to the Dutch supporters at the front row. And so the problem was solved in 5 minutes and dangerous escalation as a result of miscommunication was prevented.

After the match the embassy team had some work with supporters who were robbed. The police, aware of the robbery problem, had put up a mobile police post on the parking space next to the stadium and did a very good job by helping all robbed supporters very quickly. So the Fans' Embassy team had only to point supporters at this police post. The after-party in Braga was again a perfect cultural mix which everyone enjoyed.

Faro The next match of the Netherlands was in Faro against Sweden, so the Fans' Embassy team moved to the Lisbon basecamp and from there to Faro. Although the English team had played in the Algarve in the spring of 2004, we were the first Fans' Embassy team to visit Faro for *Euro 2004*. Faro was not familiar with Fans' Embassies and no special facilities were in place. This had also to do with the fact that Faro is used to have many foreigners as tourists in their town and region.

The stadium was too far away from the city centre, so an Orange March could not be organised. The bus transportation was very expensive.

There were many Dutch supporters without tickets, but Faro had, like all venues, put up a big screen on the main square.

During the match this square was crowded with (mostly) Dutch and Swedish supporters. Main task in Faro for the team was to help supporters who were robbed. There were so many robberies that the Fans' Embassy team help line was called by the Faro police on five o'clock in the morning. About 80 Dutch supporters stood in the lobby of the police station and beside the administrative problems also communication was difficult between the police and the supporters. Many of them had waited with going to the police station until the party was over and the use of a lot of alcohol does not improve the communication. Thus the whole team went to the police station where Martijn did the

translation and helped the deskman to fill in the forms while the other team members asked the waiting supporters to already put in writing name, address, etc. and make lists with the things that were stolen. At about twelve o'clock in the afternoon the last supporter was helped, which incidentally was the Dutch CC member. The match against Sweden was won and the Fans' Embassy team went back to Lisbon for the semi final against Portugal.

Lisbon Here, the FSI office was located directly next to the central square at Rossio. This made working in Lisbon a lot easier. The office was also used to update the Fans' Embassy website. There was a robbery warning and instructions on the website for Dutch supporters who were still in the Netherlands but had tickets for the semi final. Also we used the Dutch media to warn fans. We succeeded in informing many people. The procedure regarding stolen tickets was already put forward in the media and fans used this information to take measures to protect themselves.

The party of the Orange Club on Rossio square was not very well visited, it was also very disturbing that they were still singing anti-Germany songs from the stage. It seemed a bit of a strange thing to do before a semi-final match against Portugal.

Many supporters gathered to join up for the Orange March to the stadium. There were no problems whatsoever and the Portuguese were enjoying the sight of the Orange Fans. There were very little problems regarding alcohol, though it was one of the hottest days since the start of the tournament. The day before matchday, we were a bit concerned about the temperature, as many fans would fly in very early on match day and would thus be tired, excited, overheated, drunk etc.

In the stadium, again the quality of the food and beverages was insufficient. As well as the service, it was almost impossible to get something to drink at half-time.

After the match there were very little reports of theft. This might have been caused by the defeat of Netherlands and the depressed atmosphere among the fans, but of course we hope it is also the result of our efforts to prevent thefts.

Netherlands extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

Swiss and English supporters whose wallets were stolen and left their telephone number at the tourist office. The police in Porto are supposed to send all football supporters with problems to the tourist office. The Coordination Centre of the Fans' Embassies Programme will provide a list of telephone numbers of each team and bring it to the tourist office so that they can pass them on to supporters in order for them to get help from their Fans' Embassy workers.

13.06 ²⁰⁰⁴ The Dutch national team is going to play on Tuesday. ... FE members went to the tourist information and got aware of

15.06 ²⁰⁰⁴ Game today against Germany in Porto. The city is getting orange. Yesterday night was a good atmosphere, lots of Dutch Supporters, only a few Germans. The Dutch police will arrive

"eerste hulp bij Oranje"





Dutch fans on their march to the ground

today, they don't see any problems with alcohol up to now, but the police are prepared to close all bars if they want (that's what the Dutch police says).

Today they will not have a stationary Fans' Embassy, they will walk around the city centre and around the coordination centre (Praca de Lisboa / Torre de Clerigos)....

16.06 ²⁰⁰⁴ Game yesterday against Germany in Porto. ... Two members of the Fans' Embassy Team were inside the stadium and two in the city centre. No problems in the city, some hardcore fans from Feyenoord, Utrecht and PSV were in the city. The Dutch Ambassador visited the Fans' Embassy and thanked them for the good work of all Fans' Embassy teams so far.

They have given their telephone number to bars, fans and camp sites and more and more people are using it. The Fans' Embassy for the Dutch fans is getting more and more known. ...

19.06 ²⁰⁰⁴ Game today against Czech Republic in Aveiro. Yesterday they went to different camp sites and distributed information about the city of Aveiro to Dutch fans.

20.06 ²⁰⁰⁴ Game yesterday against the Czech Republic in Aveiro. The shuttle service to the stadium of Aveiro was well organised on the way to the ground, but more than chaotic on the way back. There were not enough busses and most of them got stuck in the traffic jam. Thousands waited at the ground for transport to the city centre and it was not clear, from where the busses would leave.... The Dutch Fans' Embassy team did streetwork and later joined the Czech team at their Fans' Embassy.

One ticket was stolen in front of the stadium out of the hand of the owner. The police stood 5 metres away when it happened, but didn't do anything. The stewards didn't let the "owner" of the ticket into the stadium. He knew his seat and his friends who would sit next to him, but he was not allowed to get in and had to leave the stadium ground. The Dutch Fans' Embassy members were waiting at their seats and 10 minutes after the start of the game one Portuguese showed up, but it was not the thief. The steward was asked to get this man removed but did nothing.

21.06 ²⁰⁰⁴ Game on Wednesday against Latvia in Braga. Yesterday the team updated the website and wrote some reports.



Dutch fan-workers

22.06 ²⁰⁰⁴ Game tomorrow against Latvia in Braga. They went to Braga yesterday and got a very good impression of the city. They had arranged a meeting with the head of organising committee of *Euro 2004* of Braga, after just one telephone call. They were offered an office in Braga, they got a place to work at the Welcome-Press Centre and they were also offered a conference room.

The whole city and the municipality seemed to be well prepared for the game, they distributed a city map for the games with good guidance from the city centre to the stadium by bus or to walk ...

Today they will have a meeting with a stadium officer who will show them the venue, the police station at the ground and will try to help in advance with any oncoming problems concerning the game. Afterwards they will travel to the camp sites. On the match day, the city municipality expects them to start working at 10 am and they will sent someone to show them around their place at the Welcome Press Centre....

24.06 ²⁰⁰⁴ Game yesterday against Latvia in Braga. ... There have been unpleasant incidents with the stewards and the Dutch Fans. The Stewards did not speak any foreign languages and were thus not able to communicate with the Dutch. They wanted

the Dutch fans to sit down (especially the first three rows) but couldn't speak their language so they started pushing them down. More and more stewards and fans got involved and the situation got more and more tense. The coordinator of the stewards was very aggressive and did not try to solve the problem with communication but rather by pushing people around. The Fans' Embassy team intervened and spoke to the stewards in Portuguese and with the Dutch fans to clarify the situation. The Dutch fans were then seated a bit higher in the stand and the problem was solved. ...

The Fans' Embassy team was allowed to use the Press Centre as an office and they had a meeting with a security officer of UEFA for Braga in the stadium, to speak about some security matters. He was very open and kind and explained the handling of people with tickets stolen or lost during the game. ... There have been more than 300 robberies in Braga. Good thing was the police station near the stadium where everybody could go, and got a confirmation of robbery very soon. The police men could speak English and resolved the problems soon.

On the way back the Fans' Embassy team took the bus. This was very chaotic. One had to pay the bus driver, which took a long time and the bus took the same way as all the people who walked back to the city centre and that was very slow ...



Dutch carnival

27.06 2004 Game yesterday in the quarter final against Sweden in Faro. Next game will be on Wednesday, June 30th in Lisbon in the semi final against Portugal.

In Faro there was a great party atmosphere with no problems among and between the two fan groups or with police. There were again a lot of problems with robberies. There have been hundreds of stolen wallets (including members of the team) and the Fans' Embassy team is still in Faro to help at police stations to report stolen things and find some wallets there. ...

28.06 2004 Next game will be on Wednesday, June 30th in Lisbon, semi final against Portugal. There were a lot of problems with stolen items (especially wallets) in Faro and it was hard to call the credit card hotlines. So the office in the Coordination Centre will be opened in Lisbon after the game. One member of the Dutch Fans' Embassy team will be there. Media (newspapers, broadcast, TV stations) are really interested in the topic of stolen items, especially because one of the Fans' Embassy-members (who has been warning his supporters for weeks) was the victim.... The FE-Team had to do lots of telephone interviews, a TV Team is filming today the work of the Dutch Fans' Embassy and the Football Federation of the Netherlands wants to have a meeting with the Fans' Embassy team

29.06 2004 Next Game semi final against Portugal in Lisbon tomorrow. The media is getting more and more interested in the work of the Dutch Fans' Embassy and they had three interviews with TV yesterday, one live interview tonight and another one tomorrow morning with Radio BBC.

A time to make friends ...



Euro 2004 Experiences of the French Fans' Embassy Team

Following the Euro 2000 in Belgium and Netherlands, France has participated for the second time in a fan hosting project and in contrast to the European Championship 2000, where the Fans' Embassies had been organised by the host countries, this time the French team was asked to organise and plan their activities independently within the FSI network.

Team An independently organised team was put together for the first time, to work for and with supporters in order to ensure a smooth development of the EC games. The practice – related and communicative capabilities of each team member formed the basis for our work:

- * Two colleagues head an association for multicultural exchange programs
- * One member is engaged in youth work with migrants
- * One French born Portuguese, who is currently absolving an internship in Lisbon, provided the connections to the Portuguese population, the council administration and the authorities
- * Another team member has had long years experience in the field of football fan work and international tournaments

Furthermore we have tried to establish a kind of working clothes – white shirts and caps – in order to appear as a team and, despite our small team, to be recognisable for supporters.

Preparation Early in 2004, Moussa Semmane started to participate in several preparatory meetings of the 7-Countries- Program organised by FSI and FARE, in order to establish a sound basis for fan work in Portugal. On location in Portugal he contacted the relevant institutions personally to introduce and facilitate our future work.

As fan coaching projects currently do not exist in France, our first aim was to bring our project to the attention of French supporters. Relevant questions turned out to be:

- * How can supporters learn about our project?
- * How can we get recognised?
- * How and where can supporters contact us and how can we possibly reach fans?

This was made possible due to a well situated Fans' Embassy, widely distributed information about our location, directions etc. Furthermore, the establishment of an effective cooperation with the relevant ministries, authorities and committees proved important.

First of all, we composed a letter, introducing ourselves and our work, which was sent to the Ministry of the Interior, the Federal Ministry for Sports and Youth, the Foreign Office, the French Embassy in Portugal, the French Football Association, and two major fan clubs of the national team.

We got in contact with the Organising Committee (OC) of the EURO and several Tourist Information Centres in the three host cities, where the French team was to play. This was done in order to organise town maps, and arrange programs/brochures of events to be distributed in the French language. In this respect our team provided a "Fan Guide" for all three towns, compiling important addresses and numbers for emergency cases as well as practical information, for example concerning Portuguese culture.

In Lisbon we tried to contact the French Football Association, especially concerning the ticketing, but we didn't receive an answer. The head of the association later apologised and

The French Fans' Embassy





French and Croatian Fans meet before their match

ensured us of their cooperation as well as promising to provide us with tickets for the matches. The association agreed to inform us about numbers, prices and selling points for available tickets preceding the matches and our Fans' Embassy location was published on their website.

The Fans' Embassy Like the other seven Fans' Embassy teams the French team had rented a bus to function as a conspicuous and mobile contact point for supporters. Various placards were produced and together with the French flag fixed to the car: "French Fans' Embassy", "French Fans, welcome" etc. In arrangement with the local authorities we then decided on an appropriate location. Apart from the game England-France (see "Realisation"), the French Fans' Embassy was normally to be found in the city centre; it opened on the day before the match and closed the day after.

Realisation We established contact with the fan club of the national team and their band, inviting the latter to play nearby and thus call attention to our project. In addition the minibus of the French fan club was located not far from us and, while we maintained enough distance to appear independent as the Fans' Embassy, their radio-quiz-

show which was produced in each town, attended by a DJ, provided further means to promote our services to French visitors and supporters. We commenced our practical work with fans in Lisbon, where the first match was to be held. First we positioned the Fans' Embassy near the railway station where we could welcome the French fans directly after their arrival. This first meeting with French fans proved to be a success and was greatly appreciated. Practical questions concerning hotels, bed and breakfast places and camping grounds could be answered quickly and the fan guide produced beforehand proved to be very useful. The frequently asked questions by supporters concerning, for example, the ticket situation and options concerning the games of the quarter final could be managed effectively, thanks to our meeting with the French Football Association.

Twice we positioned the bus at the airport, but it turned out that most fans travelling by air had already booked their journey as part of an organised itinerary and thus didn't need our support.

During the EURO we organised several meetings between supporters of different nationalities, helped in organising visits to training sessions of the French team or getting autographs from players. Our Fans' Embassy became a meeting

and contact point for supporters from different nationalities, such as Croatia, England, Switzerland, Portugal and many more.

The French fans visiting the EURO were predominantly from regions in the south of France (Occitanie, St.Etienne, Lyon, Marseille, Toulouse etc.), the west coast, such as Normandy, Brittany as well as from the coast around Nantes, Bordeaux and the Basque region. Some overseas supporters were from Martinique, Guadeloupe, La Reunion or from African countries such as Mali, Cameroon, and Burkina Faso. This widespread affinity with the French national team arises from its multi-cultural line-up. Supporters were wearing their national colours rather than their regional team shirts. Our multi-cultural team was a frequent topic of discussion in our Fans' Embassy. Many German, Swiss or Croatian fans debated the question: "Is the French team still French?" – whereas it is a matter of course for French supporters to have black players in national as well as regional clubs. Further topics were for example the World Cup 2006, the quitting of the trainer Santini from the French national team, and the hospitality and kindness of the Portuguese people.

Overall our work was very much appreciated and many supporters paid us compliments for our good and flexible organisation.

Municipal administration Lisbon Our previously reached agreement with the city government of Lisbon, to position the French centrally on the Praca de Figueira (next to the English Fans' Embassy), could unfortunately not be maintained. The security concerns voiced by the local government were too great. English and French supporters were not meant to meet. In order not to jeopardise relations with the municipal administration, in view of following Fans' embassies to be installed in Lisbon, we agreed to move our bus to a decentral place near a metro station. From this location it proved to be very difficult to work effectively and contact the fans. Therefore our team split up and some of the members decided to approach the French fans directly in the city centre, which again was not easy, as most of the French fans, in view of the 40.000 English supporters in town, did not wear their national colours.

During the quarter final against Greece though, it was agreed that our Fans' Embassy could set up their bus at the Praca de Figueira and a large banner was prepared featuring the word "Peace" in Greek, the words "Friendship" and "Fairplay" in the French language and all passing supporters were encouraged to sign the banner.

Despite the rather difficult beginnings concerning the game against England, we can look back on an overall very good and trustful cooperation with the authorities in Lisbon.

Municipal administration Leiria and Coimbra In both cities cooperation proved excellent: We met the responsible attendants and discussed the situation in detail. The authorities were infected by our enthusiasm and we were allocated in each case very central sites to position our bus in the city centres.

Most of the Croatian fans in Leiria were to be found in the city park, so that was an occasion to bring the two fan groups together. Signs and directions of "How to find the Fans' Embassy" were installed throughout the city centre, at the tourist information, on parking spaces, kiosks etc. Furthermore, the French fans we already knew from Lisbon, returned and brought with them many newly arrived supporters. We gave considerable help with the purchase of tickets, the loss of personal documents or theft.

In Coimbra we worked in close liaison with the Swiss Fans' Embassy team, located next to us, which made it easy to bring the different fan groups together and resulted in a friendly match organised by the supporters.

Police Cooperation with the police went smoothly. The other Fans' Embassy teams also commented positively on their experiences with the polite, but resolute approach displayed by the Portuguese police. They were present in the background and most of them could speak either English or French. Fans could feel like guests in Portugal and were not received as intruders or rioters as experienced during some other international sporting events.



Music makes the world go round...

Police normally avoided to appearing in riot gear or with weapons, but succeeded in ensuring a feeling of security among the supporters in all situations.

The French plainclothes policemen – at all times acting in duo with a Portuguese colleague – introduced themselves at the beginning of the tournament and promised continuous information about happenings and developments relevant to our work, as for example ticket selling on the black market. Warnings of pick pocketing in the city centre and in shuttle transport were extremely helpful in Coimbra and could immediately be passed on to fans.

Conclusion It was impressive to work with so many friendly and grateful supporters. Many supporters we had previously met in Lisbon “stayed with us” until the last game. They simply came by or thanked us for our work. This was both a surprising and a motivating experience. French fans did not just take our work for granted and we were able to present our project as well as the activities of FSI, FARE and other Fans' Embassies to interested journalists.

Outlook We had ample opportunity to meet many German fans who were watching the French team playing, which presented an ideal opportunity to bring together the French and German fan groups. Thanks to our experience with the German fan scene and our French football know-how, we were able to mediate these encounters and overcome language difficulties.

At a later stage we used those meetings to discuss the World Cup 2006 with French fans, where it turned out, that Germany still seems to be an unknown quantity to the French. Many questions turned up and we exchanged numbers and addresses to keep in contact until the World Cup 2006. Moreover we will try to bring the two fan groups closer together, e.g. a joint fan trip to Marseille late in 2004 is planned. In addition, we remain in contact with the music band of the French national team – well known in France – which is interested in an international meeting in Hamburg about the next World Cup. This is a further opportunity to overcome national borders through music and sports, thus supporting international fan friendship and reducing “foreignness” and racism.

France extracts of the daily reports of the Fans' Embassy Team

The daily reports of each Fans' Embassy Team at *Euro 2004* were written and compiled by Michael Gabriel and Heiko Schlesselmann, who worked for the international coordination centre of the Fans' Embassy programme. On every regular match day of the tournament, they collected the information about the work experiences of each of the teams. Out of the information Schlesselmann wrote a summary that was handed out to each Fans' Embassy team to provide a close informational networking.

13.06²⁰⁰⁴ In total, they are very satisfied with the work experience. Unfortunately, they were assigned a square for their Fans' Embassy that is quite outside and off the stadium and metro line. But for diplomatic reasons they agreed to stay there in order to avoid a conflict with the City Council especially because of the following teams. They parked their mobile Fans' Embassy (van) there, but went to the main train station in the city centre and the response of the French supporters was very good. Their work was well received by them. During the work, the French Football Association showed up and apologised for not getting in contact before. They want to keep in touch with the Fans' Embassy Team regularly, for the next days and for the future...

14.06²⁰⁰⁴ Game in the Estadio da Luz in Lisbon yesterday. The Fans' Embassy team was again very satisfied. They were very well accepted by the French supporters. The only problem was that previously there hadn't been any Fans' Embassies organised in France and most of the Fans' Embassy members were not personally known among the French Supporters. But now they are mentioned on the official website of the French Football Association.

In the city centre most of the French Supporters were dressed in civil clothes. They will put on their colours inside the ground. The police in the city was very good, they could speak French and English.

16.06²⁰⁰⁴ Next game tomorrow against Croatia in Leiria. Good contacts and conditions in Leiria because of the work of the Swiss team before. They got well known among the French supporters and feel satisfied with their work. The working conditions are very good.

18.06²⁰⁰⁴ Game against Croatia in Leiria yesterday. The stewards took lighters from the supporters at the entrance but there was a bengalo in the Croatian block. Organisation and work with the municipality was good. They had a good place for the Fans' Embassy which was frequented by many French and other supporters.

Policing was very good, very friendly and defensive Portuguese police made a good impression on the supporters. Today they are still in Leiria and have a meeting with the French consulate.

19.06²⁰⁰⁴ Next Game against Switzerland in Coimbra on Monday. The official supporters club of France reported problems with their free gifts by a sponsor which is not an official UEFA sponsor. They were forced to throw their items away.

The French Fans' Embassy in Leiria



They will have a Fans' Embassy in Coimbra together with Switzerland. The members of the French Fan-Embassy have all been at the match against England, because the French Football Association provided tickets for them so that they were able to do the monitoring inside the stadium.

20.06 ²⁰⁰⁴ Next game against Switzerland in Coimbra on Monday. The preparation work is running well. The small cities seem to be better organised than Porto and Lisbon.

22.06 ²⁰⁰⁴ Game yesterday against Switzerland in Coimbra, next Game on the 25th in Lisbon against Greece in the quarter final. In Coimbra everything was fine. Only problems with stolen wallets or other items but they brought a warning about thefts very openly to the French supporters and most of them were more careful than before. Main questions now centre around where and when the tickets for the quarter finals are to be sold. The French Football Association will have an office in the city of Lisbon where they sell the tickets.

The cooperation with French Football Association and the link to Official French Supporters Club is very good and it was a very good start of a Fans' Embassy at a big tournament. ...

24.06 ²⁰⁰⁴ Next game will be the quarter final in Lisbon on June, 25th. They called the City Council of Coimbra yesterday to ask, whether there were any incidents after the France-Switzerland game, as a German TV programme appears to have reported about a riot there. The authorities didn't have any information about that.

Problems in getting tickets for the quarter final is the most important topic at the moment and the Fans' Embassy team tries to help the fans in this matter. They spoke with the French police about the problem of swapping or selling ti-

ckets and whether they could handle it at the Fans' Embassy. They were told that if there was a black market and unauthorised selling at the Fans' Embassy, this could be punished. So they had to follow the rules.

They tried to organise the selling of tickets for the game with the French Federation, especially for the supporters already on location. There will be two places where French fans can exchange their prepaid vouchers or get tickets for the game. One will be close to Estadio da Luz at the office of the French Football Federation.

25.06 ²⁰⁰⁴ Today game in the quarter final against Greece in Lisbon. They have their Fans' Embassy van on the Praca Figueira and will put also a Greece flag on it to show the international character of their Embassy's work. Like the English team, they organised a banner where passers-by can sign. The banner shows the slogan: "Peace, fair-play and friendship" in French, English, Portuguese and Greek. Very positive feedback!!

26.06 ²⁰⁰⁴ Game yesterday in the quarter final against Greece in Lisbon. No more games. The team will leave today. They have their Fans' Embassy van on the Praca Figueira and put also a Greece flag on it to show the international character of their Embassy Work.

They organised the fan fare to be at the Fans' Embassy, the banner to sign and wanted to organise a street kick. At the embassy it was quiet, the French moved to the stadium very early to get tickets from the French Football Association. Even the French media was gone.

Summary of the French team of *Euro 2004*: Very positive in general, they were satisfied with their work and the circumstances. They got good contacts to the different authorities. In Leiria the Swiss Fans' Embassy benefited from the preparation work the French had carried out prior to their arrival.

Review on 2004 and Outlook on the EURO 2008 from an Austrian perspective

To begin with, we would like to thank Football Supporters International (FSI) and Football Against Racism in Europe (FARE), for having given us (two fan experts from Innsbruck) the opportunity to observe and accompany this kind of fan work on location and in practice, during the *Euro 2004* in Portugal and, whenever our know-how was of any help, to participate in the work and contribute our experiences. In view of the Euro 2008 to be held in Austria and Switzerland, this was an important occasion to exchange our experiences in this area and form contacts with groups and individuals who have been engaged in football fan work for a long time, especially with those from Switzerland. Apart from England, it is Germany that has the longest experience with fan projects that were installed years ago in the context of local club teams. The largest part of our time in Portugal was spent with the German fan coaching team (not only because of the means to communicate) which provided us with most valuable practical information as well as important "How To Do's".

It was the first suchlike event we had participated in and maybe we can contribute to this documentation with our reflections on the organisation and activities concerning the EURO as well as on the internationally coordinated fan hosting/coaching project from our "satellite position" in a somewhat "unbiased" way, while trying to reflect critically on the directives and orientation for the World Cup 2006 in Germany and also give an pre-assessment concerning the EURO 2008.

Professional fan coaching work does not seem to be an issue for the responsible bodies in Austrian politics as yet, let alone the fact that at present no fan projects have been implemented (apart from Innsbruck, where currently a concept is being developed). During the *Euro 2004* no professionals from Austria visited the tournament. This reflection about the fan coaching project carried out in Portugal is therefore penned by an Austrian social worker with a strong affinity with football and its corresponding (youth) subculture, and an academic with a degree in education and with long-time experience and involvement in football and fan politics.

Location and period of observation For organisational and personnel reasons, the following account is

restricted to ten days from 9 June 2004 to 18 June 2004 and comprises a couple of preparatory days preceding the EURO and the first week of the tournament (preliminary round). We accompanied the fan coaching teams located in Porto, especially the German, Swiss and Italian fan workers, during their work at the Fans' Embassies, their Street work, partly at their organisational work in the provisional "Convergence Centre" and in the coordinating office of the FSI in Porto.

The achievements of the FSI at their 'premiere' in Portugal, with a preparatory phase of less than one year, have been more than successful and for all future football mass events it is imperative that these positive experiences with fan coaching work during the *Euro 2004* be continued. We assume that the responsible organs in the UEFA/FIFA will have acknowledged the value of the work carried out for the organisation of a major sports event within a friendly framework. Football Against Racism in Europe (FARE) and FSI have coped brilliantly with their 'trial run' in Portugal towards a stable implementation of an internationally networked fan coaching program for future tournaments.

We would like to thank FARE and FSI for their measures concerning the prevention of discrimination and violence, financed by the UEFA. Part and parcel of these measures were the organisation of the Fans' Embassies, the racism screening monitored by FARE and the campaigns against racism and other forms of discrimination in football held throughout the tournament.

The mobile Fans' Embassies from Germany, England, France, Italy, the Netherlands, Switzerland and the Czech Republic proved to be brilliantly organised and well prepared. Almost every team had produced their own fan guides – a compilation of the most relevant information and tips for fans in the form of a brochure – in advance to the tournament. The German website for fans in Portugal was updated daily and visited frequently.

The national telephone hotlines proved invaluable for and within the daily work, providing help in general matters such as questions concerning accommodation, but they were also a helpful resource in case of more serious problems. Several interventions on behalf of football fans, such as contact with the legal authorities, or help in contacting their embassy or



Well prepared ...

lawyers, furthermore stress the importance of permanent availability by telephone at such a mass event.

The most important instruments for an effective fan coaching, however, were the Fans' Embassies themselves, located on match days (and sometimes one or two days before or after) on and around central places in the host cities. These contact points were well equipped for the FAQ's of newly arriving fans and distributed relevant material such as maps and fixture lists for free.

At this point we would like to remark that the Portuguese authorities (although dealing with them might have been complicated otherwise) have been particularly cooperative in finding adequate locations for the Fans' Embassies. The single exception was Lisbon where, due to security concerns, the French Fans' Embassy was located too far from everything.

Hopefully, the future organiser of the EURO 2008, Switzerland and Austria, will honour the work of the fan coaching teams just as seriously as Portugal.

Organisation and administration of the International Fans' Embassies

First of all, it has to be stated that the organisational conditions, making the work of a project of such dimensions possible, were excellent, despite quite a few stumbling blocks concerning the local authorities. This remarkable work can not be underesti-

mated, especially considering that this event was organised for the first time in this kind of networked structure with so many different teams with different standards and experience in football fan work.

The administrative team provided detailed directions and accommodation (while it might seemed strange to determined atheists, being located in a Catholic "Seminario"...) which was more than appropriate as an international coordination and communication centre.

The "Seminario do cristo rei" functioned best as a base camp (a second base camp for the teams playing in the south was placed near Lisbon) for FARE and FSI in Portugal: concerning infra-structure, it was well equipped and easy to reach; minor obstacles e.g. concerning the lack of an internet connection could be overcome with some improvisation and technical skills and there were also several internet cafes close to the Seminario. The handling of the necessary formalities was managed effectively (as far as they hadn't been dealt with previous to our arrival).

Prior to the tournament the different teams were well provided with information and – despite some communication and logistic problems – found an excellently prepared setting for their work. The importance of this remarkable preparatory work (especially by the English team leader Kevin Miles) was evident throughout the two-day workshop preceding the tournament: all participants received detailed information concerning Portuguese culture and habits as well as tips

for dealing with the – admittedly “peculiar” – procedures of the Portuguese authorities. Very positive were the endeavours of the coordinating team to ensure a respectful and amicable interaction among the different Fans’ Embassy teams, which – in our view – was fruitful from the beginning.

The exchange of information between the fan coaches was excellently organised: all team leaders could keep in permanent contact with each other via mobile phones and information about the work and activities of all teams was ensured by daily reports, which were available via blackboard announcements in the coordination centre.

What was more time consuming than effective and probably not of much use, however, were the efforts made, during the first few days, to use an office provided by the city of Porto, which was meant to function as a coordination centre during the tournament. Whereas it took almost a week to transform the building from a kind of construction site

into something more like an office, the “Seminario” already provided the necessary infrastructure.

The implementation of a communications centre (or possibly more than one, depending on the size of the host country) or base camps has proved to be vital and should be acknowledged as a positive example, especially in view of the World Cup 2006 in Germany and the EURO 2008 in Austria and Switzerland.

Conclusion Another few remarks on matters that need improvement. Despite this overall positive summary, we hope that our reflections will be taken seriously by the persons in charge at the organising committees of UEFA/FIFA, as well as by the authorities of future host countries and will be considered in the planning of future mass events.

The commercial “fan areas” and “fan-parks” in the host cities were overpriced, furthermore the “fan park” in Lisbon

Luggage depot



was well outside of the city. The areas themselves, however, met their conceptual aims and proved to be important contact zones and communicative places for ALL fans.

Although economic partners are important for financial support of the EURO and the organisation of fan zones, the competition between them occasionally took on grotesque forms, as for example, prior to the early round match against Germany, thousands of Dutch fans were ordered to hand in their megaphones, because they were bearing the logo of a sponsor competing with one of the major sponsors of the EURO.

The ticketing of UEFA in Portugal was far from being an example of equal treatment and good customer service. For future events it will be crucial to develop a completely different system for the distribution of tickets – it is certainly not acceptable that many of the registered tickets reserved for associate companies, only for numerous seats in the stadium then to be left empty – or, alternatively, for a good proportion of these tickets to be available on the black market.

This leads to our next topic: contrary to the announcements by the Portuguese police preceding the EURO, people were arrested haphazardly, being suspected of black marketing tickets. The fact that only a few professional black market sellers were convicted is in harsh contradiction to the arrests and convictions of absolutely normal fans, picked up by the Portuguese police for petty ‘crimes’, such as the buying or selling of one single ticket at face value.

With surprise we noticed how far cooperation of the Portuguese police went with foreign authorities: German plainclothes police could take legal action with German fans or the Portuguese police acted “on call” with their German colleagues to stop supporters.

We will not make an extensive list of organisational deficiencies as regards the infrastructure, as we believe the necessary infrastructure can be taken for granted in the future host countries.

Accommodation was in parts extremely difficult; in some towns it was simply the case that there weren’t enough beds available; public transport in Portugal seems to run ac-

ording to its own laws – transport in general was more a game of poker. Especially in Porto, the Metro – built for this occasion – was hopelessly overloaded, public transport had already collapsed before the second match. Directions were badly signposted and the parking situation around the stadiums taxed the patience of fans arriving by car.

Security of the whole tournament was provided for at any time – not least due to the concept of de-escalation and reserve by the police. Only the problem of frequent pickpocketing (esp. Lisbon and Porto) could not be controlled and in one case a quarrel between a pickpocket and a British supporter tragically led to the death of the British fan.

The security arrangements for the stadiums occasionally led to surprises as, e.g. thousands of bags and rucksacks had to be deposited at the entrance – which was far more, than storage space was available for. In the future – as fear of terrorist attacks is unlikely to decline – this will have to be better provided for.

Portugal proved to be a very hospitable country during the *Euro 2004* and all previously announced objections could be smoothed out. The European tournament presented itself, indeed, in line with its motto. Apart from one or two exceptions the atmosphere proved to be very relaxed and absolutely friendly.

The official mascot Kinas and an unknown friend



Outlook

This brochure intends to provide an insight into the area of socio-preventive work with football fans as carried out by the organisations in the FSI network on an international level in Portugal 2004. Although it proved impossible for us to find a partner organisation from the area of social or youth work in the organising country, the seven nations program in Porto, Lisbon and other cities can be seen as a great success. The excellent cooperation of the seven teams with different national and cultural background was based on common working standards and can be considered as a very positive example for future international tournaments.

Especially the work and cooperation of the international Fans' Embassies (Czech/German, Swiss/French etc.) during the European Championship proved very successful and was greatly appreciated by all supporters and thus refutes all ideas and concepts that support a strict segregation of football fans. International and European championships carry a great potential to bring people of different national and cultural background together in a peaceful way. The aims and objectives of the international Fans' Embassies are a challenge and a chance for all other institutions involved in the area of football fan work, to actively contribute in developing more and further possibilities for football fans to come together peacefully.

The importance of a positive atmosphere during a tournament, supported by all participants – the hosts and the supporters – can not be underestimated and is the best guarantee for friendly, peaceful and safe games. There is still a large gap between the amount of money spent for security measures and the amount of money allocated to projects, which are involved with supporter-orientated social work for fans from participating countries. Following the successful implementation of fan coaching services by FSI and FARE during the *Euro 2004* in Portugal, our hope is that these experiences and our work will be honoured seriously by the responsible bodies during future tournaments.

The preparations for the FIFA World Cup in Germany 2006 and the fact, that one of the FSI partner organisations, the German "Koordinationsstelle Fanprojekte" (KOS), has been consigned by the World Cup Organising Committee with the implementation of a program of fan coaching similar to the one carried out in Portugal suggests that our work is taken



Public viewing in Porto

seriously into account by the organisers. Unfortunately, it is not yet clear, whether the concept of fan coaching will be introduced during the European Championship 2008 in Austria and Switzerland.

Due to close cooperation with the anti-racist campaign introduced by FARE further prejudices concerning football fans could be unhinged. The fact that we didn't receive any negative comments, but solely positive response from the supporters stresses the success of our anti-racist strategy and opens up new possibilities for fan- and other organisations in the future. The FIFA, inspired by the good work carried out by the UEFA, seems to be increasingly interested in this topic, and this is certainly important for the further developments of international football tournaments.

See you in Germany 2006 and in Austria/Switzerland 2008!

Contacts

Germany

Koordinationsstelle Fan-Projekte bei der dsj

Michael Gabriel
Otto Fleck Schneise 12
60528 Frankfurt

phone +49 69 6700 345
FAX +49 69 67730000
mail kos.fanprojekte@dsj.de
www.kos-fanprojekte.de

Netherlands

Euro Support

Illya Jongeneel
Grutto 2
NL – 7423 CZ Deventer

phone +31 570 609 645
FAX +31 570 652412
mail euro.support@planet.nl
www.lisnet.nl

England

Football Supporters Federation

Kevin Miles
48, Monmouth Gardens
Wallsend
Tyne and Wear
NE28 0DW

phone +44 191 262 6694
FAX +44 191 289 3042
mail KevMiles@blueyonder.co.uk
www.fsf.org.uk

Switzerland

FaCH – Fanarbeit Schweiz

David Zimmermann
p.a. Zentrum Passepartout
Sandstr. 5
3302 Moosseedorf

phone +41 79 514 91 63
mail fach@bluewin.ch
www.fanprojekt.ch

Italy

Progetto Ultra

Carlo Balestri
c/o UISP Comitato Regionale Emilia Romana
Via Riva Reno 75/3
I-40121 Bologna

phone +39 051 236634
FAX +39 051 225203
mail: progettoultra@progettoultra.it
www.progettoultra.it

Czech Republic

ProFutbolFans

Jan Cechlovský
Tyrsovo namesti 565
537 01 Chrudim

phone +420 469 623 501
mail jan.cechlovsky@chrudim-city.cz

France

FSI – France

Moussa Semmane
Les Flamants
2, Av. Georges Braque
13014 MARSEILLE

phone +33 4 91 02 19 13
mail marseillechange@hotmail.com

Austria preparations Euro 2008

FairPlay. Viele Farben. Ein Spiel.

Möllwaldplatz 5/3
A-1040 Wien

phone +43 1 713 35 94 – 95
FAX +43 1 713 35 94 – 73
mail : fairplay@vidc.org
www.vidc.org/fairplay/news/fairplay.htm

Brasil

FSI – Brasil

Martin Curi Spörl
Rua Almirante Alexandrino 2603, Casa 36-201
Santa Teresa
20241-261
Rio de Janeiro, RJ

phone +55 21 2285-7686
mail dr_ashton@hotmail.com

FARE Football Against Racism in Europe

c/o FairPlay. Viele Farben. Ein Spiel.
Football Against Racism in Europe / FARE
Möllwaldplatz 5/3
A-1040 Wien

phone +43 1 713 35 94 – 95
FAX +43 1 713 35 94 – 73
mail fairplay@vidc.org
www.farenet.org

Spain

FSI – Spain

CEPA-Colectivo de Prevención e Inserción Social Andalucía
Thomas Herzog
C / Beato Diego de Díos, N° 11-local
E - 11004 Cádiz

phone +34 956 22 52 62
FAX +34 956 225262
mail thomas-herzi@web.de

additional contacts to football fanwork related persons / institutions in:

Hungary, Ghana, Poland, Ukraine, USA (all via KOS-Fanprojekte, Germany) and **Wales** (via FSF, England)

