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Final EU Conference

Thursday 3 December 2026 | ImpactHub Athens – Karaiskaki 28 | Hybrid (in person and online)

10:00 Registration and welcome coffee

10:30 **Introduction & Official Greetings**

Mary Andreadi, Head of Communications, ActionAid Hellas

Andreas Nigiannis, Head of the Directorate of Secondary Education Studies, Greek Ministry of Education, Religious Affairs and Sports

Makis Drakopoulos, Director of Programmes and Institutional Fundraising, ActionAid Hellas

10:45 **Setting the Scene: Children, Intolerance and Sport**

Christos Alefantis, Founder and Editor in Chief of "Shedia", Greece's street paper

Thanos Sarris, Executive Secretary General of Greek player union PSAPP (tbc)

- Football as a way to connect: how a ball and a team can bring people together, and why it matters that every child feels part of the game from an early age (Christos Alefantis)
- What children learn from the professional game: players as role models, racism on and off the pitch, and how football can show children that everyone belongs (Thanos Sarris)

11:05 **Project Presentation**

Marina Kaloumenou, Project Manager, ActionAid Hellas (Greece)

Dr. Joanna Tsiganou, Director of Research, EKKE (Greece) with contributions from D. Kondyli and Ch. Varouxi

Daniela Capalbo, ActionAid Italia (Italy)

Andras Wagner, MESE 2.0 (Hungary)

Vladimir Sokolovic, Football Friends (Serbia)

- Overall objectives, what the project achieved and the training toolkits developed (Marina Kaloumenou)
- Methodology and needs assessment (Dr. Joanna Tsiganou, EKKE)
- Country experiences: insights from Italy, Hungary and Serbia (all partners)

11:30 Coffee break

12:00 **Roundtable: Sport, Media and Inclusion: Building a Culture of Respect and Acceptance**

K. Vezyrgianni, Researcher, EKKE with contributions from N. Spyropoulou and M. Tsevreni

Dr. Lida Tsene, Media and Communication Researcher; Adjunct Lecturer, Hellenic Open University

Christos Chatziioannou, Director of Brand Experience and Marketing, 24MEDIA (moderator)

Stefanos Batsis, Sport for Development Programme Manager, Organization Earth

- What the research tells us about building tolerance among children through sport, drawing on the DIALECT4 impact assessment and wider evidence (K. Vezyrgianni)
- How children read and share messages about "others", and how media literacy and storytelling help them question stereotypes (L. Tsene)
- Sport for inclusion in practice in Greece: lessons from the field (s. Batsis)
- The reach of sports media: how content and campaigns aimed at young audiences can challenge or reinforce stereotypes (C. Chatziioannou)

Associate partners:

12:45 **Voices from the Pitch: Stories from the Field**

Ioanna Papadopoulou, Local Communities and Inclusion Programme Coordinator, ActionAid Hellas

Dimitris Tsesmelis, Coach and football3 Trainer, ActionAid Hellas

Young participants from all partner countries

- Video: moments from the youth-led initiatives, the tournaments and the celebration events
- Children from the four countries in a short, informal moderated conversation: what they liked, what they learned and what they remember
- Trainers and mediators from different countries: short testimonies and examples
- What these experiences have in common

13:30 Lunch and networking

14:15 **End of the conference**