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D6.2 – Countering Online Abuse in Sport Day in Europe

*Project 101184558 – UAOA
Developing a Pan-European Framework to Combat Online
Abuse in Sport*

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Participants provided informed consent at the time of registration for the use of photographs and recordings for project-related communication, dissemination, and reporting purposes.

D6.2 – Countering Online Abuse in Sport Day in Europe

1. Introduction

1.1 Countering Online Abuse in Sport Day (COAS Day) is renamed to United Against Online Abuse in Sport Day (UAOA Day)

During the project proposal phase, the initiative was initially developed under the working title Countering Online Abuse in Sport Day. As the campaign evolved, it became clear that this name did not fully reflect either the collaborative nature of the initiative or its connection to the FIA's (Federation Internationale de L'Automobile) broader United Against Online Abuse (UAOA) programme.

The initiative was therefore renamed to United Against Online Abuse in Sport Day (UAOA Day), aligning it directly with the established UAOA identity, branding and global recognition. This positioned the awareness day as the flagship annual activation of the wider initiative, rather than as a standalone campaign, strengthening coherence across project communications and reinforcing its role within the long-term objectives of the programme.

Moreover, given the fact that the campaign was meant to be adopted by different countries across Europe and the world, discussions with the Erasmus+ partners and the due diligence by the communications team indicated that the term 'Countering' might have different perceptions and interpretations when translated to different languages.

The revised name also reflected a shift in messaging, placing greater emphasis on collective responsibility and coordinated action. Rather than focusing solely on responding (or 'Countering') online abuse, the new identity highlighted the shared commitment of athletes, teams, federations, Member Clubs, media organisations, technology partners and fans to promoting safer online environments across sport.

The adoption of the UAOA identity further improved consistency across all communication and dissemination activities, including digital content, event branding, partner communications, media assets and the [Practical Toolkit](#). Consolidating these outputs under a single identity strengthened the visibility and recognition of the initiative while supporting the long-term sustainability of UAOA Day as an annual platform for awareness, stakeholder engagement and collective action.

Accordingly, the references in this report/deliverable shall refer to the actual name of the Campaign that was implemented, i.e., United Against Online Abuse in Sport Day, or UAOA Day.

1.2 Background, Rationale and Official Launch of UAOA Day during EU Forum

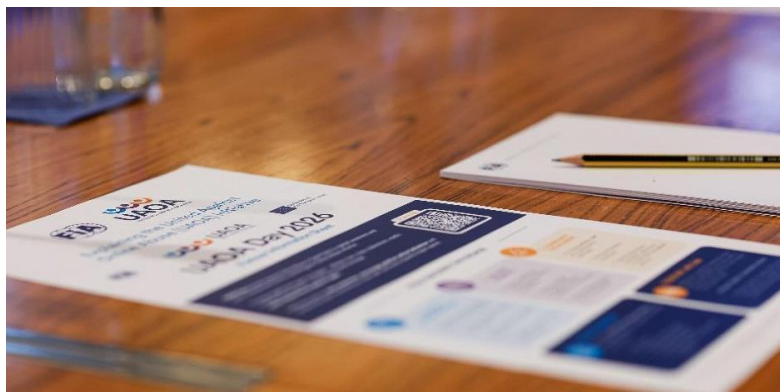
The United Against Online Abuse in Sport Day (**UAOA Day**) is a flagship advocacy initiative under the Erasmus+ project, within the larger UAOA umbrella led by FIA. It is conceived as a coordinated, European-wide mobilisation to raise awareness, promote responsible online behaviour, and drive collective action against online abuse in sport.

Rather than a standalone campaign, UAOA Day operates as a **structured activation mechanism** combining communication, stakeholder engagement, and policy dialogue. Its objectives are to increase recognition of online abuse as a systemic issue, mobilise cross-sector stakeholders, encourage concrete actions (reporting, education, safeguarding), and promote European values of respect, inclusion, and integrity in sport.

The campaign was first formally announced during the Erasmus+ Panel in the Stockholm Conference in September 2025, which was the formal launch of EU Forum, by Ms. Erin Bourke – Programme Lead of the UAOA Campaign.



Further, at the UAOA Spring Convening, a high-level stakeholder meeting held as a follow-up to the EU Forum on 2 June 2026 at the FIA offices in Paris, UAOA Day was formally introduced to participants, partners, and members of the EU Forum. At this event, the participants received two briefing documents. The first, Explaining the United Against Online Abuse (UAOA) Initiative, provided background on the Coalition and its wider activities, including the Erasmus+ programme and UAOA Day. The second, the UAOA Day Partner Information Sheet, outlined the objectives of the awareness day and the practical ways in which organisations could participate. Both of these documents were also made available on the [dedicated section on the official UAOA Website](#). These documents have been annexed together to this report under **Annexure A**.



Introducing the campaign at such early stages enabled the stakeholders to engage with the initiative well in advance of its launch and supported early coordination across partner organisations.

The UAOA Day organised under the Erasmus+ project during the summer of 2026 was proposed to be a phased implementation model, combining on-site / offline activations with decentralised partner engagements, including online campaigns, and coordinated communication efforts. The main goal was to organise a campaign delivered by the FIA, alongside the project partners as well as the wider Coalition members organising their

own online / offsite campaigns, with a common intention of raising awareness about the harms of online abuse in the world of sports.

In the longer term, the UAOA Day is intended to become a recognised annual European, and hopefully global, observation across sport. The overall ambition is to expand participation across EU Member States, engage even more sports organisations beyond the current coalition members, and establish a recurring structure supported by evolving campaign formats and stakeholder engagement mechanisms.

Ultimately, UAOA Day aims to move beyond awareness towards sustained behavioural change, contributing to safer and more inclusive digital environments across the European sport ecosystem, and positioning itself as a cornerstone initiative of the EU Forum.

In the following sections, the report explains how the UAOA Day was structured, planned and activated by the Project Coordinator (FIA), as well as the communication, outreach, and visibility created together with the campaign effectiveness and impact statistics. It should be noted that the statistics mentioned in this report are as of 31 July 2026, the date on which the information was compiled. Consequently, the actual figures may be higher upon time of reading.

1.3 Concept and Structure

United Against Online Abuse in Sport Day (UAOA Day) was launched as an annual awareness engagement campaign of the FIA's United Against Online Abuse (UAOA) initiative. While this first edition was part of the Erasmus+ project deliverables, it has been designed to be a recurring event, organised every year in the month of July. It provides a coordinated opportunity for stakeholders across the sporting ecosystem to promote respectful online behaviour and demonstrate their commitment to safer digital environments.

Given the on-going and long term nature of UAOA initiative by FIA, UAOA Day hence shall not remain a standalone campaign, but shall continue to serve as the flagship annual activation of the broader UAOA initiative. It translates the coalition's year-round advocacy, research, education and stakeholder engagement into a visible, collective action, bringing together athletes, clubs, federations, media organisations, public institutions, technology partners and fans around a shared commitment to addressing online abuse in sport.

The increasing prevalence of online abuse affects all levels of the sporting ecosystem, including athletes, officials, volunteers, journalists, clubs and supporters. UAOA Day was established to raise awareness of these challenges while encouraging practical action and shared responsibility.

The communication strategy for UAOA Day was designed to support the wider objectives of the United Against Online Abuse initiative and the Erasmus+ project through five complementary priorities.

(i) **Raise awareness**

The campaign increased the visibility of online abuse as a challenge affecting the entire sporting community; communicating its impact on athletes, officials, volunteers, clubs and supporters while encouraging broader public understanding of the issue.

(ii) **Mobilise stakeholders**

UAOA Day encouraged participation from a wide range of stakeholders, including FIA Member Clubs, national and international federations, athletes, educational institutions, media organisations, coalition partners and fans. Campaign activities

were designed to be flexible and easily adaptable, enabling organisations with different capacities and resources to contribute.

(iii) Promote practical resources

The campaign increased awareness and use of the UAOA Practical Toolkit, providing stakeholders with ready-to-use communication materials, key messages and activation ideas that supported consistent dissemination across multiple organisations and countries.

(iv) Strengthen the UAOA initiative

UAOA Day reinforced the role of United Against Online Abuse as a platform for collaboration between sport governing bodies, governments, academic institutions, technology companies, media organisations and civil society. The campaign demonstrated how coordinated communication and stakeholder engagement can support practical action to address online abuse across sport.

(v) Support Erasmus+ dissemination

The campaign also contributed to the dissemination objectives of the Erasmus+ project by increasing the visibility of project activities, educational resources, research outputs and partner contributions. Where required, communication materials incorporated the appropriate European Union funding acknowledgement and disclaimer, ensuring compliance with Erasmus+ visibility requirements while highlighting the European dimension of the initiative.

1.4 Branding and UAOA Day Logo

The UAOA Day visual identity was developed as an extension of the existing United Against Online Abuse (UAOA) brand, ensuring continuity across the initiative's communication and dissemination activities. Rather than introducing a separate identity, the logo reinforces the established UAOA brand while incorporating a distinctive "Day" element to identify the campaign's annual awareness and engagement activation.

The visual treatment was designed to differentiate UAOA Day from year-round activities while maintaining immediate recognition and consistency across digital content, event branding, partner communications and campaign resources. This approach supported coherent communication across stakeholders and strengthened the long-term visibility of the initiative.

The inclusion of the date, 07 July, establishes a recurring annual milestone for coordinated action across the sporting ecosystem. By providing a recognisable focal point for campaign activities, the visual identity supports stakeholder mobilisation, facilitates consistent dissemination and contributes to establishing UAOA Day as a sustainable annual platform for raising awareness of online abuse in sport.





1.5 Planning and Coordination

The delivery of the inaugural United Against Online Abuse in Sport Day (UAOA Day) required several months of planning and coordination across multiple FIA departments and external partners to ensure the consistent implementation of campaign activities, communication outputs and on-site activations. In case of the Project Coordinator, the on-site activations were planned to happen during the FIA Formula 1 British Grand Prix at Silverstone, on 3-5 July 2026, with the main goal of creating a larger impact by connecting with the key athletes, officials and stakeholders present on ground to voice their opinions and act as ambassadors not only for huge number of audience who attended the British GP (approximately 564,000 spectators over four days), but also the millions of fans that follow Formula 1 races across the globe.

Given the strategic importance of the UAOA Day, activation and the involvement of the FIA President, dedicated briefing documents were developed to support governance, resource allocation and decision-making by the various FIA departments. Comprehensive briefing documents were prepared which outlined the campaign objectives, communication strategy, stakeholder engagement approach, branding plan, planned content and in case of the Project Coordinator, the activations during the FIA Formula 1 British Grand Prix in Silverstone, UK (explained in further detail in the paragraphs below). This provided a common strategic framework for internal review and facilitated alignment prior to implementation.

To ensure a coordinated and timely implementation, a **working group** was formed consisting of members from FIA President's Office, FIA Corporate Communications, FIA Formula One Communications and other relevant stakeholders. Throughout the planning phase campaign assets, key messages and communication materials were subject to multiple rounds of review by the core UAOA team members and relevant leads from this dedicated working group. This collaborative approval process ensured consistency across all campaign outputs, strengthened organisational alignment and supported the effective delivery of the initiative in line with the objectives of both the United Against Online Abuse initiative and the Erasmus+ project.

UAOA Day Practical Toolkit

A central component of the campaign preparation was the development of the UAOA Day Practical Toolkit, a 15-page communications resource designed to support consistent participation across the diverse organisations involved in the inaugural UAOA Day. Rather than producing campaign materials centrally for every stakeholder, the toolkit provided a scalable framework that enabled organisations to communicate independently while contributing to a coherent international campaign. The aforesaid Practical Toolkit has been annexed to this report as **Annexure B**.

The toolkit addressed a key challenge of the Erasmus+ project – coordinating communication across national sporting bodies, international federations, Member Clubs, educational institutions, technology partners, NGOs and coalition members operating in different countries, languages and communication environments. Recognising the varying levels of communications capacity among participating organisations, the toolkit was designed to balance consistency with flexibility, allowing stakeholders to adapt materials to their own audiences while preserving a shared campaign identity.

To encourage broad participation, the communications strategy prioritised accessibility and ease of implementation. A simple and self-explanatory method to access the designs and customise them with their own logos, comments, quotes or even images and videos – reduced any barriers to engagement to the interested organisations or individuals. The easily accessible templates from the Practical Toolkit enabled organisations of different sizes and resources to participate without requiring significant preparation or even any specific tools or expertise in designing.

The toolkit combined implementation guidance, brand standards and ready-to-use communication assets within a single reference document. It included an introduction to UAOA Day and its relationship with the wider United Against Online Abuse initiative; participation guidance; official logos, colour palettes and typography; Erasmus+ funding visibility requirements; campaign hashtags; multilingual key messages; editable social media templates for LinkedIn and Instagram; customisable quote cards and story frames; email banners; digital screen assets; printable posters; and direct access to downloadable and editable files. Consolidating these resources into a single package simplified implementation while promoting consistent communication across participating organisations.

Particular attention was given to campaign messaging. Rather than developing numerous campaign slogans, the strategy centred on a small number of concise, values-based messages that could be applied consistently across digital platforms, event branding, interviews and printed materials. The principal message, **"Online abuse has no place in sport"** established a clear and accessible narrative that could be adopted across different sports, countries and organisational contexts. Supporting messages reinforced complementary themes of respect, inclusion and collective responsibility without fragmenting the overall communication approach.

The hashtag strategy followed the same principle. Three official hashtags – *#UAOADay*, *#UnitedAgainstOnlineAbuse* and *#WordsMatterInSport* – were promoted to strengthen discoverability, encourage consistent online conversations and connect campaign content to both the annual activation and the wider UAOA initiative. Limiting the number of official hashtags reduced fragmentation and supported more coherent dissemination across social media platforms.

Communication assets were developed to reflect the diverse needs of participating organisations. Platform-specific templates for LinkedIn and Instagram, reduced the need for additional design work, while editable quote cards, story frames and email banners enabled organisations to incorporate the campaign into their existing communication

channels. Digital screen assets and printable posters extended campaign visibility to venues, headquarters and sporting events, ensuring that communication activities could be implemented across both digital and physical environments.

A deliberate decision was also made to provide the majority of assets in editable formats. Organisations were encouraged to integrate their own branding, logos, imagery and spokespersons, as well as multiple languages (including the national languages of the Erasmus+ project partners: Czech, Slovenian, Spanish and Swedish), as required by the Grant Agreement. This allowed wider dissemination of the initiative, beyond just English speaking audiences, while retaining the common visual identity defined by the toolkit, across languages. This localisation approach increased stakeholder ownership and facilitated wider participation without compromising the consistency of the campaign's visual identity or messaging.

Beyond its communication function, the toolkit also supported project governance and Erasmus+ dissemination requirements. It incorporated mandatory European Union funding visibility guidance, standardised the application of campaign branding and reduced the need for individual communication support throughout the implementation period. By consolidating communication standards and funding requirements into a single resource, the toolkit facilitated consistent implementation across participating organisations while supporting compliance with Erasmus+ visibility obligations.

Partner and Member Club Engagement

Stakeholder engagement was structured through two complementary approaches, reflecting the different roles of the Erasmus+ Partners, FIA Member Clubs and the wider United Against Online Abuse (UAOA) Coalition.

The four Erasmus+ Partners were closely involved throughout the planning and delivery of UAOA Day. As project beneficiaries, they participated in regular coordination meetings and direct exchanges with the UAOA team to align national activities with the overall communication strategy. These discussions covered campaign objectives, communication planning, branding guidance, Erasmus+ visibility requirements and opportunities to connect national initiatives with the wider international campaign.

This collaborative approach enabled support to be adapted to each national context while ensuring that local activations contributed to a coordinated Erasmus+ project output. Member Clubs were encouraged to use the UAOA Day Practical Toolkit as the basis for their communications while developing activities that reflected their own audiences, priorities and organisational context.

Engagement with the wider UAOA Coalition followed a broader dissemination model designed to facilitate participation at scale. Approximately **85 organisations**, including sport governing bodies, technology companies, academic institutions, safeguarding organisations and other coalition partners, were specifically invited to participate through a coordinated email campaign. (See Annexure A for the outreach email.)

The outreach introduced the objectives of the inaugural UAOA Day, explained how organisations could contribute and provided access to the Practical Toolkit, including campaign assets, key messages and implementation guidance. Partners were encouraged to adapt these resources and share campaign content through their own communication channels, and by extending the initiative's reach across multiple sectors and countries.

This two-tier engagement model, with the Erasmus+ partners and the wider UAOA coalition members, combined sustained collaboration with project partners and broad mobilisation of external stakeholders. It supported consistent implementation across the

Erasmus+ consortium while extending the campaign's dissemination beyond the project partnership, strengthening stakeholder engagement and reinforcing the European and international reach of the initiative.

2. Activation of UAOA Day by Project Coordinator

To maximise the commitments made in the Erasmus+ Proposal, the delivery of the annual awareness day, the UAOA Day campaign was planned to have a combination of public communication, online and offline activities, stakeholder engagement and media outreach, in the form of a structured and phased campaign. A key planning objective was therefore to develop an activation capable of integrating these elements within a coherent communication strategy while providing the inaugural UAOA Day with a distinct identity and broad visibility.

While the mobilisation of Erasmus+ Partners, FIA Member Clubs and UAOA Coalition partners formed the foundation of the campaign, this approach alone would primarily engage audiences already familiar with the initiative. To extend dissemination beyond the existing network, the communication strategy was expanded to include a high-profile public activation capable of generating original content, increasing media visibility and providing participating organisations with communication assets to amplify through their own channels.

A structured governance approach was established to coordinate planning, decision-making and delivery. Regular cross-functional meetings brought together the FIA President's Office, FIA Formula One Communications, FIA Corporate Communications, Silverstone operational teams and [CTN Group](#), the campaign's audiovisual production partner. These meetings supported the coordination of campaign messaging, branding implementation, content production, publication schedules, media opportunities, filming logistics and approval processes, ensuring alignment across all workstreams.

This objective led to the decision to anchor the campaign within a major international sporting event. A Formula 1 Grand Prix in the peak summer season offered a particularly suitable environment, bringing together athletes, team principals, broadcasters, FIA officials, commercial partners and international media in a single location. This concentration of stakeholders created opportunities for coordinated communication, cross-sector engagement and extensive dissemination.

Thus, the 2026 FIA Formula 1 British Grand Prix at Silverstone was selected as the centrepiece of the campaign due to its international visibility, significant media presence and strategic relevance to the FIA. As one of the flagship events on the FIA Formula 1 calendar, the British Grand Prix provided an opportunity to position UAOA Day within a globally recognised sporting environment and to reach audiences extending well beyond the existing project partnership. The event attracted a [record 564,000 spectators](#) over four days, further increasing the potential visibility of the campaign.

This strategic approach was implemented through two complementary workstreams. The first focused on **integrating the UAOA visual identity across key locations** within the event, ensuring consistent physical visibility throughout the venue. The second centred on the **production of original audiovisual content**, including interviews, campaign statements, photography and video assets featuring representatives from Formula 1 and the wider sporting community. Together, these activities strengthened stakeholder engagement, generated high-quality dissemination materials and positioned Silverstone as the principal public activation supporting the inaugural UAOA Day.

2.1 FIA Formula 1 British Grand Prix on-site branding

The on-site branding programme was developed to integrate UAOA Day into the visual environment of the FIA Formula 1 British Grand Prix, ensuring that the campaign extended beyond digital communications and became visible throughout key FIA operational spaces, covered automatically by not just FIA and UAOA channels, but the global media and broadcast covering the FIA Formula 1 British Grand Prix.

The branding strategy was implemented in close coordination with the FIA Formula One Communications, FIA Corporate Communications and operational teams to ensure that all installations aligned with event requirements, branding standards and the wider communication plan. Rather than comprising isolated branding elements, each installation formed part of a coordinated visibility strategy designed to maximise recognition, reinforce campaign messaging and generate opportunities for further dissemination through media coverage and stakeholder-generated content.

(i) FIA Motorhomes

The FIA Motorhomes served as one of the principal branding locations for the campaign. Large-format UAOA Day branding was installed across the main façade, providing the initiative with a prominent presence in a central area of the Formula 1 paddock.

As an operational and institutional hub throughout the race weekend, the FIA Motorhomes are frequented by senior FIA representatives, teams, commercial partners, accredited media, guests, and other members of the international sporting community. Positioning the campaign within this environment ensured continuous visibility among key stakeholder groups while integrating UAOA Day into the everyday activity of the event.

The installation also created a consistent backdrop for photography, filming, media interviews, and informal interactions taking place around the motorhomes. As a result, the branding appeared organically in content produced by external stakeholders throughout the weekend, extending the campaign's reach beyond the physical activation. For example, the installation featured in social media content published by presenter and content creator *Jolie Sharpe* (approximately 261,000 Instagram followers) and the *official Visa Cash App Racing Bulls Formula 1 Team account* (approximately 4 million Instagram followers). Such organic and natural visibility amplified the dissemination of the campaign by embedding the UAOA identity within independently produced content shared with large and highly relevant motorsport audiences, further supporting the communication objectives of the initiative.



(ii) FIA Mobile Offices

UAOA Day branding was also installed across the FIA Mobile Offices, extending the campaign's visibility into the FIA's operational areas at the circuit. These facilities are regularly used by FIA officials, staff members, sporting representatives, and other accredited stakeholders throughout the race weekend. Their inclusion ensured that the campaign was present not only in hospitality, but also within the daily working environment of the event.

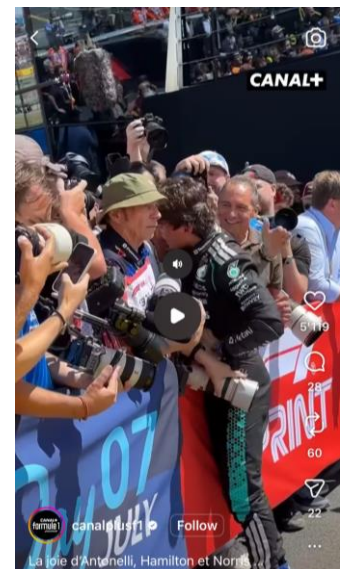


The repeated application of the visual identity across multiple office façades created continuity throughout the FIA operational zone. This consistent presence reinforced recognition of the UAOA Day brand as stakeholders moved between different locations, contributing to a coherent and integrated event-wide activation.

(iii) Parc Fermé branding

UAOA Day branding was integrated into the Parc Fermé area through branded barrier covers and display panels. As one of the most recognisable locations within a FIA Formula 1 event, Parc Fermé is the setting for post-session procedures, driver arrivals, media interviews and broadcast activity, making it a strategically important environment for campaign visibility.

Positioning the campaign within this area associated UAOA Day with key sporting moments and ensured exposure to a broad range of stakeholders, including drivers, teams, FIA officials, accredited media, photographers, guests and spectators. In addition to its on-site visibility, the branding had the potential to appear in photographs, broadcast footage and digital content generated around post-session activities, extending the campaign's dissemination beyond the venue.



(iv) Pirelli Awards backdrop

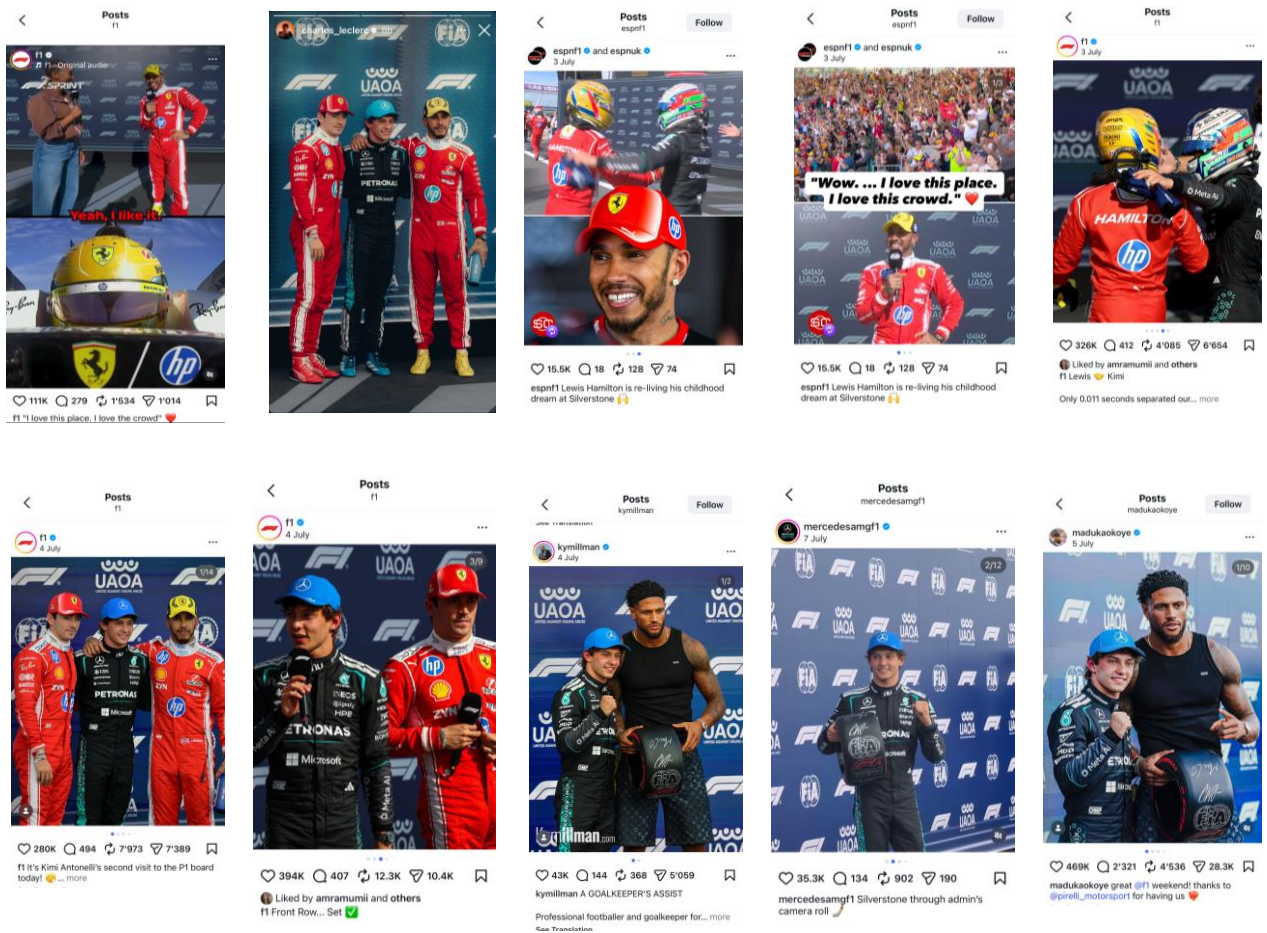
One of the biggest campaign amplifications happened by integrating the UAOA identity into the official Pirelli Awards backdrop alongside the established FIA and Formula 1 branding. Used during official award ceremonies, post-session interviews and media engagements, the backdrop occupies one of the most visible communication settings of the race weekend. It is routinely captured by accredited photographers and television broadcasters following drivers through the post-race media process, providing repeated opportunities for campaign visibility.

Integrating UAOA Day into this environment embedded the campaign within official event imagery rather than relying solely on dedicated campaign content. Images featuring the backdrop were subsequently shared across a range of high-profile social media accounts, including Formula 1 drivers, teams, broadcasters,

photographers and other public figures. This helped in utilising natural promotion by organic inclusion of the UAOA branding into all the Formula 1 related broadcasts from Silverstone.

Further examples include Charles Leclerc, Scuderia Ferrari Formula 1 driver (approximately 24 million followers), Formula 1's official account (around 43 million followers), ESPN F1, the Formula 1-focused account of the international sports broadcaster (approximately 1.6 million followers), Kym Illman, an accredited Formula 1 photographer and content creator (around 917,000 followers), Mercedes-AMG PETRONAS Formula One Team (approximately 16.5 million followers), and Nigerian international footballer Maduka Okoye (approximately 2 million followers). While these examples represent only part of the resulting coverage, they illustrate how a single physical branding installation generated secondary dissemination through independently produced content reaching large and diverse audiences.

Following are screenshots of some of these prominent accounts showing UAOA Day visibility in their social media handles:



Beyond increasing visibility, the placement carried strategic significance. Positioning the UAOA identity alongside the FIA and Formula 1 brands associated the campaign with official sporting recognition and reinforced the message that respectful online behaviour forms part of the wider values of sport. By integrating the campaign into established event infrastructure, the activation strengthened the institutional visibility of UAOA Day while supporting its dissemination through existing media and communication channels.

(v) **UAOA Roll-up in the office of the FIA President**

A dedicated UAOA Day roll-up was installed within the FIA President's office at Silverstone, displaying the campaign's central message, "**Online abuse has no place in sport**" alongside the UAOA Day visual identity, Erasmus+ funding acknowledgement and a QR code directing stakeholders to further information.

Positioned within a space used for senior-level meetings and stakeholder engagement throughout the race weekend, the installation ensured that the campaign formed part of discussions involving representatives from across motorsport and the wider sporting community. It also provided a consistent visual identity during official visits and high-level engagements.

The roll-up additionally served as a branded backdrop for official photography. It appeared in images from meetings held in the President's office, including a meeting with Christian Horner (a prominent Formula 1 figure), which were subsequently shared through [the FIA President's communication channel](#). This extended the campaign's visibility beyond the venue and integrated the UAOA identity into official institutional communications.



(vi) **UAOA Day wristbands**

UAOA Day wristbands were distributed throughout the event to fans, FIA officials, staff members and other accredited participants. While large-format branding increased institutional visibility across the venue, the wristbands enabled individuals to display their support for the campaign, creating a more personal and participatory form of engagement.

The distribution strategy reflected the campaign's objective of involving the wider sporting community rather than targeting a single stakeholder group. By reaching spectators alongside officials and operational personnel, the wristbands reinforced the principle that creating safer digital environments is a shared responsibility across the sport ecosystem. They also encouraged informal conversations around the campaign and extended its visibility throughout the paddock and spectator areas.



(vii) UAOA Day pins for FIA officials

Dedicated UAOA Day pins were produced for FIA officials and distributed ahead of the FIA Formula 1 British Grand Prix as part of an internal staff engagement initiative. Prior to the event, on-site FIA personnel received an email introducing UAOA Day, explaining the purpose of the initiative and inviting officials to wear the pin while on duty. The communication included an information sheet (added under Annexure A to this report) outlining the campaign objectives together with a QR code linking to additional information about UAOA and its wider activities.

Wearing the pins created a visible connection between the campaign and the individuals responsible for the governance and delivery of the event. Unlike large-scale branding installations, which communicated at an institutional level, the pins embedded the campaign within everyday interactions across the circuit, making the initiative visible through FIA personnel operating throughout the paddock.

This approach also reinforced an important campaign message: online abuse affects the wider sporting community, including officials, volunteers, employees and other professionals whose work supports sport. By equipping FIA officials with campaign pins, the initiative acknowledged their role within the wider conversation and encouraged them to act as visible ambassadors for the campaign throughout the event. The pins were subsequently captured in photographs taken across the paddock, further extending the campaign's visibility through official and stakeholder-generated content.



(viii) UAOA Day placards/boards

In addition to the permanent branding installations, two dedicated UAOA Day boards were used throughout the FIA Formula 1 British Grand Prix to create participatory campaign content and facilitate direct engagement with stakeholders on site. The boards were taken to a range of operational and public-facing locations and featured



in photographs with fans, marshals, medical personnel, FIA officials and other accredited participants.

This activation complemented the environmental branding by placing individuals at the centre of the campaign. It created opportunities to introduce UAOA Day, explain the wider objectives of the United Against Online Abuse initiative and encourage conversations about the shared responsibility of all members of the sporting community in addressing online abuse.

The activity widened the representation of the campaign by highlighting groups that are often underrepresented in discussions surrounding online abuse in sport. By featuring officials, volunteers, marshals, medical teams and operational staff, the activation recognised that online abuse affects the wider sporting ecosystem and reinforced the inclusive nature of the initiative.



Taken together, the different branding elements delivered a coherent, multi-layered activation across the FIA Formula 1 British Grand Prix. Large-format installations established institutional visibility, strategic placements integrated the campaign into official sporting and media environments, while participatory assets encouraged individual engagement and stakeholder ownership. This integrated approach supported the dissemination objectives of the Erasmus+ project by promoting the initiative through multiple complementary communication channels and audiences.

2.2 Silverstone Interview Series

The production of a dedicated interview series formed one of the principal communication outputs of the Silverstone activation. Its objective was to use the international visibility of the FIA Formula 1 British Grand Prix to communicate the UAOA Day message through respected voices representing different areas of the sporting ecosystem.

Rather than relying exclusively on institutional communications, the strategy sought to amplify campaign messages through athletes, senior sporting leaders, broadcasters, media professionals and digital content creators whose professional experience and established audiences could increase the relevance and credibility of the initiative. This approach supported both stakeholder engagement and wider dissemination by connecting campaign messages with audiences extending beyond the existing UAOA network.

Ahead of the event, the UAOA team undertook a coordinated outreach programme with participants and their respective communications teams. This process introduced the objectives of UAOA Day, explained the purpose of the interview series and secured participation while coordinating filming schedules and media access. The outreach also served as an awareness-raising activity, encouraging participants to engage with and support the initiative beyond the interview itself.

The selection of interviewees was intentionally designed to reflect the diversity of the international sporting community. Participants represented institutional leadership, Formula 1 teams, elite athletes, broadcasters, digital media and emerging talent, ensuring that the campaign addressed online abuse from multiple professional perspectives. Each contribution highlighted a different dimension of the issue while reinforcing the shared message that creating safer digital environments requires collective action across sport.

As seen below, these interview videos were posted between 7th July and 22nd July to create maximum and continuing impact of the UAOA Day campaign communication.

Participant	Strategic rationale	Interview Link
H.E. Mohammed Ben Sulayem – FIA President	As President of the FIA and founder of the United Against Online Abuse campaign, his participation established the strategic vision behind the initiative and demonstrated institutional leadership on the issue.	https://www.instagram.com/reel/DaiVO0ni rwS/
Fernando Alonso – Aston Martin Aramco Formula One Team Driver	Fernando Alonso is one of the most experienced and internationally recognised drivers in Formula 1. He was selected because his sporting profile, long career and global audience gave the campaign significant credibility and visibility. His participation also provided the perspective of a senior athlete who has experienced the growth of social media and online commentary throughout his career.	https://www.instagram.com/reel/DakkPo9i MIM
Kimi Antonelli – Mercedes-AMG PETRONAS Formula One Team Driver	Kimi Antonelli was selected to represent the new generation of elite athletes. As a young driver entering Formula 1 in a highly digital media environment, he could speak directly to the pressures faced by emerging athletes whose careers develop under constant online scrutiny.	https://www.instagram.com/reel/DailPb1K KbZ/
Esteban Ocon – MoneyGram Haas F1 Team Driver	Esteban Ocon was selected as an established Formula 1 athlete with first-hand experience of public criticism, performance pressure and online reactions. His participation helped address the impact of abuse on active competitors operating in one of the world's most visible sporting environments.	https://www.instagram.com/reel/DalHAtKC k0S
Zak Brown – Chief Executive Officer, McLaren Racing	Zak Brown leads one of Formula 1's most prominent teams. He was selected to bring the perspective of senior management and to demonstrate that online abuse is not only an athlete welfare issue. Teams and sporting organisations also have a responsibility to protect their personnel, set standards and influence fan behaviour.	https://www.instagram.com/reel/Damtj5Q qrT7/
Natalie Pinkham – Sky Sports Formula 1 broadcaster	Sky Sports is one of the principal international broadcasters of Formula 1, and Natalie Pinkham is a well-established presenter within its coverage. She was selected to represent sports media professionals, who are highly visible online and can be exposed to targeted abuse while also playing an important role in shaping public discussion around sport.	https://www.instagram.com/reel/DapSY5T KGG0
Toni Cowan-Brown – Content	Toni Cowan-Brown was selected to connect the sporting discussion with the wider digital environment. Her expertise provided a broader perspective on	https://www.instagram.com/reel/DaqJgnB Nc_O/

Creator and Presenter	online communities, platform responsibility, digital behaviour and the need for practical solutions beyond awareness-raising alone.	
Yevan David – FIA Formula 3 driver	Formula 3 is an important development class below Formula 1 and Yevan David from Formula 3 was selected to represent younger athletes progressing through the international motorsport pathway. His involvement demonstrated that online pressure and abuse do not begin only when athletes reach the highest level of competition.	https://www.instagram.com/reel/DbDyWcuiSp2/

Each interview explored the participant's perspective on online abuse in sport while reinforcing the objectives of UAOA Day. Collectively, the series demonstrated that the issue affects a wide range of stakeholders and that effective responses require collaboration across governing bodies, teams, athletes, media organisations and the wider digital ecosystem.



Alongside the full interviews, participants recorded the campaign's principal statements – "*Online abuse has no place in sport.*" and "*Sport unites us. Online abuse divides us.*" These individual contributions were combined into a [collective tagline video](#), providing a concise and easily shareable communication asset that demonstrated visible support for the campaign across the Formula 1 community.

Two additional participants were featured in the tagline video but did not take part in the longer interview series due to scheduling constraints during the Grand Prix weekend.

Participant	Strategic rationale
Mariana Becker – International broadcaster	As a prominent Brazilian journalist and Formula 1 broadcaster with a strong audience in Latin America, she was selected to broaden the geographical and linguistic reach of the campaign and to include the perspective of an experienced female journalist working in a globally followed sporting environment.
Bernd Mayländer – FIA Formula 1 Safety Car Driver	Bernd Mayländer is a long-standing and widely recognised member of the Formula 1 sporting environment. He was selected to demonstrate that the campaign concerns the entire sporting community, including officials and operational personnel, not only drivers, team executives and other highly public-facing figures.

2.3 Formula 1 Drivers' Group Photograph

Ahead of the Drivers' Parade at the FIA Formula 1 British Grand Prix, a dedicated UAOA Day group photograph was taken featuring all drivers from the 2026 Formula 1 grid, FIA President H.E. Mohammed Ben Sulayem and Formula 1 President and Chief Executive Officer Stefano Domenicali. The photograph provided a clear visual demonstration of coordinated support for the campaign from both the sport's leadership and its principal athletes.

Captured within the official event environment, the photograph also connected UAOA Day directly to one of the most visible moments of the race weekend. It subsequently served as a reusable communication asset for campaign publications, partner dissemination and future awareness activities, contributing to the long-term visibility and continuity of the initiative.

Most importantly, as planned, this memorable picture was picked up by a number of external media, both from motorsports as well as mainstream outlets and reported with the key messages surrounding the UAOA Day campaign, serving as a long term legacy outcome of this key initiative.



3. Communication, visibility and outreach of UAOA Day

3.1. Pre-Event communication campaign

The pre-event communication campaign was designed to build awareness of UAOA Day ahead of 7 July while preparing Member Clubs, coalition partners, media organisations and the wider sporting community to participate in the inaugural activation.

Rather than relying on a single announcement, the communication strategy combined digital communications, stakeholder engagement, media outreach, internal communications and event promotion. This phased approach ensured that different stakeholder groups received relevant information while maintaining consistent campaign messaging and visual identity across all communication channels.

(i) UAOA Website

The UAOA website served as the central information hub for the campaign. A dedicated [UAOA Day webpage](#) was developed within the official [UAOA Website](#) to provide stakeholders with a single access point for campaign information, participation guidance and communication resources. The page explained the objectives of UAOA Day, outlined how organisations could participate and provided

direct access to the [Practical Toolkit](#) together with downloadable campaign assets and was continuously updated to include the various resources, assets and calls to join the campaign.

To increase visibility, promotional pop-up banners were integrated across the wider UAOA website, directing visitors to this dedicated UAOA Day page. This approach ensured that users accessing other sections of the platform were made aware of the forthcoming campaign while strengthening the integration of UAOA Day within the broader United Against Online Abuse initiative.



The webpage also functioned as the central repository for campaign materials, including the [Practical Toolkit](#), which as explained above, included the branding guidance, official messaging, campaign hashtags, participation information and downloadable templates. Centralising these resources ensured that all participating organisations could access the latest materials from a single authoritative source throughout the preparation period.

To reinforce campaign recognition and encourage use of the Practical Toolkit, the UAOA team adopted the official UAOA Day email banner several weeks before the campaign launch. Included as one of the editable assets within the Toolkit, the banner demonstrated how participating organisations could integrate the campaign into their routine communications.

The banner was incorporated into email correspondence with FIA departments, Erasmus+ Partners, Member Clubs, coalition partners, Formula 1 stakeholders, external organisations and media representatives. Featuring the UAOA Day visual identity together with a QR code linking directly to the campaign webpage, each email increased awareness of the initiative while providing recipients with immediate access to participation guidance and campaign resources. This consistent use of the banner, not only by the UAOA Team but also the Erasmus+ partners, strengthened campaign visibility across existing stakeholder networks and encouraged wider dissemination ahead of UAOA Day. Below are some examples of this activity.

Erasmus+ Project Coordinator
FIA's United Against Online Abuse in Sport Campaign
unitedagainstoneabuse.com



Vice President of V&O Council AŠ SLO
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(ii) Presidential Communication to FIA Member Clubs

Recognising the importance of FIA Member Clubs in amplifying the campaign globally, a dedicated communication from H.E. Mohammed Ben Sulayem, FIA President and UAOA Founder, was distributed to the Presidents of all 246 FIA Member Clubs across the world (see Annexure A).

The communication introduced the inaugural UAOA Day, outlined its objectives and invited Member Clubs to mobilise their own communities using the Practical Toolkit and official campaign resources. Delivering the invitation directly through the FIA President emphasised the strategic importance of the initiative while encouraging coordinated participation across the global FIA network.

(iii) Promotion of UAOA Day campaign to the EU Forum members during Spring Convening

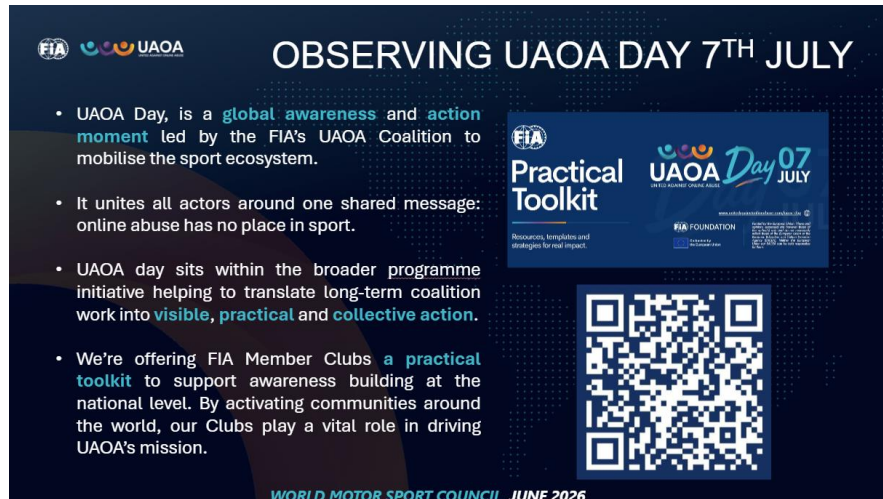
As explained above, UAOA Day was formally introduced during the UAOA Spring Convening, a high-level stakeholder meeting held in Paris that brought together representatives from organisations including the French National Assembly, UNESCO, the French National Olympic and Sports Committee and the French Tennis Federation.

Participants received two briefing documents. The first, Explaining the United Against Online Abuse (UAOA) Initiative, provided background on the Coalition and its wider activities, including the Erasmus+ programme and UAOA Day. The second, the UAOA Day Partner Information Sheet, outlined the objectives of the awareness day and the practical ways in which organisations could participate.

Introducing the campaign at this stage enabled stakeholders to engage with the initiative well in advance of its launch and supported early coordination across partner organisations.

(iv) World Motor Sport Council

UAOA Day was also presented during the June 2026 World Motor Sport Council, one of the FIA's principal governance forums. As part of an update on the progress of the United Against Online Abuse initiative, the presentation introduced the forthcoming awareness day, outlined its communication objectives and positioned it as a significant milestone within the Erasmus+ project.



OBSERVING UAOA DAY 7TH JULY

- UAOA Day, is a **global awareness** and **action moment** led by the FIA's UAOA Coalition to mobilise the sport ecosystem.
- It unites all actors around one shared message: online abuse has no place in sport.
- UAOA day sits within the broader programme initiative helping to translate long-term coalition work into **visible, practical** and **collective action**.
- We're offering FIA Member Clubs a **practical toolkit** to support awareness building at the national level. By activating communities around the world, our Clubs play a vital role in driving UAOA's mission.

Practical Toolkit
Resources, templates and strategies for real impact.

UAOA Day 07 JULY
UNITED AGAINST ONLINE ABUSE

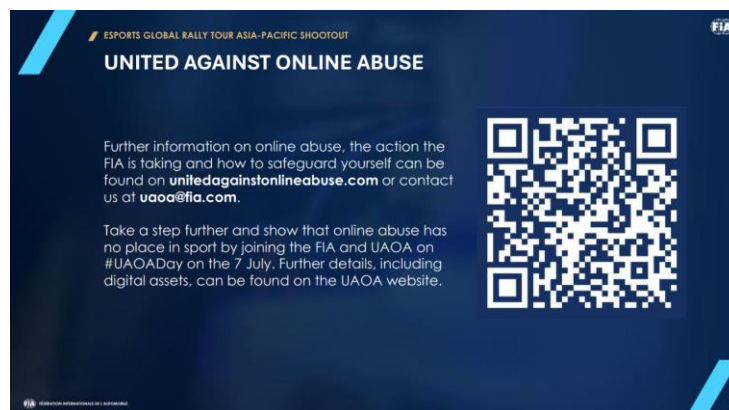
QR CODE

WORLD MOTOR SPORT COUNCIL, JUNE 2026

Presenting the campaign to senior representatives of FIA Member Clubs and international sporting organisations ensured early awareness among key decision-makers and reinforced institutional support for the initiative ahead of its implementation.

(v) Esports Global Rally Tour Asia-Pacific Shootout

UAOA Day was also promoted during the FIA Esports Global Rally Tour Asia-Pacific Shootout Drivers' Briefing on 23 June 2026 through dedicated presentation slides introducing the initiative and its objectives.



ESPORTS GLOBAL RALLY TOUR ASIA-PACIFIC SHOOTOUT

UNITED AGAINST ONLINE ABUSE

Further information on online abuse, the action the FIA is taking and how to safeguard yourself can be found on unitedagainstoneabuse.com or contact us at uaoa@fia.com.

Take a step further and show that online abuse has no place in sport by joining the FIA and UAOA on #UAODay on the 7 July. Further details, including digital assets, can be found on the UAOA website.

QR CODE

The briefing encouraged competitors to support UAOA Day by promoting respectful online behaviour and using the official campaign resources. Including the initiative within an official FIA esports event demonstrated that the campaign applies across all sporting disciplines and reinforced the relevance of safer digital environments within both physical and virtual forms of competition.

(vi) Formula 1 Media Briefing

Ahead of the FIA Formula 1 British Grand Prix, a dedicated Media Briefing (added as part of Annexure A to this report) was distributed to accredited Formula 1 journalists to introduce UAOA Day before the on-site activation. Rather than serving as a traditional press release, the document was designed to provide media representatives with the background necessary to understand the initiative, accurately reference it during the event and identify opportunities for coverage.

The briefing explained the relationship between UAOA Day and the wider United Against Online Abuse initiative, presented the objectives of the campaign and

outlined the planned Silverstone activation, including the branding programme, interview series and Practical Toolkit. It also provided contextual information on the UAOA Coalition and its activities, supporting accurate reporting while increasing awareness of the initiative among international motorsport media.

(vii) FIA Presidential Teaser

Finally, ahead of UAOA Day, a [short teaser](#) featuring FIA President H.E. Mohammed Ben Sulayem was filmed on site at the FIA Formula 1 British Grand Prix. Producing the video at Silverstone linked the President's message directly to the wider campaign activation and demonstrated his visible engagement with the initiative during one of the FIA's flagship international events.

Released on 5th July 2026, the teaser introduced the inaugural UAOA Day and generated awareness across FIA and UAOA communication channels. By announcing the campaign through the FIA President, the video reinforced the strategic importance of the initiative and highlighted the organisation's commitment to addressing online abuse across the sporting ecosystem.

3.2. UAOA Day 7th July Outputs

(i) UAOA Campaign Film

In addition to the leading voices interview series, one of the **principal** audiovisual outputs of the Silverstone activation was the [UAOA Day Campaign Film](#). Produced from footage captured throughout the FIA Formula 1 British Grand Prix, the film combined campaign branding, stakeholder engagement, interviews, behind-the-scenes content and the wider Formula 1 environment into a single narrative illustrating the implementation of UAOA Day.

Published on 7 July as the flagship video of the campaign, the Campaign Film provided stakeholders with a comprehensive overview of the activation while demonstrating how the awareness day was embedded within a major international sporting event. Beyond supporting the launch of the inaugural edition, the film created a reusable communication asset that can continue to support the dissemination and promotion of future UAOA Day campaigns.

(ii) UAOA and FIA Social Media

The main communication channels for communicating and amplification of the UAOA Day campaign was chosen to be a mix of UAOA dedicated Social Media Channels as well the FIA and FIA President's social media channel. This approach helped in reaching out to not just the direct audience interested and already aware of UAOA campaign, but the wider community which follows FIA and FIA President's channels, leading to a much greater impact of the key messages of the campaign.

<i>UAOA LinkedIn</i>	www.linkedin.com/company/united-against-online-abuse/
UAOA LinkedIn is the main campaign channel. It is the most appropriate platform for institutional messaging, partner mobilisation, Erasmus+ visibility, Toolkit promotion, speaker content, post-event outcomes and campaign reporting.	

<i>FIA LinkedIn</i>	https://www.linkedin.com/company/federation-internationale-de-l-automobile/
FIA LinkedIn extends the campaign beyond the UAOA community by leveraging the FIA's established institutional network. It increases the visibility of UAOA among sporting organisations, governing bodies, partners and industry professionals, supporting wider stakeholder engagement and project dissemination.	
<i>FIA Instagram</i>	www.instagram.com/fia.official
FIA Instagram is the public-facing and visual campaign channel. It translates the campaign into simple, emotionally engaging and highly visual content for fans and broader sport audiences.	
<i>FIA President Instagram</i>	www.instagram.com/mohammed.ben.sulayem/
FIA President Instagram is used selectively for high-level moments of authority and leadership. It does not carry every campaign post. It amplifies key symbolic moments such as the campaign launch, the Silverstone activation and a personal leadership statement.	
<i>UAOA Website</i>	www.unitedagainstonlineabuse.com
The UAOA website is the central campaign hub. Traffic is directed towards the UAOA Day landing page, where users can understand the campaign, access the Practical Toolkit and read post-event updates.	
<i>FIA Website</i>	www.fia.com
The FIA website provides institutional amplification. It is used for major milestones only, including the campaign launch and the post-event recap.	
<i>FIA YouTube</i>	www.youtube.com/FIAOfficialVideo
FIA YouTube hosts video assets with longer shelf life or strong public value.	

In the below sections, a detailed statistics of the communication impact has been captured for all the above channels used for promotion of the campaign.

3.3. Post-event communication activities

Communication activities following UAOA Day focused on consolidating the campaign's results, maintaining stakeholder engagement and ensuring that the resources and content produced remained accessible beyond 7 July 2026.

The [official UAOA press release](#), titled "[Leaders across the Formula 1 paddock unite for the first time to tackle online abuse](#)", was distributed to the FIA's international media list and [published on the FIA website](#) on 7 July, as part of the campaign's main communication activities on UAOA Day. It provided media organisations with an authoritative account of the Silverstone activation and included contributions from H.E. Mohammed Ben Sulayem, Formula 1 drivers Kimi Antonelli, Fernando Alonso, Esteban Ocon, McLaren Racing CEO Zak Brown, and TV Presenter Natalie Pinkham.

UAOA Day was also featured in the [FIA Sport Newsletter](#), which directed readers to the official press release on the FIA website. This additional coverage helped extend the campaign's reach across the FIA's wider sporting network, reaching all FIA Member Clubs, including both mobility and sporting clubs.

On 8 July, an [internal communication](#) from the FIA President's Office was distributed to all FIA staff across the Geneva, Paris and London offices. The message presented the main outcomes of the inaugural UAOA Day, highlighted the participation of leading figures from the Formula 1 paddock and thanked the FIA teams involved in the campaign's implementation. This internal follow-up helped recognise the contribution of colleagues, reinforce institutional ownership of the campaign and maintain engagement across the organisation after the public activation.

The dedicated [UAOA Day webpage](#) was also substantially updated following the event. Initially designed to introduce the campaign and support participation ahead of 7 July, the page was transformed into a permanent information and resource hub documenting the inaugural edition. The updated content includes an overview of UAOA Day and its connection to the Erasmus+ project, a summary of the 2026 campaign, information on participating organisations and international supporters, access to the Practical Toolkit, and detailed coverage of the FIA Formula 1 British Grand Prix activation.

The webpage also brings together the main campaign films, photography and interviews produced at Silverstone. In addition, it provides information on how organisations can support future editions, access further educational resources, join the UAOA coalition or participate in related activities. This ensured that the communication assets developed for UAOA Day remained available for continued dissemination, learning and stakeholder engagement. In parallel, the [UAOA online gallery](#) was updated with photographs from UAOA Day and the FIA Formula 1 British Grand Prix activation. This provided a permanent visual record of the campaign, supported future dissemination activities and made high-quality event imagery accessible for continued communication and stakeholder engagement.

All the documents referred above have been collectively attached under **Annexure A** to the present report.

Together, these follow-up activities extended the value of the campaign beyond the event date. Through internal communication, permanent online resources and the continued availability of the official press release and campaign content, the project maintained visibility, supported future participation and contributed to the sustainability of UAOA Day as an annual mobilisation against online abuse in sport.

3.4. Erasmus+ Partner activation (Partners Activation)

In order to ensure coordinated action by the Erasmus+ partners and maximising the impact and effectiveness of the campaign, specific meetings were organised by the Project Coordinator, i.e., UAOA with the partners, where the background, rationale, examples of activities and reporting requirements under the Grant Agreement was explained. Further, detailed emails were sent with the Practical Toolkit, UAOA Day summary / Partner Information Sheet, Reporting Forms and other such information that was needed for successful implementation.

The above was followed up with multiple emails and one on one meetings by the Project coordination team, which helped the Erasmus+ partners organise themselves and contribute to the widespread dissemination of the UAOA Day.

A summary of their actions is being explained below:

(i) Zveza za Avto Sport Slovenije

As an Erasmus+ Partner, the Zveza za Avto sport Slovenije (AŠ SLO) implemented a comprehensive national activation combining communication, education and event-based engagement to support the inaugural UAOA Day. Its activities demonstrated how the campaign could be adapted to a national context while remaining aligned with the wider objectives and visual identity of the United Against Online Abuse initiative.

To improve accessibility and facilitate participation, AŠ SLO translated the UAOA Day Practical Toolkit into Slovenian, enabling clubs, officials, volunteers and other stakeholders to access campaign resources in their native language. The organisation also adopted the official UAOA Day email banner across its routine communications ahead of 7th July, reinforcing campaign visibility and directing recipients to the campaign website and participation resources.



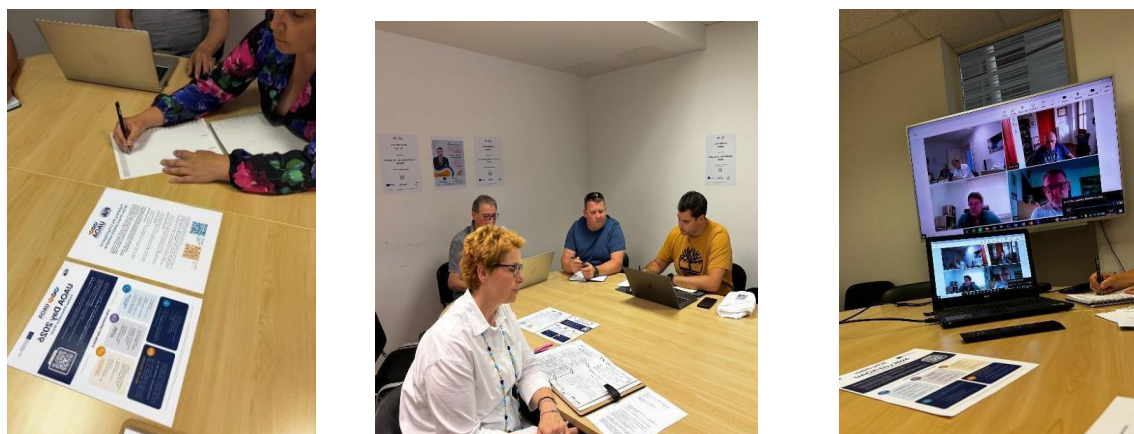
UAOA Day was further integrated into the national motorsport calendar through activations and presence of UAOA Day related campaign materials (like roll ups,



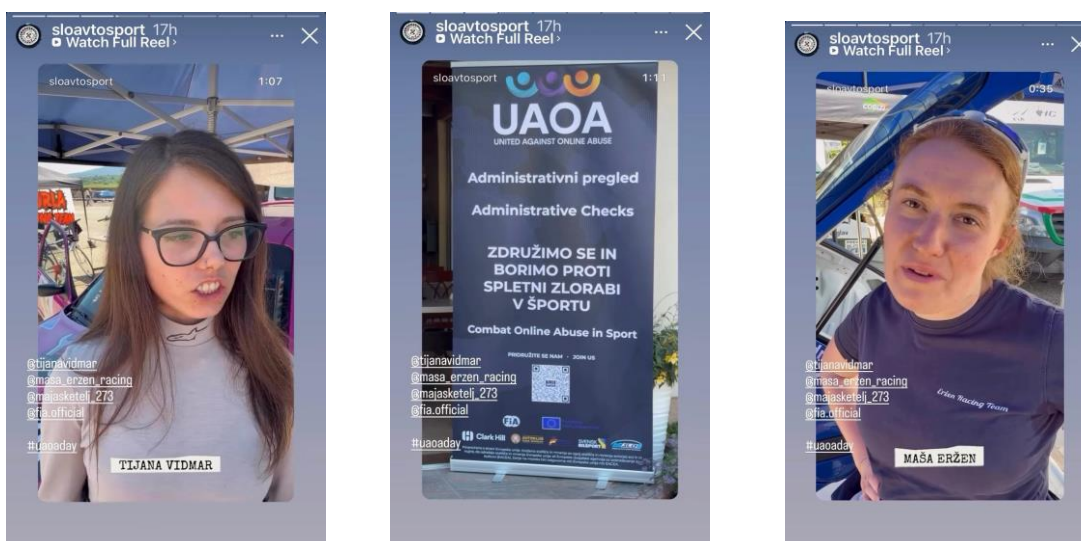
flyers etc.) at several events, including a round of the FIA European Hill Climb Championship (19–21 June), the Raceland Krško drift event (20 June) and the Železniki Rally (4 July). These activities extended campaign visibility beyond digital communication by reaching competitors, officials, volunteers and spectators directly within the sporting environment. Embedding the campaign within existing FIA and national competitions also strengthened the practical relevance of the initiative and demonstrated how awareness activities can be incorporated into established sporting events.



Education formed a central component of Slovenian activation. As part of the pre-UAOA Day activities, on 16 June, the AŠ SLO Volunteers and Officials Council organised a round table titled *"Respectful Communication On and Offline: How to Educate and Protect Our Officials and Volunteers"*. Drawing on recent experiences from national rally competitions, participants discussed examples of online abuse directed towards technical officials following sporting decisions and examined the challenges faced by volunteers and officials operating in increasingly digital sporting environments. The discussion concluded that continued investment in education, awareness-raising and support mechanisms is required to strengthen respectful communication across the sport. By focusing on officials and volunteers, the activity reinforced one of the core messages of UAOA Day: that online abuse affects the entire sporting ecosystem, not only athletes.



To complement these activities, AŠ SLO delivered a dedicated social media campaign consisting of Instagram posts, including a video featuring messages from Slovenian stakeholders, a Facebook post and 18 Instagram Stories published between 7 and 14 July. This phased approach maintained campaign visibility before, during and after UAOA Day while encouraging continued engagement among national audiences, ensuring sustained and continuous visibility.



AŠ SLO has also committed to extend the initiative beyond the inaugural awareness day through planned activations at the International Rally in August, a further FIA European Hill Climb Championship event at the end of August and the FIA European Rally Trophy at the end of September. This continued programme of activities demonstrates how UAOA Day has been embedded within the organisation's broader communication and education strategy, supporting the long-term sustainability of the campaign and contributing to the lasting impact of the Erasmus+ project.

(ii) Real Federación Española De Automovilismo

Real Federación Española de Automovilismo (RFEDA) supported UAOA Day through the localisation of campaign resources and a targeted digital communication campaign designed to engage the Spanish motorsport community.

To improve accessibility and facilitate national participation, RFEDA translated the UAOA Day Practical Toolkit into Spanish, enabling clubs, athletes, officials and stakeholders to access campaign materials in their native language. This supported the consistent dissemination of campaign messages while increasing the usability of the resources across the Spanish motorsport ecosystem.



To mark the inaugural UAOA Day, RFEDA published dedicated content on [LinkedIn](#) and [Instagram](#), featuring messages from prominent representatives of Spanish motorsport. The campaign brought together perspectives from Santi Castilla (Rally Driver), Eguzkiñe Enríquez (Rally Co-driver), Laura Aparicio (Athlete) and Manuel Aviñó (FIA Vice President and President of RFEDA) with a collective audience of

about 40,000 followers. By showcasing voices from different areas of the sporting community, the campaign reinforced the collective nature of the initiative and



demonstrated that addressing online abuse is a shared responsibility across all levels of sport.

(iii) Svenska Bilsportförbundet

The Svenska Bilsportförbundet (SBF) supported UAOA Day through stakeholder engagement activities integrated into existing federation communications and national motorsport events.

As part of its national activation, SBF plans to distribute a dedicated newsletter to licensed drivers across the federation to inform about the UAOA Day, its objectives and the campaign resources available, for future use.

To support national dissemination, SBF also published a [dedicated Facebook post](#) marking UAOA Day and a [featured article](#) on its website explaining the objectives of the UAOA initiative, Sweden's participation in the Erasmus+ project and its collaboration with researchers from Stockholm University (in form of an interview with Lisa Kaati, an associate professor at the Department of Computer and Systems Science (DSS) at Stockholm University) and the Swedish Royal Prince Couple's Foundation to address online abuse in sport.

As for pre-UAOA Day events, SBF also incorporated UAOA Day into the Midnattssolsrallyt on 1 July, in collaboration with the Royal Automobile Club of Sweden (KAK) and the Swedish Royal Prince Couple's Foundation, an organisation working to prevent online bullying and abuse.



The activation engaged competitors and spectators directly, raising awareness of online abuse in sport and promoting respectful behaviour in digital environments. By partnering with organisations from both the motorsport and wider social sectors, the activity broadened stakeholder engagement and reinforced the cross-sectoral approach underpinning the Erasmus+ project.

These activities contributed to the national dissemination of UAOA Day while demonstrating how existing sporting events and strategic partnerships can be used to support the long-term objectives and sustainability of the initiative.

(iv) Autoklub České republiky

The Autoklub České republiky (AČR) supported UAOA Day through a combination of digital communication and event-based awareness raising.

To mark the inaugural awareness day, AČR published dedicated social media content explaining the purpose of UAOA Day, highlighting its core messages and encouraging stakeholders to promote a safer and more respectful online environment for everyone involved in sport. The communications also emphasised that UAOA Day forms part of the wider United Against Online Abuse initiative and encouraged continued engagement beyond the annual awareness day.



Additionally, as part of pre-UAOA Day events, AČR promoted the UAOA Day campaign during the FIA European Autocross Championship in Nová Paka (4–5 July), where drivers, organisers, fans and FIA officials had the opportunity to learn more about the initiative through dedicated on-site branding and campaign information. Integrating UAOA Day into an FIA Championship event enabled the campaign to reach a broad range of stakeholders within the sporting environment while reinforcing its visibility immediately ahead of 7 July.



Together, these activities supported the dissemination of UAOA Day in the Czech Republic by combining digital communications with direct engagement at a major international motorsport event, contributing to the wider awareness, stakeholder engagement and sustainability objectives of the Erasmus+ project.

(v) Clark Hill Professional Services LLP

Clark Hill's team authored and published a dedicated [article on its website](#) titled "*The United Against Online Abuse (UAOA) Day 7 July 2026: Online Abuse in Sport – Irish Law is Catching Up, But Enforcement Remains a Challenge*". The article examined recent developments in Irish legislation relevant to online abuse in sport, outlining the criminal, civil and regulatory measures available while emphasising that legal frameworks should be complemented by education, awareness and cultural change. It concluded by encouraging athletes, sporting organisations and governing bodies to participate in UAOA Day and to make use of the available campaign resources.

Further, to mark UAOA Day, Clark Hill Professional Services LLP also shared a [Linkedln post](#) reaffirming its support for the initiative, highlighting the campaign's core messages and directing audiences to the UAOA Day website and Practical Toolkit. This activity expanded the campaign's reach to legal professionals, businesses and wider international stakeholders.

3.5. Campaign Effectiveness and Impact Statistics

(i) FIA/UAOA Communication Channels

All the communication activities by the Project Coordinator, through its social media, website, emails and other communication channels have been compiled together under **Annexure C**.

It should be noted that UAOA does not maintain dedicated accounts on Instagram, Facebook or YouTube. Instead, the project follows a deliberate dissemination strategy that leverages the FIA's established digital ecosystem, enabling campaign content to reach significantly larger audiences through the FIA's official channels, which have **more than 3.1 million Instagram** followers, 792,000 **Facebook** followers and 232,000 **YouTube** subscribers. The statistics presented below therefore relate to UAOA Day content published through these FIA communication channels.

a. [FIA and FIA President Instagram](#)

Instagram served as the campaign's primary social media platform, supporting both awareness-raising and stakeholder engagement throughout the implementation of UAOA Day. Between 3rd and 21st July 2026, a coordinated series of publications across the FIA and FIA President Instagram accounts generated a combined outreach of **more than 2.01 million views, about 76,000 likes, about 3200 comments, around 3500 reposts and more than 15,000 shares and 3600+ saves**.

Content followed a structured editorial approach designed to maximise visibility before, during and after UAOA Day. Communications progressed from on-site branding and teaser videos to flagship campaign content on 7 July, before transitioning into an interview series featuring representatives from across the motorsport ecosystem. This phased approach maintained campaign visibility beyond the launch day while reinforcing key messages through a range of credible stakeholder voices.

The highest-performing publication was the second teaser, released on 6 July as a collaborative post between the FIA and FIA President accounts. It generated more than **890,000 views, 34,000 likes, 2500 comments and 12,500 shares**. The official UAOA Day Tagline Video, published on 7 July, also recorded more than **435,000 views and 27,000 likes and comments**, making it the second most-viewed publication of the campaign.

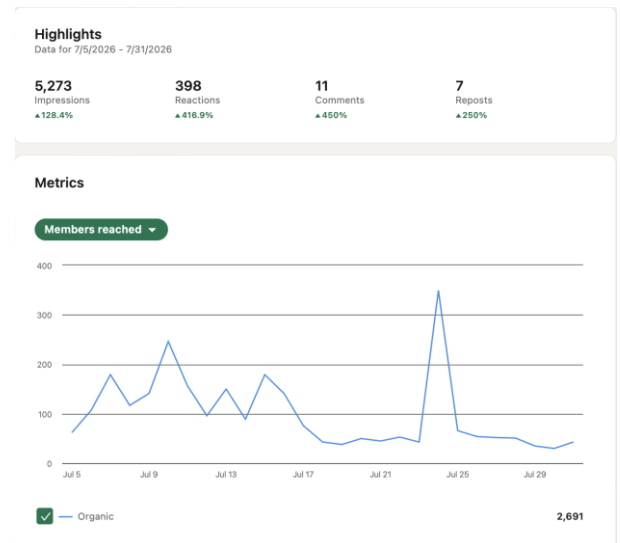
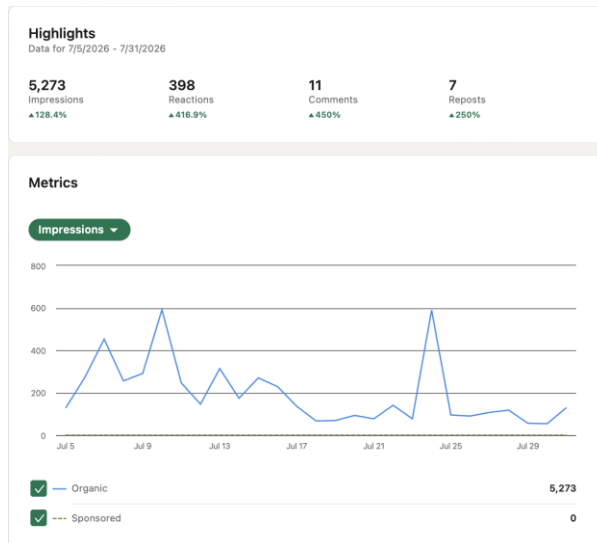
Following UAOA Day, communications shifted towards stakeholder-led dissemination through a series of interviews with drivers, media representatives and project supporters. In particular, the interviews with Natalie Pinkham, Toni Cowan-Brown and Yevan David were published as collaborative posts with their respective Instagram accounts, extending dissemination beyond the FIA's own channels and enabling the campaign to reach additional audiences through trusted external stakeholders. This collaborative approach strengthened stakeholder ownership of the campaign while expanding its potential reach.

Particular attention was given to extending communications beyond the designated awareness day rather than concentrating activity around 7 July alone. A longer publication schedule created repeated opportunities for audiences to encounter, engage with and share campaign content, while progressively shifting the focus from awareness-raising towards stakeholder-led storytelling.

The interviews were therefore released over the following two weeks, with the final interview featuring Yevan David published on 21 July, exactly two weeks after UAOA Day. This approach prolonged the campaign lifecycle, maintained visibility after the initial launch and supported stronger message retention by reinforcing the campaign's objectives through different voices and formats over time. It also contributed to the sustainability of dissemination by positioning UAOA Day as the starting point for continued engagement rather than as a stand-alone communication event.

b. UAOA LinkedIn

As evidenced in Annexure C, [UAOA LinkedIn](#) continued to be an effective channel for engaging institutional stakeholders throughout the campaign. Between 5th and 31st July 2026 (as on date of compilation of the impact statistics), campaign publications generated about **4000 impressions, and reached more than 2000 members, which resulted in 100s of reactions, comments and reposts**. Compared with the previous reporting period, this represented a **194% increase in impressions, a 1,072% increase in reactions, and a 600% increase in reposts**, indicating a substantial increase in the visibility and engagement of project communications.



Performance peaked around UAOA Day (7 July) before remaining consistent through the interview series published during the following two weeks. This sustained level of engagement indicates that stakeholder interest extended beyond the campaign day itself and supported continued dissemination among institutional and professional audiences.

Overall, the results demonstrate that LinkedIn successfully supported the project's objective of increasing awareness among key stakeholders while strengthening the visibility of UAOA within professional networks.

c. [FIA LinkedIn](#)

Between 6th and 22nd July 2026, UAOA Day content published through the FIA LinkedIn account generated more than **42,000 impressions and more than 2000 clicks, reactions and reposts**. These results indicate that the campaign achieved not only strong visibility but also measurable stakeholder engagement, with users actively engaging with and redistributing campaign content within their professional networks.

The strongest-performing publication was the UAOA Day Teaser 2, released on 6 July, which generated 6600+ impressions and about 350 clicks. This suggests that advance communications were particularly effective in directing audiences towards campaign resources ahead of UAOA Day. The UAOA Day Tagline Video generated the highest number of reactions, indicating that the campaign's core message resonated strongly with LinkedIn's professional audience.

The interview series maintained relatively consistent levels of visibility across different stakeholder profiles. Interviews with Fernando Alonso, Zak Brown, Natalie Pinkham and Toni Cowan-Brown each generated more than 4,400 impressions, while the Yevan David interview alone recorded about 3,900 impressions despite being published on 22 July, shortly before reporting data were collected. This suggests that interview-based content remained relevant beyond the principal campaign period and enabled the campaign to sustain engagement through a combination of sporting, institutional and media perspectives.

Overall, the FIA LinkedIn results complement those achieved through the UAOA account by demonstrating the value of publishing campaign content through an established institutional channel. In particular, the volume of clicks and reposts

indicates that the publications encouraged further exploration of campaign resources and supported peer-to-peer dissemination among professional audiences, contributing to the project's stakeholder engagement and long-term dissemination objectives.

d. FIA YouTube and Facebook

Within the UAOA Day communication strategy, YouTube was used primarily as a long-term hosting platform for the campaign's audiovisual assets. Publishing the Campaign Film and interview series ensured that campaign materials remained available through a stable, shareable repository capable of supporting dissemination beyond the campaign period. The use of YouTube Shorts also created a permanent library of interview content in a format suitable for wider digital distribution.

Although YouTube was not intended to serve as a primary engagement platform, the published content nevertheless generated about **13,000 views**, while the full UAOA Day Campaign Film recorded about **25,000 impressions**. These results indicate that the platform provided an additional dissemination opportunity beyond its original hosting function, extending the campaign's reach through organic discovery while ensuring that campaign materials remain available for future communication, stakeholder engagement and project sustainability.

Facebook was used more selectively to avoid unnecessary duplication across FIA communication channels. Rather than reproducing the full editorial sequence published on Instagram and LinkedIn, communications focused on the UAOA Day Tagline Video, which presented the campaign's central message in a concise format well suited to Facebook's broad audience. Concentrating activity on a single flagship publication ensured that the campaign maintained a presence on the platform while focusing communication efforts on the content most appropriate for Facebook users.

This publication alone generated about **93,000 impressions, about 14,000 clicks and more than 2000 reactions, comments and reposts**. The high number of clicks suggests that users engaged with the content beyond passive viewing and sought further information about the campaign, thereby contributing to the project's dissemination objectives.

(ii) External Stakeholders Communication Campaign

All the communication activities by all the external stakeholders, which could be found by the Project Coordinator through the coordinated Hashtags and general search over the social media and internet, have been compiled together under **Annexure D** to this report. Similarly, to specifically highlight and differentiate, all the communications and news created by press and media, either in social media channels or on other platforms, have been compiled in **Annexure E** to this report.

Stakeholder-led dissemination represented a central component of the implementation strategy for UAOA Day and significantly extended the campaign's visibility beyond the FIA's own communication channels. By providing the external stakeholders, which included the members of EU Forum and the larger UAOA Coalition, FIA Member Clubs across the world and third party organisations who joined the UAOA Day Campaign on their own interest. The common communication practical toolkit allowed the adaptation by these stakeholders to local contexts and helped in promotion of consistent messaging across countries, sports and stakeholder groups. **More than 60 organisations and individuals** actively contributed to dissemination, including International Federations, National Sporting Authorities,

Formula 1 stakeholders, universities, technology companies, specialist media and academic researchers. This collaborative approach strengthened stakeholder ownership, encouraged decentralised implementation and reinforced the project's European and international dimension.

The campaign generated substantial engagement across LinkedIn through partner publications. Collectively, participating organisations represented a potential audience of approximately **683,000 followers**. Although platform data do not permit confirmation of actual reach, partner publications generated 1,164 reactions, 57 comments and 55 reposts during the reporting period. The diversity of participating organisations demonstrated the transferability of the campaign across different sporting disciplines and governance structures, contributing to the dissemination of shared messages on online safety throughout the wider sporting ecosystem.

It is worth noting that the stakeholder engagement on Instagram was much more significant and had wider outreach. Participating organisations represented a combined audience of approximately **1.83 million followers**, with campaign publications generating more than **15,000 likes and 260 comments and about 560 shares** - cumulatively, as on 31st July 2026, i.e., the date of compiling the impact statistics related information for this report. Many partners complemented the centrally developed communication materials with original photographs, videos and messages, participation of national and international athletes, collaborative posts and locally adapted and sometimes translated texts while maintaining the campaign's visual identity and the core message. Numerous Instagram stories further increased visibility and supported real-time engagement. These results demonstrate the effectiveness of providing adaptable communication resources that enable partners to tailor dissemination to their own audiences without compromising overall campaign coherence.

The active involvement of recognised sporting personalities and influential organisations further strengthened dissemination. Contributions from Formula 1 stakeholders, athletes and senior sporting leaders expanded the campaign's reach beyond its immediate partnership network while enhancing the credibility of campaign messages. Collaborative publications involving ambassadors, national federations and athletes consistently generated the highest levels of engagement, highlighting the value of trusted voices in communicating issues relating to online abuse in sport and encouraging wider stakeholder participation.

Dissemination extended beyond LinkedIn and Instagram through coordinated activity on Facebook and X (formerly Twitter), enabled the campaign to reach audiences with different communication preferences. On Facebook, partner organisations generated 257 reactions, four comments and 55 shares, with particularly strong contributions from International Federations and National Sporting Authorities that adapted campaign messages to their national contexts. On X (formerly Twitter), publications from sporting organisations, National Olympic Committees and specialist motorsport media generated more than **11,000 views, and about 100 likes, reposts and comments**. The participation of organisations from both the Olympic Movement and the wider sporting sector demonstrated the relevance of the campaign beyond motorsport and supported cross-sector dissemination of the project's objectives.

Partner organisations also contributed to dissemination through communication channels beyond social media. Dedicated articles published on organisational websites and specialist media platforms provided more detailed information on the objectives of UAOA Day, its implementation and the wider challenge of online abuse in sport. This complemented social media activity by reaching audiences interested in sport governance, athlete welfare and digital safety, while increasing the durability and accessibility of campaign information.

Overall, the dissemination results demonstrate the effectiveness of a partnership-based communication model in which centrally developed resources were implemented through trusted local, national and international networks. Rather than relying exclusively on central communications, the project enabled partners to adapt and disseminate campaign materials through their own established channels, resulting in broad international visibility and approximately 16,900 measurable interactions across LinkedIn, Instagram, Facebook and X (formerly Twitter).

This figure excludes engagement through Instagram Stories, website traffic and media coverage for which comparable metrics were unavailable. The participation of International Federations, National Sporting Authorities, educational institutions, technology companies, specialist media and individual advocates illustrates the project's capacity to foster cross-sector cooperation around a shared objective.

Thus, by promoting consistent communication across multiple countries and sporting contexts while encouraging local ownership and continued stakeholder engagement, this dissemination model strengthened both the European added value and the long-term sustainability of the United Against Online Abuse initiative.

4. Sustainability and Continuity

UAOA Day was conceived as the starting point of a long-term awareness initiative rather than a standalone communication campaign. While the inaugural edition centred on activities delivered on 7 July, the project established a range of communication assets, partnerships and implementation approaches that will support the continued development of the initiative, occurring annually, beyond the lifetime of the Erasmus+ project.

A significant project output is the creation of a comprehensive library of reusable communication materials. These include interviews with Formula 1 drivers and senior sporting representatives, photography, branded graphics and campaign visuals. Designed for continued use, these resources can be integrated into future presentations, conferences, educational activities, stakeholder engagement initiatives and awareness campaigns. Existing materials will also continue to support year-round digital communication through additional LinkedIn carousels, campaign recaps and thematic publications. By extending the lifespan of content produced through the project, this approach increases the long-term value and cost-effectiveness of the communication investment while ensuring continued visibility for the initiative.

The project also strengthened stakeholder engagement beyond the delivery of UAOA Day itself. Existing partners increased their involvement throughout the campaign, while discussions held during the FIA Formula 1 British Grand Prix generated interest from additional individuals seeking to contribute to future editions and also potential interest in joining the EU Forum and the wider UAOA Coalition. These relationships provide a foundation for expanding the initiative's network and increasing cross-sector collaboration across the motorsport community. Beyond established partners, the campaign also reached new audiences and stakeholders, as well as non-motorsport organisations. Such engagement creates opportunities to broaden future dissemination activities and extend the campaign's reach through established communication channels within the European and international sporting landscape.

Implementation of the first edition also generated practical learning that will inform future campaign development. Analysis of communication performance indicated that content featuring authentic contributions from athletes and senior sporting leaders generated the highest levels of engagement. Likewise, partner implementation demonstrated that the Practical Toolkit successfully balanced visual consistency with sufficient flexibility to enable localisation across different national contexts. These

findings provide an evidence base for refining future communication strategies, strengthening stakeholder engagement and improving partner support.

Building on these outcomes, UAOA Day is intended to become an annual international mobilisation across the sporting community. Future editions will build upon the communication assets, stakeholder relationships and implementation experience developed through this project while continuing to expand participation across sports, countries and stakeholder groups.

Through the continued use of reusable communication resources, sustained engagement with partners and ambassadors, and the ongoing recruitment of new organisations, the project has established a sustainable framework capable of supporting the long-term objective of promoting safer, more respectful and inclusive digital environments across sport.



Explaining the United Against Online Abuse (UAOA) Initiative

The United Against Online Abuse initiative is an award-winning global coalition of sporting organisations, national governments, academic institutions and technology platforms united to tackle online harms within the sport ecosystem and foster safer, more inclusive digital spaces for competitors, officials and volunteers, industry professionals and fans.

Founded in 2023 by H.E. Mohammed Ben Sulayem, FIA President, and supported by the FIA Foundation and the European Commission, UAOA aims to coordinate, enable and accelerate effective responses to online abuse in sport, guided by three pillars:

'Stronger Together'

- Success is dependent on a united ecosystem and the UAOA Coalition provides a powerful and consistent presence that aligns partners around evidence, shared standards and practical action.

'Evidence-Based'

- Through academic collaborations with global universities, UAOA conducts leading research into online abuse in sport, including fully-funding six Master's programmes and its flagship annual Barometer reports.

'Committed to Action'

- Informed by evidence and the UAOA Coalition's platform for knowledge sharing and education, UAOA is enabled to pioneer initiatives that develop and bridge access to solutions that ensures sport remains a source of unity and inspiration.

By implementing these principles, UAOA has established credibility as a thought leader, with an approach that is sustained, committed and far-reaching across the industry.

The UAOA Coalition has over 70 members. Further information on Coalition partners, including the Government of France, Sport Federations of IESF, IFSO, IFAF, ARISF and their 40 associated members, UNESCO and leading universities including The University of Notre Dame, Dublin City University, European Sport Business School, Charles University and Professor Matej Tušák, can be found on our website.



Follow
UAOA on
LinkedIn



Visit our
Website

The UAOA Conference

Convening global leaders and experts from across sport, politics, academia and technology, the UAOA Conference provides a platform for the UAOA Coalition to connect and share the experiences, research and tools available to build safe digital environments for sport. Following the success of the inaugural conference in 2024, the UAOA Conference returned in 2025 in Stockholm.



A recap of the event can be found here.

'Pan-EU Framework to Combat Online Abuse in Sport' – Erasmus+ Programme

The European Union has awarded the FIA and UAOA Erasmus+ funding to lead a transformative project to deliver a 'Pan-EU Framework to Combat Online Abuse in Sport', utilising the FIA and its National Federations to pilot the model. Highlights include conducting empirical studies in native languages, developing educational tools, enhancing capacity-building within sport organisations, and launching an EU-wide UAOA Day. Further information on the programme is available on the UAOA website or see supporting leaflet for further details on how to get involved with UAOA Day.

Tool Showcase: Online Abuse in Sport Free Online Course

Mechanisms, Impact and Strategies – UAOA's free Online Abuse in Sport module, in collaboration with Dublin City University and endorsed by the UAOA Coalition, provides an introduction to the growing digital threat across sport, suitable for audiences over 18.

In line with UNESCO's 2030 Agenda and SDGs, the course equips sports administrators, coaches, athletes, and fans with the **knowledge and tools needed to foster safe and respectful online environments**.

Further free educational resources will be made available to the UAOA Coalition later in 2026.



Enrol onto the 3-part course

Contact us:
UAOA@FIA.COM

Partnership Enquiries:
mbeaton-consultant@fia.com



UAOA Day 2026

Partner Information Sheet

UAOA Day (United Against Online Abuse in Sport Day) is a global awareness and action moment led by FIA's United Against Online Abuse initiative.

It brings together the sport ecosystem – athletes, fans, clubs, federations, media, institutions and partners – around one shared message:
online abuse has no place in sport.

UAOA Day aims to **raise awareness, encourage positive online behaviour** and mobilise the sport community to create safer and more respectful digital spaces.

SCAN ME

HOW PARTNERS CAN ENGAGE



1. DIGITAL PARTICIPATION

- Share UAOA Day messaging across your social channels
- Use official campaign visuals and hashtags
- Amplify coalition and partner content
- Translate the content in your local language



2. ON-SITE VISIBILITY

- Displaying UAOA Day branding during events or competitions
- Including campaign messaging on screens, backdrops, or venue assets
- Distributing flyers, badges etc. for the attendees



3. COMMUNITY ENGAGEMENT

- Encouraging athletes, staff, and communities to participate
- Sharing testimonials or experiences
- Organizing discussions, roundtables, webinars etc. for stakeholders and general audience



TOOLKIT SUPPORT

The official **UAOA Day Practical Toolkit** will be launched shortly to support participation and activation.

It will include:

- Campaign branding assets
- Key messaging guidance
- Social media materials
- Visual templates and participation resources



TOGETHER, WE CAN

UAOA Day is a collective movement across sport. By participating, you help send a clear and united signal that online abuse has no place in sport.

Stronger Together. Committed to Action.

We look forward to working with you to make UAOA Day a powerful and visible moment for the entire sport ecosystem.



Why wear the UAOA Day badge ?

2026 FIA Formula 1 British Grand Prix



United Against Online Abuse in Sport Day, **marked on 7 July**, is a global awareness and action moment led by FIA's UAOA Coalition, founded by H.E. Mohammed Ben Sulayem, FIA President, to mobilise the global sport ecosystem against online abuse.



By wearing the badge during the Grand Prix weekend, you help make this commitment visible and support one shared message: **online abuse has no place in sport.**



Please wear the badge **visibly** while on duty.



Scan the QR code to learn more about the campaign and how UAOA is taking action against online abuse in sport.



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FOUNDATION

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Media Briefing

United Against Online Abuse in Sport Day (UAOA)

What is UAOA Day and its Purpose?

- UAOA Day is a **global awareness** and **action moment** led by H.E. Mohammed Ben Sulayem, FIA President, and the UAOA Coalition to mobilise the sport ecosystem around one shared message: **online abuse has no place in sport**.
- Marked **annually on 7 July** and as part of the **FIA Erasmus+ project**, UAOA Day will translate the coalition's long-term work into **visible, practical** and **collective action**.
- A **social media-led campaign** featuring prominent voices from across the motorsport community - including drivers, officials, teams, media and fans – will be captured during the Formula 1 British Grand Prix weekend to mark the day.
- The Paddock (Parc Fermé, FIA Motorhomes, FIA Mobile Offices and Pirelli Awards back-drop) will feature a UAOA Day **branding take-over** themed to establish strong visibility.
- A **Practical Toolkit** is available on the [UAOA website](#) providing partners and stakeholders with ready-to-use templates, campaign materials and messaging.

UAOA Coalition

- United Against Online Abuse in Sport (UAOA) is an award-winning **global coalition** founded in 2023 by H.E. Mohammed Ben Sulayem, FIA President, in response to the growing crisis of online abuse in sport.
- Supported by the FIA Foundation and European Commission, the UAOA Coalition is **endorsed by over 75 governments, sports organisations, academic institutions and technology organisations**. Most recently, Nisien.AI, Areto Labs and Careers in Sport have joined the likes of ARISF and their 40 member federations, UNESCO, Peace and Sport, The University of Notre Dame and Dublin City University, and 13 national governments in the UAOA Coalition.
- In June 2026, the UAOA Coalition **convened in Paris** to discuss the national and **international sport policy pipeline** and identify gaps to **strengthen ways of working** and foster safer, more inclusive digital sporting spaces.

Some Examples of UAOA's Strategic Work

- In April 2026, UAOA gave **oral evidence** to the **UK All-Party Parliamentary Group** on Football's Inquiry into Online Harms, advocating for the UAOA Coalition and contributing to future legislative decisions.
- UAOA's Erasmus+ project continues to develop and pilot national education and capacity-building through partnerships with FIA member clubs and leading academic institutions in Spain, Slovenia, the Czech Republic and Sweden*. Further information can be found on the [UAOA website](#).
- [Appeals Centre Europe](#), a certified dispute settlement body under the EU's Digital Services Act, is supporting UAOA's Erasmus+ project through capacity-building and raising awareness of the new right for users to challenge decisions about harmful content on social media, as well as the use of dispute data to identify systemic risks. For example, the Appeals Centre worked with TCR Europe / TCR UK driver Max Hart to produce this [Instagram video](#).

*Royal Spanish Automobile Federation, Autosport Federation of Slovenia, Autoclub of the Czech Republic and Swedish Automobile Sports Federation alongside European Sport Business School, Professor Matej Tušák, Charles University and Stockholm University.



From: Valérie Schmitt

Sent: Wednesday, July 8, 2026 10:59 AM

To:

@fia.com;

@fia.com

Cc: Alberto Villarreal <

>

Subject: Internal Comms: United Against Online Abuse Day / A message from the President Office

 OUR COMMUNITY

one 



Dear Colleagues,

Yesterday marked the first-ever **United Against Online Abuse (UAOA) Day** – a global moment of awareness and action, bringing the sporting community together to challenge online abuse, promote respect, and encourage everyone to play their part in creating safer digital spaces.

At the Formula 1 British Grand Prix, H.E. Mohammed Ben Sulayem, President of the FIA and UAOA Founder, was joined by Formula 1 drivers Kimi Antonelli, Fernando Alonso, Esteban Ocon and Franco Colapinto, alongside McLaren Racing CEO Zak Brown and members of the wider motor sport community, to deliver one clear message:

Online abuse has no place in sport.

The campaign was visible throughout the event, from interview backdrops to fan engagement activities, helping to raise awareness of an issue that affects drivers, officials, volunteers, media, fans and everyone involved in our sport.

We would like to thank everyone across the FIA who helped bring this campaign to life. Your work is helping to lead a global conversation that goes far beyond the racetrack.

If you haven't already, we encourage you to watch the campaign film, [Standing Against Online Abuse Together](#), and explore the campaign assets available on the [UAOA website](#). Together, we can help ensure that sport remains a place where passion, competition and respect go hand in hand.

Valerie Schmitt

Director of the FIA President's Office

[View this email in your browser](#)

PRESS RELEASE

07/07/2026

Leading figures across the Formula 1 Paddock unite to tackle online abuse

- Formula 1 drivers Kimi Antonelli, Fernando Alonso, Esteban Ocon and Franco Colapinto joined H.E. Mohammed Ben Sulayem, and the motorsport community, at the British Grand Prix to deliver a unified message: online abuse has no place in sport.
- The first United Against Online Abuse Day, taking place on 7 July, is a global moment of awareness and action, bringing the sporting community together to challenge online abuse, promote respect, and encourage everyone to play their part in creating safer digital spaces.



Campaign Film: [Standing Against Online Abuse Together | UAOA Day 2026](#) - Leading figures from across the Formula 1 paddock unite behind the message that online abuse has no place in sport.

The Fédération Internationale de l'Automobile (FIA), the global governing body for motor sport and the federation for mobility organisations worldwide has today held the inaugural United Against Online Abuse

Day, bringing together the global motorsport community to tackle online abuse in sport.

"Online abuse has no place in sport" was the unified message delivered by the motorsport community at the FIA Formula 1 British Grand Prix ahead of the inaugural **United Against Online Abuse (UAOA) Day**.

President of the FIA and UAOA Founder, H.E. Mohammed Ben Sulayem, was joined in marking the occasion alongside Formula 1 drivers **Kimi Antonelli**, **Fernando Alonso**, **Esteban Ocon**, **Franco Colapinto**, and McLaren Racing CEO **Zak Brown**.

While well-known broadcasters **Natalie Pinkham**, **Mariana Becker**, content creator **Toni Cowan-Brown**, Formula 3 driver **Yevan David**, and FIA F1 Safety Car Driver **Bernd Mayländer**, demonstrated the impact of online abuse on the entire motorsport community.

President of the FIA, H.E. Mohammed Ben Sulayem, declared: *"Online abuse undermines our competitions and endangers our athletes, officials, and fans. It erodes the very spirit of sport. But together, we can change that."*

Following a growing number of high-profile incidents of online abuse against drivers in Formula 1, **Kimi Antonelli** recalled: *"Even if we're professional athletes, we're still humans. It doesn't mean because we're public figures, that we deserve online abuse."*

Fernando Alonso reaffirmed their commitment to tackling the issue stating: *"It doesn't matter if you're in a different team or you support different colours, all of them deserve respect. Together, we can make the sport and the world a better place. We need to work all together on this."*

Having recently experienced online abuse following the Japanese Grand Prix, Esteban Ocon emphasised the importance of combatting online abuse in sport: *"If you start accepting that [online abuse], you accept that this is reality, this is normality, and that is not the case."*

The UAOA Day campaign was prominent at the British Grand Prix, from interview backdrops to parc fermé and fan engagement activations, UAOA branding served as a visible reminder that online abuse affects everyone, and everyone has a role to play in challenging harmful behaviour.

Sky Sports F1 TV Presenter **Natalie Pinkham** urged the whole community to: *"Be disruptive in this space, don't be afraid to call stuff out, like if it doesn't feel right when you read it, call it out."*

Zak Brown echoed the call for collective action: *"I think a great way for the fans and the community to get involved is to stand up for it as well. The more positive news we get, the more that will bury those that are spreading hate."*

Learn more and access the UAOA Day assets [here](#).

#UAOADay #UnitedAgainstOnlineAbuse #WordsMatterInSport #SafeSport #DigitalSafety

ENDS

For media enquiries please contact Cameron Kelleher, Senior Director, Sport Communications:

ckelleher@fia.com

About the Fédération Internationale de l'Automobile (FIA)

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation for mobility organisations globally. It is a non-profit organisation committed to driving innovation and championing safety, sustainability and equality across motor sport and mobility.

Founded in 1904, with offices in Paris, London and Geneva, the FIA brings together 246 Member Organisations across five continents, representing millions of road users, motor sport professionals and volunteers. It develops and enforces regulations for motor sport, including six FIA World Championships, to ensure worldwide competitions are safe and fair for all.

About the United Against Online Abuse (UAOA) coalition:

Founded in 2023 by H.E. Mohammed Ben Sulayem, President of the FIA, the United Against Online Abuse (UAOA) coalition is an award-winning global initiative dedicated to combatting online abuse in sport through policy advocacy, collaboration, and collective action. The Coalition is endorsed by more than 75 governments, sports organisations, academic institutions and technology organisations, including FIM, IFAF, IFSO, ARISF and its 40 member federations, UNESCO, Peace and Sport, and 13 national governments. The UAOA initiative is supported by the FIA Foundation and co-funded by the European Union.

Note to Editors:

Following 7 July, two interviews will be released each day, featuring key voices across the global motorsport community discussing online abuse, what the issue means to them, why it is important to take action, and how everyone can get involved. The interviews will be published on the UAOA LinkedIn Channel, FIA Instagram, LinkedIn and YouTube.

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Leading figures across the Formula 1 Paddock unite to tackle online abuse
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Join Us for UAOA Day

Message of H.E. Mohammed Ben Sulayem

Dear President, dear friend,

Online harassment affects us all—whether directly or through those we care about. Together, we can address this challenge and create a safer digital world. In 2023, I launched the UAOA Coalition, an award-winning global initiative uniting sporting organizations, governments, academic institutions, and tech platforms. Our mission: to combat online harms in sport and foster inclusive digital spaces for athletes, officials, fans, and industry professionals.

On 7th July 2026, we will mark the first **UAOA Day**.

This global moment of awareness and action, led by FIA's UAOA initiative, will rally the sport ecosystem—athletes, fans, clubs, federations, media, institutions, and partners—around a clear message: **online abuse has no place in sport**.

UAOA Day aims to raise awareness, promote positive online behavior, and mobilize our community to build safer, more respectful digital environments.

I invite you to join this collective effort by using the toolkit prepared by the UAOA team. Please click [here](#) to view the toolkit.

It includes shareable resources and customizable visuals to highlight motorsport and your community. For more details, visit the [dedicated page on our UAOA website](#).

We would greatly appreciate your support and that of your Comms team in amplifying the campaign across your channels and members.

Thank you for your commitment. Together, we can make a difference.

Stand with us. Stand with UAOA Day.

Yours sincerely,



H.E. Mohammed Ben Sulayem
President of the FIA

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Our mailing address is:
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8 Place de la Concorde
75008 Paris
France

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Join us for UAOA Day on 7 July - Invite and Toolkit - #UAOADay

À partir de Millie Beaton <[REDACTED]>

Date Mer 17/06/2026 15:59

1 pièce jointe (4 Mo)

UAOA Day 2026 Practical Toolkit.pdf;

**TAKE PART IN UAOA DAY ON 7 JULY AND STAND WITH THE UAOA COALITION IN TACKLING ONLINE ABUSE IN SPORT.**

Dear Partners and Friends of the UAOA Coalition,

On Tuesday 7 July 2026, the FIA's *United Against Online Abuse* initiative will mark the inaugural UAOA Day - a global moment of awareness and action that will rally our coalition around a clear message: **online abuse has no place in sport**.

As advocates of our shared mission to build safer, more respectful digital environments for sport, we **invite you to join us on the 7 July by using the official UAOA Day Toolkit** and mobilising your communities through shareable resources and customisable visuals. The Toolkit, attached to this email and downloadable [here](#), includes:

- Social media visuals,
- Posters,
- Digital screens,
- Email banners,
- Suggested captions,
- And branding guidance.

Further information, including additional activation ideas for all stakeholders and the official hashtag (#UAOADay), can be found on the [UAOA Day webpage](#).

Please don't hesitate to reach out if you have any questions or would like to discuss and **share your UAOA Day engagement with us** - we would love to hear from you.

Online abuse has no place in sport. Only by taking responsibility and acting together can we tackle it.

Kind regards,
Millie

[REDACTED]
Partnerships Engagement Manager
FIA's **United Against Online Abuse** in Sport Campaign
unitedagainstonlineabuse.com





Practical Toolkit

Resources, templates and strategies for real impact.



www.unitedagainstonlineabuse.com/uaoa-day 



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What is UAOA Day?



United Against Online Abuse in Sport Day, marked on 7 July, is a global awareness and action moment led by FIA's UAOA Coalition to mobilise the sport ecosystem against online abuse.



It brings together athletes, fans, clubs, federations, media, institutions and partners around one shared message: **online abuse has no place in sport**, and everyone has a role to play in creating safer and more respectful digital spaces.



UAOA Day is not a standalone campaign. It is an activation moment within the broader UAOA initiative, helping translate long-term coalition work into visible, practical and collective action.



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How to Take Part in UAOA Day



1. Download

Download the campaign assets using the links provided at the bottom of each dedicated page.



2. Customize

Customize the editable materials with your organization's logo and adapt them for your audience.



3. Share

Share them across your channels **in the lead-up to 7 July**, the official UAOA Day celebration, and help amplify the message: safer online spaces in sport start with all of us.



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UAOA Day Logos

MAIN LOGO



CO-FUNDER LOGOS



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[Access the logos here](#)

UAOA Day Branding

Our visual identity reflects the energy, inclusivity and unity of the UAOA Day movement.

Use these colors and typography to create a **consistent and impactful** brand experience.

TYPOGRAPHY



Cerebri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



COLOR PALETTE

White

HEX: #FFFFFF

Blue

HEX: #002F67

Orange

HEX: #F1A01F

Sky Blue

HEX: #21B7CB

Purple

HEX: #7E559E



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the European Union

Official Hashtags

Use the official hashtags to be part of the global conversation and help amplify the message: **online abuse has no place in sport.**



#UAOA Day

#UnitedAgainstOnlineAbuse

#WordsMatterInSport



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the European Union

Key ^{EN} Messages

Copy, adapt and share these messages across your channels to help amplify UAOA Day.



Long caption

Today, we stand with @UAOA and the motorsport community to say NO to online abuse in sport.

Words have power. Together, we can create a safer, kinder digital space for athletes, fans, and everyone in between.



Short caption

Sport is about passion, unity, and respect. Online abuse threatens all three. On UAOA Day, we're taking a stand. Will you join us?



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Key ^{FR} Messages

Copiez, adaptez et partagez ces messages sur vos différents canaux afin de contribuer à amplifier la portée de l'UAOA Day.



Légende longue

Aujourd'hui, nous nous joignons à @UAOA et à la communauté du sport automobile pour dire NON aux abus en ligne dans le sport.

Les mots ont un pouvoir. Ensemble, nous pouvons créer un espace numérique plus sûr et bienveillant pour les athlètes, les fans et tous ceux qui les entourent.



Légende courte

Le sport incarne la passion, la solidarité et le respect. Pourtant, les insultes en ligne menacent ces valeurs fondamentales. À l'occasion de l'UAOA Day, nous prenons position. Rejoignez-nous !



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Key ^{ES} Messages

Copia, adapta y comparte estos mensajes en tus canales para ayudar a amplificar el alcance del UAOA Day.



Texto largo

Hoy alzamos la voz con @UAOA y la comunidad del automovilismo para decir NO al acoso en línea en el deporte.

Las palabras tienen poder. Juntos podemos crear un espacio digital más seguro y respetuoso para los deportistas, los aficionados y todos aquellos que los rodean.



Texto corto

El deporte es sinónimo de pasión, solidaridad y respeto. Sin embargo, los insultos en Internet amenazan estos valores fundamentales. Con motivo del UAOA Day, mostramos nuestro compromiso. ¿Te unes a nosotros?



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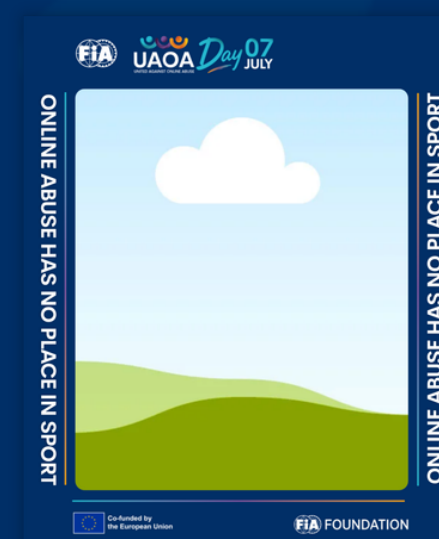
Social Media Assets



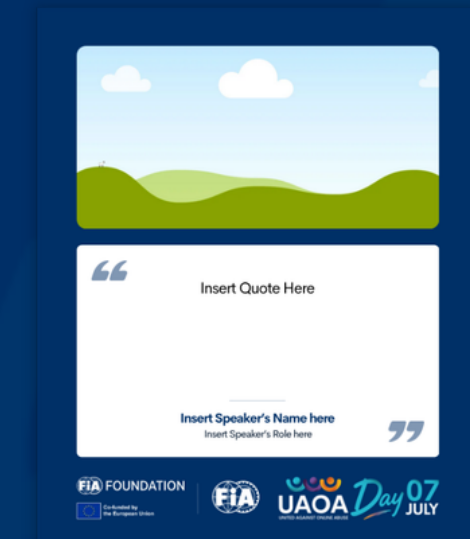
"We stand with UAOA Day"



UAOA Day frame



UAOA Day Quote card



Available in 3 formats



LinkedIn post
Adapted format for professional networks

↓ [Access the visuals here](#)



Instagram story
Vertical format for story sharing

↓ [Access the visuals here](#)



Instagram post
Square format for feed publication

↓ [Access the visuals here](#)



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Email Banner



INSERT
YOUR
LOGO
HERE



ONLINE ABUSE
HAS NO PLACE
IN SPORT



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the European Union

FIA FOUNDATION



WE STAND WITH



ONLINE ABUSE
HAS NO PLACE
IN SPORT

Co-funded by
the European Union

FIA FOUNDATION

Editable and ready-to-share templates are
available via the link below.



[Access the visuals here](#)



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Digital Screen



  **Day 07**
JULY

**ONLINE ABUSE
HAS NO PLACE
IN SPORT**



Everyone has a role to play.
Be part of the movement.



**ONLINE ABUSE
HAS NO PLACE
IN SPORT**

Everyone has a role to play.
Be part of the movement.

TAKE ACTION
Scan the QR code to
access resources and learn
how you can help end
online abuse in sport



Editable and ready-to-share templates are
available via the link below.



[Access the visuals here](#)



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Poster



Ready-to-share templates are available via the link below.

 [Access the visuals here](#)



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Contacts

For requests/questions relating to the campaign, **please contact:**



For Visuals/Design related questions

Ms. Ella Hirsbunner
(ehirsbunner-consultant@fia.com)

OR



For UAOA Project related questions

Ms. Erin Bourke
(uaoa@fia.com)

TOGETHER, WE CAN END ONLINE ABUSE IN SPORT.



Your voice matters.

By joining us, you send a powerful, united message:
abuse has no place in sport.

Stronger Together. Committed to Action

www.unitedagainstonlineabuse.com/uaoa-day 



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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Annexure C

UAOA Day Impact Statistics of UAOA LinkedIn Communications (as on Friday, 31st July, 2026)

Date	Topic	Weblink	Impressions	Clicks	Reactions	Comments	Repost
05.07.2026	UAOA Day Teaser	https://www.linkedin.com/feed/update/urn:li:activity:7479639130092597249	552	46	32	3	7
06.07.2026	UAOA Day Teaser 2	https://www.linkedin.com/feed/update/urn:li:activity:7479952932172439552	271	23	20	0	5
07.07.2026	Repost: UAOA Day Tagline Video	https://www.linkedin.com/feed/update/urn:li:activity:7480203923178323972	452	67	52	4	8
07.07.2026	UAOA Day Hero Video	https://www.linkedin.com/feed/update/urn:li:activity:7480289558899654657	320	20	35	0	5
08.07.2026	Repost: MBS Interview	https://www.linkedin.com/feed/update/urn:li:activity:7480679964565028864	230	13	19	0	1
08.07.2026	Kimi Antonelli Interview	https://www.linkedin.com/feed/update/urn:li:activity:7480914178376130560	294	22	28	0	2
09.07.2026	Fernando Alonso Interview	https://www.linkedin.com/feed/update/urn:li:activity:7480954024993800192	188	6	23	0	2
09.07.2026	Esteban Ocon Interview	https://www.linkedin.com/feed/update/urn:li:activity:7481029434746179584	190	4	12	0	2
10.07.2026	Zak Brown Interview	https://www.linkedin.com/feed/update/urn:li:activity:7481256687677419521	493	31	24	1	3
13.07.2026	Natalie Pinkham Interview	https://www.linkedin.com/feed/update/urn:li:activity:7482363897266548736	179	6	11	0	0
15.07.2026	Toni Cowan-Brown Interview	https://www.linkedin.com/feed/update/urn:li:activity:7483072154423459840	291	9	17	1	4
Total			3,460	247	273	9	39

Annexure C (contd..)

UAOA Day Impact Statistics of FIA & FIA President Instagram Communications

(as on Friday, 31st July, 2026)

Date	Topic	Weblink	Views	Likes	Comments	Reposts	Shares	Saves
03.07.2026	FIA President Instagram: Silverstone On-site Branding	https://www.instagram.com/p/DaV27AgAuhY/	63,871	4,300	11	35	11	70
05.07.2026	FIA Instagram and FIA President account collaboration: UAOA Day Teaser	https://www.instagram.com/reel/DaaU_6WCeEw/	40,773	593	8	17	12	11
06.07.2026	FIA Instagram and FIA President account collaboration: UAOA Day Teaser 2	https://www.instagram.com/reel/DadWxv4iscS/	886,190	34,000	2,600	1,000	12,500	2,000
07.07.2026	FIA Instagram: UAOA Day Tagline Video	https://www.instagram.com/reel/DafNBRfCyAJ/	431,925	26,625	368	1960	2153	1220
07.07.2026	FIA Instagram and FIA President account collaboration: UAOA Day Hero Video	https://www.instagram.com/reel/Daf0slsCOum/	88,119	1,128	23	42	44	26
07.07.2026	FIA President Instagram: Grid Picture	https://www.instagram.com/p/DafO6GQixrI/	50,091	1,900	17	57	142	47
08.07.2026	FIA Instagram and FIA President account collaboration: MBS Interview	https://www.instagram.com/reel/DaiVO0nirwS/	33,075	662	12	24	95	20
08.07.2026	FIA Instagram: Kimi Antonelli Interview	https://www.instagram.com/reel/DailPb1KKbZ/	94,690	2,392	42	209	166	195

09.07.2026	FIA Instagram: Fernando Alonso Interview	https://www.instagram.com/reel/DakkPo9iMIM/	65,917	820	10	18	16	17
09.07.2026	FIA Instagram: Esteban Ocon Interview	https://www.instagram.com/reel/DalHAtKCk0S/	61,673	610	9	14	13	9
10.07.2026	FIA Instagram: Zak Brown Interview	https://www.instagram.com/reel/Damtj5QqrT7/	63,000	581	6	7	12	10
11.07.2026	FIA and <u>Natalie Pinkham account</u> collaboration: Natalie Pinkham Interview	https://www.instagram.com/reel/DapSY5TKGGo/	51,520	730	19	14	7	14
11.07.2026	FIA and <u>Toni Cowan-Brown account</u> collaboration: Toni Cowan-Brown Interview	https://www.instagram.com/reel/DaqJgnBNc_O/	47,532	631	13	5	6	3
21.07.2026	FIA and <u>Yevan Davis account</u> collaboration: Yevan David Interview	https://www.instagram.com/reel/DbDyWcuiSp2/	36,043	749	14	33	33	14
Total			2,014,419	75,721	3,152	3,435	15,210	3,656

Annexure C (contd.)

UAOA Day Impact Statistics of FIA LinkedIn Communications

(as on Friday, 31st July, 2026)

Date	Topic	Weblink	Impressions	Clicks	Reactions	Comments	Repost
06.07.2026	UAOA Day Teaser 2	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7479939533938184192-BfPC	6602	346	130	3	13
07.07.2026	UAOA Day Tagline Video	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480199371012247552-Q1Y0	4855	181	151	2	13
07.07.2026	UAOA Day Hero Video	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480285423768936448-a6Zi	2424	81	70	0	7
08.07.2026	MBS Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480651652262264833-GNV7	1356	35	38	0	3
08.07.2026	Kimi Antonelli Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480674579573739520-jS-d	2237	88	65	0	2
09.07.2026	Fernando Alonso Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480954200194113536-aQFj	4480	93	135	0	3
09.07.2026	Esteban Ocon Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7481030668064468992-qyTy	2497	35	48	0	2

10.07.2026	Zak Brown Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7481255972649283585-JgYx	5085	55	57	0	2
13.07.2026	Natalie Pinkham Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7481618337643347968-H7HP	4472	90	55	1	3
15.07.2026	Toni Cowan-Brown Interview	https://www.linkedin.com/posts/federation-internationale-de-l-automobile_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7482012551648677888-PoF4	4426	79	32	1	1
22.07.2026	Yevan David Interview	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-ugcPost-7485712310397829120-INv/	3887	65	51	2	4
Total			42321	1148	832	9	53

Annexure C (contd.)

UAOA Day Impact Statistics of FIA YouTube/Facebook Communications (as on Friday, 31st July, 2026)

YouTube					
Date	Topic	Weblink	Impressions	Views	Comments
07.07.2026	Shorts: UAOA Day Tagline Video	https://youtube.com/shorts/p9f91eqZkx4?si=BVWgpe4EOgVyS6g2	N/A	2305	0
07.07.2026	UAOA Day Hero Video	https://youtu.be/7t_RiRqFtoE?si=eL5rzS4FPmvUjxtv	24.5k	624	0
22.07.2026	Shorts: MBS Interview	https://youtube.com/shorts/lH1ZQKIXGEs?si=JMqfa2HshCQh83cN	N/A	833	1
08.07.2026	Shorts: Kimi Antonelli Interview	https://youtube.com/shorts/3XdNQu0Y-t8?si=lo1A8e_9su9QYb19	N/A	2374	4
09.07.2026	Shorts: Fernando Alonso Interview	https://youtube.com/shorts/AvEXaGCbh3Q?si=AudyURvmr2UhnBQL	N/A	1147	2
09.07.2026	Shorts: Esteban Ocon Interview	https://youtube.com/shorts/RQ2XWQ6tSyM?si=uR9MnD7oH8Y2hc6y	N/A	933	2
10.07.2026	Shorts: Zak Brown Interview	https://youtube.com/shorts/S3-0ctjlx5Q?si=uHh_vtFHYXPFWr-S	N/A	1808	2
13.07.2026	Shorts: Natalie Pinkham Interview	https://youtube.com/shorts/zblbDVDD0TI?si=ZVcqzjZoy_-LqmeH	N/A	702	0
15.07.2026	Shorts: Toni Cowan-Brown Interview	https://youtube.com/shorts/xdXmVAErL5o?si=45HNwZ7solgEVXL7	N/A	1218	1
22.07.2026	Shorts: Yevan David Interview	https://youtube.com/shorts/d5RkUspnRQI?si=mOd-aQ5xYr_jDfud	N/A	974	3
Total			24.5	12,918	15

Facebook							
Date	Topic	Weblink	Impressions	Clicks	Reactions	Comments	Repost
07.07.2026	UAOA Day Tagline Video	https://www.facebook.com/reel/4672007723085859	92,520	13,919	1,420	667	75

Annexure D

UAOA Day Impact Statistics of External Stakeholders (as on Friday, 31st July, 2026)

LinkedIn							
Date	Name of Publisher (Individual / Organization)	Weblink	Type	Number of Subscribers	Likes	Comments	Reposts
07.07.2026	FIA Foundation	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-ugcPost-7480214098757062656-RkoV/	UAOA Template	6k	11	-	2
07.07.2026	Clark Hill Law	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7480313695076712448-bRla/	UAOA Template	25k	21	1	3
01.07.2026	nisien.ai	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7477692850785361920-OvCX/	UAOA Template	1k	16	2	2
07.07.2026	Appeals Center Europe	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-ugcPost-7480167933000716288-75Bd/	Video	2k	25	1	4
07.07.2026	StratAstute Consulting	https://www.linkedin.com/posts/stratastute-consulting_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480166158080303105-s8th	UAOA Template	303	10	1	1
07.07.2026	Enovation Consulting BCorp ESG in Sport	https://www.linkedin.com/posts/uaoaday-motorsport-sport-share-7480203256368095232-	UAOA Template	5k	17	1	1

LinkedIn							
		4PwL/					
07.07.2026	Signify	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7480211874416947202-PKIQ/	UAOA Template	3k	42	2	2
07.07.2026	TrollWall AI	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7480260650288451586-AUSC/	UAOA Template	3k	19	2	-
07.07.2026	European Sport Business School	https://www.linkedin.com/posts/esbs-european-sport-business-school_esbs-uaoaday-activity-7480244721638883328-FTBg	UAOA Template	10k	14	2	-
07.07.2026	Motorsport South Africa (MSA)	https://www.linkedin.com/posts/motorsport-south-africa_motorsportsa-uaoaday-unitedagainstonlineabuse-activity-7480151595201007616-eK9_	UAOA Template	1k	17	2	1
		https://www.linkedin.com/posts/motorsportsa-unitedagainstonlineabuse-uaoaday-ugcPost-7480289438665863168-VXIH	UAOA Template with Video		22	1	1
07.07.2026	Real Federación Española de Automovilismo (RFEDA)	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinspor-ugcPost-7477669980726239233-ZOkE	UAOA Template with photo	2k	27	1	4
07.07.2026	OMDAI Sport México	https://www.linkedin.com/posts/unitedagainstonlineabuse-uaoaday-wordsmatterinsport-ugcPost-7480466804906033152-_yxl	UAOA Template	88	3	1	-
07.07.2026	Autosport Seychelles	https://www.linkedin.com/posts/liza-rene-cosgrow-35464661_unitedagainstonlineabuse-uaoa-onlineabusehasnoplacinsport-share-7480266361878016001-6V80/	UAOA Template	800	18	1	-
08.07.2026	Automobile Association of	https://www.linkedin.com/posts/standing-	Resharing FIA	77	2	1	-

LinkedIn							
	Bangladesh	against-online-abuse-together-share-7480205592951672832-qmBH/	video				
07.07.2026	World DanceSport Federation (WDSF)	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-dancesport-ugcPost-7480158604852023296-LGgo/	UAOA Template	1k	14	2	-
07.07.2026	World Air Sports Federation (FAI)	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7479830694551076864-MEKH/	UAOA Template	2k	23	-	1
07.07.2026	International Federation for Sports Officials (IFSO)	https://www.linkedin.com/posts/uaoaday-uaoaday-unitedagainstonlineabuse-share-7480265090286555137-RdB2/	UAOA Template with photo	851	25	2	3
07.07.2026	International Skating Union (ISU)	https://www.linkedin.com/posts/unitedagainstonlineabuse-uaoa-fia-ugcPost-7480240714669330432-BLuv	Article about a Athlete's Panel Discussion at ISU Congress	10k	38	4	3
07.07.2026	Association of IOC Recognised International Sports Federations (ARISF)	https://www.linkedin.com/posts/aridf-sport_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480254586025496576-pOZP	UAOA Template	458	8	1	-
07.07.2026	Fédération internationale de motocyclisme (FIM)	https://www.linkedin.com/posts/fim-federation-internationale-de-motocyclisme-uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480194183861829632-Bh-6	UAOA Template	15k	73	1	7
07.07.2026	Paris Basketball	https://www.linkedin.com/posts/uaoaday-unitedagainstonlineabuse-wordsmatterinsport-ugcPost-7479877920233267200-H6Hx/	Photos	28k	59	1	2

LinkedIn							
09.07.2026	Fédération Internationale du Sport pour Tous (FISpT)	https://www.linkedin.com/posts/fisptsport4all_today-we-stand-with-uaoa-and-the-motorsport-activity-7480318084889735168-medV	UAOA Template with photo	191	13	1	1
09.07.2026	Dutch Motorsport Union (KNMV)	https://www.linkedin.com/posts/unitedagainstonlineabuse-wordsmatterinsport-share-7480633424387571712-PG0X/	Repost of FIM post	2k	4	-	-
07.07.2026	Marvin Thale, Independant Consultant	https://www.linkedin.com/posts/marvin-dede-tlhale_uaoa-unitedagainstonlineabuse-saferinternet-ugcPost-7480156968192581632-Ejl5/	Informational Image	391	-	1	-
07.07.2026	Jodie Luker, Researcher at nisien.ai	https://www.linkedin.com/posts/jodieluker_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-share-7480186457291210752-iyQQ/	UAOA Template	541	5	-	-
07.07.2026	Xavier Malenfer	https://www.linkedin.com/posts/xavier-malenfer-1884a19a_uoaday-uaoaday-unitedagainstonlineabuse-activity-7480275171724046337-p2J-	UAOA Template	3k	34	1	1
07.07.2026	Emiliano Barbuto	https://www.linkedin.com/posts/emiliano-barbuto-2538a430_uoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480284391672389632-k7Bs	Repost with a message	1k	4	1	-
07.07.2026	Thomas Hughes, CEO ACE	https://www.linkedin.com/posts/thomashughes_1111_the-appeals-centre-is-pleased-to-be-engaging-ugcPost-7480540263761985537-cr4f/	Repost of FIA video	5k	11	-	-
07.07.2026	Stephen Watson, CEO of CTN Group	https://www.linkedin.com/posts/stephen-watson-aa49715_uaoa-wordsmatterinsport-unitedagainstonlineabuse-share-	Youtube video	2k	14	-	-

LinkedIn							
		7480565528382771200-CdiX/ https://www.linkedin.com/posts/edoardo-martorelli-formula1partnerships-formulaepartnerships-motogppartnerships-indycarpartnerships_in-my-opinion-online-abuse-is-one-of-the-ugcPost-7480936258307964932-UPW6/	Repost of FIA video	12k	9	-	-
09.07.2026	Eduardo Martorelli						
09.07.2026	Carol Armstrong	https://www.linkedin.com/posts/carolarmstrong_hrprofessional_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480752866341605376-TIO-?	Repost of FIA video	11k	6	-	-
11.07.2026	Zak Brown	https://www.linkedin.com/posts/zak-brown-46b168104_unitedagainstonlineabuse-ugcPost-7481296675035238400-JcXi/	Repost of FIA video	523k	524	20	10
07.07.2026	The Fastest Sector	https://www.linkedin.com/posts/the-fastest-sector_uaoaday-unitedagainstonlineabuse-wordsmatterinsport-activity-7480274537956323328-Qk-L	Visuals	275	11	1	3
09.07.2026	PITLANE MEDIA , MANAGEMENT & NEWS	https://www.linkedin.com/posts/onlineabuse-allabuse-prolife-ugcPost-7480224534885801985-DU-h/	Repost of FIA video	3k	24	2	2
Total				683k	1'164	57	55

Instagram							
Date	Name of Publisher	Weblink	Type	Number of	Likes	Comments	Reposts

Instagram							
	(Individual / Organization)			Subscribers			
07.07.2026	FIA Foundation	https://www.instagram.com/p/DafT4C0CpUj/	UAOA Template	1822	10	1	1
07.07.2026	Appeals Center Europe	https://www.instagram.com/p/Dae_pCoR2Ru/	UAOA Template	341	91	5	4
07.07.2026	European Sport Business School	https://www.instagram.com/p/Dafh11YDk3r/	UAOA Template with photo	16k	51	-	-
07.07.2026	Motorsport South Africa (MSA)	https://www.instagram.com/p/Dae3ZFICMyY/	UAOA Template	12k	53	2	5
07.07.2026	Real Federación Española de Automovilismo (RFEDA), in collaboration with Santi Castilla (Rally driver), Eguzkiñe Enriquez (Rallye Codriver), Laura Aparicio (Athlete) and Manuel Aviñó (Vice President FIA, President RFEDA)	https://www.instagram.com/p/Daf2IB3gYrf/	UAOA Template + pictures	18k + 3k + 5k + 4k + 6k	557	8	25
07.07.2026	Slovakia Motorsport	https://www.instagram.com/p/DafFjBdjikh/	UAOA Template	6k	93	3	2
07.07.2026	Slovenia Autosport	https://www.instagram.com/p/DafHQPAt1Xw/	Video	7k	25	-	1
14.07.2026		https://www.instagram.com/p/DavIVMyDaUf8761d067ThVj_6N5M72o22jJZDc0/	Pictures		13	-	-
07-14.07.2026		18 different stories	Own Template and Repost		N/A	N/A	N/A

Instagram							
07.07.2026	Kosova Touring Assistance	https://www.instagram.com/p/Dae4XMSiLEv	Informational Post	456	4	-	-
07.07.2026	Autosport Seychelles	https://www.instagram.com/p/DaTKGj6HCzS/	UAOA Template	334	5	-	1
07.07.2026	Automobile Club d'Italia (ACI), in collaboration with ACI Sport and Italian F4 championship	https://www.instagram.com/p/DafLMngjPf5/	UAOA Template	24k + 16k + 28k	662	5	34
07.07.2026	Bahamas Automobile Club	https://www.instagram.com/p/DadjG2docnaL/	UAOA Template	700	9	1	1
07.07.2026	Autoklub Czech Republic	https://www.instagram.com/p/DafBDv3OQtg/	UAOA Template	10k	13	-	-
07.07.2026	Hellenic Automobile and Touring Services Club, in collaboration with Avraam Abraham Papadopoulos	https://www.instagram.com/p/DaeBsGZMXE1/	Repost of FIA video	423 + 5k	12	5	1
		https://www.instagram.com/p/Dad_jiKsekI/			14	5	-
07.07.2026	World DanceSport Federation (WDSF)	https://www.instagram.com/p/DafIvjbkn7W/	UAOA Template	312k	552	-	12
07.07.2026	International Motorcycling Federation (FIM)	https://www.instagram.com/p/DafRiN5gHuH/	UAOA Template	114k	209	2	16
07.07.2026	World Air Sports Federation (FAI)	https://www.instagram.com/p/Daf2H-rgYU1/	UAOA Template	14k	80	1	10
07.07.2026	International Federation for Sports Officials (IFSO)	https://www.instagram.com/p/DafsEwZCjnRL/	UAOA Template	125	3	-	-

Instagram							
07.07.2026	World Flying Disc Federation (WFDF)	https://www.instagram.com/p/Dafz_7pijhS/	UAOA Template	28k	376	2	11
07.07.2026	Association of IOC Recognised International Sports Federations (ARISF)	https://www.instagram.com/p/Dafb07yDJQj/	UAOA Template	324	326	3	12
07.07.2026	Peace and Sport	N/A Story	Story - Own Template	58k	N/A	N/A	N/A
09.07.2026	Football Social Responsibility, Malta Football Association (MFA)	https://www.instagram.com/p/Dadv4eoteDT/	Own Picture	779	10	1	1
07.07.2026	International Federation of American Football (IFAF)	https://www.instagram.com/p/DafO6smjl1P/	UAOA Template + pictures	56k	225	3	12
07.07.2026	Mariana Gertum Becker	https://www.instagram.com/p/DafTGNrNZT-/	Video	600k	11k	212	402
		N/A Story	Story repost		N/A	N/A	N/A
07.07.2026	Natalie Pinkham	N/A Story	Story repost	406k	N/A	N/A	N/A
07.07.2026	The Fastest Sector	https://www.instagram.com/p/DafwRQWCEoR/	Informational Post	5k	-	3	7
07.07.2026	Nkage Media	https://www.instagram.com/p/Dae7HTEK_2B/	Informational Post	42	-	-	-
07.07.2026	BAMREF	https://www.instagram.com/p/DafMgiqCEBw/	UAOA Template	1k	29	-	1
07.07.2026	Aix Racing	N/A Story	Story repost	70k	N/A	N/A	N/A
Total				1'829'000	14'422	262	559

Facebook						
Date	Name of Publisher (Individual / Organization)	Weblink	Type	Likes	Comments	Shares
07.07.2026	Motorsport South Africa (MSA)	https://www.facebook.com/motorsportsouthafrica/posts/pfbid02oRps1JEYcP1yW7fyD74XsGTLBGjiENxvhxtixBFp5T1fXV7KQRLPUxndpDeMq7qC!	UAOA Template	20	-	7
		https://www.facebook.com/reel/1335738502094013	UAOA Template with picture and audio	35	-	7
07.07.2026	Automobile Association of Bangladesh	https://www.facebook.com/aabangladesh/posts/pfbid0Zc7dsVz53LxQoaNvWfkzM63rnknjn7r56pUpmUMkx5prpJHYa8LPAGwTaZieHLxrl	UAOA Template	5	-	-
07.07.2026	Slovenia Autosport	https://www.facebook.com/share/r/1BgJahCGdS/	Video	8	1	2
07.07.2026	Svensk Bilsport	https://www.facebook.com/svenskabilsportforbundet/posts/pfbid0PecyjjNxTBUf32co74Wg1CYj9tpGj39gDwSKaeJ1CsQaW4okMsQmuL7n9A7sk1Wyl	Pictures and Content	20	2	4
07.07.2026	World DanceSport Federation (WDSF)	https://www.facebook.com/wdsfisdancesport/posts/pfbid02yN8N4myFcmBg5nLscuDFevuRUDTMKknNPeaZk8hx6eXWgf6g7GCiJnWUoYU4A9Avl	UAOA Template	73	-	15
07.07.2026	International Motorcycling Federation (FIM)	https://www.facebook.com/FIMLive/posts/pfbid02STLMwnEyW2YPAVCegpbqQhpzBawDJetVqT4wjQWkQ74bP1mBXMqFABE5EAHGqvSl	UAOA Template	73	-	15
07.07.2026	World Flying Disc Federation (WFDF)	https://www.facebook.com/worldflyingdisc/p	UAOA Template with	22	1	5

Facebook						
		osts/pfbid033t8MCZch1S5aDkFp6kLcMmJpmsH7kUyAzE7s39K3Gx3bq1NuBgH3WMWncqcY661Nl	pictures			
07.07.2026	Grand Prix 247	https://www.facebook.com/grandprix247/posts/pfbid0eZ23CcU2fAvw5QcUBEAKa14EeQZfLY7MYkXGrho5CepwTD9azAeAJ4Hc3vBvwryGl	UAOA Template	1	-	-
Total				257	4	55

X (formerly Twitter)							
Date	Name of Publisher (Individual / Organization)	Weblink	Views	Likes	Comments	Reposts	Saves
07.07.2026	World DanceSport Federation (WDSF)	<a href="https://x.com/wdsfdance
sport/status/2074392638
795452893">https://x.com/wdsfdance sport/status/2074392638 795452893	219	2	-	1	1
07.07.2026	World Air Sports Federation (FAI)	<a href="https://x.com/airsports_f
ai/status/2074524090006
733129">https://x.com/airsports_f ai/status/2074524090006 733129	268	2	-	1	-
07.07.2026	French National Olympic and Sports Committee	<a href="https://x.com/FranceOly
mpique/status/20745269
31827970244">https://x.com/FranceOly mpique/status/20745269 31827970244	714	6	-	-	-
07.07.2026	Racing News	<a href="https://x.com/Racingnew
s365c/status/207446754
8230283722">https://x.com/Racingnew s365c/status/207446754 8230283722	679	3	1	1	-
07.07.2026	Noble F1	<a href="https://x.com/NobleF1/st
atus/2074492618298232
938">https://x.com/NobleF1/st atus/2074492618298232 938	9,2k	58	1	12	-
Total			11k	71	2	15	1

Annexure E

UAOA Day Communication Content / coverage by Press, Media and other Websites (as on Friday, 31st July, 2026)

Date	Name of Publisher (Individual / Organization)	Link to the Post	Type
07-Jul-26	FIA	https://www.fia.com/news/leading-figures-across-formula-1-paddock-unite-tackle-online-abuse	Press Release
07-Jul-26	International Skating Union, ISU	https://www.isu.org/news/protecting-skaters-beyond-the-ice-isu-highlights-digital-welfare-initiatives-on-united-against-online-abuse-day/	Article about a Athlete's Panel Discussion at ISU Congress
07-Jul-26	SBF	https://www.sbf.se/nyhetsarkiv/2026-07-07-svensk-bilsport-i-samarbete-med-forskare-i-fia-projekt-mot-nathat	News Item - Swedish Motorsport in collaboration with researchers in FIA project against online hate
07-Jul-26	Racing News 365	https://racingnews365.com/f1-drivers-join-fia-president-in-bid-to-tackle-online-abuse	News Item
07-Jul-26	F1 in General	https://f1ingenerale.com/en/f1/f1-unites-against-online-abuse-as-fia-launches-fresh-appeal-to-the-paddock/	News Item
07-Jul-26	Grand Prix 24x7	https://www.grandprix247.com/formula-1-news/formula-1-paddock-unites-behind-fia-campaign-to-tackle-online-abuse	News Item
07-Jul-26	Motor Sport Week	https://www.motorsportweek.com/2026/07/07/f1-drivers-fia-president/	News Item
07-Jul-26	Formula1_world	https://www.reddit.com/r/Formula1_world/comments/1upr3xi/leading_figures_across_the_formula_1_paddock	News Item
07-Jul-26	Planet F1	https://www.planetf1.com/news/fia-united-against-online-abuse-day	News Item

07-Jul-26	Scuderia Fans	https://scuderiafans.com/formula-1-and-fia-join-forces-to-combat-online-abuse-with-renewed-paddock-wide-campaign/	News Item
08-Jul-26	Inside the Games	https://www.insidethegames.biz/articles/isu-protects-skaters-beyond-the-ice	News Item