Creating Sports Against Discrimination - Urheilu Syrjintää Vastaan r.y. For The Students of DIAK
DSS Programme

Annie Mutema

Thesis, Spring 2011

Diaconia University of Applied Sciences

Diak-South, Järvenpää Unit

Degree programme in Social Services

Bachelor of Social Services (UAS)
Abstract.

Annie Mutema, Creating Sports Against Discrimination ry, Järvenpää, Spring 2011, 41p., 3 appendices. Diaconia University of Applied Sciences, Diak South, Järvenpää Unit, Degree Programme in Social Services.

The influx of immigrants to Finland is on the rise and shows no signs of cooling down. As a fairly new multicultural society, Finland faces the constant challenge of integrating the immigrants into mainstream society. The aim of this study is to account for the creation of Sports Against Discrimination ry, a non governmental organisation for the students of DIAK Järvenpää Unit who are undertaking the Bachelors programme in Social Services focusing on Community work development. This thesis will act as a founding document and guide for the students who will own and run the Organisation. The main focus for the Organisation will be integration of immigrants and refugees using sports as the main medium for the process. This study attempts to uncover the current state of the Finnish integration process through sports.

In this work, I will discuss the concepts of integration and discrimination in the framework of sports. I will also give an overview of Finland as a multicultural society. The focus of this work is to build a case for creating the organisation Sports Against Discrimination.

Qualitative research methods were employed. These were in the form of exposure, open discussions and observation. Information was gathered through attending a seminar on Football Against racism, open meetings with prominent figures in sports and integration. Together with the theoretical concepts, an analysis attempts to reveal the current state of sports integration in Finland.

The process establishes an argument for the existence of Sports Against Discrimination ry. It reveals the need to change the current systems of sports and integration in Finland. The absence of records is noted. The process reveals that the process of integration will yield positive results if efforts are focused on both the immigrants and the Finnish people. The main aims and objectives of Sports Against Discrimination are constructed from this hypothesis.

Keywords: sports, integration, multiculturalism, discrimination,
### TABLE OF CONTENTS

**ABSTRACT**

1 INTRODUCTION 1

2 THEORETICAL FRAMEWORK 5
   2.1 Finland as a Multicultural Society 5
   2.2 Finland Population Statistics 6
   2.3 Sports in Finland 7
   2.4 Overview of Immigrant Sports Clubs in Finland 7

3 KEY CONCEPTS 9
   3.1 Sports and Discrimination 9
      3.1.1 Formal Discrimination 10
      3.1.2 Institutionalised Discrimination 11
      3.1.2 Indirect Discrimination 12
   3.2 Sports and Integration 12

4 OBJECTIVE AND PROCESS OF CREATING S.A.D.r.y 15
   4.1 Aim and Background 15
   4.2 Football Against Racism Seminar Turku 16
   4.3 Meeting at Finnish Football Association (Palloliito) 20
   4.4 Meeting at Ministry of Education 21
   4.5 Securing Board Members for S.A.D.r.y 22
   4.6 Research ethics and the role of researcher 25
4.7 Professional development during the research process

5 DISCUSSION AND OUTCOMES OF THE PROCESS 27
   5.1 For Sports Integration in Finland 27
   5.2 For Sports Against Discrimination ry 30
      5.2.1 The Shoo Shoo Project 31
      5.2.2 The Refugee Project 32
      5.2.3 The Immigrant Project 33
      5.2.4 The Scholarship Fund 35
   5.3 What sets S.A.D. ry apart 36

6 CONCLUSION 38
   6.1 Recommendation 39
      6.1.1 DSS Students 39
      6.1.2 Ministry of Education 39
   6.2 Challenges and limitations of the process 40
   6.3 Personal Learning 40

REFERENCES 42

APPENDICES 44
INTRODUCTION

In undertaking the DIAK Bachelors degree in Social Services and specialising in Community work development, we were exposed to integration practices in the greater Helsinki Area. We were able to see and experience the various efforts being made in Finnish society to integrate refugees and immigrants. As a student, I developed an interest in the field of sports as a medium of integration earlier on in the programme. I found this challenging because earlier on before I enrolled as a student at DIAK, I had only been involved with immigrants charged with a public health agenda which involved holding workshops for immigrants on HIV and AIDS. Sport integration was a new dimension for me. As part of my studies, in my 2nd year, I chose to do my practical placement at 09 Helsinki Human Rights Organisation in Helsinki. The main focus of this Organisation was to integrate immigrant children by providing afterschool basketball clubs for them to partake in. This experience gave me an insight into the situation with immigrant children in Helsinki. Whilst at 09HHR, I was given an opportunity to represent Finland at a four day youth conference on football and integration in Rust Germany where I learnt of the efforts which were being made around Europe through workshops with other participants.

My desire to do something with my experience would not come till the seminar on Football fights Racism which was held in Turku during the Women’s Football Euro Championships in August 2009. From the speeches from all the presenters which ranged from high ranking government officials to representatives of immigrant Sports Organisations in Finland and Europe, it became clear to me. What had been happening in Finland was support for multicultural activities and not integration. Organisations were being supported by the government to form and support immigrant Sports Clubs and not to join established Finnish clubs. Therefore, through the present efforts, the immigrants were not being integrated into Finnish society but were being assimilated. This was because almost all efforts were focused on the immigrants and almost none on the Finns themselves so that integration could clearly take place. For a successful inte-
igration process, the focus need to be on both the natives and the immigrants. What was offered for the Finnish society were laws and acts on integration for example but no real action on the ground which is essential in building tolerance among the population. This is a recipe for disaster in the long run, as the end result is a society with two groups existing parallel to each other which as we have seen in fellow European countries. A good example is in France where this set up led to social unrest. This only cripples the development in the society. It became clear to me what was needed, which was a fresh start from governmental level right down to grassroots level. A new and knowledgable Organisation was needed to facilitate the process of integration in Finland. Who better than the students of the DIAK Social Services Programme with a community work focus to run it. It was time to build a community in Finland.

In documenting the process of forming Sports Against Discrimination, a qualitative approach was employed which included, observation and exposure to various activities to do with sports integration efforts in Finland. To get a true picture of the current situation of integration efforts through sports, information was gathered from the Ministry of Interior, Ministry of Education and several additional prominent actors from different sports or sports related organisations and institutions. This was achieved through attending seminars, meetings, past research studies on immigrants and integration in Finland and existing Organisations with a similar focus. Current policy and legislation were also consulted.

There is definitely a need for this form of intervention in Finnish society as it has been established through past results that the current system is not working effectively as no statistics exist on the immigrant integration process and results in sports in Finland. In addition, migration to Finland has risen in the past years and it is expected to keep rising. New methods should be employed and having an immigrant and Finnish student run organisation will offer a fresh and unique insight and perspective to the integration through sport process. This will not only benefit the targeted clients, the students but ultimately Finnish Society.
I made it my final mission as part of my final year thesis, to establish and garner support for the Organisation which I ultimately named Urheilu Syrjintää Vastaan - Sports Against Discrimination r.y. The Organisation is defined by four projects that facilitate the integration process of immigrants and refugees through sports. These are, the Shoo Shoo Project, the Refugee Project, the Immigrant Project and the Scholarship Fund and will be run by DIAK Järvenpää Degree in Social Services.
THEORETICAL FRAMEWORK

2.1 Finland as a Multicultural Society

Multiculturalism is a complex phenomenon which has existed over centuries. There are several causes of multiculturalism and these are colonisation, migration and globalisation. For the purposes of this thesis, looking at modern day Finnish society, I will concentrate on migration as the main cause of multiculturalism. There are two types of migrants, one is a refugee migrant and the other is an immigrant. The United Nations defines a refugee as a people who have fled their countries due to fear of persecution and crossed an international border. In recent times, natural disasters have also created refugees for example from Haiti, where earthquakes and floods have devastated the country and has seen Haitians escaping to the United States. It is not a question of choice when one becomes a refugee but of survival. The immigrant on the other hand has a choice and makes the decision to move to a country of choice permanently. The reasons can range from better employment opportunities to education to joining a spouse.

There have been many attempts to define multiculturalism. Tariq Modood takes on multiculturalism as a political accommodation of minorities formed by immigration to western countries from outside the prosperous west (Modood 2007,5) in his book on Multiculturalism and highlights the complexity of this phenomena. Western countries and those outside the prosperous west on any given scale, have quite a distance between them. This highlights challenging fact that, there will be differences and inequalities between the migrants and the western countries on many layers. Many countries outside the prosperous west are poor, have many different cultures and follow different religions to the western countries such Islam.

Parekh 2006 views culture as something separate from identity. He favours the view that a multicultural society is made up of different communities with one identity as
equals but different cultures. Culture is who we are in our communities and is always evolving. He calls this ‘communal diversity’ (Parekh 2006,4).

An opponent of Parekh, Barry, gives less importance to culture itself in relation to multiculturalism. He argues that cultures do not have to treat each other as equal but can be tolerant of one another (Barry 1991).

International Organisation on Migration (IOM) defines multiculturalism as a phenomenon that grants equal rights and opportunities to migrants without their relinquishing other cultural affiliations. This definition aims to give respect to the migrants by treating them at par with the rest of the citizens and also honoring them as individuals through recognizing their respective cultures in their new society.

Two important points are evident from these different views of multiculturalism. The first being that when the question of identity or oneness comes in question, the challenge in creating a thriving multicultural society is to clearly define the realms in which both support each other. One should be able to have a national identity and practise their culture. The second point which becomes evident is that, multiculturalism or a multicultural society, can only exists because of political will which can go positively or negatively depending on the politics or government of the day. This idea is supported by Kymlicka who describes immigrants as ‘people who arrive under an immigration policy which gives them the right to become citizens after a relatively short period of time --’ (Kymlicka. 2001,153). Therefore multiculturalism is best left process for governments to facilitate.

Multiculturalism it is a complex concept or phenomenon that requires a deep understanding and awareness in order for it to be viewed positively and have a positive impact on the society in question. It is therefore important to take a look at the composition of the Finnish society and see how the Finns feel about their relatively young multicultural society.
Finland is a small country with a young history on migration. Finnish statistics centre Tilastokeskus, gives migration data dating from 1973. Of the 5,375,276 inhabitants of Finland only 167,954 are foreigners and 37,585 being refugees. This brings the total number of foreigner in Finland to 205,541 which is 4.6% of GDP. Also, for the purposes of this thesis, it is important to mention the 8,230 immigrants whose religious affiliation is Islam. The main religious affiliation in Finland is Christianity in particular Lutheran faith. Religious affiliation statistics are important when I look later on how this impacts participation in sport. My interest in showing these statistics is to show how small and young Finland as a multicultural society is. This compared to countries like Sweden which has had a longer history of immigration going back centuries and saw a sharp increase since World War 2. It is also to show the progress that has been done thus far in the functionalism of the Finnish multicultural society.

Studies have been carried out that show that, contact with immigrants increase significantly the positive attitudes towards immigrants and receiving more refugees. Year 2007 Magdaleena Jaakkola studied that more than 40% of those who knew at least one immigrant living in Finland, thought that Finland should receive more refugees. In striking comparison, only 1 out of 7 of the people not knowing even one immigrant would have positive attitudes towards immigrants or receiving more refugees. Almost 90% of the Finnish people who knew more than 10 immigrants personally were either, indifferent, positive or very positive about receiving more immigrants (Jaakkola 2007,32).
Sex and age also make a difference. Year 2007, young men attitudes towards refugees were more rejecting than young women. Almost half of young men, but only one third of young women’s attitudes were rejecting more immigrants. Towards the more elderly age groups the differences became less and in the age group above 50 they were almost non-existent. (Jaakkola 2007, 31.)

Moreover, especially young men attitudes have become more rejecting to the immigrants and refugees within the past 20 years, while all other population groups, socio-economic groups or geographically divided groups of people have become more receptive (Jaakkola 2007, 5, 22, 27 and 31).

2.3 Sports in Finland

The Sports Act of 1980’s main purpose is to promote sport on all levels among its population, to encourage healthy living and to support the development of young children through sport. In addition, the Act promotes equality and tolerance through sports and supports the diversity of cultures and sustainable environmental development. The main aim of the Finnish sports policy for the multicultural Finland is to promote equality and tolerance and support the diversity of cultures with the means of sport.

Sport is considered to be a national past time in Finland therefore is one of the main components when it comes to the issue of national identity. According to the Finnish Sports Federation (FSF) handbook (Sports in Finland 2006, 3), over 1.1 million Finns are members of sports clubs and associations with the most popular sport being cycling. This does not include the number of Finns that jog, walk or run as their past time and mainly to keep fit. This additionally does not include individual sports such as skateboarding. It is also interesting to note the gender ratio when it comes to participating in sports in Finland with 64 per cent of women and 60 per cent of men engaging in physical activity and sports at least twice a week. 40% of children and youth are active in sports clubs. Finland boasts 7,800 sports clubs. Funding for these sports clubs is pro-
vided for by their members and their parents if they are minors. SLU rates football as the most popular sport for boys with girls tending to go more for indoor sports like swimming and musical sports (Finnish Sports Federation).

I shall now give an overview of immigrant sports in Finland.

### 2.4 Overview of Immigrant Sports Clubs in Finland

It is difficult to note how many immigrant sports club there are exactly in Finland as some of them operate as non registered clubs. Among the several registered immigrant sports organization are in Finland are namely Liikkukaa ry and the Finnish Multicultural Sports Federation (FIMU). Between them, Liikkukaa has 20 immigrant sport clubs as members and two old and established veikkausliiga football clubs. FIMU has 32 immigrant based clubs.

In 1999, immigrants founded their own sports organisation, The Finnish Multicultural Sports Federation (FIMU), which has been affiliated with the Finnish Sports Federation in autumn 2000. Its aim is to promote sports opportunities for immigrants and to safeguard the interests of all immigrant associations. FIMU comprises several sports clubs throughout Finland, many of these co-operating with the Finnish Sports Federation (FSF) on local tolerance projects. FSF supports tens of projects promoting tolerance and multicultural activities in sports in 2004 with 50 000 euros provided by the Ministry of Education and Culture. FIMU’s chairman currently receives half a day’s salary for running the Federation.

Liikkukaa ry was founded in 1999 by a group of students building a sports hall in the Kumpula district in Helsinki. Since then Liikkukaa r.y. has organized multicultural related sport and culture events. Liikkukaa r.y. has 20 immigrant sports clubs as members and currently employs two full time and one half time workers.
FIMU and Liikkukaa ry both founded and chaired by Christian Thibault and its member organizations received a combined 47% of total support granted (23 350€) year 2002. Most of the funds since 1996 (167 000€ for the first four years and then 50 000€ per year) have been granted to Liikkukaa ry, FIMU or their member organizations.

It is also difficult to get statistics of immigrants participating in Sport in general. They have been a number of tournaments that have been organised for immigrant football teams for example the street basketball tournaments like the Helsinki Cup tournament that see a considerable number of immigrants participating. In the Helsinki City Marathon, looking through the names of participants at the website, there are very little numbers of immigrants that participate in this yearly event. This giving a picture of immigrants not being so active in sports compared to the rest of society. This could be a result of the several forms and vices of integration methods in play when it comes to immigrants participating in activities along with mainstream society. I shall proceed to look at sports and discrimination and sports and integration.

3 KEY CONCEPTS

3.1 Sports and Discrimination

The legal definition of discrimination according to Andrew v Law Association of British Columbia 1989 is a ‘distinction, whether intentional or not but based on grounds relating to personal characteristics of the individual or group, which has the effect of imposing burdens, obligations, or disadvantages on such individual or group not imposed upon others, or which withholds or limits access to opportunities, benefits, and advantages available to other members of society. Distinctions based on personal characteristics attributed to an individual solely on the basis of association with a group will rarely escape the charge of discrimination, while those based on an individual’s merits and capacities will rarely be so classed.’ Discrimination in a society can be seen along age, gender lines, racial lines, sexual orientation lines, disability lines and so on. In Finland, according to a eurobarometer study published by the national television broadcaster YLE in 2008, over half a million people claimed to have experienced dis-
The most common forms of discrimination were age and gender with a large number of migrants claiming to have been discriminated against. In a multicultural society, discrimination is something that the minorities are likely to face. In addition, they are likely to face double discrimination with regards to gender, sexual orientation, disability and so forth along with the rest of society.

In 2004, Finland passed a Non Discrimination Act which promotes non discrimination and equality and to enhance the protection by law to those discriminated against. Section 6 prohibits discrimination along ethnic lines. Section 3 of the Act however does not cover discrimination when it comes to education and application regarding entry and residence of migrants into Finland. Noteworthy, under section 7 of the Act, 2), justified different treatment, in due proportion, that is founded on a genuine and decisive requirement relating to a specific type of occupational activity and the performance of said activity is not considered under the Non Discrimination Act (Finlex, 2004).

Discrimination in sports can occur in three forms, formal discrimination, indirect discrimination and institutionalized discrimination. In no other sporting discipline has discrimination been debated and tackled than in football which is arguably the most popular sport in our world today. This is because Sport and especially football plays such a big part in the day to day lives of developing countries where most of the immigrants and refugees come from to countries like Finland. I will proceed to look at discrimination as illustrated through football in a multicultural context.

3.1.1 Formal Discrimination

Formal discrimination in football is the most visible form of discrimination as it is shown through formal rules and laws of the football clubs and governing bodies. A good example of formal discrimination of migrants by football governing bodies is the limitation on the number of migrants in amateur football, something common in Italy, Spain or Austria. In Austrian football, the number of foreigners, including EU-citizens, is limited to 3 per team. This leads to a situation where immigrants or asylum seekers
have to play in segregated leagues which are not under the umbrella of the national Football Associations. In Finland, there is currently no effort in this direction. This could simply be because of the fact that immigrants are still very much a minority in Finland, although the number is increasing every year (Football Against Racism in Europe).

3.1.2 Institutionalised Discrimination

Institutionalised discrimination usually takes place with no true identifiable perpetrator. It is rather a collective act including daily and even traditional practices in institutions which are usually not regarded as discriminatory, since institutionalised discrimination is difficult to identify. These subtle expressions of racism, sexism or homophobia are hardly regarded as a problem to be tackled. These include the allowing of chants that could be deemed racist and high membership fees which immigrant families could not afford. Other good examples are keeping management positions to natives for example and only having Finns in decision making positions. Stereotyping can also be a form of institutionalised discrimination. John Barnes, a Jamaican Born former England football star player and now football manager names stereotyping as a form of institutionalised discrimination. The quote was given by Kurt Wachter at the Football Against Racism seminar on the 3rd of August 2009.

“. I see the problem in the same way I saw what faced black players in England in the 1970s... Back then players were told they could be a centre forward or a winger because they weren’t clever or responsible enough to be a keeper or a midfielder... Black managers are going through the same situation at the moment”.

John Barnes suggests is that, long standing stereotypes about black people continue to exist in the institutions of football. Stereotypes about black players include that “they can’t play in the cold”, that “Black players have attitude problems and are lazy”. Similar racial stereotypes exist all over Europe. These stereotypes are also present when we refer to Turkish migrant players in Austria or Germany, about Roma in Slovakia or
Hungary etc. These common stereotypes whether conscious or unconscious, pose a barrier for making full use of the expertise and knowledge of minority players as decision makers and as managers. In Finland, I could not find any record of migrants in managerial or decision making positions in any mainstream sports clubs including football.

3.1.3 Indirect Discrimination

Indirect discrimination is a treatment that can appear on the surface to be fair or neutral, but which has an unequal effect on certain groups of people. A good example is when amateur minority clubs find it difficult to get access to football pitches, training facilities or having their own canteen. They do not have the same access to infrastructure compared to indigenous, mainstream clubs. This is not because of their ethnicity but due to social and economic factors for example when sporting facilities can only be found in affluent areas. One could say that, by promoting immigrants to have their own clubs and not necessarily promoting them to join the existing mainstream teams is a form of indirect discrimination. This is because the immigrant teams lack the skills and professionalism found in the main clubs thus not allowing them to develop and most of all integrate with mainstream society. There have been claims by the immigrant teams during their tournaments of unprofessional refereeing or favouritism by the officials according to a regular participant Mr. Tabi Agbor (personal communication 13.08.2009). This basically means a Moroccan official for example, will do what he can to get a Moroccan team through. There is quite often disputes about rules and decisions that the referee has made as there is no overriding authority. This shows the lack of professionalism stated earlier among immigrant leagues. Hellgreen, Zenia (2007.)

3.2 Sports and integration

In Finland, the preferred political choice for running its multicultural society is integration. The Act on the Integration of Immigrants and Reception of Asylum Seekers (no. 493 of 1999) also referred to as the Integration Act took effect on 1 May 1999. This Act promotes integration, equality and freedom of immigrants by making sure they have the
necessary tools to function as part of the society. Parekh raises an interesting point on equality in a multicultural society. He argues for the equality of difference. This means that for the impact of legislation and for the law to be equal, there is a need for different treatment of different groups and this may require additional rights to some groups (Parekh 2006,262.)

Boswick and Heckmann define integration in a multicultural society as the inclusion and acceptance of immigrants into core institutions, relationships and positions of a host society (Boswick and Heckmann 2006,11.)

The integrating role of sport in a multicultural society is to build confidence, develop social networks and ultimately integrate into mainstream society. As sport is popular all around the world, it acts as probably the only common language that the migrants and the host country can share hence it is the preferred medium by many a governments, societies and communities in bringing people together and establishing an identity. According to a European report on Sport and Multiculturalism in August 2004, Finland along with Britain and Belgium were seen as having relatively heterogeneous populations with evidence of multicultural or intercultural approaches. This compared to Sweden for example which was seen to employ both assimilationist and integrationist policies (Amara et al 2004,14) According to the report, multiculturalism has in a way been built into the Finnish system because of it having established minority groups of Russians and Swedes and having two official languages which are Finnish and Swedish. In regards to sports, the establishment of the Finnish Multicultural Sports Federation (FIMU) in 1999, promoting tolerance and multiculturalism in sport, which was then affiliated to the Finnish Sports Federation in 2000, is seen as a recognition of multiculturalism in sport and a willingness to integrate (Amara et al 2004,32). This point can be supported by Boswick and Heckmann 2006 who claim that integration is an interactive process between immigrants and the host society. Therefore integration is not a one sided process but involves both the host society and the migrants as shown by FIMU, the immigrant organisation affiliating to the Finnish Sports Federation of the host society.
There seems to be a general consensus on sport being one of the main instruments as a means of integrating minorities into society as sports are universal. However, not everyone agrees with this perspective as very little research has been done to prove this (Amara et al 2004). In her article on Sport and Belonging, Kristin Walseth also argues this same point. She looks at the results of integration in sport as measured by the rate of participation of minorities in sports versus their feelings of a sense of belonging. This is particularly important since integration in sport is normally viewed as the means of creating a national identity or ‘oneness’ in a society. In her study of young Muslim female athletes’ experiences of sport and belonging to different forms of communities, she reveals that participation in sports by minorities has varied results depending on several factors which include, the type of sport they participated in, team or individual sport and why they were participating in the sport. She also questions whether the goal of minority involvement in sport is to integrate them in sports clubs or into wider society. From her results, she concludes that, integration happens on a club level and not necessarily on societal level. This as her respondents seem to express more affiliation to their immigrant sports clubs and their wider immigrant community but not necessarily with the rest of Norwegian society. Those that participated in major or traditional national clubs claimed not to have any sense of belonging as they felt themselves outsiders due to various reasons. Those that participated in ‘loose’ sports such as street basketball claimed to have more of a personal identity than a sense of belonging as a result.

An interesting point her study raises is that the group of women that felt more of a sense of belonging were those that belonged to teams where there was ‘face to face’ contact among members. The sense of belonging would come from the fact that there was reciprocity with players supporting each other both inside and outside the sports club (Walseth 2006,15.) This point can also be argued for the general multicultural society with ‘face to face’ contact being one of the necessary tools for integration.
4 OBJECTIVES AND PROCESS OF CREATING S.A.D.ry

4.1 Background and Aims

In this chapter I shall present the process of creating S.A.D.ry and how its purpose was established. I will start by describing the aim of Sports Against Discrimination and then proceed to discuss the methods used in gathering the relevant information needed to form the organisation and to establish its purpose.

In undertaking the DIAK Bachelors degree in Social Services and specialising in Community work development, we were exposed to integration practices in the greater Helsinki Area through various practical placements and visits. We were able to see and experience the various efforts being made in Finnish society to integrate refugees and immigrants. As a student, I developed an interest in the field of sports as a medium of integration earlier on in the programme. I found this interesting because earlier on, before I enrolled as a student at DIAK, I had only been involved with immigrants charged with a public health agenda which involved holding workshops for immigrants on HIV and AIDS. Sport integration was a new dimension for me. As part of my studies, in my 2nd year, I chose to do my practical placement at 09 Helsinki Human Rights Organisation in Helsinki. The main focus of this Organisation was to integrate immigrant children by providing afterschool basketball clubs in areas in Helsinki with a large immigrant population, for them to partake in. This challenging experience gave me an insight into the situation with immigrant children in Helsinki. There was evidently a great need for this service that 09HHR was providing but for there to be any significant results, they needed more partners. Whilst at 09HHR, I was given an opportunity to represent Finland at a four day youth conference on football and integration in Rust Germany where I learnt of the efforts which were being made around Europe through workshops with other participants.

My desire to do something with my experience would not come till the seminar on racism in Football which was held in Turku during the Women’s Football Euro Champi-
onships in August 2009. Qualitative methods of research were used to gather the necessary information on the different views of the current efforts and visions from actors in the field. As mentioned in chapter 2 of this thesis, there is not much statistics when it comes to immigrants that have integrated and efforts on the ground. The best way to gather information was through exposure, observation, open interviews of the main actors concerned with immigrant issues and integration in and through sport in Finland.

I shall now give a summary of the events I used to gather my data. These started from the most significantly the Football Against Racism seminar in Turku in August 2009. This was followed by the meeting at Finnish football Association a week later, followed by the meeting at the Ministry of Education and lastly the draft document for the workshop discussion on the newly proposed sport integration act.

4.2 Anti Racism Seminar, Turku 3 August 2009

The Anti-Racism Seminar (Football Fights Racism) in Turku was organised as part of the events when Finland hosted the Womens’ Football Championships in August 2009 by the Finnish Football Association (Palloliito). I was volunteering as a mediator for the event. It was to be a full day seminar with representatives from the main actors in the sports field when it comes to fighting racism and discrimination in football and in sport in general. Although this was a seminar centred on football, it was also for all sports in Finland. The participants in the seminar were from different sport organisations in Finland. Presenters were fittingly, from the European football governing body UEFA, representatives from the two Ministries in Finland that deal with integration of immigrants through sport, the Ministry of Interior and the Ministry of Education. Also presenting were different project representatives from Sweden and Britain. The list of participants and speeches can be found on the Football Associations’ website as part of their ‘rasisti on reppana’ campaign. For the purposes of this thesis, I will mention briefly what I consider the important points from the presentations to come out of the seminar.
For the Union of European Football Associations (UEFA), it is also important to look at the European focus of the integration policy. Football being the biggest sport, we take a look at UEFA’s stance and efforts on integration and inclusion in football.

‘Football is based on the ethos of the “level playing field” to guarantee equality of competition. All what really matters is your ability to play the game and not your social class, origin, religion or colour of your skin. This basic principle of equality is visible in today’s football. The symbolic representation of diversity and inclusion can be seen in the line-ups of many top clubs and increasingly also in national teams.’

To support the fact that integration is not only good for the society but for the sport as well, UEFA emphasises that:

‘Many of the World’s finest footballers are of ethnic minority background. Over the last 15 years, 74% of those men who won the FIFA World Player of the Year Award were black or are of minority background. In the UEFA Champions League 20% of all players are ethnic minorities.

It was noted that, as much as UEFA arenas are places of diversity and integration, they are also of discrimination and racism. Football Against Racism in Europe (FARE) Network presented that discrimination was still very rampant in our societies in Europe and especially in football. Kurt Wachter gave an example of John Barnes, a black football manager in England who noted how black stereotypes still existed in football and how stereotyping is a form of discrimination. He is the only black football manager in England and this is only in the 3rd division. This was in reference to minorities not being present in decision making positions such as managers. This example was further explained earlier (please see chapter 3).

Sports and physical activities provide excellent preconditions for this working together, to conquer inner fears and increase information. For this reason, the Ministry of Interior
considered it important, to launch and take part in measures against discrimination in sports. Coerced by the Finnish Multicultural Sports Federation (FIMU), the Ministry participates in the ‘Discrimination-free Zone’ campaign. Organisations representing different minority groups have also later participated in its implementation. These include the Finnish League for Human Rights, SETA (an NGO for promoting sexual equality), the Finnish Sports Federation and Helsingin Sanomat, which is Finland’s leading national newspaper. As a member of the European Union, the Ministry of Interior is charged with coordinating the European Union anti discrimination policy. This involves training immigrant organisations to plan and implement anti discrimination projects. The Ministry has also started registering hate crimes in order to collect statistics. It was reported that the unemployment rate for immigrants was three times more than the Finns.

According to the then Permanent Secretary of the Ministry of Education and Culture Ms. Raija Matila, the Ministry of Education is responsible for their basic education, vocational training, higher education and adult education. The Ministry is also charged with supporting immigrant cultures and ensuring that everybody has equal access to culture. They take care of matters relating to sport and physical activity and young people. The Ministry of Education has a key role in promoting good ethnic relations and ethnic equality.

For the Ministry of Education, the focus in immigrant policy action is on fostering integration. This also applies to the field of sports and physical activity. The Government issued a resolution outlining policy for promoting sports and physical activity. Included in it is a development programme for advancing the integration of people from immigrant backgrounds through sports and physical activity. This programme would be drawn up and implemented in collaboration with the education and culture sectors.

Mr. Arto Mäkinen, Marketing Director for the Finnish Broadcasting Company YLE presented that the broadcasters had a commitment to efforts towards the integration of immigrants into Finnish Society. YLE saw it as their special duty to promote and inte-
grate. Past and current efforts include, broadcasting ‘selko kieleset uutiset’ which is news that is read slowly so that non native speakers can follow and understand. Most notably, the Finnish broadcaster YLE can give air time to about 15-25 non profit campaigns per year as they have done for the Finnish Red Cross and the Football Association for their ‘Rassisti on Reppana’ tv campaign.

The Swedish Sports Confederation provides support for training ethnic minority sports leaders and for sports projects targeting such groups, while on the other hand, much policy effort goes into assimilating immigrant groups into ‘mainstream' Swedish civic society. A good example given was the Health Improvement project in the community of Tensta, a multicultural area of Stockholm. This was a two-year programme focused on unemployed or early-retired (through ill-health) women from immigrant communities. The project involved 200 members of immigrant groups, among them health consultants, sport clubs, Women's Centre in Stockholm. It was also noted from this presentation that the Swedish sports teams get money from the government per member so it is in their interest to get everyone they can thus promoting including immigrants thus promoting integration.

The coach for FC Inter based in Turku expressed that it was important to think about the players. The contract should be the starting point in integration and creating a new society. Inter Football Club has a schools project where the foreign players go around in schools and talk of their experiences and have a question and answer session with the students. This had proved to be very successful. He also noted that the adapting that is expected for the foreign players should also be done by the Finnish people and that it is a two sided affair.

The coach for TPS presented the fact that they have a programme where the players go to day cares and schools and they have been very receptive. They also hold a multicultural football tournament. He also mentioned that racism was non-existent in TPS and everyone was welcome to the team.
Lastly, from the immigrant sports club perspective, Liikkukaar ry expressed that it had been 10 years since the inception of the organisation but they were not in a celebratory mood as they felt not so involved in the process whole process and were ‘frightened for their future’. They felt that since they had started, there had been some progress on sports integration but attitudes and communication with the relevant authorities had not improved.

4.3 Meeting at Finnish Football Association (Palliito)

A week after the meeting I had a meeting with Mr. Lari Kangas who was the project coordinator for the ‘rassisti on reppana campaign at the Finnish Football Association. My reason for having this meeting was to get a better picture of the process of sport integration in Finland and also to discuss which aspects needed more focus. One of the main aims of the projects was to encourage the integration of immigrants into existing clubs as a means of closing the gap between immigrants and Finns in society.

The campaign funding was ending at the end of 2009 and this was his concern to see continuation in the efforts that the campaign had undertaken. I then told him my idea of creating S.A.D.ry in light of the points discussed during the anti-racism conference and my experience in the field. It turns out he had heard about S.A.D.ry form his colleagues and mentioned that the other immigrant sports organisations were uneasy about the whole idea. After justifying S.A.D.ry, he was very supportive of the idea. From his experience, he thought it would be a good addition to the existing bunch of organisations immigrant integration work through sports. He then highlighted that more should be done for refugees to integrate as he found it as a very vulnerable group when it came to integration especially through sport. This work is important especially because the Somalis, who are the biggest refugee/ migrant group in Finland, with 11 681 inhabitants, were not so visible in sport with the exception of street basketball tournaments. I agreed with this point as I have also notices their absence from sporting activities during my
placements. My main vision was to see a programme which aimed to bring the Somali girls interacting with mainstream society.

The meeting ended on a positive note with Lari Kangas promising to help if needed with useful contacts and advising to setting up and garnering support for the organisation as it was part of the activities of the rasisti on reppana campaign to support immigrant sports organisations. We ended the meeting on the note that my next meeting should be with the Ministry of Education as they were the body charged with sports integration issues in Finland.

4.4 Meeting at Ministry of Education

The second meeting I attended during the process was with the Ministry of Education and Culture, in particular Mr. Seppo Paavola on the 21st of October 2009 where we discussed the existing situation with regards with integration in Sport. This was an important meeting as they are the main supporters and funders of sporting activities and causes in Finland through schools, associations and Non Governmental Organisations.

I was not very confident about this meeting at first because there had been negative rumours about S.A.D.r.y. circulating. These included allegations of duplication of work which were totally unfounded. In hind sight, all this was to be expected as we were trying to be founded in a charged atmosphere where existing Organisations were fearing for their own survival as Liikkukaa r.y. had mentioned earlier at the Anti racism conference. What I was not prepared for is the extent they would go to quash the existence of S.A.D. r.y based on unfounded facts. The meeting started by me trying to address these rumours which they had heard of. I had been made aware of these rumours from my earlier meeting at the Finnish Football Association (Palloliito). We discussed briefly about the anti racism seminar in Turku, how useful it was as an arena where we could compare Finnish efforts in anti discriminatory practices and integration in sport with
other countries that presented such as United Kingdom and Sweden. I made my case on S.A.D. r.y., why it was needed and what we were proposing as an action plan. They were excited about the ideas and advised me to ignore the politics and soldier on. We then exchanged thoughts on how the system can be improved and on which areas the S.A.D. r.y. would focus on. It was discussed in the meeting that, it had been the policy for the Ministry to support and fund the two ‘main’ organisations that focus on integration through sport, Liikkukaa ry and FIMU. However, there were currently debating whether this policy was working or if they should free their funding to other Organisations so as to ensure better results. This somehow explained their negative reaction to the creation of S.A.D. r.y as we would be competing for the same funds currently available to already established organisations.

I made my opinions known. I thought the main issues to focus on which were definitely opening up the platform for other organisations including S.A.D r.y, were to demand transparency and results from already existing organisations. There was also the need for a visible department or Organisation charged with democratically guarding this process of sports integration by all Organisations in Finland so that there can be results.

The meeting went well as they later invited me to participate in debates on how to move forward in regards to the integration process. I then had to comment on a draft on the proposed new policy by the Ministry which I have attached to this thesis as appendix 2.

4.5 Securing Board Members for S.A.D. ry

From the several meetings attended and the networking efforts, I decided to find a team interested in integration of immigrants through Sport in Finland. Also, if I was to create an Organisation, one of the legal requirements to establish a registered organisation in Finland is to have a board. This did not prove challenging as I had already has a few names in mind of people I had met at the seminar in Turku. A board was created and established on the 14th of September 2009. The Board brings much expertise to the cause. It is important at the founding stage to find experts in the field and as the Organi-
sation evolves, the organisation should ultimately be owned by the members. It is proposed that, the members will be made up of the clients that the Organisation will enrol and these include the targeted kids to be integrated, their families and the sports organisations, clubs and associations that we will work with. I shall now mention the founding board members and their credentials

They are as follows:

- Chairperson: Annie Mutema
- Vice Chairperson: Kimmo Kijunen

Members:

- Batulo Essak- Member
- Goran Pavlovic- Treasurer
- Wusu Babatunde- Member
- Rosa Lappi-Seppälä Secretary

Kimmo Kiljunen is a Social Democratic Member of Parliament from Uusimaa district. During the Finnish Presidency of the European Union, year 2008 he also performed as the Ambassador to the OSCE. He is also the Chairman of Vantaa City Council. Mr. Kiljunen, has a PhD on Political Science, is an author of 19 books, he is a well known civil activist for peace, conflict prevention and development cooperation. Furthermore, he is the former head of Institute of Development Studies at the University of Helsinki and he is appointed as docent of University of Helsinki and Joensuu. He served as the chairman at the Anti-racism seminar in Turku August 2009.

Kimmo Kiljunen is an integration activist and is interested in generally seeing integration of immigrants in Finland move forward for the sake of Finnish society.
Rosa Lappi-Seppälä is a women’s football legend in Finland. Her first club was in Käpylän Pallo, but once moving to HJK she won 8 Finnish Championships and 5 Finnish Cup Championships between the years 1991 to 2000. During those years she also played at legendary Belgian club team Anderlecht and at Barry University in the United States. In 1999 she transferred to play in Italian Serie A where she played four seasons at ACF Torino, AC Foroni, Fiammamonza and ACF Milan. Her best results in Italy were silver medals at the league and a Cup win at Foroni 2002. She ended her career at 2008 after playing several years at the women’s top league level. She gathered 21 Caps for the Finnish National A-squad.

Rosa is interested mainly in issues concerning the girl child in Finland. She hopes to see immigrants playing in the Finnish Women’s National Football team just like in Sweden.

Batulo Essak is a Somali background civil activist, professional nurse and therapist and a politician for the Green Party. She was honoured as the refugee of the year 2000 and she was elected as the Member of City Council of Vantaa. She is currently working as a planner for Aids-tukikeskus which is the Finnish AIDS Council. She is a well known civil activist for immigrant issues, health and development cooperation in Finland and in Europe. She’s the Chairperson for African women organization in Finland – AFRICAREWO ry. She is a qualified nurse and her areas of expertise are crisis work, immigrants, refugees, female gender mutilation (FGM), integration work, maternity coaching and couples- and sexual therapy. Ms. Essak is also part of the Finnish Brand working group directed by Chairman Jorma Ollila.

She expresses that due to her background as a Somali immigrant and a Muslim, she would like to see special attention being paid to the Muslim girl child so that she can participate fully in the Finnish society and not just the Somali community.
Goran Pavlovic is a well-to-do immigrant entrepreneur from the former Yugoslavia and a former professional basketball player in Finland for two decades. He would like to see more immigrant children participating in Finnish leagues.

Wusu Babatunde is a Nigerian background football player and a well known civil activist among immigrants, sports and youth. He is a member of board for the Football Player’s Union of Finland and a founding member of the immigrant section of the Player’s Union. He was the Top goal scorer for the division 1, season 2008 representing JJK Jyväskylä and among the top goal scorers for the league title contenders TPS season 2009.

As one of the few immigrant players in the top Finnish football league, he expresses that there is a lot of problems that immigrant football players face when they come to Finland as no one is really there for them. He would like to see an immigrant organization which protects the rights of immigrant football players in Finland.

Annie Mutema is a student studying at the DIAK University of Applied Sciences in Järvenpää and the author of this thesis. I am interested in creating an organization that will not only benefit DIAK DSS students as an opportunity to practice their skills in multicultural work but also benefit the successful integration of immigrants into Finnish society.

4.6 Research ethics and the role of researcher

At this point, it is important to note my role during this research. As it happens, I was not only a researcher, I was also part of the process. I was the moderator for the anti-racism seminar in Turku and I contributed to the discussions on the proposed reforms of the then model of the Sports Act in Finland. My role in this research was to gather data through the forms of observation, open interviews and exposure. Being an immigrant myself living in Finland and a DSS student, further emphasised the significance of the process on a personal level as well as on a professional level.
The biggest challenge from my research came from the fact that the meetings, workshops and conferences were all very public arenas. This meant that the presenters and participants were also putting on public displays whether they were making a presentation or even participating. When dealing with sensitive topics such as integration, racism, discrimination, immigrants, these are highly charged political issues which can make or break an individuals’ position in society. There was a difference between what was actually happening on the ground and what was being said and presented at the conferences and meetings. In order to form the right hypothesis, one needed to know both sides. It was a great advantage that I was also part of the process which made me aware of this. If I would not have been part of the process, I would not have caught wind of the underlying tensions between the different actors and what was causing them.

4.7 Professional development during the research process

During the research process, I was able to improve on some professional skills. This was in the form of improved emotional intelligence as a social worker in order to proceed positively with the task at hand. I was able to look at other peoples’ reactions and also look at my own. David Howe describes emotionally intelligent people as people who are able to self motivate a and who can harness their emotions so that attention is kept, tasks are pursued and focus is maintained (Howe 2008,20.) When one is dealing with sensitive issues such as discrimination, racism and minority rights, they require a good level of professionalism. There is never a shortage of accusations, tempers flaring in such debates. You need to be able to pick up on things that are not necessarily spoken and to have good judgement as to why an individual is acting in a certain way even when they do not spell it out. Above all, you need to understand your own reaction. I was able to learn this throughout the process. The more emotionally intelligent you one is, the better social worker or professional you can be. Ultimately, as a professional, I learnt that there is always a story behind the story and learnt how to marry these two sides so as to get the complete picture.
5 DISCUSSION AND OUTCOMES OF THE PROCESS

5.1 For Sports Integration in Finland

When asked from the immigrants themselves, their hopes and aspirations are to be treated as equals in the Finnish sports. When 228 immigrants of different backgrounds were interviewed by the University of Jyväskylä study, *Lisääkö Liikunta Suvaitsevaisuutta?*, the interviewed clearly expressed their hope to have equal access and participation to the activities of established Finnish sports clubs. The interviewed expressed their wishes to be accepted and build their futures in Finland. The research further indicated that sports can be used for integrating immigrants, promote tolerance and fight racism as long as immigrants are granted equal access to the sports clubs activities (Lax & Salminen 2000, 38).

Nevertheless, the current status quo poorly reflects these wishes, though government funding has been provided for immigrant’s integration through sports already since 1996. The main focus of the funding goes to providing immigrants their own activities in sports, but there has been little effort to integrate immigrants to already existing and established sports clubs. From the research process, it was gathered that there were four main ways that were currently supported. First (1), there were the organisations, immigrants non-governmental organisations that work as roof organisations to their member immigrant based organizations or sports clubs and seek to support their specific activities in sport. Secondly (2), there are the large national federations that seek to promote tolerance in sports and do some anti-racism work. Thirdly (3), there are some non-governmental organisations that do ad-hoc based activities like sports camps to immigrant youths, tournaments for refugee centers or more continuous separate sports practices for immigrant youths without participating into already established youth leagues. And then fourth (4), there are some associations who work in predominantly immigrant
populated schools providing equal access to sports activities also to the immigrant based students of different religious and ethnic backgrounds.

Of the first category immigrants organisations such as Liikkukaa ry or Finnish Multicultural Sports Federation (FIMU ry) are good examples. They are the only ones funded by the government and The Finnish Sports Federation “tolerance funds”. Liikkukaa ry has 20 immigrant sports clubs as members and two old and established Veikkausliiga football clubs. They nevertheless, only pass on players to smaller immigrant based member clubs. Similarly FIMU ry has 32 immigrant based sports clubs as member organisations, but only unlike Liikkukaa ry, they have only one active sport club that they cooperate with in integrating players. Liikkukaa ry currently employs two full time and one half time worker. FIMU’s Chairman receives a half day salary for the running of the Federation.

The best examples of the second category organisations are the roof organization to all sports federations, The Finnish Sports Federation with 1,1 million members or the Football Association of Finland, which has 1050 club teams and 115 000 members. They both have recently sought to come with tolerance and anti-discrimination policies for their member organizations. Furthermore, The Football Association of Finland also advocates opening of doors to immigrants into the already existing Football Association member clubs for example with their ‘rasisti on rep Panama’ campaign. However, neither of them assist immigrants to integrate into already existing sports clubs, nor address the prejudices, both on immigrant side and in the clubs, directly. The Finnish football Association and the FSF have over 300 full time workers employed in their main and district offices.

Good examples of the third category are organisations like Waltter ry, who make a American Football camp once a year directed especially to immigrant youth and The Ice Hearts who provide ice-hockey practices to immigrant youths. Also these organisations or the other organisations alike do not seek to integrate their members or beneficiaries to already established sports clubs. Furthermore, it should be noted that, there are also
quite a number of few small community based activist groups, in this category, some of which have even established associations that provide sports activities to refugee centres or make football tournaments all across the country. Most of these very small organisations are also founded and operated by immigrants.

The fourth category is in closest to what can be called integrating immigrants into already existing sports clubs. Organisations like The 09 Helsinki Human Rights foundation work in schools and ultimately also seek to find immigrant children from their own school clubs, a sports club to attend more regularly. It is not the focus of the activity, but they in fact encourage it.

Therefore, one can safely say that direct integration efforts to find immigrant, and moreover most vulnerable refugee girls, some sports activity in the Finnish society is very minimal or does not exist. Immigrant organisations support other immigrant organisations, the large Finnish federations do not find this work worthwhile for different reasons and everyone else out there fail to have the capacity to make effective work. In fact, Finland is far from the kind of integration policies operational in other countries such as Sweden. Funds for integration in Finland still go to support multiculturalism and though they’re both initiatives worth supporting, the one cannot replace, or fulfill the need for the other.

As I observed, in public arenas’ such as the Football Against Racism Seminar in Turku, presentations and comments are given presenting the official view on the subject but not what is really going on in the different organisations and institutions when it comes to issues on racism and discrimination. At the seminar, I observed that the participants and presenters were connected in some way. Everyone seemed to know each other and many bosses were present. I could not help feeling that it was more of a campaign for Finland to be viewed as a model country for sports integration by UEFA. The only negative view was given by Liikkukaa ry (please see chapter 4.2), and interestingly enough, their presentation came at a time when everyone was about to leave to watch one of the football matches which was about to get underway. I do not think anyone took real no-
35

5.2 For Urheilu Syrjintää Vastaan – Sports Against Discrimination r.y.

From the above discussion, we can therefore conclude that there are very few efforts towards integration work with the focus in sports particularly in football. Many of the existing sports organisations focus more on multicultural work by helping to establish and support immigrant teams and not on actually integrating immigrants into existing and established sports organisations. This can be considered a form of discrimination.

Throughout the process I had decided to establish a Non Governmental Organisation for the DIAK DSS students dealing with multicultural issues. I was particularly interested in sports migration as I also believe that sports can be used as a vehicle to integrate society. It is in this light that Urheilu Syrjintää Vastaan – Sports Against Discrimination was formed on the 14th of September 2009.

The organisation became an officially registered Non Governmental Organisation on the 26th of July 2010 (see appendix 3). The main ideology of S.A.D. ry is that integration of immigrants is a two-way stream. The learning process is for both the existing clubs, and the immigrant and ultimately the society. In charting our way forward, and for the purposes of establishing our organization and take advantage of funding opportunities, we came up with four projects that would define our organisation. These are, The Shoo Shoo Project, Refugee Project, Immigrant Project and lastly the immigrant Fund. Each project is presented with a short discussion and background views. I have also attached as appendix 1, a log frame I developed of the organization as it is normally required when applying for funding and also serves as a clear outline of the organization and its’ proposed activities..
5.2.1 The Shoo Shoo Project

The Shoo Shoo project is aimed at integrating different ethnic and social classes in the society. This involves exchanges from different districts in Finland whereby players from schools of one district visit another and have practice sessions or matches in football or basketball for example. These would be held in the form of 1-2 days sports camps. An example would be Tehtankatu Ala aste which has very few immigrant pupils with Pelimannnin Koulu in Kanelmaki which has a considerable number of immigrant pupils. In this way we succeed in mixing ethnically diverse poorer neighborhoods to ethnically mono-cultural rich neighborhoods thus promoting integration.

Despite the spatial dispersion policy of the municipality, new immigrant groups arriving to Helsinki at the beginning of the 1990’s were concentrated in the eastern, northeastern and north-western suburbs of Helsinki (Kauppinen, 2000; Vilkama, 2006). Housing officials had little choice but to direct immigrants into the neighbourhoods where public housing was available at the time. Housing policy – namely the location of newly built residential areas and public housing blocks, as well as the policies of public housing allocation – were key factors influencing the residential patterns of new immigrant population in the early 1990’s.

National immigration and refugee policies played their role, too. Households with refugee background were often directed to public housing estates due to the national refugee policy. The theory is that one is always afraid of what they do not know. Although Finland claims to be an equal society with no visible class structure, the inequality in the society is evident with some areas being more affluent than others. In those areas, there is a small number of immigrants residing. This would not be the case as we move up further east in Helsinki where in some cases, classes and kindergartens have immigrants as a majority.
During the Football Against Racism Seminar in Turku, the coach from FC Inter noted that, efforts to integrate the society should happen for both the immigrants and the natives. Also, as part of her research results, Walseth notes that better integration results were yielded when there was face to face interaction between the immigrants and the team members in the established clubs (please see chapter 3.2). The Shoo Shoo project would allow both the immigrants and the Finns to have ‘face to face’ contact with each other thus improving the chances on integration.

Visibility of these efforts through the form of media coverage is essential in the process of integration. A willing partner in this effort is YLE which is the lead broadcaster of news and information in Finland (Please see chapter 4.2).

5.2.2 The Refugee project

The Refugee Project is a project working with refugee children and youth to enter existing football, basketball and athletics clubs. From Bosswick and Heckmanns’ definition of a multicultural society they emphasise on inclusion and acceptance of migrants into core institutions of the host society (please see chapter 3.2). The refugee project affords the refugees and the teams in question support and training to integrate into existing Finnish teams and ultimately to society in the form of DIAK Social Services students mediating the process. Sports Against Discrimination staff will work as support workers for their clients and for the sport teams. This is a much needed service as the teams and clubs are normally not equipped or professionally trained to deal with the demands that arise from having refugees or immigrants in their teams. Having studied, practiced and worked in an multicultural environment, Diak DSS Students will provide an invaluable service to this effort in the means of social support.

The targeted funder for the refugee project is Sisäasianministerio (Ministry of Interior) which runs the European Refugee fund. The European Refugee Fund’s target group comprises refugees or persons requiring other international protection, and asylum seekers.
This fund aims to fund initiatives that look to:

- to improve conditions for reception and access to asylum procedures
- to integrate refugees
- to help refugees from third world countries to resettle in Member States

This fund however, supports initiatives that have self funding of which if successful, will receive almost double of the initial funding available. The refugee project proposal to Sisäasiainministeriö (Ministry of Interior) includes three components:

- Visits to refugee families,
- Training and opening doors to Referee Associations, and
- Training and opening doors to Sports Clubs.

In order for the refugee family to get a scholarship, they should be members of the organisation and thus giving them ownership of the process as well as of the Organisation S.A.D.ry. This point is can be supported by Liikkukaa’s presentation at the Football Against Racism seminar where they claim that they have no feelings of celebrating their 10 years in existence as they feel out of the process (please see chapter 4.2). Although they were referring to the law making process of the Finnish Sports Integration Act, this point can be used for to refer to relations between individual organisations and their clients. As members, they will be able to choose the board and take ownership of the NGO thus giving them a vested interest in yielding results.

5.2.3 The Immigrant Project

Just as the refugee project above, involves facilitating access to existing referee clubs,. The immigrant Project is centred on crèches and schools. It works on integrating and supporting immigrant children and youth into existing football clubs and teams. This involves mainly football training and promotion camps for kindergartens or ala-astes’ in different areas of Finland. This is to promote the said sport to the children as a start.
This is already been done by sports club such as FC Inter and TPS with good results as the children are responsive (please see chapter 4.2).

At this point it is important to note that, although the project structure for the Immigrant Project and the Refugee Project are similar, it is a conscious decision to make them separate for the following reasons. Firstly, funding for Immigrants and Refugees is channelled separately by the Finnish government with the Ministry of Interior channeling the Refugee funds provided by the European Union and the Ministry of Education channelling government funds allocated to facilitate the Integration Act to integrate immigrants into society.

Secondly, throughout our studies at DIAK, we have learnt that the experience and professionalism required when dealing with refugees is different to the one required for immigrants. This is primarily because of the nature of push and pull factors that has attributed to one being a Finnish migrant. Integrating refugees into Finnish society is a much more delicate procedure than integrating immigrants. One reason could be because refugees are more resistant to integrating as they still hold on to the hope of returning home even if it may take years. They hold on dearly to what they see as defining them as a people from their country of origin. This varies from religion to mixing with local population which they do not see as a need as they are living in the hope of one day returning home. Any efforts to integrate them into society can be viewed suspiciously by the refugees and their families.

From the Anti racism seminar in Finland, it was noted from the floor that in Finland, it is evident that Somalis, which are the second largest immigrant group in Finland love football but are not in any registered team. This point was also raised at the meeting at the Finnish Football Association Palloliito (please see chapter 4.3). More research and understanding is needed in this group to better integrate them into society as they are the biggest group of foreigners from outside the West. Somalis in Finland are primarily refugees or descendants of refugees are from Somalia. Somalis have Muslim faith as their main religion which one could call a conservative religion. My interest in mention-
ing this is that participation of the Muslim girl child in Finnish society through sports should be encouraged. This is a primary concern of one of the founding board member Batulo Essak (please see chapter 4.5). This can be done through holding sport camps where the girls will learn about the sport in question and get to mix with other girls thus giving them exposure and understanding of their surroundings that they are non-threatening. The workers of Sports Against Discrimination will not only work with the refugee or immigrant children, but with their families as well to not only provide support but dispel any distrust.

The immigrant, it can be safely assumed is in Finland by choice. The main pulls for immigrants to be in Finland are mainly employment and education which is free in Finland from primary school to graduate studies. It is just a matter of affording them the opportunity to participate in Sport.

5.2.4 The Scholarship Fund

S.A.D.ry will seek funding from various sources including the Ministry of Education, the European Union and any other funding channels to run a scholarship programme for a select group of immigrant and refugee children who cannot afford transport and membership fees so as to join existing Finnish teams. This echoes on the point Parekh makes (please see chapter 3.2), on how sometimes to be equal in society, some groups should be given different if not additional benefits.

As mentioned earlier in chapter 4, immigrant or refugee families in Finland belong in the vulnerable group with high unemployment levels and if they are working, they:

- tend to be overrepresented in sectors which are more sensitive to the business cycle
have less secured work contract arrangements having more temporary and part-time jobs

are over-represented in less skilled occupations,

face potential discrimination in hiring and layoffs.

All the above reasons show that, money for their children to join a sports club is probably not part of their main primary concerns. They would rather spend it on basics. In Sweden, the government funds teams per the number of members. This provides an incentive for the clubs to recruit refugees or immigrants to join them (please see chapter 4.2).

5.3 What sets S.A.D. ry apart?

The DIAK Social Services students as workers of Sports Against Discrimination will not only work with the refugee or immigrant children, but with their families as well to not only provide support but dispel any distrust.

There are continuous accusations that the referees are racist whether in the mainstream Finnish teams or then ‘nationalist’ being immigrant referees at the immigrant tournaments. One of the ways to fix this is to start integrating and training immigrants to become referees. This has great benefits for the participating immigrant as it can be a great way to make money through paid referee work. As mentioned earlier (please see chapter 4.2), immigrants are three times more the victim of unemployment compared to Finns. They can also gain respect among immigrants which in my opinion is greatly needed in order to feel part of a society and perhaps also to make a career for oneself. This can only be done through existing referee associations which have the necessary tools and experience to train and produce competent and respectable referees.

The Organisation will have over 70 willing workers in the form of students and graduates from the DIAK Social Services programme focusing on community development.
One of the major reasons that have plagued progress thus far is the lack of skilled manpower to do the work both at existing Finnish Clubs and among the immigrant community. According to the Finnish Sports Federation

‘Finnish sports and physical activities management is based on volunteer work. In Finland, this means that club presidents and sports events’ organisers are not financially remunerated for their work. They manage and guide sports and physical education in their free time, because it is their hobby.’ pg14

They have noted that, although it is a culture of the Finnish people to volunteer, they are hardly any immigrants in this sector similarly in sports in general.

Sports Against Discrimination is asking to be funded per action. This is for the following reasons:

What has plagued the Finnish immigrants associations are ineffectiveness to account on ACTION. It is difficult to get statistics on immigrants participation in sports or any related to integration. Core funding is important, but S.A.D. ry wants to ensure that a real change is made at the grassroots and take a detailed account of it. S.A.D. ry, will record all visits and customer feedback on the Organisations’ website. This will work as an internal indicator system where work can be monitored and evaluated thus providing some indication on the progress and sustainability of work undertaken. This will therefore give some hint on the progress of the integration in the targeted areas.

As a new organisation, S.A.D.ry seeks to include all financial accounting to some larger establishment. In this case DIAK will be approached. Other options could be SLU, Solidarity Foundation or such. The simple reason is that the students are not familiar with Finnish Accounting systems. Also, this is important to show the Organisation as authentic and transparent. As a newly formed Organisation, it is imperative to build trust with the all targeted partners especially funders. By having a clear transparent system of op-
eration with the support of an established bigger Organisation doing the accounting, S.A.D.ry will be able to establish authenticity from the onset.

6 CONCLUSION

It would be unfair to say there is no progress in integrating immigrants through sport. The FC Inter and TPS coaches mentioned that they have successful community programmes that they hold with their players in the city of Turku. The Ministry of Education is discussing and drafting a new legislation on sports integration. All this is very commendable but the big question is that, is it enough? Should more work be done? The challenge is that everything happens on a general level and they are no visible targets set so as to help audit the process.

S.A.D.ry proposes to facilitate this integration process of getting the migrants into established teams, clubs and associations and record all efforts on its’ website. This will be carried out through four main projects, the Shoo Shoo project, Refugee Prooject, Immigrant Project and the Scholarship fund. It would help the process if these organisations would also be in realisation that more work needs to be done to integrate the migrant youths and children into Finnish society, and they play a major role in the process. However, if no authority oversees the process, it is made that much harder as it could be met by much resistance by the teams, clubs and organisations. As this process will be recorded on the web based database, this will be essentially be an outstanding feature among the immigrant sports based fraternity as will be the number of workers affiliated to S.A.D.ry in the form of the Degree in Social Service students. The records will be public free for use by the authorities and the media thus making our work transparent. All work needs to be visible. They will act as a mirror for everyone involved so that they can review their own action.
6.1 Recommendations

The process is challenging. Integration of migrants into society is presently and will always be a hot and sensitive subject. With the current recession, anti immigrant sentiments are getting louder. This makes any integration work much harder. On the other hand, in its Strategy 2020, the Ministry of Education boldly declares that its aim is to take Finland to the spearhead of knowledge, participation and creativity in the world. In this, immigrants have a key role to play, be it in sports and physical activity, youth work or any other aspect of culture. The environment may be deemed hostile, but it is extremely valuable that the authorities are behind the process. There is therefore more networking responsibility among sport integration Organisations and authorities in order to get support and share ideas on what methodology works and what does not.

6.1.1 DSS Students

DSS Students: lobbying, networking, cooperation with various sports federations and players’ unions is essential to increase the club teams’ capacity to receive the refugees or the migrants. For the purposes of transparency and for internal and external auditing, all visits and feedback should be recorded to the Organisations’ web based database. This is particularly very essential to the funders as S:A:D.ry has proposed to be paid per action. There should be regular meetings possibly weekly to revisit visits and support one another in the process. The process of integration is very complex and has no set formula. Each case is different and different methodologies are required with different clients.

6.1.2 Ministry of Education

It is essential for the Ministry to take charge of the integration process. Someone has to be responsible so that tabs can be kept on the progress and where emphasis should lie in terms of funding and volatile areas. The government are the main funders of Non Gov-
ernmental Organisations in Finland but claim not to influence them and their work. Although this is so, there needs to be some Organisation to take charge and monitor the process democratically. The SLU could also be charged with this responsibility. The chosen body or institutions’ main responsibility should be ensuring networking among existing and future Organisations. This could be done through workshops or seminars for all these Organisations that carry out sports integration work once or twice a year. This is very important as the Finnish society is changing and fast. Ms Raija Mattila, the then Counselor for Cultural Affairs Ministry of Education, in her speech at the Turku Anti racism Seminar reported that, according to estimates, some 300,000 to 400,000 people will move to Finland during the next two decades. They need to be a coordinated effort from all sectors to ensure better results in integrating immigrants into society through sports.

6.2 Challenges and Limitations of the Process

Language was a barrier when it came to getting and processing information from the authorities. The immigrant organisations gladly had English as a working language so it was not hard to communicate. Paperwork is mostly in Finnish and I had to find a translator as I have only level three Finnish. I also received several invitations from the Ministry of Education who organised seminars for all actors in integration through Sport to pan out the new legislation. They were held in Finnish and because of this, I felt I had a lot to contribute but I would be frustrated by my low level Finnish. I chose to send my comments by email instead thereby missing out on an opportunity to network and also make a name for the S.A.D.r.y. (see appendix 2)

6.3 Personal Learning

When I ‘suddenly’ had the idea to start this process to start a S:A:D. r.y. in hindsight, more research should have been done when it came to the relationships between the existing immigrant sports organisations and the political atmosphere between the various sports bodies, the government and the Immigrant Organisation. I was so excited
about the project I just went full speed ahead and when chaos broke out, I started questioning myself whether it was a good idea in the first place which slowed down the process tremendously. This is because, when I was supposed to be presenting S.A.D. ry. and its new ideas, they were already negative uninformed ideas about it and I found myself having to dispel those first and then present the Organisation which became quite exhausting. However I could also argue that if I had done this ‘research’, I would probably have been caught up in the environment and come to a point where I would give up the whole idea before I even started. This would have been unfortunate as the then status quo on sports and integration as it stood then, desperately needed some new and fresh ideas to progress.
REFERENCES


## APPENDIX1: S.A.D.ry Logframe

<table>
<thead>
<tr>
<th>Narrative Summary</th>
<th>Objectively Verifiable Indicators – OVIs</th>
<th>Means of Verification -MOVs</th>
<th>External Factors (Assumptions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Objective</td>
<td>Integrations of children and youths from refugee background families with sports – sports for social change. Cooperation with sports associations, sports associations roof organizations and with immigrant- and refugee NGO’s, and also with municipal- and government expert organizations dealing with refugees.</td>
<td>The number of refugee background children as active members of the Finnish Sports Clubs. Agreements for cooperations and practical grassroots cooperation with various associations.</td>
<td>Final report, internal evaluation (to the board) and external final evaluation and annual financial audit.</td>
</tr>
<tr>
<td>Immediate Objective</td>
<td>1. Refugee and immigrant families children and youth involvement as members with already existing club</td>
<td>1. Number of refugee and immigrant family children and youths as members in already existing club teams, sports federations and</td>
<td>1. Weekly reporting meetings between the Managing Director and the Chairman, and once more staff is hired, weekly staff</td>
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**APPENDICES**
teams and referee associations.

2. Opening of already existing club teams and referee associations for immigrant background players and referees (lowering the hurdle for joining as equal members of society)

<table>
<thead>
<tr>
<th><strong>Outputs (Results)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Refugee and immigrant family background children and youth will be acting and participating in already existing sports teams.</td>
</tr>
<tr>
<td>2. Number of club teams involved, where immigrants are involved.</td>
</tr>
<tr>
<td>3. Reports from the trainings and family visit feedbacks – feedback form per family visit and per one training session. <strong>NOTE!</strong> Funds paid per visit and per training concluded and reported. Works as an internal indicator system.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Factors considered and to be overcome:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Club teams and refugee families suspicions and prejudices toward the action.</td>
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<tbody>
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</tbody>
</table>
2. Already existing sport clubs and referee associations are able to integrate immigrant and refugee background players and referees as their members (owners of the clubs and associations).

b. 400 trained team leaders as primary beneficiaries and 10,000 members of club teams as secondary beneficiaries.

2. Number of immigrant background players and referees acting in clubs and associations.

a. 20 referee associations with 500 members, altogether covering with their refereeing more than half of approximately 15,000 Helsinki and Uusimaa district games in a season.

b. 20 new immigrant background referees will begin action and referee approximately 600 games or 2% of the total number of games.

will be registering to the web-based database, therefore working as an transparent instant feedback system.

2a. Feedback collected will create a unified database,

2b. Total database will be reported to the funders and will give background for researchers.

3. All results will be published at SAD web-page

2. Prejudices, racism and xenophobia against immigrants and refugees.

3. Refugee families prejudices toward Finnish society, it’s rules and regulations of associational work and sport clubs.

4. Club teams capacity to receive new players and most of all players of different ethnic, language and cultural background. NOTE! Cooperation with various sport federations and player’s union to increase club team capacity to receive.
<table>
<thead>
<tr>
<th>Activities</th>
<th>Inputs</th>
<th>In order to achieve it’s target the SAD needs to both achieve it’s funding goals in full and achieve to reach the above mentioned refugee families, the clubs, the referees and the various associations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cooperation with NGO, municipality and the city professionals working with refugee families.</td>
<td>External audit and both annual internal evaluation plus an external evaluation every three years of the project.</td>
<td></td>
</tr>
<tr>
<td>2. Working with refugee families directly.</td>
<td>The board will also be responsible for the normal audit procedures required by law.</td>
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<tr>
<td>3. Training the teams – cooperation with club managers, team managers and coaches.</td>
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</table>
Appendix 2: Discussion on the draft proposal of the new legislation on sports Integration – Mamu Liikunta Doc