



# FREE

Football Research in  
an Enlarged Europe

## NEWSLETTER

ISSUE 9 (2015)

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## Despite the turmoil, work continues

Is there a pilot on board? While we are preparing this issue of the FREE newsletter, international football is caught in its most severe governance crisis for a long time.

Has there been any positive news on FIFA in the media over recent months? It is a pity that the serious and useful work carried out by its dedicated officers is entirely eclipsed by the corruption scandals that make the headlines. As for UEFA, it has been forced to ban its own president from attending the draw of its next big tournament. And the chairman of the national federation of the current world champions was forced to resign because he was unable to explain the purpose and use of a €6.7m payment to FIFA in 2005, somehow linked to the 'fairy tale' World Cup of 2006.

The credibility & legitimacy of all these governing bodies has been seriously tarnished, and it will be difficult to recover it in the forthcoming years, despite the repeated promises of reforms.

Meanwhile, the joyful anticipation of Euro2016 in France has been overshadowed by the 13 November terrorist attacks on Paris. The Stade de France and the friendly between France and Germany was an explicit and highly symbolic target. It is likely that this traumatic incident will have a heavy long-term impact on the way in which international tournaments will be organised by the hosts and experienced by the spectators.

The context of international football has changed. Imagine the FREE Project being designed and launched only today. It would necessarily take two additional research streams on board: one on the legal and logistical implications of the new safety and security imperatives, & another one on the ethical issues raised by the failures of football governance bodies

and the increasing need for the conceptualisation and implementation of professional football's corporate social responsibility.

In the meantime, despite the turmoil, the research work produced by FREE has lost nothing of its relevance and the project's academic output continues. This ninth newsletter is almost entirely focused on publications that have been released in different formats.

The long-awaited special issue in the reputed journal *Sport in History* has now been published according to schedule.

As have the French and German translations of the three FREE policy briefs. The latter will be conveniently available for download from the FREE homepage as of January (we'll tweet the good news in French and German!).

And we are of course delighted that the initial objective of having the three first books of the 'Football in an Enlarged Europe series' published in 2015 has been reached, thanks to the

close collaboration with Palgrave Macmillan. Given the quality work that is in the pipeline, we can confidently announce that the same rhythm will be maintained over 2016, too!

But FREE has never been conceived as a closed bubble! The book series is of course open to proposals from all football scholars who work on the pressing, above-mentioned issues. Ethics in football governance; safety and security at football events, or corporate social responsibility, there is a wide field ahead for academic research. If you have a project or an idea – just drop us a mail!



**Albrecht Sonntag**  
(ESSCA School of Management)

The FREE – Football Research in an Enlarged Europe – project has received funding between 2012 and 2015 from the European Union's 7th Framework Programme for research, technological development & demonstration under grant agreement N° 290805.

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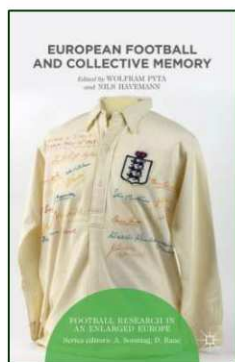
# New light on European Football History

**Wolfram Pyta & Nils Havemann. *European Football and Collective Memory***

The 'Football in an Enlarged Europe' book series was kicked off earlier this year with an edited volume on *European Football and Collective Memory*. Wolfram Pyta and Nils Havemann share some thoughts about their book.

**How does your book contribute to keeping FREE's promise to produce innovative & original research? Does it break new ground in football history?**

Nils HAVEMANN — As one of the editors, how could I not be convinced of having produced a ground-breaking work in football history! More seriously: this is the first time that the attempt was made to analyse the memory culture of football on a transnational level.



Wolfram PYTA — It would no doubt be exaggerated to pretend that the book is 'cutting edge' in each and every respect. But it definitely keeps its promise of shedding new light on football history with interdisciplinary approaches and case studies that may provide inspiration for further research in the field.

**Looking at some of the chapters of the volume, one cannot help but wonder whether football united Europe more in times of the Cold War than today. Would you share this perception?**

Nils HAVEMANN — This is definitely true and maybe one of the most surprising facts I have learnt over these years of intensive research: the contribution of UEFA and its European football competitions to a European awareness was extremely high during this very difficult political period. From my point of view, it is a remarkable achievement of UEFA to have been able to organise competitions in which teams from all over Europe took part – no matter which geopolitical bloc they belonged to. Unfortunately, even UEFA's representatives are not sufficiently aware of their own history, which is not only made of scandals or affairs, but also of efforts to build bridges between the peoples when this continent was divided by the Iron Curtain.

Wolfram PYTA — I agree. During the Cold War, the bonds created by non-governmental organisations like UEFA had more impact on giving Europe a shape in the eyes of its population than today, in a time when Europe is interconnected (and often overregulated) on an institutional level.



Nils Havemann

**One of the FREE Project's starting points was that the collective memory of popular culture is under-estimated by 'official' history. Do you think this is changing?**

Nils HAVEMANN — Well, I am not even so sure if the collective memory of popular culture is still under-estimated. What I have learnt throughout the three years of the FREE Project is that football is one of the very few topics that are able to assume a bridging function in the communication between people of different origins. Football memory thus has an important function in transnational communication. Does it also lead to the emergence of transnational identifications? I doubt it.

Wolfram PYTA — The individual appropriation of football history by the fans remains an under-explored theme, mainly because of the difficult access to sources. It might be useful to go further with the help of the supporters' organisation – through a call for participation in a specific study, for instance – to produce new documentation that would be capable of providing researchers with original primary material.

**How would you evaluate the results of the FREE online survey, showing that 22% of Britons remember the France-Germany semi-final in Sevilla 1982; 2/3 of Spaniards know what 'Hillsborough' means; 2/3 of Europeans remember Panenka's 1976 penalty? Do such figures mean anything?**

Wolfram PYTA — At least they show the sheer knowledge of football fans has steadily increased over the last decades. There is a lot more expertise in the stadium than there used to be, & the knowledge concerning 'magic moments' in European football history seems to have grown proportionally.

Nils HAVEMANN — To me, these figures show that many football events are indeed remembered even on a transnational level. But do Britons, French, Germans, Italians, Spaniards or Dutch associate similar ascriptions of meanings with these football events? What are the narratives in which they refer to the memory milestones? The national cultural background is no doubt predominant when it comes to interpreting transnational events. We will address this topic in a different book to be published in 2017.



Wolfram Pyta  
Universität Stuttgart

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# Football in the context of social change

Ramon Llopis-Goig. *Spanish Football and Social Change*

Ramon Llopis-Goig talks about his research monograph on *Spanish Football and Social Change*, published in summer 2015 by Palgrave Macmillan

**With the magical decade of Barça and the victories of the national team, Spanish football has been written about a lot in recent years. What value does your book add to everything that has already been said?**

Ramón LLOPIS-GOIG — It is true that this last decade has been magical for Spanish football, due to the success of both the Spanish national team and FC Barcelona. In both cases, their success has lasted for a long period of time and was achieved by using an extraordinary playing style. This latter aspect is very important, and the book dedicates a chapter on its development.

Overall, rather than adding something new to what has already been said, this book sets out to do something that, from my point of view, had not been done before. In Spain, many books have been published about the most famous footballers, the history of the most important clubs, or the recent victories of the Spanish national team. The novelty of this book is that it goes beyond the current stories or issues that the majority of these books address, by providing a sociological study of the evolution of Spanish football in the past twenty years.

**Precisely, your book is about 'social change'. How is football linked to social change in contemporary Spain? Does it precede / anticipate or reflect / follow it? Could you give an example or two?**

My intention was to examine whether the same tendencies and currents of social change that have appeared in Spanish society over recent decades have also occurred in the space of football. The answer is that in some cases they have, while in others they haven't.

One example: the commercialisation processes of social life are probably much more developed in football than in other areas of society, which means that football seems to be anticipating what could happen in other settings. And an example in the opposite sense: Spanish society has experienced great changes in gender relations that have produced more heterogeneity and plurality. However, football is a

space in which the masculine hegemony continues to be reproduced, and where there are still unacceptable levels of machismo.

**In 2015 Spanish society also finds itself immersed in dramatic political change. Do you think the advent of new and different political parties will in turn have an impact on football?**

The two new political parties that have emerged in the Spanish political arena have, over the past few months, launched some ideas and proposals concerning football that could affect important aspects of it.

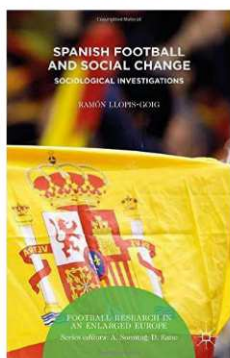
Podemos has questioned the distribution of the television rights, and it seems that they might propose some type of change concerning the national teams. They have also said they are in favour of including women's football games in the Quiniela pools, giving it access to this part of the revenues. And they seem willing to reduce ticket prices & fix a salary cap for footballers. Coinciding on some of these points, Ciudadanos has also proposed establishing a salary cap & a fairer system for distributing football broadcasting rights. They also say there should be greater control over the clubs to bring them up to date on their social security & tax obligations.

What remains to be seen is to what degree these proposals will take shape in their respective electoral programmes for the national elections that will probably be held at the end of 2015. Taking into account the influence these parties have acquired in Spanish public opinion, it is quite likely that some of these questions will be applied and become reality. From my point of view, some of them, though not all, would be extremely positive.

**Have you been surprised by some of the results from the FREE online survey with regard to Spain?**

Yes, I have! For instance, given our strong regionalist movements, I would never have expected that Spaniards have the highest level of support for their national team among all Europeans!

At the same time, Spaniards have also more distrust than anybody else towards the presidents of professional football clubs and consider they are only treated as consumers. To think that not so long ago, all these clubs were associations with members who participated in general assemblies...



Ramón Llopis-Goig  
Universitat de València

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# The Vanity Fair of European Football

**Başak Alpan, Alexandra Schwell & Albrecht Sonntag (ed).**  
*The European Football Championship: Mega-Event and Vanity Fair.*

While France is preparing Euro2016, the third volume of the FREE series takes a retrospective look back on Euro2012 in Poland and Ukraine. Two of the co-editors, Başak Alpan and Alexandra Schwell, discuss their book's approach to this mega-event.



**As Simon Kuper said, the European Championship is an event of major importance that 'has been strangely ignored in studies of football'. In this respect, is your book an innovative one?**

Alexandra SCHWELL — It is the unexpected angles, from which this book looks at football that make it quite innovative. Departing from the notion of Europeanness, it challenges traditional approaches by including fresh perspectives not only on the pitch and on the stands, but also beyond the context of stadiums, fans and players. Football is about more than the game, and the book provides evidence for this statement. To understand a social event such as football, we need to broaden our view to include more and seemingly unrelated perspectives to get a clearer view of the phenomenon as a whole.

Başak ALPAN — I also think that the interdisciplinary and comparative nature of the volume allows us to say something new and different about the European Championship. The book not only brought together researchers from the 'Centre' of Europe and from the 'Periphery' – two concepts with which we engage critically, of course. It also moulds media analysis into anthropological fieldwork, and it draws a bridge between Euro2008 and 2012.

**What are the main lessons to be learnt from Euro2012 for football fans around the continent?**

Alexandra SCHWELL — First, Euro2012 lifted many West-European football fans' 'mental Iron Curtain', opening the view to an unknown part of the continent giving them a reason to visit it and engage in mutual exchange via football. Second, Eastern Europeans not only took the opportunity to be seen and heard as equals on the stage of European football and present themselves as excellent hosts, but many local initiatives also voiced their concerns over the downsides of such international mega-events that often take place at the expense of the less powerful members of society. All of them had the opportunity to experience a kind



Alexandra Schwell

of unity that transcends the immediate event: a shared understanding of globalisation, of commercialisation in sports and the forces of capitalism, but also the love and celebration of the game that may play out differently across Europe but nevertheless creates a common experience. In the light of the ongoing war in Ukraine that could not be foreseen in 2012, it remains an open question whether all this is short-lived or whether it does in fact foster a feeling of togetherness and empathy.

**Başak, you are based at Middle East Technical University in Ankara. What is the added value that the Turkish perspective brings to the book?**

Başak ALPAN — Critically exploring the notion of 'identity' includes by definition the notion of 'alterity'. An event like this creates 'insiders' and 'outsiders', and even a third group who is 'at the brink' – neither inside nor outside. In this respect, Turkey is an excellent case to understand these ambiguities and negotiations of 'Europeanness'.



Başak Alpan

**Alexandra, you are not even a football fan! What made Euro2012 a stimulating object of study for you?**

Alexandra SCHWELL — Euro2012 included people who are captivated by the festive ambience, but would not care for league football during the rest of the year. Others are repelled by the event. Football mega-events raise strong emotions of any kind, positive or negative. You do not need to share the fascination for football to be intrigued by the display of emotions, the performativity of the event, the various factors and forces that shape it, but also its oppositional and subversive potential.

**In France 2016 the event will be even bigger, with 24 teams qualified. What are your expectations?**

Alexandra SCHWELL — Security and safety will be a big issue. Unfortunately, Euro2016 in France will probably be overshadowed by the events of 13 November. The terrorist threat will lead to heightened security measures both inside and outside the stadiums. Fans need to be prepared for increased screening and airport-style security while the French migrant population in particular will be put under scrutiny. Football research will increasingly become a field also for security experts

Başak ALPAN — I am looking forward to Euro2016 –not only because Turkey is qualified again, but also because the event promises to be another excellent research laboratory on how the notion of Europeanness evolves.

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# The early days of football Europeanisation

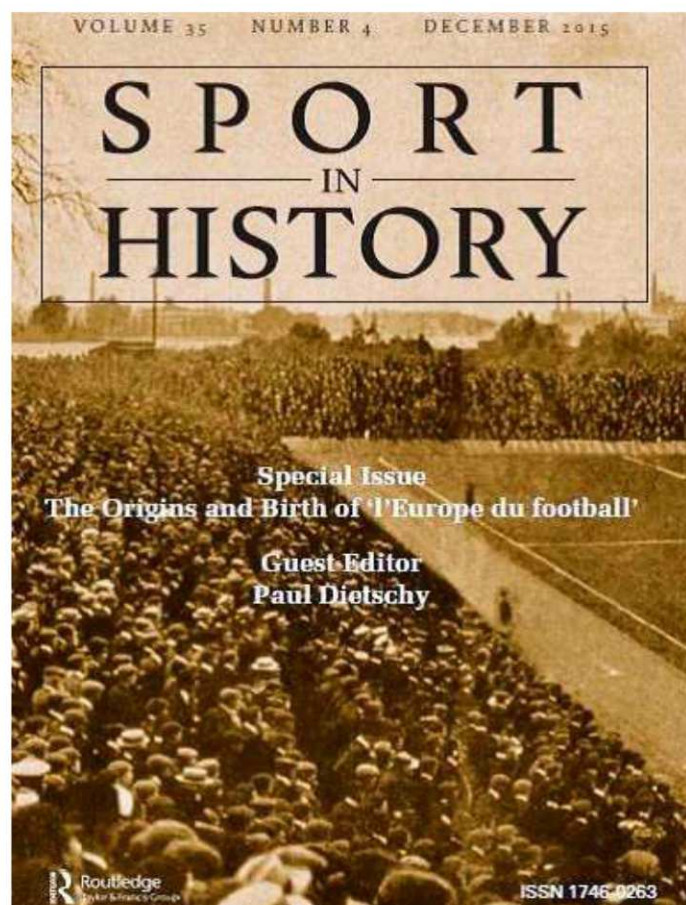
**Issue 35/4 (December 2015) of the journal *Sport in History* has just been published. Guest edited by Paul Dietschy (Université de Franche-Comté), it brings together findings from the FREE Project's research stream on the history of European football.**

*L'Europe du football*, to use a French expression, does not correspond to any traditional geographical definition of Europe. It stretches all the way to the Middle East since Israel and Turkey are members, and to Central Asia with Kazakhstan. Other than on the map, this Europe of football is also visible in an annual football calendar with its European highlights, days and months, in particular its two high points: the annual final of the Champions League and the four-yearly European Championship of Nations. Lastly, the Europe of football interpreted as a market is a partially transnational space where fans and players of the big professional clubs move around and meet each other.

Histories of football traditionally situate the birth of European football in 1954-5 when Gabriel Hanot & his colleagues at the French daily sports paper *L'Équipe*, 'familiar with the Mitropa Cup and the Copa Latina', famously proposed the idea of a European Champion Clubs Cup to see if the British claims that Wolverhampton Wanderers were 'European champions' after their victory over the Hungarian

club Honved were justified. This account of the invention of Europe football is, in general terms, correct. Like the football World Cup, the European Cup owes a lot to the French Universalist outlook & also to the know-how of the French press in terms of commercialising sport and national identities.

The aim of this special issue of *Sport in History* is, however, not to go over this famous moment of the creation of the European competitions again, but to think about its genesis, which may be located earlier in time than is generally believed. The idea of a European championship or European Cup was mentioned as early as 1905, argued over at the FIFA Congress in 1928, discussed in several countries in the inter-war period and tested on limited territorial bases from 1927 onwards. Looking back at these origins probably allows us to understand what the Europeanisation of football meant and to answer the general question as to whether and how international matches played between national teams or European clubs laid the foundation of a coherent sporting whole or, conversely, further entrenched regional antagonisms.



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# How to deal with the racism paradox

Within the framework of its partnership with Juventus FC, UNESCO releases its first ever report on the fight against racism and discrimination in international football, co-authored by Albrecht Sonntag & David Ranc.



‘Football brings out the best in humanity!’, as UNESCO general director **Irina Bokova** said with enthusiasm in her opening speech of the 27 November press conference that unveiled the new report commissioned to **Albrecht Sonntag** and **David Ranc** in the follow-up of the FREE Project.

Given football’s potential as ‘an unparalleled vehicle for social inclusion, gender equality and youth empowerment’, as Mrs Bokova went on to declare, the persistence of racism and discrimination in football is not only unacceptable, but actually incoherent, almost paradoxical.

It is indeed difficult to understand why a game that arguably reflects cultural diversity more than any other sport still counts as many incidents of discriminatory nature.

While many observers agree that the last fifteen years have considerably reduced the number of such incidents and provided evidence for significant improvement in various countries, the numerous efforts, campaigns and initiatives that have been carried out since the mid-1990s seem to have reached a limit in what they can achieve.

It is against this backdrop that Juventus FC, under the guidance of its president, **Andrea Agnelli** and within the framework of the club’s partnership with UNESCO, commissioned a report with the aim of exploring what the main underlying causes for the persistence of racist and discriminatory behaviour are.

The objective of the report is not to point the finger at certain countries or merely denounce local idiosyncrasies. It rather attempts to draw a picture of what has been done and is being done against racism and discrimination in international football, and how the effects of these actions may be evaluated.

The report then moves on to analyse the deeper causes

for the problematic symptoms, drawing on research findings mainly from sociology, anthropology, and socio-linguistics and enriching the analysis through an original field survey with a large variety of stakeholders and experts in different countries.

This survey was an opportunity to involve other members from the enlarged FREE team, and the contributions by **Ramon Llopis-Goig**, **Nils Havemann**, **Sébastien Louis** and **Kamila Grześkowiak** were most appreciated by authors! They were completed by an in-depth overview of the legal dispositions in a number of countries, conducted by **Antonella Forganni**, from ESSCA School of Management. Both the desk research and the field survey were carried out between October 2014 and May 2015.

Given that Europe has a particular place in contemporary football and also a leading role to play when it comes to fight racism and discrimination, the report inevitably had a European focus, even though input from Latin America was also incorporated.

The 84-page report ends with a large chapter that sums up good practices that could be identified in major footballing nations, lists suggestions for improvement that came up during the survey and provides a series of original recommendations for actions that may be envisaged in the future.

- 🌐 The document is in open access and can be downloaded as PDF in the English original on <http://www.essca.fr/EU-Asia/unesco-releases-report-on-racism-and-discrimination/>.
- 🌐 On the same page, executive summaries in French and German are also available.
- 🌐 The press conference is available on You Tube: <https://www.youtube.com/watch?v=gIXhceVCX3Q>



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# Who actually won the game? On the legitimacy & legacy of a mega-event

Following Svenja Mintert's PhD defence in Copenhagen last May (see the previous issue of this newsletter), the FREE Project has the pleasure to announce its another successful completion of a doctoral project. On 16 December 2015, Małgorzata Kowalska defended her dissertation in anthropology at the European University Viadrina in Frankfurt/Oder.

In her thesis entitled '*Sports mega-event and urban politics in Poznań: An ethnographic endeavour on the leg(itim)acy of Euro 2012*', Małgorzata Kowalska studied how the football event was used to legitimise official discourses underpinned by neoliberal convictions, but at the same time produced counter-discourses in contestation that led to a public discussion on the general course of Poland's economic & social development, and the shape of its democracy.

Contrary to the photo taken on the occasion (see below), both the dissertation and the defence were judged to be of very high quality. They were awarded a *magna cum laude* by the jury composed of Prof Dr Werner Schiffauer, Prof Dr Marion Demossier (who had been a member of the FREE

scientific advisory board), Prof Dr Timm Beichelt, Prof Dr Anika Keinz and Dr Stephan Lanz.

Sincerest congratulations to Małgorzata from the entire FREE team! It has been a long way from the glass of Anjou red wine at the kick-off meeting in April 2012 to the well-deserved cup of Champagne after the PhD defence in December 2015!



## European Commission sets up a high-level expert group on sport diplomacy

**Albrecht Sonntag has been invited to participate in a high-level expert group on Sport Diplomacy set up by Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport.**

The European Commission has decided to set up a high-level reflection group on sport diplomacy. Under the leadership of **Tibor Navracsics**, Commissioner for Education, Culture, Youth and Sport, this group of fifteen international experts will assess the value of sport in the Euro-



pean Union's external policies, and its role in public diplomacy in general. Questions of foreign policy, development cooperation and capacity building in third countries will be discussed.

Following the dissemination of the first results of the FREE Project and the submission of the final scientific report, **Albrecht Sonntag** (EU-Asia Institute at ESSCA School of Management) was invited to participate in this group, which is expected to meet four times over the academic year 2015-2016 and to produce a report with recommendations to European policy-makers.

Sport policy used to be a national prerogative, but since the entry into force of the Lisbon Treaty, the European Union has also been given competence in this field.

According to Albrecht Sonntag, 'the question is of course not whether there should be a European team at the Olympics or whether the Commission should work towards building a so-called European identity through sport. The question is rather how the European Union can make smart use of sport to reach its goals in external relations'.

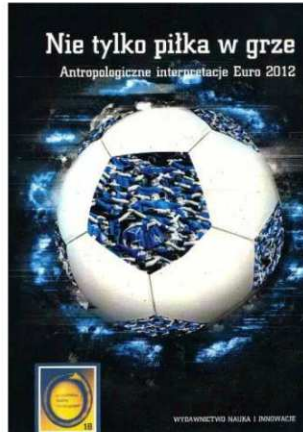
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# News from the Network

- The anthropological research on Euro2012 has also produced a book publication in Polish. Under the title *Nie tylko piłka w grze*.



*Antropologiczne interpretacje Euro 2012* ("There's not only a ball in the game: anthropological interpretations of Euro 2012"), **Michał Buchowski** and **Małgorzata Kowalska** published a collection of articles by the members of the anthropological research team of FREE with *Nauka i Innowacje* Publishers in Poznań. The different chapters authored by the two editors and the other FREE consortium members **Bartosz Wisniewski**, **Kamila Grzeskowiak** (Poznań), **Alexandra Schwell** and **Nina Szogs** (Vienna), are completed by two additional articles by **Laura Kiel** from Frankfurt/Oder and **Magdalena Pietrewicz** and **Piotr Malczynski** from Wrocław. Based on the fieldwork research and discourse analysis during Euro2012 book sheds a light on phenomena highlighted and revealed by football, such as the symbolic creation of the East in hegemonic Western discourses, Orientalising discourses on Ukraine in Poland, protests against the organisation of the costly mega-event and grassroots movements in contemporary football.

- Albrecht Sonntag** and **David Ranc** have published an article in the yearly *Frankreich-Forum*, a bilingual journal of comparative studies on Franco-German relations. The paper 'From Indifference to Inspiration' discusses the place of football in cultural exchanges between the two countries since the second world war.

- For a number of years, **Paul Dietschy** has been organising a research seminar at the history centre of Sciences-Po



(Paris) on 'Sport, Cultures and Societies'. This year, **David Ranc** from ESSCA School of Management, will replace Patrick Clastres in co-organising the seminar. This year's topic is, fittingly, *The Europe of Sport*. Among the international experts who discuss their work are FREE consortium members **Ramon Llopis-Goig** (Valencia) and **Nils Havemann** (Stuttgart), as well as

FREE's good friend **Jürgen Mittag** (Cologne). The season will conclude with a conference co-organised at Sciences-Po by the Université de Franche-Comté (Besançon), the EU-Asia Institute at ESSCA and the Fundação Getúlio

Vargas on 'the continental dimension in football', shortly before Euro2016.

- The FREE Loughborough research team has recently published three articles in internationally recognised academic



journals. A first paper appeared in *Qualitative Research* ('Using a smartphone 'app' in qualitative research: The good, the bad and the ugly'). It presents and discusses the innovative participant-led audio-visual methodology used by Borja García and his colleagues for FREE. The authors encourage social scientists to explore this tool and to use audio-visual ethnography in their research. The article has received a good deal of interest and has been positively reviewed by academic colleagues. The Loughborough team have published some of their findings in another article, this time in the *Sport Management Review*. In a paper entitled 'Supporters and football governance, from customers to stakeholders: A literature review and agenda for research', **Borja García** and **Jo Welford** call for a more systematic and comparative study of football activism. The paper argues that current research in the area is perhaps too ideological and needs to be more conceptually driven. The authors call for the development of a new typology of fans, away from traditional sociological approaches, taking supporter activism into account. The paper also points towards the emerging importance of non-local football fans, as elaborated in depth by other FREE Project members

- Since September 2015 **Albrecht Sonntag** has joined the team of columnists in the weekly sport supplement of *Le Monde*, the french-speaking world's leading newspaper. Each month he will comment on recent developments of European football from a social sciences perspective. His columns can be consulted online on [www.lemonde.fr](http://www.lemonde.fr).



- The FREE Project research will have an offspring at Loughborough University with the recent start (Oct. 2015) of a PhD to be supervised by **Borja García** as part of a 'mini-Centre for doctoral training on sport and citizenship'. The project investigates the extent to which memory and nostalgia motivates the so-called 'movement against modern football'. The innovative approach of this thesis is that it will focus on the communication strategies of fan groups. The project adopts a comparative perspective, including case studies in Germany and England. **Anni Peckie**, a German graduate in Sports Sociology was selected amongst more than 20 applicants for this PhD, giving testimony that FREE has not only generated new knowledge, but also inspired a new younger generation of researchers.

