

## **Special Adviser Nderitu hosts Liverpool Football Club Legends Lucas Leiva and Martin Skrtel at the United Nations, discussing countering Hate Speech and SDGs action**

(27 September 2024, New York) The Under-Secretary-General and Special Adviser on the Prevention of Genocide, Alice Wairimu Nderitu, hosted former Liverpool football club (LFC) stars Lucas Leiva and Martin Skrtel at the United Nations (UN) Headquarters on 27 September, at the sidelines of United Nations General Assembly and Global Goals Action Week.

The football legends, who were accompanied by LFC's Director of Impact, Rishi Jain and the UK Permanent Mission, visited New York as part of the discussions on the role of sports in driving sustainability initiatives. LFC is a member of the United Nations – Eradicate Hate Sports Working Group which worked on the [GAME PLAN: A Plan of Action to Counter Hate Speech through Engagement with Sport](#), which was launched by the UN Secretary- General in December 2019, on the occasion of the International Day of Commemoration and Dignity of the Victims of Genocide and of the Prevention of this Crime.

By starting the visit and the conversation at the Kwibuka 30 Flame of Hope monument, recently unveiled by Rwanda at the UN HQ Garden to commemorate 30<sup>th</sup> anniversary of the 1994 Genocide against the Tutsi in Rwanda, the Special Adviser and the LFC delegation reflected on the dangers of hate speech, where it can lead if not countered and the urgency to counter it today in many places of the world.

“It was a pleasure to welcome Liverpool FC to the UN Headquarters during the high-level General Assembly and Global Goals Action Week to celebrate the work they're doing to support the SDGs and the Game Plan on countering hate speech. Hate speech starts with words, but by recognizing the power of football to unite communities across divisions for a common good, it can be addressed and countered at the very local levels. “, said the Special Adviser Nderitu.

LFC is leveraging the relationships it has at the community levels, under its The Red Way strategy, helping to address some of the world's most pressing challenges.

The Red Way strategy is built on three key pillars: people, planet and communities, and it is designed to reduce the club's environmental impact while maximising its positive influence on people and communities, both locally and globally. As part of this commitment, The Red Way supports 14 of the 17 Sustainable Development Goals, which provide a global blueprint for peace and prosperity for people and the planet.

“The Red Way demonstrates the club’s commitment to sustainability, demonstrating that is not just an option but a responsibility. We are committed to running LFC in a way that minimizes environmental impact and maximizes the positive contribution we can make to our people, communities and the planet. Through The Red Way we are proud to align with the UN’s Sustainable Development Goals, creating a meaningful impact both locally and globally,” said Rishi Jain, LFC’s Director of Impact.

“It was such an honor to be invited to visit the United Nations headquarters to learn more about the Sustainable Development Goals and how the club is supporting them,” added Lucas Leiva. “The work that the club is involved in off the pitch is incredible and something to be proud of.”

In April of last year, LFC hosted the United Nations and Eradicate Hate Global Sports Working Group Summit at Anfield, welcoming more than 100 representatives from elite sports across the UK and USA in a discussion on implementing the Game Plan and supporting the efforts to holistically counter hate speech at all levels.

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