



UNITED AGAINST ONLINE ABUSE

COALITION TO STOP HATE SPEECH IN SPORT



Co-funded by the
European Union

D5.1 – Communication Material

Project 101184558 – UAOA

***Developing a Pan-European Framework to Combat
Online Abuse in Sport***

Submitted by:

FEDERATION INTERNATIONALE DE L'AUTOMOBILE (FIA)

Project Coordinator

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D5.1 – Communication Material

1. Overview

The UAOA Erasmus+ project aims to address the growing issue of online abuse in sport through a structured, pan-European approach combining research, education, communication, and stakeholder engagement. The project is designed to contribute to broader societal change by improving how individuals and institutions understand, respond to, and mitigate online harm across the sport ecosystem.

Within this framework, a dedicated Work Package (WP5 – Communication) focuses on the development and consolidation of communication materials as well as creation of a communication strategy and overall dissemination plan. It plays a central role in promoting the project's activities and its key deliverables, ensuring that outputs are accessible, visible, and relevant to a wide range of stakeholders. The materials created under WP5 support the promotion of the action and its results, while contributing to the project's broader objective of informing and protecting participants across the sport ecosystem, including athletes, volunteers, officials, executives, and fans. The present deliverable, WP5 – Communication Materials, compiles not only the various content created, but also reports on the key impact and available KPIs of the structured communication campaign made till date; from the launch of project in January 2025 till 12th May, 2026 (concluded by the submission of this deliverable).

The UAOA communication strategy is designed to go beyond awareness-raising by supporting a structured and impact-driven approach to addressing online abuse in sport. It aims to increase understanding of the harmful effects of online abuse across sport communities, while highlighting the project's contribution to shaping a safer and more responsible digital environment. This includes supporting behavioural change and contributing to ongoing regulatory and policy discussions at European and international level, in collaboration with public authorities, sport organisations, and other key stakeholders.

A central component of UAOA Project strategy is to strengthen resilience within the sport ecosystem by disseminating practical tools, knowledge, and approaches that enable stakeholders to better identify, prevent, and respond to online abuse. Consistent messaging and strategic dissemination has always been the key component to the UAOA project, to enhance the visibility, and an important tool to catch the attention of the new partners and stakeholders. Also, it is an important medium to showcase the expertise that the UAOA consortium brings, through strong academic collaboration and cross-sector partnerships. In doing so, it reinforces the role of the FIA as a leading actor in addressing online abuse in sport and highlights the added value of EU support in enabling coordinated and impactful action.

2. Logos and Branding

2.1 UAOA Logo

Following the 2022 F1 United States Austin Grand Prix, an FIA Steward was subjected to severe online abuse and harassment, highlighting the growing scale and impact of harmful online behaviours within the sport ecosystem. In response, His Excellency Mohammed Ben Sulayem, President of the FIA, launched the United Against Online Abuse (UAOA) initiative in 2023, with the objective of driving a coordinated and systemic response to this issue across sport.

Since its inception, UAOA has consistently adopted a visual identity that reflected the programme's core ambition: to address online abuse in sport through collective, structured, and sustainable action. The UAOA logo (see below) serves as a clear visual representation of this positioning. This visual identity has been carried into Erasmus+ project related activities with collaboration across the project partners and work packages.



The logo, featuring three interconnected figures, represents unity, diversity, and collective effort against online abuse. These stylised forms reflect the campaign's core principle of collective action, illustrating the importance of bringing together stakeholders across the sport ecosystem.

The modern, bold strokes of the logo underscore a proactive, future-focused stance on addressing online abuse, while the soft curves convey the campaign's core values of inclusivity, friendliness, and open communication.

The vibrant palette of purple, fuchsia, and yellow reflects the campaign’s energy, dignity, and ambition to foster a more respectful online sporting community.

In addition, the visual identity incorporates a subtle light effect from the bottom right, reminiscent of the blue light emitted by digital devices. This element symbolises the online environment itself, while reinforcing the idea of unity when navigating digital spaces.

As the UAOA project has grown in scope and continued strategic importance within the FIA’s global commitments, a refinement of its visual identity was undertaken (April-May) to better support its communication goals. The updated branding strengthens message clarity, ensures alignment with the FIA’s visual identity, and improves accessibility across diverse formats and audiences.

This new brand identity (see below) is now being rolled out across all UAOA communication channels, including the website, social media and other online and offline materials, enabling more consistent, recognisable, and effective engagement with target audiences.



The original logo’s use of black and darker color schemes, while visually striking, sometimes posed challenges—particularly in terms of readability and adaptability, especially on social media. Additionally, the logo’s length and the amount of text it contained were not well-suited to digital platforms, where clarity, contrast, and immediate recognition are essential. These factors occasionally made the design less effective in mobile-first and inclusive communication contexts.

The updated visual approach therefore introduces a lighter and more flexible colour palette, improving legibility and ensuring consistency across a wide range of dissemination materials, including digital platforms, presentations, and on-site branding. This ongoing evolution supports a more accessible and audience-friendly communication, in line with good practices in public communication and EU visibility standards.

Importantly, this refinement does not alter the core identity or positioning of the initiative. The fundamental visual elements, notably the interconnected shapes symbolising collective action, remain unchanged, preserving the integrity of the UAOA brand.

Rather, this adjustment reflects the continued maturation of the communication strategy, ensuring that the visual identity effectively supports the project’s objectives, namely broad

stakeholder engagement, clear messaging, and long-term dissemination across diverse European and international audiences.

2.2 EU logo

The United Against Online Abuse (UAOA) global campaign, which was originally launched by FIA in July 2023 is primarily supported by the FIA Foundation and was established with the main goal to work collaboratively with sporting organisations across the globe, as well as with national governments, academics, regulators, social media and technology platforms to produce research-based, evidence-led assessments of the online abuse landscape in sport as well as the solutions to tackle this phenomenon.

Within this wider campaign, a specific initiative was envisaged, which is supported by the European Union, under the Erasmus+ Sport Cooperation Partnership grants by EACEA, for *Developing a Pan-European Framework to Combat Online Abuse in Sport*. This specific initiative targets the development of structured, evidence-based outputs within a defined European partnership framework, including educational modules, research activities, capacity building tools, and the establishment of a pan-European advocacy platform (EU Forum).

As such, while all project-related activities and deliverables under the Erasmus+ grant are fully compliant with EU visibility and communication requirements, the broader UAOA campaign operates at a global level with multiple funding streams. Therefore, not all communication outputs under the overarching UAOA campaign fall strictly within the scope of the Erasmus+ co-funded project, and the use of the EU emblem has been applied proportionately to materials directly linked to the Erasmus+ supported activities. Accordingly, all the promotional and dissemination materials, including documents and banners directly relating to the activities envisaged and related to the various tasks and deliverables under the Erasmus Project's Work Packages, incorporate the EU logo and ensure visibility of EU funding as per the Grant Agreement requirements. The required disclaimer is included in final reports, key social media posts, printed materials and other similar communication content specifically created for the Erasmus+ Project.

3. Communication Channels

The communication strategy relies on a **multi-channel approach**, allowing the project to reach different audiences through tailored formats and levels of engagement. Some of the key communication materials across different platforms, categories and channels developed for the promotion, visibility, and dissemination of the project and its results are compiled below:

3.1 Social Media

3.1.1 UAOA LinkedIn

The LinkedIn account of United Against Online Abuse plays a central role in the dissemination and visibility strategy of the Erasmus+ project. As a professional and institutional platform, LinkedIn is primarily used to target key stakeholders including sport governing bodies, policy

makers, academic partners, and industry actors, ensuring that project outputs and activities reach relevant audiences at European and international levels.

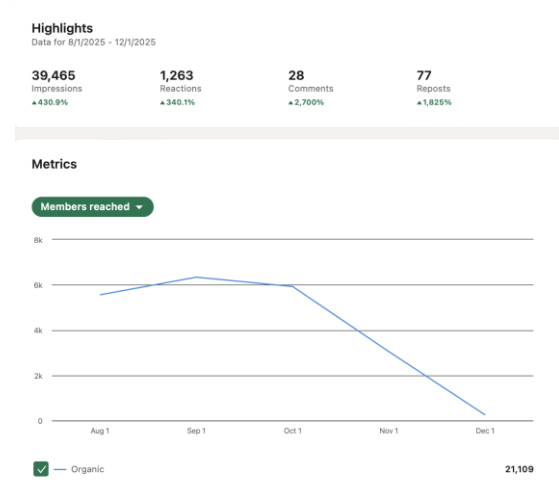
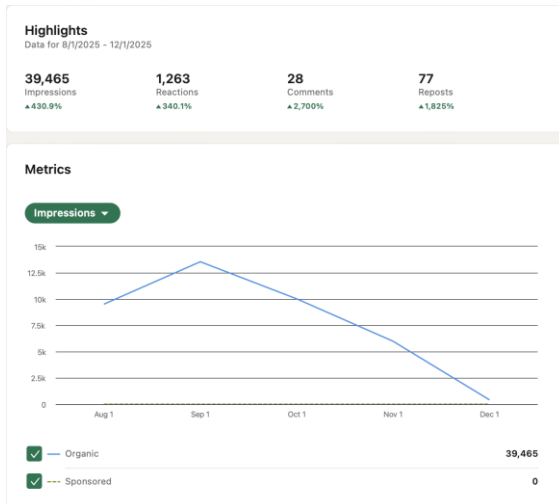
As evidenced in **Annexure A** (Impact Statistics of UAOA LinkedIn Communications), the communication activity on LinkedIn was highly structured and closely aligned with major project milestones, in particular the Stockholm Conference on 9 September 2025, which served as the first operational activation of the EU Forum. A clear communication ramp-up was implemented in the weeks leading to the event, including “Save the Date” announcements, speaker reveals, and thematic panel promotions. This progressive approach contributed to building awareness, engagement, and anticipation among stakeholders. For example, promotional posts generated significant visibility, with some reaching over 4,500 impressions, demonstrating strong audience interest and effective targeting.

During the conference period, LinkedIn was used in real time to amplify key moments, including the official event launch, Charter signing, and speaker insights. These posts generated particularly high engagement, notably in terms of clicks, which reflects a strong interest in accessing further information and engaging with project content. The Charter signing post and event launch content are especially important from an Erasmus+ perspective, as they demonstrate coalition growth and stakeholder mobilisation, which are core objectives of the project.

Following the event, a sustained post-event communication strategy was implemented to extend the impact of the conference. This included the dissemination of recap content, highlight videos, key insights, and speaker reactions over several weeks. This approach ensured that the knowledge shared during the event continued to reach audiences beyond the initial conference, contributing to the long-term visibility and exploitation of project results. For example the promotion of the conference highlight video, generated a high level of click-through activity, indicating strong interest in audiovisual content as a dissemination tool.

As shown in the graphs below, both reach and impressions illustrate the full communication lifecycle, from the initial ramp-up phase, through the peak around the Stockholm Conference on 9 September 2025, and into the post-event phase where the activity gradually declines. It should be noted that these figures include a small number of posts not directly related to the Erasmus+ project. This explains potential differences with the totals presented in [Annexure A](#) (Impact Statistics of UAOA LinkedIn Communications), which focuses on communications made exclusively related to Erasmus+ project tasks and deliverables.

Beyond the conference, LinkedIn content also addressed topical issues, such as high-profile cases of online abuse in sport, which generated strong engagement (e.g. over 1,500 impressions and high interaction levels). This demonstrates the platform’s role not only in promoting project activities, but also in contributing to the broader policy and public discourse around online abuse, in line with Erasmus+ objectives of awareness raising and societal impact.



Overall, the LinkedIn communication strategy proved to be highly effective in supporting the Erasmus+ project. It enabled targeted dissemination, strong stakeholder engagement, and sustained visibility of key outputs. The combination of pre-event promotion, live coverage, and post-event content ensured a continuous communication flow, while the integration of Erasmus+ messaging and project results contributed to demonstrating concrete impact and alignment with European priorities.

3.1.2 Instagram

It should be noted here that UAOA does not maintain an official presence on other social media platforms, such as Instagram. This is due to a strategic decision to leverage the FIA’s [official Instagram account](#), which has more than 3.1 million followers and is used to reach a broader, less institutional audience than platforms such as LinkedIn. It primarily targets motorsport fans and the general public, allowing the project to extend its visibility beyond professional and policy-oriented stakeholders. This channel supports awareness-raising by translating key messages into more accessible and engaging formats adapted to a wider audience.

The [FIA President’s Instagram account](#) serves as an additional communication relay, targeting a similarly broad but more personality-driven audience. It allows project-related messages to reach followers interested in motorsport leadership, industry developments, and high-level engagement. Compared to institutional channels, it provides a more direct and personal entry point into the project’s themes, contributing to diversification of outreach.

A summary of all posts and stories published on the FIA’s official Instagram account and the FIA President’s official Instagram account, together with the associated KPIs (e.g. views, likes and shares) is provided in [Annexure B](#) (Impact Statistics of FIA & FIA President Instagram Communications) for ease of reference.

Some of the key impact statistics derived the aforementioned annexure, covering communications related to the various tasks and activities under the Erasmus+ project (January 2025 to April 2026), are as follows:

- Total no. of views (of posts and stories): *more than 2.75 million*
- Total no. of likes (to posts): *approximately 280,000*
- Total no. of comments (to posts): *more than 3,700*
- Total no. of reposts, shares and saves (of the posts): *more than 1,300*

It is important to note here that the above KPIs are current as of today and in-line with the progress of the project, in view of the active channels and multiple activities planned in the coming months, this shall continue to grow significantly.

3.1.3 Youtube

YouTube is used as a strategic and complementary communication channel to host and disseminate long-form video content related to the project. It enables the presentation of key moments, events, and messages in a more engaging and accessible format, supporting both visibility and understanding of the initiative. The dissemination of video content is supported through the [FIA YouTube channel](#), which has an audience of approximately 287,000 subscribers, providing a strong amplification base for project-related content.

Within the Erasmus+ framework, the platform plays a role in extending the impact of major project milestones, notably the Stockholm Conference (9 September 2025). The *United Against Online Abuse Stockholm 2025* recap video, which can be found [here](#), summarises the Conference and highlights its key moments as the first operational activation of the EU Forum. Relayed across additional communication channels, the video reached approximately 700 views, contributing to post-event visibility and supporting the long-term accessibility of project outputs.

While the number of views remains moderate, it reflects engagement from an audience primarily drawn from the FIA's existing communication channels. This audience includes stakeholders already connected to the motorsport ecosystem, such as industry professionals, federations, and institutional actors, who may not necessarily be regular followers of UAOA. As such, the video contributes to reaching a broader yet highly relevant audience, supporting both awareness-raising and targeted dissemination aligned with the project's objectives.

3.2 Website

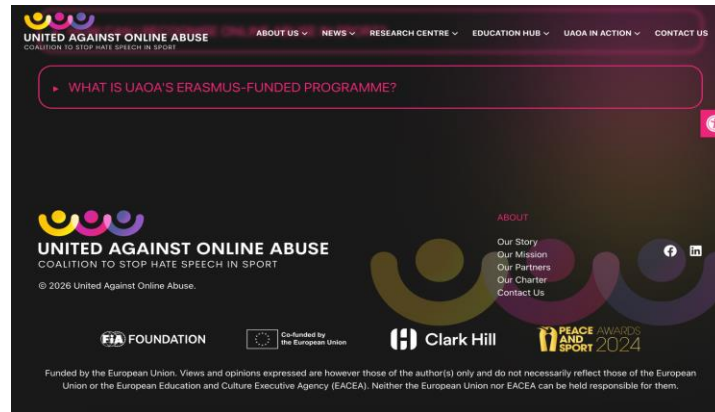
3.2.1 UAOA Website

The [UAOA website](#) functions as the central communication and dissemination hub of the initiative, providing a structured and publicly accessible platform through which project activities, outputs, and key messages are communicated.

The website is designed to address a broad spectrum of stakeholders across the sport ecosystem and beyond. Its structure and content organisation reflect this objective, ensuring

that information is accessible and relevant to sport organisations, athletes, officials, and clubs, while also engaging policymakers, EU institutions, academic and research communities, media actors, and the general public.

Within this framework, the website serves as a key tool for ensuring the visibility and dissemination of the Erasmus+ project and results. The EU emblem, funding acknowledgement, and disclaimer are integrated within the fixed footer section of the website, ensuring consistent visibility across all pages of the platform.

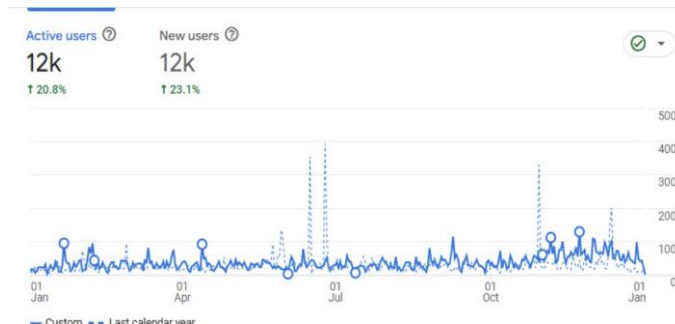


A dedicated publication (January 2025) outlines the project's EU backing and its ambition to deliver a pan-European framework to combat online abuse in sport, thereby reinforcing the visibility of EU support and the strategic importance of the initiative. This publication, which can be accessed [here](#), is also available in French and Spanish, supporting wider accessibility and enabling engagement with stakeholders across different linguistic and national contexts.

In addition, the platform disseminates research-driven content, some of which are beyond the Erasmus+ project deliverables and WPs, as part of the wider UAOA global campaign, for example, findings from flagship outputs such as the annual UAOA Barometer reports. The official publication related to the 2025 UAOA Barometer, can be accessed [here](#) (also available in Spanish). Similarly, the results of EU Forum activation can be seen going beyond the Erasmus+ project commitments, an example of which can be seen in the form of UAOA webinar series (available on the UAOA website [here](#)), presented jointly by the FIA, FIA Foundation, DCU and the UAOA Coalition Members - which brings together scholars and sport industry stakeholders from across the globe to disseminate research, share experiences and develop collaborative projects on the subject of online abuse.

The website also hosts a dedicated sub-section covering the Stockholm Conference (9 September 2025), which constituted the first operational activation of the EU Forum within the project framework. This section provides access to key information related to the event, including its positioning, agenda, and stakeholder engagement, and contributes to ensuring the visibility and continuity of EU Forum activities as part of the broader Erasmus+ action.

Website analytics confirm its effectiveness as a dissemination tool. During the period from January to December 2025, the platform recorded approximately 12,000 visitors, with strong growth in direct (+61%) and organic traffic (+92%), reflecting increasing awareness and improved discoverability. User access was recorded across more than 170 countries, indicating a broad international reach.



3.2.2 FIA Website

The FIA corporate website serves as a complementary and strategic dissemination channel, reinforcing and amplifying the visibility of the United Against Online Abuse (UAOA) initiative beyond the dedicated UAOA platform. Positioned within the FIA’s broader institutional ecosystem, it enables outreach to a wider and more diverse audience.

Several key articles have been published on the FIA website to support the dissemination of the Erasmus+ project and its activities. These include:

- An initial press release announcing the EU financial support and positioning the project as a coordinated pan-European initiative to address online abuse in sport (available [here](#)).
- A pre-event communication on the Stockholm Conference, designed to build visibility and engage stakeholders in advance of the event (available [here](#))
- A post-event article capturing the main outcomes, highlighting participation, coalition growth and the strengthening of international cooperation (available [here](#))

3.3 Media

As part of the Erasmus+ project, United Against Online Abuse has secured strong international media coverage, significantly enhancing the visibility, credibility, and dissemination of the initiative beyond its owned communication channels, and transitioning into earned content.

Several external media outlets reported on the project’s key milestones, particularly the announcement of the Erasmus+ funding and the Stockholm Conference, contributing to amplifying the project’s reach across diverse audiences including sport stakeholders, policymakers, and the general public.

Coverage highlighting the Erasmus+ funding includes articles such as:

- [Beyond Sport Article: FIA’s United Against Online Abuse Campaign Gets EU Funding](#)
- [GrandPrix247 Article: FIA gets EU Backing for Campaign Against Online Abuse in Sport](#)

These publications emphasised the strategic importance of the Erasmus+ grant, positioning the project as a high-impact and competitive initiative selected among a large pool of applicants. They also clearly outlined the project’s core pillars, including research, education, safeguarding, and technology-driven solutions, thereby contributing to public understanding of the Erasmus+ objectives and expected outcomes.

In addition, institutional and sector-specific platforms such as ARISF relayed the initiative, presenting UAOA as a leading global coalition addressing online abuse in sport and explicitly referenced the Erasmus+ supported pan-European framework (the associated article can be accessed [here](#)). This form of coverage is particularly valuable as it directly targets international sport federations – of which ARISF represents more than 40 IOC-Recognised ISFs – and reinforces stakeholder engagement within the project ecosystem.

Media coverage was further strengthened through dedicated press releases and international news distribution platforms around the Stockholm Conference, such as:

- [Business Wire Article: FIA President Mohammed Ben Sulayem Leads Fight Against Online Abuse, Bringing Global Leaders Together in Stockholm](#)
- [Al Bayan Article: Mohammed Ben Sulayem leads efforts to combat online abuse in sport](#)
- [Mid East Information Article: FIA President Mohammed Ben Sulayem Leads Fight Against Online Abuse, Bringing Global Leaders Together in Stockholm](#)

These articles highlighted the conference as a major milestone, bringing together global leaders and demonstrating the operationalisation of the EU Forum within the Erasmus+ framework. They also reinforced key project messages, including cross-sector collaboration and the need for coordinated international action.

3.4 On-Site Materials

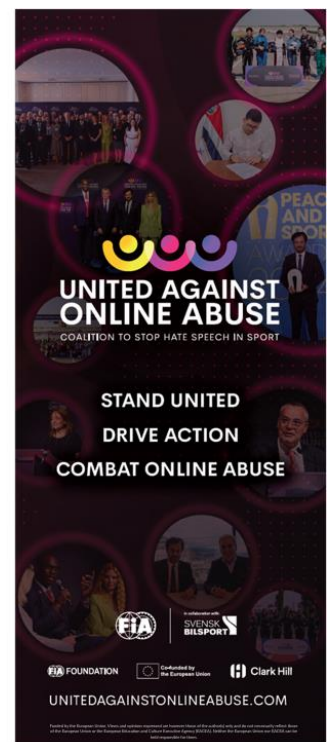
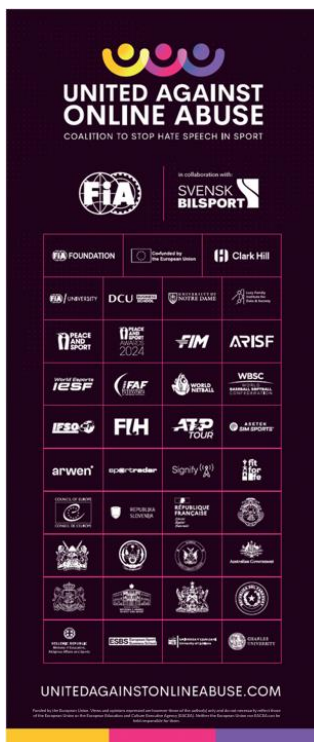
On-site communication materials played an important role in reinforcing the visibility of the Erasmus+ project during key project moments, particularly during the Stockholm Conference, which marked the first in-person event for the stakeholders and partners from the Erasmus+ project and also the operational activation of the EU Forum. Visual assets such as roll-up banners were systematically deployed across event spaces, ensuring a consistent and recognisable presence of UAOA and its Erasmus+ dimension.



In addition to these static materials, high-visibility branding was implemented in the Formula 1 paddock environment through the FIA motorhome on several occasions, which was fully adapted to reflect the UAOA identity. This included dedicated visual branding and the integration of a QR code directly linking to the UAOA website, providing immediate access to information about the initiative and its Erasmus+ activities. This approach enabled a direct bridge between physical engagement on-site and digital dissemination, encouraging stakeholders to further explore project outputs.



Additionally, designs for backdrops to be used digitally and/or physically, roll ups/standees, beachflags etc. have been created by the UAOA Team and shared with the partners, to be used for all appropriate occasions, including local dissemination events, trainings etc. thereby enabling ground level visibility of the project.



3.5 Presentations and Briefing Documents

In addition to dedicated communication activities, Erasmus+ visibility is systematically embedded within day-to-day project materials in the form of briefing documents and notes for ready references and presentations for further dissemination. These documents are shared with partners to support both their tasks and responsibilities, as well as their own outreach activities. An example of this can be seen in the UAOA Erasmus+ presentation which was shared with the Partners in the beginning of project itself, in 2025 to explain the different phases of the project and the funding splits (see [Annexure C](#)).

Furthermore, as a general approach, references to the Erasmus+ project are consistently integrated into broader United Against Online Abuse (UAOA) materials. Even when documents are not exclusively focused on Erasmus+, the project is positioned as a core component of the initiative, ensuring continuous visibility across a wide range of contexts and audiences. For instance, a dedicated Erasmus+ briefing document was provided to Clark Hill to ensure that they could present the project to their partners in an informed, accurate and up-to-date manner (see [Annexure D](#)).

This approach is particularly reflected in the participation of high-level FIA representatives in conferences, institutional meetings and international forums. In these settings, representatives actively refer to and present elements of the Erasmus+ project as part of broader UAOA discussions, contributing to its visibility among key stakeholders and decision-makers.

To support and ensure this consistency, tailored briefing documents are systematically prepared and shared ahead of these engagements. These materials equip representatives with clear, structured messaging on Erasmus+ activities, enabling them to confidently and accurately refer to the project in their interventions. The use of these briefing documents therefore serves as tangible evidence of how Erasmus+ is communicated at high-level events.

For example, the briefing document prepared for the EU Sport Forum (April 2026) provides a concise overview of the project's progress in the key workstreams and milestones, supporting representatives in integrating Erasmus+ messaging into discussions at EU level (see [Annexure E](#)).

Where relevant, materials also include the EU emblem, funding acknowledgement and disclaimer, in line with visibility requirements. This approach ensures that Erasmus+ is not treated as a standalone communication stream, but rather as an integrated component of the overall UAOA narrative, reinforcing both coherence and visibility throughout the project.

3.6 Newsletters, Reports and other FIA channels

In addition to dedicated communication activities, the Erasmus+ project is also relayed through institutional FIA channels such as newsletters, annual reviews and official governance communications. These formats play an important role in ensuring visibility at a

more strategic level, reaching 249 Member Clubs, institutional stakeholders and international partners.

Erasmus+ is notably featured in annual reporting publications, such as the FIA Foundation Annual Review 2025 (can be accessed [here](#)), where the initiative is referenced as part of the wider progress of UAOA. Within this type of document, Erasmus+ is positioned alongside key achievements of the coalition, contributing to a structured and institutionalised presentation of the project.

In parallel, Erasmus+ is also integrated into official FIA governance and news communications, including World Motor Sport Council summaries and related articles. For example, United Against Online Abuse (UAOA) and the Stockholm Conference were discussed during the World Motor Sport Council meeting held in Macau in June 2025 and are reflected in the official summary of the session, which is available for public and can be accessed [here](#).

Overall, these channels, including the official UAOA channels with regular updates about the project (for example, this project progress [video](#)) demonstrate that Erasmus+ visibility extends beyond campaign-specific communication and is consistently embedded within FIA's formal publications and institutional outputs. This approach reinforces the project's credibility, ensures alignment with high-level FIA priorities and enables dissemination to a wide and influential audience.

4. Events and Training

Events and training constitute a key component of the project's dissemination strategy, enabling direct engagement with target audiences and facilitating the integration of Erasmus+ within operational and field based activities.

Beyond FIA flagship events, Erasmus+ project results are also embedded in training and educational activities. At the Silverstone Grand Prix, United Against Online Abuse delivered a dedicated workshop to FIA Formula 2 and FIA Formula 3 Drivers and Teams. The session focused on the real world impact of online abuse and provided practical guidance on how to recognise, report and respond to it. More than 50 drivers from 21 teams took part, sharing personal experiences and engaging with tools and resources designed to strengthen safeguarding, resilience and awareness.

Additional awareness raising activities have also helped embed UAOA and Erasmus+ related themes within wider FIA and coalition environments. UAOA delivered a FIA Immersion intervention at FIA Headquarters in Paris, engaging Member Clubs attending the programme and presenting the objectives, relevance and practical implications of the initiative. This provided an opportunity to introduce UAOA directly to the FIA membership network and to raise awareness of online abuse as a governance, safeguarding and sport integrity issue.



In parallel, the project has contributed to internal capacity building and staff upskilling within the FIA. UAOA and Erasmus+ staff members who were in post at the time received CTN Media Training, enabling them to speak confidently and consistently to media stakeholders, respond to questions on the UAOA initiative and its Erasmus+ funded components, and communicate the project's objectives in a clear and responsible manner. This training supported the wider objective of strengthening organisational capacity to address online abuse, not only through external dissemination, but also by equipping individuals involved in the project with the skills required to represent and explain its work effectively.

Erasmus+ visibility was strongly ensured during the Stockholm Conference (9 September 2025), which represented the first operational activation of the EU Forum. The programme included a dedicated Erasmus+ panel focused on the development of a pan-European framework to combat online abuse in sport. The session presented the project's core pillars, including the design of an organisational framework to support prevention, reporting and incident management, the pilot implementation across four partner countries, the development of education modules within university programmes, and the legal and governance dimension led by expert partners. The panel also highlighted key data points on the prevalence of online abuse and emphasised the need for structured responses across sport organisations, while encouraging cross sector collaboration and stakeholder engagement. Visibility was further reinforced through on site materials. Detailed information about the EU Forum activation in the Stockholm Conference can be found in Deliverable D6.1.



Dissemination is further extended through partner led initiatives. In Slovenia, project representatives included presentations about the project and issues related to online abuse, including the possible ways to handle the reports, during the scheduled training(s) to the officials and referees, contributing to awareness raising and knowledge transfer at national level. The project was also referenced through broader coalition and institutional platforms. For example, during the ARISF General Assembly 2025 (access related article [here](#)), ARISF presented the UAOA Key Achievements 2025, within which the Erasmus+ project was explicitly referenced and presented and the creation of the EU Forum, was also highlighted as a key milestone, thereby providing a chance to new potential members to understand and join the UAOA coalition.



Similarly, a dedicated webinar was hosted with FIM, a UAOA coalition member, to raise awareness of online abuse in sport and present the broader objectives of the initiative. This knowledge sharing has also been reinforced through the integration of a UAOA section within FIM's leadership course, helping to embed the topic within leadership development activities. At institutional level, the Erasmus+ project was informally introduced during the FIA General Assembly in Kigali in December 2024, marking an early visibility milestone following the award of EU funding.



Overall, these events and training sessions demonstrate a multi-layered dissemination approach, combining formal presentation, practical training and informal institutional engagement. This ensures that Erasmus+ project related deliverables and commitments are consistently embedded across activities, reaching both high level stakeholders and field actors, while supporting the project's objectives in terms of awareness raising, capacity building and long term impact.

5. Partner Contributions

As part of Partner Contribution under WP5, a dedicated document titled “*WP5 – UAOA x FIA Clubs – Local ERASMUS Comms Opportunities*” was shared at the beginning of the project with Erasmus National Partners (the 4 FIA Member Clubs from Czech Republic, Slovenia, Spain and Sweden) to support their involvement in communication and dissemination activities. This document, (see [Annexure F](#)), provides practical and ready guidance to help partners translate the project’s communication objectives into concrete actions at national level, including on-site visibility at race events, creation of social media content, and engagement with local media.

Designed as a flexible toolkit which is continually updated and available in a shared drive folder, rather than a prescriptive framework, it enables the Clubs to not only adapt activities to their local context but also remain current with new materials, whilst ensuring alignment with the overall Erasmus+ communication strategy and strengthening the project’s reach across Europe.

The Slovenian partner, Zveza za Avtošport Slovenije – AŠ Slo, has demonstrated a particularly strong and sustained level of engagement in the implementation, communication, and dissemination of the UAOA Erasmus+ project at national level. They have actively worked to embed the project within the Slovenian motorsport ecosystem, engage institutional and academic stakeholders, and translate the project’s objectives into concrete awareness-raising and training activities.

AŠ Slo first focused on introducing the UAOA project to its national audience through its official communication channels. From January 2025, introductory texts on the project were published on the ASN website (can be accessed [here](#) and [here](#)). These publications helped explain the purpose of the project, its EU-supported dimension, and its relevance for the Slovenian motorsport community. Through short, engaging and timely content, they shared highlights, including Instagram stories, covering seminars, key awareness messages, and moments from project-related activities, thereby contributing significantly to increase the visibility of the project at the national level.

The Slovenian partner also used its communication channels to promote practical support tools linked to online abuse. In January 2026, AŠ Slo published dedicated information related to the capacity building activities (under WP3) on the Appeals Centre Europe (ACE), explaining reporting possibilities and available options for users affected by harmful online content (can be accessed [here](#)). This shows that the partner’s communication work is not limited to general awareness but also supports the practical dissemination of concrete resources and response mechanisms.



The partner has ensured that the project remains visible within its own governance structures. The AŠ Slo Steering Committee has been regularly updated on the status of the project, including through the circulation of the Stockholm Conference Report and a dedicated presentation of the UAOA project in October 2025.

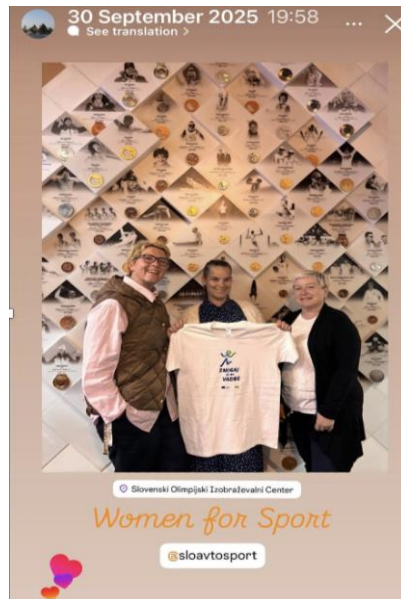
AŠ Slo's contribution is also significant in terms of events and training activities. In March and April 2026, the partner integrated UAOA Erasmus+ presentations into a series of national seminars and meetings across Slovenia, including regional officials' seminars, senior officials' safety seminars, drivers' safety seminars, a club meeting, and an introductory seminar for new drivers and marshals. These activities took place in several regions, including Primorska, Štajerska, and Central Slovenia, allowing the project to reach different parts of the national motorsport community.



Across the reported training activities, AŠ Slo reached approximately 540 participants. Notably, the Annual Drivers' Safety Seminar in Ljubljana in March 2026 alone gathered 268 participants, while the Senior Officials' Safety Seminar involved almost 70 participants over two days.

The partner also linked UAOA visibility to broader international and awareness-raising moments. AŠ Slo participated in the UAOA Conference in Stockholm in September 2025,

contributing to the exchange of best practices, and later presented the project in the context of a “Women for Sport” event at the Olympic Committee Educational Centre.



Similarly, in Spain, dissemination activities included the integration of the project within the Seminario de Voluntarios y Oficiales, organised by RFEDA, which engaged over 600 participants across multiple sessions. As part of the seminar, the United Against Online Abuse (UAOA) programme was presented to officials, introducing the key objectives of the project and raising awareness about online abuse within the motorsport ecosystem. This ensured direct outreach to a critical stakeholder group responsible for the governance, regulation, and day-to-day functioning of sport at national level.



The session was reinforced by leadership engagement, with the President of RFEDA’s Officials’ Commission highlighting the federation’s commitment to addressing online abuse alongside broader safeguarding issues such as harassment and discrimination. This high-level endorsement strengthened the credibility of the initiative and encouraged officials to actively contribute to fostering a safe, respectful, and inclusive sporting environment, both online and offline.

6. Conclusion & Next Steps

As a next step in the project's communication and dissemination strategy, the development of the Countering Online Abuse in Sport Day (COAS Day) represents a key milestone in scaling and operationalising project visibility and stakeholder engagement.

COAS Day is conceived as a coordinated, European-wide activation designed to move beyond awareness-raising towards concrete mobilisation. Building on the momentum generated through earlier activities, including the EU Forum and the Stockholm Conference, it aims to translate communication outputs into tangible actions by engaging stakeholders across sport, public institutions, media, academia and civil society, thereby creating an engaging campaign, which extends beyond the funding lifecycle, in form of a recognized annual European moment.

From a communication perspective, COAS Day will be supported by a structured and phased approach. This includes the development of a dedicated digital toolkit providing ready-to-use assets (visuals, messaging, templates), coordinated social media activation, and the production of on-site and digital content during key sporting events. Particular emphasis is placed on content creation and amplification, ensuring consistent messaging while enabling local adaptation by partners.

In parallel, the development of a comprehensive and updated UAOA Erasmus+ Media Kit along with UAOA Branding Guidelines is underway, aligned with the recent evolution of the campaign's logo and visual identity. While communication materials and guidance have been regularly shared with partners since the start of the project, this Media Kit aims to consolidate and streamline these resources into a single, coherent reference repository. It will combine technical branding guidelines (mainly of the new visual identity, templates, usage rules etc.) with key communication elements such as statistics, core messaging and suggested quotes / statements, making it further easier for partners to access and apply consistent content across their activities, in alignment with the Erasmus+ project consortium.

Together, these initiatives will equip partners with the tools, identity and shared language to act in unison, positioning the UAOA project as a catalyst for embedding systemic change. In doing so, we strive to ensure that the collective European voice on online abuse in sport continues to grow as a lasting, institutionalised movement.

Annexure A – Impact Statistics of UAOA LinkedIn Communications

Date	Topic	Weblink	Impressions	Clicks	Reactions	Comments	Repost
18.06.2025	International Day of Countering Hate Speech	https://www.linkedin.com/feed/update/urn:li:activity:7341108186961129473	1'453	63	44	0	6
08.07.2025	UAOA workshop	https://www.linkedin.com/feed/update/urn:li:activity:7348387915237908480	837	54	37	0	2
11.08.2025	UAOA Conference 2025: Save the Date	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-onlineabuse-sportintegrity-activity-7360715043774033920-qFwB	1'909	78	54	3	13
13.08.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_uaoaconference2025-uaoa2025-onlineabuse-activity-7361395059428081665-TiwA	1'572	64	48	3	0
15.08.2025	UAOA Conference 2025: Seminar Spotlight	https://www.linkedin.com/posts/united-against-online-abuse_uaoaconference2025-uaoa2025-onlineabuse-activity-7362116824798269440-wgTc	548	39	24	1	2
18.08.2025	UAOA Conference 2025: Panel Promotion	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-safesport-digitaldefence-activity-7363219234706915328-civ-	4'581	96	59	4	18
21.08.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-onlineabuse-sportintegrity-activity-7364278090073612288-taz_	481	18	15	0	4
26.08.2025	UAOA Conference 2025: Panel	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-uaoa-safeguardingsport-activity-7366157263868231681-zNOD	503	0	16	1	3

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	Promotion						
28.08.2025	UAOA Conference 2025: Panel Promotion	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-uaoa-globalsport-activity-7366847014740963332-Zjn_	305	15	13	0	4
29.08.2025	UAOA Conference 2025: Panel Promotion	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-uaoa-safesport-activity-7367201911206334464-Jcjb	401	30	11	0	3
01.09.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_uaoaconference-uaoa2025-onlineabuse-activity-7368308975026577408-S59U	1'221	21	30	0	7
04.09.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-onlineabuse-peaceandsport-activity-7369353578676768-NRAZ	455	14	19	1	2
05.09.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_uaoa-fia-strongertogether-activity-7369750146244321280-UUuZ	1'132	23	54	0	1
06.09.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_online-abuse-doesnt-just-affect-athletes-activity-7370163494039482368-H6f8	390	18	17	1	0
07.09.2025	UAOA Conference 2025: Speaker Announcement	https://www.linkedin.com/posts/united-against-online-abuse_we-are-looking-forward-to-welcoming-award-activity-7370357666151440384-OM5B	561	30	23	3	4
09.09.2025	UAOA Conference 2025: Event Launch	https://www.linkedin.com/posts/united-against-online-abuse_uaoa-2025-activity-7371115296763387905-8CGR	1'826	966	47	1	8
	UAOA Conference 2025: Charter Signing	https://www.linkedin.com/posts/united-against-online-abuse_uaoa-signify-activity-7371197741819011072-KHXl?utm_source=share&utm_medium=member_desktop&rcm=ACoAAFrFV2AB_TQBGzW4GUw3a0tCtedssBo3-Fk	1'717	282	40	1	6
	UAOA Conference	https://www.linkedin.com/posts/united-against-	698	56	25	0	5

	2025: Speaker Insight	online-abuse_uaoa-signify-activity-7371197741819011072-KHX					
10.09.2025	UAOA Conference 2025: Speaker Insight	https://www.linkedin.com/posts/online-abuse_uaoa2025-stoponlineabuse-strongertogether-activity-7371551305993113600-3yVF	473	27	18	0	0
12.09.2024	Call to join	https://www.linkedin.com/feed/update/urn:li:activity:7372238031304683521	1'103	340	44	0	11
15.09.2025	UAOA Conference 2025: Event Recap	https://www.linkedin.com/posts/online-abuse_united-against-online-abuse-conference-activity-7373370487013486593-AGg	476	855	19	0	2
16.09.2025	UAOA Conference 2025: Highlights Video promotion	https://www.linkedin.com/posts/online-abuse_uaoa-strongertogether-evidenced-activity-7373722143706083328--8Sg	1'474	532	29	1	11
17.09.2025	UAOA Conference 2025: Thank You Post	https://www.linkedin.com/posts/online-abuse_united-against-online-abuse-conference-activity-7374099186369241088-sTCW	347	125	15	0	3
18.09.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/online-abuse_uaoa2025-strongertogether-activity-7374805334122602497-gCOT	572	240	15	0	1
22.09.2025	UAOA Conference 2025: Speaker Reaction	https://www.linkedin.com/posts/online-abuse_uaoa2025-strongertogether-activity-7376264679737815040-ThaY	317	10	11	0	3
2.10.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/online-abuse_uaoa2025-peaceandsport-education-activity-7379547323162439680--vkk	317	10	16	0	0
03.10.2025	UAOA Conference 2025: Speaker Reaction	https://www.linkedin.com/posts/online-abuse_uaoa2025-strongertogether-activity-7379872275996499968-u60y	298	12	8	0	2
8.10.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/online-abuse_uaoa2025-tiktok-socialmedia-activity-7381708024089915392-zbCs	343	11	17	0	3
13.10.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/online-abuse_uaoa-fia-safesport-activity-7383516894370213889-KexE	506	8	17	0	2
16.10.2025	UAOA Conference 2025: Erasmus+	https://www.linkedin.com/posts/online-abuse_erasmusdays-activity-7384974020447993857-pA1J	371	13	12	0	2

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	Feature						
22.10.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-strongertogether-activity-7386772003862708224-n7yt	590	31	25	0	3
29.10.2025	UAOA Conference 2025: Key Message	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-strongertogether-activity-7389350335653257216-mIPJ	400	120	15	0	3
31.10.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/united-against-online-abuse_uaoa2025-strongertogether-activity-7390043645237829632-8tqn	543	230	57	0	2
12.11.2025	UAOA Conference 2025: Leadership Quote	https://www.linkedin.com/posts/united-against-online-abuse_onlinesafety-ai-fia-activity-7394409437878177792-EZ1V	517	22	18	0	4
17.11.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/united-against-online-abuse_onlinesafety-ai-fia-activity-7396211028146946049-HQe2	420	31	23	0	2
19.11.2025	UAOA Conference 2025: Key Insight	https://www.linkedin.com/posts/united-against-online-abuse_onlinesafety-ai-fia-activity-7396935810018676737-BULX	392	36	10	0	1
01.12.2025	Kimi Antonelli case	https://www.linkedin.com/feed/update/urn:li:activity:7401278939303788544	1'530	510	93	2	12
Total			35'350	5'072	1'178	22	73

Annexure B – Impact Statistics of FIA & FIA President Instagram Communications

Date	Topic	Weblink	Views	Likes	Comments	Reposts	Shares	Saves
23.01.2025	FIA President Instagram: Erasmus+ launch announcement	https://www.instagram.com/p/DFKual_gG1f/	28,499	339	5	0	0	13
12.03.2025	FIA Instagram and FIA President account collaboration: Education Programme Launch	https://www.instagram.com/p/DHGFyncoyQ/	97,338	1086	13	0	0	18
05.06.2025	FIA Instagram: F2 and F3 account collaboration: Statement	https://www.instagram.com/p/DKhqMifslmJ/	Not FIA or MBS	226k	3.1k	162	Not FIA or MBS	Not FIA or MBS
18.06.2025	FIA Instagram and FIA President account collaboration: International Day of Countering Hate Speech	https://www.instagram.com/p/DLC6UjUqFLA/	118,626	2691	165	0	31	36
07.07.2025	FIA Instagram, F2, F3 and FIA President account collaboration: UAOA workshop	https://www.instagram.com/p/DL2kv7KKUTi/	539,268	33.1k	200	0	86	503
11.08.2025	FIA Instagram: Save the Date post	https://www.instagram.com/p/DNQNrk6iDjk/	82,163	485	5	2	9	10
13.08.2025	FIA Instagram: Speaker Announcement story	N/A	104,565	-	-	-	-	-
18.08.2025	FIA Instagram : Panel Promotion story	N/A	90,478	-	-	-	-	-
26.08.2025	FIA Instagram : Panel Promotion story	N/A	121,076	-	-	-	-	-

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04.09.2025	FIA Instagram : Speaker Announcement story	N/A	153,104	-	-	-	-	-
09.09.2025	FIA Instagram: Event Launch (in collaboration with FIA President's account)	https://www.instagram.com/p/D0YHlpHjRGo/	182,247	1630	55	4	28	33
	FIA Instagram : Speaker Insight	https://www.instagram.com/reel/DOY3fBljT83	20,604	454	5	1	0	4
	FIA Instagram : Speaker Insight	https://www.instagram.com/reel/DOZMLGDDTzJ/	34,282	542	5	2	9	0
	FIA Instagram and FIA President account collaboration : Event Wrap-up	https://www.instagram.com/p/D0ZPTCRjQ1E	220,277	3114	13	7	23	14
10.09.2025	FIA Instagram : Speaker Insight	https://www.instagram.com/reel/DObKcFhCMi2/	24,051	478	7	1	8	6
12.09.2025	FIA President Instagram: Leadership Statement	https://www.instagram.com/reel/DOgW_BCgoTs	5,257	159	6	3	0	3
	FIA President Instagram: Leadership Statement	https://www.instagram.com/p/D0gscA7gsh8/	32,033	217	22	3	0	8
15.09.2025	FIA Instagram : Event Recap	https://www.instagram.com/p/D0oKGEcCJ_G/	88,504	796	13	5	22	7
	FIA President Instagram: Event Recap	https://www.instagram.com/reel/DOnrLeMgkGg/	7,671	274	14	5	0	7
16.09.2025	FIA Instagram: Video Recap	https://www.instagram.com/reel/DOq31duCFt2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	39,773	609	6	4	9	8
17.09.2025	FIA Instagram : Thank You Post	https://www.instagram.com/p/D0tVRGhje-i	68,272	738	4	2	0	8
19.09.2025	FIA Instagram : Key Insight	https://www.instagram.com/reel/DOyVyr-iFgr	19,959	330	3	1	1	3

23.09.2025	FIA Instagram : Speaker Reaction	https://www.instagram.com/reel/DO8qL4oiEGP	24,205	392	4	2	6	4
2.10.2025	FIA Instagram : Key Insight	https://www.instagram.com/p/DPUKBFWCMwo	83,760	558	6	1	8	6
03.10.2025	FIA Instagram : Speaker Reaction	https://www.instagram.com/reel/DPWWkhPCNht/	24,404	440	5	0	21	5
8.10.2025	FIA Instagram : Key Insight	https://www.instagram.com/p/DpJYbiZDIyt/	48,885	409	5	1	2	2
17.10.2025	FIA Instagram: Key Insight	https://www.instagram.com/p/DP6lmasDEaS/	58,324	495	5	2	7	3
22.10.2025	FIA Instagram : Key Insight	https://www.instagram.com/p/DQHXsWjiDht/	71,147	581	3	1	3	5
28.10.2025	FIA President Instagram: UAOA Manifesto	https://www.instagram.com/p/DQWi8sijEKA/	35,590	103	9	4	0	1
29.10.2025	FIA Instagram : Key Message	https://www.instagram.com/p/DQZrwx6jYZM/	86,688	557	36	2	3	6
31.10.2025	FIA Instagram : Key Insight	https://www.instagram.com/p/DQervqaDSXG	89,552	735	10	0	1	10
06.11.2025	FIA Instagram : Notre Dame Charter Signing	https://www.instagram.com/reel/DQQuH6pbDWS4/	26,723	462	6	1	32	13
12.11.2025	FIA Instagram : Leadership Quote	https://www.instagram.com/reel/DQ9wCHHjaAc	26,879	444	5	1	7	7
01.12.2025	FIA President Instagram: Kimi Antonelli case	https://www.instagram.com/p/DRub_qZjA0o/	98,162	1348	32	66	0	28
Total			2,752,366	279,566	3,767	283	316	771



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Annexure C



UNITED AGAINST ONLINE ABUSE

COALITION TO STOP HATE SPEECH IN SPORT

Developing a Pan-European Framework to Combat Online Abuse in Sport

Shared with Partners - 2025



Co-funded by
the European Union



**UNITED AGAINST
ONLINE ABUSE**

COALITION TO STOP HATE SPEECH IN SPORT

Section 1 - Programme Overview



Purpose and Vision

Purpose

The development of a Pan-European Framework will address the effects of online abuse in sport by **enabling societal change** in how people engage with social media and **addressing the effects of online abuse in sport**.

The framework will necessitate effective governance, capacity building, research, and advocacy practices. Amongst multiple benefits, the framework will also **support young people and others from under-represented backgrounds**, who often experience targeted online abuse due to their perceived gender, ethnicity, sexual orientation, or cultural heritage.

Vision

In the short term, the intention is to roll out and **pilot the framework's products** within the programme's four FIA Member Club partners (Sweden, Czech Republic, Spain, and Slovenia).

In the long term, the intention is to roll out across all FIA Member Clubs and share the products and best practice with International Sporting Federations with the **aim of globally expanding the framework's impact**.

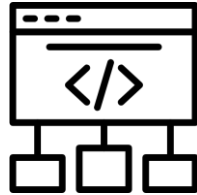
Alongside this, the communication and advocacy outputs aim to **increase the awareness** of the impact of online abuse and **encourage desisting action** among the public.



Key Deliverables



Produce a **microcredential** (with academic certification), translate it into Spanish, Swedish, Czech, and Slovenian, and integrate it within national university curriculums.



Develop a national **Critical Pathway Framework**, translate it into Spanish, Swedish, Czech, and Slovenian.



Fund **research**, prioritising researchers from under-represented backgrounds within Spain, Sweden, Czech Republic, and Slovenia, into online harm and publish in the national language.



Deliver a **communications campaign**, utilising ambassadors, highlighting the effects of online abuse and promoting desisting action.



Develop a **Pan-EU Forum** to advocate, collaborate, and share best practice on online abuse in sport. Announce and lead the creation of an annual **'Countering Online Abuse in Sport Day'**.



Overview - Roles and Responsibilities

FIA, FIA University, and Clark Hill LLP

FIA

- As Coordinator, the FIA is **responsible for the programme** and is the **primary risk holder**. This includes responsibility for all partners and overall programme success.
- Responsible for **project management** (WP1) and pre-financing **grant management** and distribution.
- Responsible for acting on and **completing key deliverables of WP5** (Communication), **WP6** (Advocacy), and **WP7** (Dissemination). Also supporting **WP2** (Education).
- Provide **administrative support** to the Steering Committee.

FIA University

- As the Academic Lead, supported by the FIA and partnered Member Clubs, you are responsible for acting on and **completing the key deliverables of WP2** (Education) and **WP4** (Research).
- Responsible for facilitating the **development of academic partnerships** within the four partnered nations.
- Act as FIA Lead for WP3 (Capacity Building), supporting the **CPF development**.

Clark Hill LLP

- As Legal Lead, you are responsible for providing overall **legal and safeguarding support** to the programme and supporting **WP3** (Capacity Building).



Overview - Roles and Responsibilities

Partner FIA Member Clubs

Club Presidents

- As a Steering Committee member, you are responsible for **providing strategic oversight**, and your club's contributions and **commitment to the programme**.
- Required to attend Steering Committee meetings across 24 months.
- Supported by the FIA and Clark Hill LLP, responsible for **ensuring the completion** of key deliverables of **WP2** (Education), **WP3** (Capacity Building), and **WP4** (Research).
- Where necessary, providing strategic assistance and **support to developing academic and government partnerships** within your nation.

National Coordinators

- As the key day-to-day contact for your club's contributions, and a member of WP Sub-Groups, you are responsible for **attending sub-group meetings**, providing progress updates, and working closely alongside other members.
- Responsible for acting on and **completing the key deliverables** of **WP2** (Education) and **WP3** (Capacity Building), and **WP4** (Research).
- Supported by the FIA, responsible for facilitating the **development of academic partnerships** within your nation.
- Responsible for **contributing to other activities** that are required by the programme (e.g. contributing to progress reports).



Budget Breakdown

Paid in lump sum contributions to FIA. FIA then distribute contribution payments to partners.



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UNITED AGAINST ONLINE ABUSE

COALITION TO STOP HATE SPEECH IN SPORT

Section 2 - Work Package Breakdowns



WP1: Project Management and Coordination

Aim: To ensure that the project implementation is of high quality, completed in time, and within budget.

Lead: UAOA PMO Team with support from Partners

Action Code	Output	Deadline	FIA Lead	Notes
WP1.1	Steering Committee Meetings and Partner's Cooperation Report	Jan/Feb 25, Apr 25, Jul 25, Oct 25, Jan 26, Apr 26, Jul 26, Oct 26, Nov 26 (Report), Dec 26	UAOA PMO Team	Report is sensitive and will include proof of each meeting, minutes, action points, and strengths and weaknesses of each partner.
WP1.2	Collaboration Agreement and Project Handbook	Signed in March 25	UAOA PMO Team	
WP1.3	Project Log Document	Mar- Apr 25	UAOA PMO Team	Includes change tracker, budget tracker, risk log, lessons learned, KPI tracker, decision-making log, project timeline (incl. critical pathway).
WP1.4	Implementation Report	Submitted in Dec 25	UAOA PMO Team	Report will be available to the public.
WP1.5	Communication Materials	Submitted in Feb 26	UAOA PMO Team	Materials will be available to the public.
WP1.6	Dissemination Report	Submitted in Dec 26	UAOA PMO Team	Report will be available to the public.



WP2: Education

Aim: To develop a microcredential, enabling sports participants to earn recognition of competencies developed on recognition, management, prevention and intervention strategies around online abuse in sports. To introduce in the university curriculums in project partners' countries (Sweden, Slovenia, Spain and Czech Republic), prior to pan EU rollout.

Action Code	Output	Deadline	FIA Lead	Notes
WP2.1	Evaluation and curriculum needs analysis	Spring 25	FIA University with UAOA PMO Team	Includes evaluation of the currently available FIA University education module, an evaluation of user-friendly and accessible technology delivery options, and accessibility evaluation of new micro-credential.
WP2.2	Curriculum design and content production	Ready for Pilot	FIA University with UAOA PMO Team	Includes developing academic partnerships with national universities by April 2025, developing content alongside professors, translating content into five languages (English, Spanish, Swedish, Czech, and Sloven), and creating promotional materials.
WP2.3	Pilot the microcredential in Spain, Sweden, Slovenia, and Czech Republic	Pilot - Completed by Sep 25 Report - Nov 25	FIA University with UAOA PMO Team	Includes assessing the teaching methods used, improving based on collected feedback, and producing a pilot report.
WP2.4	Launch the micro-credential in EU.	Jan 26	FIA University with UAOA PMO Team	
WP2.5	Progress report	Submitted in Jun 26	FIA University with UAOA PMO Team	



WP3: Capacity Building

Aim: Develop a Critical Pathway Framework (CPF) to support the entire life cycle of safeguarding and intervention (reporting, mental health first aid, and legal support). Accommodate and adapt to different national contexts.

Lead: Erin Bourke and Clark Hill with support from FIA Member Clubs

Action Code	Output	Deadline	FIA Lead	Notes
WP3.1	Research and analysis	Autumn 25	UAOA PMO Team & Clark Hill	Includes engaging with FIA Member Clubs and international sports for best practice, conducting literature reviews, and analysing legal and ethical frameworks.
WP3.2	Design Critical Pathway Framework and training manual	Ready for Pilot		Includes translating the CPF and training manual into five languages (English, Spanish, Swedish, Czech, and Sloven).
WP3.3	Pilot the CPF and refine.	By March 26		Includes a small pilot and refining based on collected feedback.
WP3.4	Launch the CPF with partnered FIA Member Clubs and share with UAOA Coalition.	Apr 26		Includes presenting CPF at FIA Sports Conference in Jun 26.
WP3.5	Monitor and evaluation report	Submitted in Oct 26		Includes evaluating the CPF's efficiency, collecting case studies, and documenting lessons learned.
WP3.6	Expand CPF roll out	50% FIA EU Member Clubs - Dec 26 100% - Dec 27		Includes roll out to two member clubs per non-EU FIA region and engaging with a min. 10 external partners by Dec 26.



WP4: Research

Aim: Commission research in collaboration with local academic partners to respond to the lack of research into online harm in different cultures and languages. Attention will be paid to making the offer available to researchers from under-represented backgrounds.

Action Code	Output	Deadline	FIA Lead	Notes
WP4.1	Develop academic partnerships in Sweden, Czech Republic, Spain, and Slovenia.	April 25	FIA University with UAOA PMO Team	Includes reaching out to relevant departments in domestic universities within Spain, Slovenia, Czech Republic, and Sweden and securing their interest in their Master's students conducting online abuse in sport research.
WP4.2	Identify research areas and launch call for proposals.	May 25		Includes collaborating with academic partners to develop call for research proposals, outlining objectives, timelines, available funding and other criteria.
WP4.3	Onboard researchers and establish method of progress monitoring.	Jun/July 25		Includes formal acceptance, documentation and commencement of work in line with the work plan. Academic supervisors appointed.
WP3.4	Final research reports	Published in Jun 26		Includes the publication of the reports and presentation at a small event.



WP5: Communication

Aim: Introduce a communication and marketing campaign highlighting the harmful effects of online abuse in sport, encouraging those to desist and promote the package of support measures.

Lead: UAOA PMO and FIA Communication teams

Action Code	Output	Deadline	FIA Lead	Notes
WP5.1	Develop a pan-EU campaign strategy.	Summer 25	UAOA PMO and FIA Comms	Includes outlining the objectives, target audience, messaging, pool of potential ambassadors, and available channels. Also the development of a communications calendar.
WP5.2	Present the campaign strategy.	Summer/Autumn 25		Includes presenting at an UAOA EU Event and focusing on ambassadors with strong influence in Sweden, Czech Republic, Spain, and Slovenia.
WP5.3	Ambassador engagement	Autumn 25		Includes delivering an informational workshop to ambassadors and creating ambassador content (target: x1 ambassador interview and x1 senior sport figure interview per quarter).
WP5.4	Launch the campaign and complete an impact report.	Jan 26		Includes launching in five languages (English, Spanish, Swedish, Czech, and Slovenian) and continuous monitoring and evaluation of campaign engagement.
WP5.5	Successfully reach campaign KPIs.	Jan 26 Dec 25 / 26		Includes reaching 10,000 UAOA LinkedIn followers by Jan 26 and signing 10 new UAOA Coalition partners per year (Dec 25 / Dec 26).



WP6: Advocacy

Aim: Introduce a communication and marketing campaign highlighting the harmful effects of online abuse in sport, encouraging those to desist and promote the package of support measures.

Lead: UAOA PMO Team and Xavier Malenfer with support from FIA Communications

Action Code	Output	Deadline	FIA Lead	Notes
WP6.1	Research within key EU partners.	Spring 25	UAOA PMO Team FIA Communications	Includes analysing the current state of online abuse in sports within Spain, Sweden, Czech Republic, and Slovenia, identifying key stakeholders, and developing new relationships with the Swedish and Czech governments.
WP6.2	Develop and launch the EU Forum and Countering Online Abuse in Sport (COAIS) Day concept.	May 25		Includes defining the structure, objectives, participation, decision-making, and responsibilities of the EU forum. Establishing communication channels with key stakeholders. Defining the concept and goals of the COAIS Day.
WP6.3	Celebrate the first COAIS Day.	May 26		Aim to engage all EU countries.
WP6.4	Monitor and evaluation	Ongoing		



WP7: Dissemination

Aim: To share and disseminate the findings, deliverables, methodology and the results of the project:

Lead: UAOA PMO Team and FIA Communications

Action Code	Output	Deadline	FIA Lead	Notes
WP7.1	Stakeholder Identification	Spring 25	UAOA PMO Team FIA Communications	Includes identifying and categorising project stakeholders and the target audience for internal and external communications on the programme.
WP7.2/6	Communication schedule and workshop integration	Spring 25		Includes integrating the a communication schedule and content for each WP into FIA, Partners and UAOA's internal and external communication plans.
WP7.3/4/5	Define key messages, develop content, and social media strategy	Social Media Strategy - Spring 25 Dissemination - Ongoing		Includes preparing key messages for each stakeholder on the purpose and outcomes of the programme and developing content suited to each audience and channel (Including a social media strategy).
WP7.9	Documentation and reporting	By Dec 26		Submit final report on the dissemination of information, progress, news, findings, methodology from all WPs.



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**UNITED AGAINST
ONLINE ABUSE**

COALITION TO STOP HATE SPEECH IN SPORT

Section 3 - Partner Engagement and Additional Requirements

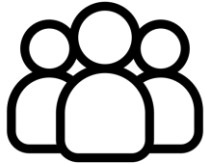


Governance





External Engagement



UAOA Coalition

Expand and deepen coalition partnerships.

Ensure programme messaging is included in wider UAOA partnership and communication work.

Essential to WP2 (Education), WP3 (Capacity Building), WP6 (Advocacy), and WP7 (Dissemination)



Academic Partnerships

Develop new partnerships, focused on four partnered nations.

Led by FIA University and National Coordinators.

Essential to WP2 (Education) and WP4 (Research).



EU Forum

Establish new relationships (e.g. with Swedish and Czech governments) and develop existing UAOA Coalition relationships.

Essential to WP6 (Advocacy) and WP7 (Dissemination).



Global Public

Focus on successful communication dissemination (e.g. social media) and public engagement (wider UAOA activations).

Essential to WP2 (Education), WP5 (Communication), WP6 (Advocacy) and WP7 (Dissemination).



Additional Requirements



Communicate via various channels including emails chains, working group meetings, and, informally, via Whatsapp. **All parties are responsible for the documentation of all their communication.**



First **working language will be English** but, where required, internal documentation can be informally translated into Spanish, Swedish, Slovenian, or Czech.



Safe and correct documentation storage is essential. **Responsibility of all** to ensure individual documents are **shared with PMO** for secure storage.



Strict requirement to adhere to **EU GDPR** and gain **consent for all imagery.**



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UNITED AGAINST ONLINE ABUSE

COALITION TO STOP HATE SPEECH IN SPORT

Developing a Pan-European Framework to Combat Online Abuse in Sport

Shared with Partners - 2025

Explaining the United Against Online Abuse (UAOA) Initiative

The **United Against Online Abuse (UAOA)** initiative is an award-winning global coalition, founded by FIA President His Excellency Mohammed Ben Sulayem, bringing together sporting organisations, national governments, academic institutions, and technology platforms.

Its mission is to **tackle online harms within the sport ecosystem** and to foster **safer, more inclusive digital environments** for athletes, officials, volunteers, industry professionals, and fans. UAOA operates through three core principles:

- **‘Stronger Together’** - A collective approach is essential. The coalition aligns stakeholders around shared evidence, standards, and practical action.
- **‘Evidence-Based’** – UAOA collaborates with leading universities to produce **robust research**, including fully funded Master’s programmes and its flagship **Online Abuse in Sport Barometer**.
- **‘Committed to Action’** – Informed by evidence and supported by its platform for knowledge sharing and education, UAOA develops and facilitates access to solutions that ensure sport remains a source of unity and inspiration.

State of Play – Online Abuse in Sport Barometer

UAOA’s research highlights the scale and systemic nature of online abuse in sport. Key findings from the latest edition include:

- **50% of all identified abuse** was classified as either misogynistic or racist, representing a significant improvement in the understanding of online harms, as compared to the 2024 survey, 40% of abuse could not be categorised.
- **50% of federations** report that **officials and volunteers** are regularly targeted, expanding the issue beyond athletes.
- **Over 90% of federations** agreed that online abuse may lead to **athlete withdrawal**, with similar concerns for officials and volunteers.
- **Just under 80%** of respondents disagreed that athletes could safely use social media without the risk of abuse.
- **Over 80%** acknowledged that abuse in **languages other than English is underreported**, suggesting a global gap in assessment.

For further insights, the full findings can be found [here](#) for the 2025 edition and [here](#) for the 2024 edition of the Online Abuse in Sport Barometer.

Erasmus+ Programme: Pan-EU Framework

Project Overview

With funding from the European Union, UAOA and the Fédération Internationale de l'Automobile are leading the development of a “*Pan-EU Framework to Combat Online Abuse in Sport*”.

This initiative leverages the FIA network and its national federations to pilot scalable solutions across Europe, with the following key objectives:

- **Assess the impact** of online abuse across EU Member States
- Strengthen and expand a **global coalition** to drive coordinated advocacy and communication efforts
- Develop **scalable educational and operational models** for sports federations and academic institutions
- **Advance inclusive research**, covering a wider range of sports (including para sport) and under-researched forms of online hate speech within these (e.g. transphobia, anti-Semitism, Islamophobia, xenophobia, sectarianism, and ableism)

Education Workstream

Under the Erasmus+ UAOA stream, FIA through its national members (Autoklub Czechia, AS SLO Slovenia, RFEDA Spain, Svenska ASN Sweden) is **collaborating with leading academic institutions**, including Charles University (Czech Republic), European Sport Business School (Spain) and University FUDŠ/Sigmund Freud University (Slovenia).

These academic institutions have developed **course materials** to provide students with a comprehensive understanding of online abuse in sport; covering its forms, triggers and targets, its specific dynamics within sport, its impact on individuals and wider society, relevant legal frameworks, as well as the key challenges and stakeholder roles involved in addressing it.

Initial learning sessions have already been delivered by several partners, while others are integrating the content into accredited academic programmes to ensure long-term sustainability. For example, the European Sport Business School has enrolled approximately 50 students across its campuses in Valencia and Madrid within its Bachelor’s programme in Communication and Sport Events Management.

In the longer term, these national modules will contribute to the development of a joint online course, designed to ensure broader accessibility across Europe.

Capacity Building Workstream

UAOA is developing a Critical Pathway Framework (CPF) in partnership with Clark Hill LLP to support sport organisations throughout the full lifecycle of responding to online abuse, providing practical guidance across areas such as reporting mechanisms, internal safeguarding procedures, and signposting to psychological first aid and mental health support to better assist affected individuals.

Research Workstream

This pillar responds to a significant imbalance in existing research, with approximately 46% of studies on online abuse in sport currently concentrated on the United States and the United Kingdom. To broaden this perspective, research activities are being conducted in partner countries (Spain, Slovenia, Sweden and the Czech Republic) to better understand the scale and impact of online abuse within local contexts and languages.

Academic partners are currently:

- Conducting research with national athletes, including motorsport drivers, through questionnaires and semi-structured interviews
- Defining research themes aligned with national priorities
- Supervising student-led research projects

The research outputs will be published in national languages and disseminated through academic, FIA and UAOA networks. Final outputs are expected by the end of 2026.

COAS Day (Countering Online Abuse in Sport)

The project will launch the first **Countering Online Abuse in Sport Day (COAS Day)** in early July 2026.

Rather than a standalone event, COAS Day is designed as a broader engagement initiative. This includes:

- Activation period spanning June to July 2026
- Combination of stakeholder outreach, media activation and campaign tools
- Strong emphasis on partner-led and decentralised actions
- Engagement of partners across their own networks and communities

Strategic Partnerships

The programme includes collaboration with the Appeals Centre Europe, an independent EU-based dispute resolution mechanism that supports users in contesting cases where harmful online content has not been adequately addressed by platforms.

This collaboration is currently being implemented through a pilot phase involving four project partner clubs, acting as early adopters within the FIA ecosystem.

Joining the Coalition

Organisations are invited to join the United Against Online Abuse (UAOA) Coalition by signing the **UAOA Charter**.

The Charter is a non-binding commitment that provides organisations with the opportunity to formally demonstrate their engagement in addressing online abuse in sport, while becoming part of a growing international coalition of stakeholders working collectively on this issue.

UAOA regularly convenes stakeholders through high-level events and conferences, fostering dialogue, knowledge-sharing, and coordinated action across the sport ecosystem. Recent examples include the 2024 UAOA Conference (recap video available [here](#)) and the 2025 UAOA Conference (recap video available [here](#)).

Further information is available on the UAOA website [here](#), or by contacting mbeaton-consultant@fia.com, UAOA Partnership and Engagement Manager.

Briefing Document about Erasmus+ Activities of Interest for presenting on behalf of United Against Online Abuse (UAOA) at EU Sport Forum, Croatia (April, 2026)

1. Education workstream

- Under the Erasmus+ UAOA stream, FIA through its national members (Autoklub Czechia, AS SLO Slovenia, RFEDA Spain, Svenska ASN Sweden) is collaborating with leading academic institutions, including Charles University Prague, European Sport Business School Spain and University FUDŠ (School of advanced Social Studies) and Sigmund Freud University - both in Slovenia.
- These academic institutions have created course materials for students to understand various topics and issues relating to online abuse, like:
 - the triggers, targets, and forms of online abuse,
 - its specific dynamics within sport,
 - and its impact on both individuals and wider society,
 - legal frameworks (criminal, civil, and administrative),
 - key tensions and challenges in responses, and
 - the roles of different stakeholders and approaches in addressing it.
- Some partners have already piloted the course and delivered initial learning sessions, while others are planning to integrate the content into accredited programmes to ensure long-term impact. Notably, European Sport Business School has enrolled approximately 50 students so far across its campuses in Valencia and Madrid, all within the Bachelor's degree in Communication and Sport Events Management.
- These courses, within each country's national context, shall lead to development of a joint online course, designed for broader and easier accessibility across Europe.

2. Research workstream

- One of the key pillars of the project is to conduct research in the partner countries (Spain, Slovenia, Sweden, and the Czech Republic) to understand the extent and impact of online abuse in sport within their respective local contexts. The research will be published in the national languages and disseminated through partner universities and their networks, as well as through FIA and UAOA channels / partnerships.
- The research strand is currently being actively developed by the academic partners.
- The partner universities are working on:
 - conducting research with national athletes, particularly motorsport drivers through questionnaires and semi-structured interviews.
 - defining their research themes in line with national contexts
 - structuring and supervising student-led research projects
- The research activities are expected to be formally launched shortly, with the objective of delivering final outputs and/or publications by the end of 2026.

3. COAS Day (Countering Online Abuse in Sport)

- The project shall soon launch the first Countering Online Abuse in Sport Day (early July 2026).
- The initiative is being developed as a broader engagement strategy, rather than a standalone event:
 - Activation period spanning June - July 2026
 - Combination of stakeholder outreach, media activation, and campaign tools
 - Strong emphasis on partner-led contributions and decentralised actions
 - Reaching out to network partners to celebrate COAS Day in their own spheres

4. Strategic partnerships

- The programme is collaborating with Appeals Centre Europe (ACE)
- ACE is an independent, EU-based dispute resolution mechanism designed to support users in contesting cases where harmful online content has not been adequately addressed by platforms. This collaboration is being operationalised through a pilot phase led by the four project partner clubs, who will act as early adopters of the mechanism within the FIA Club ecosystem.

Local Communication Opportunities FIA ERASMUS+ (WP5 and WP7)

Branded Displays at Race Events

- **Roll-ups:** Display UAOA x FIA Club branded roll-ups at Club race events (prominent suggested areas incl. Scrutineering & Administrative Areas, Media Checks or HQ)
 - o UAOA will provide the personalised branded design (with print bleed) to each Club.
 - o Other suggestions for branded designs include displaying banners along the railings.
- **Stickers for Liveries:** Clubs can explore adding branded stickers to the liveries across the disciplines (suggested areas incl. near the name/national flag, backseat windows).
- **Pins, T-Shirts, Hats:** Can be worn by officials and others during race event weekends to spread awareness.

Creating Social Media Content

- With steer/support from UAOA and FIA Communications, explore recording snippet interviews with drivers/co-drivers, officials, volunteers and other member personnel around the topic of online abuse in sport and social media. These would then be published on the Club's social media and shared across our channels.

National Media Interviews

- With steer/support from UAOA and FIA Communications on briefings, engage with your local media (newspaper, tv, radio) to explore interviews and sharing content on online abuse in sport, UAOA and the ERASMUS programme and work with the Clubs.

Actions

- Explore which of these options/other ideas would be viable across your Club's race calendar in 2026 and share with the UAOA Team.
- For social media content and national media, explore what opportunities are available within your country/regions and reach out for support from UAOA and FIA Communications.

Grant Agreement Reminder

COMMUNICATION, DISSEMINATION AND VISIBILITY (- ARTICLE 17)

Additional communication and dissemination activities

The beneficiaries must engage in the following additional communication and dissemination activities:

- present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries' websites or social media accounts
- for actions involving public events, display signs and posters mentioning the action and the European flag and funding statement
- upload the public project results to the Erasmus+ Project Results platform, available through the Funding & Tenders Portal.