



Preventing discrimination: Host City Stuttgart launches awareness campaign

Safer Space with trained staff as contact points

Stuttgart – Host City Stuttgart is launching a comprehensive awareness campaign for the kick-off of UEFA EURO 2024. In doing so, it is emphasizing the importance of respectful and sensitive interaction between all those involved. At the same time, Stuttgart is sending a visible signal against discrimination and unacceptable behavior in any form ahead of UEFA EURO 2024. The awareness campaign includes:

- Establishment of a Safer Space in the Fan Zone Karlsplatz with contact, advice and reporting options for those affected
- Training for participants on the part of Host City Stuttgart
- Clearly visible posters in all four Fan Zones
- Communication on the digital channels of Host City Stuttgart and on Fan Zone TV

A clear sign of respect, tolerance and fair play

From June 14, hundreds of thousands of fans from all over the world are expected in the ten host cities of UEFA EURO 2024, including many in Stuttgart, to celebrate soccer together before, during and after the matches. Values such as fair play, diversity and interaction without prejudice and discrimination are important to the cosmopolitan metropolis of Stuttgart. Soccer should be fun – for everyone. Accordingly, abusive and discriminatory behavior is not tolerated, and support from qualified staff will be offered to those affected. The joint protection concept is intended to ensure the basis for a uniform stance against discrimination among all those involved.

Participants receive targeted training

The Host City Stuttgart awareness campaign provides information on the website, social media channels and in videos by Host City ambassadors Cacau, Niko Kappel and Elisabeth Seitz, among others. All Host City volunteers, almost 400 stewards and the employees of Host City Stuttgart have been trained on the awareness concept in the Fan Zones using a video learning tool specially created for Stuttgart.

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The 30-minute video was designed and produced by the Baden-Württemberg State Coordination Office for Safety in Nightlife, which also implemented the nachtsam campaign. The focus of the digital training is on the various forms of discrimination, such as sexism, racism, homophobia and ableism, which is discrimination against people with mental or physical disabilities.

Communication concept and Safer Space

The awareness concept is also accompanied by comprehensive communication measures. They draw attention to the fact that abusive behavior will not be tolerated at UEFA EURO 2024 in Stuttgart and provide information on how those affected can find help.

- A Safer Space is being set up in the Fan Zone Karlsplatz in the form of an office container at the side of the Altes Schloss castle.
- The location will be communicated via the Host City Stuttgart website and the UEFA EURO 2024 app.
- Host City Stuttgart will also raise awareness of the issue on its social media channels. In addition, contact and support options for those affected will be communicated continuously.
- Fence banners and posters in all four Fan Zones draw attention to the Safer Space.
- Host City Stuttgart is linking its own structures to the UEFA EURO 2024 reporting center for human rights infringements in order to document and forward incidents.

Offers of the Safer Space on Karlsplatz

The Safer Space in the Fan Zone Karlsplatz is organized by trained specialist staff under the direction of the City of Stuttgart's Equal Opportunities Department and the Safety Partnership in the Municipal Crime Prevention Unit. It serves as a protected place of retreat where people can find support. It provides space for rest and relaxation. People can find support here. This takes place through initial discussions with those affected by discriminatory behavior or sexualized violence, for instance.

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- The entire Safer Space team has received in-person training on anti-discrimination and victim-centered approaches to dealing with those affected and can refer them to further advice centers if necessary.
- The specialist staff, who work full-time in the socio-educational or psychological field and in some cases already have experience of working as awareness staff at events, are supported by auxiliary staff with a social or student background.
- A total of 60 volunteers are available for this, including specialist staff who have already worked in the Wasenboje pilot project at the Stuttgart Spring Festival and the Cannstatter Volksfest.

The most important information about Safer Space:

- The Safer Space will be open from June 13 to July 14, 2024, from 1:30 p.m. to 1:00 a.m. on match days and from 1:30 p.m. to 11:30 p.m. on non-match days.
- The awareness team will be equipped with light blue, branded vests. Those affected can contact the awareness team directly on site and by phone or WhatsApp on +49 173 782 67 78.
- Affected persons can also contact the security service, the volunteers or the German Red Cross.

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