



## EFPM “FAIR PLAY (GREEN/WHITE) CARD” RESEARCH PROJECT

### Case Study 3 - Mamanet

From a Mamanet Respondent: -

**“The world of sports needs a fundamental change. The green card is a first step in this change. We need to respect the opponent and be a role model for others in both professional sport and sport for all!!”**

#### 1. Background

The first case study in this project sponsored by the European Fair Play Movement (EFPM) to evaluate the use and application of the fair play card (green card) was in a large multi-sport tournament style event, the second study was at the national level within a state sports policy setting. This third case study seeks to use similar methodology to the first two studies to look at the impact of the use and application of the fair play card in a specific sports federation/governing body - through the eyes of the actors involved in it. The other case studies can be found at - <http://www.fairplayeur.com/publications/case-studies/>

#### 2. Mamanet as a Sport

##### 2.1 History

Established in 2005 Mamanet (mothers' Cachibol) by Ofra Abramovich- is the largest social - sports league specifically for mothers which was established in Israel. Mamanet is now an international sports movement for mothers (of all ages) and all women over 30 (even without children). Mamanet website (August 2020)

The name stands for the words “Mama”(mother) and “Net” (as in networking and Newcomb ball net also called Cachibol). It is aimed at mothers and women over the age of 30. Cachibol is a sport that is similar to volleyball, but the ball is caught and thrown so it can be learned easily at any age and without previous sporting experience.

**Newcomb ball** (also known simply as **Newcomb**, and sometimes spelled **Newcombe (ball)**) is a ball game played as a variation of volleyball. Invented in 1895 by Clara Baer, a physical education instructor at Sophie Newcomb College, Tulane University in New Orleans, it rivalled volleyball in popularity and participation in the 1920s. The game is significant because it was invented by a woman and became the second team sport to be played by women in the United States, after basketball. In an article in the *Journal of Sport History* in 1996, Joan Paul speculates that Newcomb ball may have been an influence in the development of volleyball. To see how it is played see <https://www.youtube.com/watch?v=zOwDBZqBGvQ>

The rules of the game are based on volleyball, the main difference being that the ball is caught before passing it to the next player or over the net. This allows novice sportspersons as well as enthusiasts to participate. Each team consists of up to 14 mothers (players) and one coach, with players representing the schools their children attend.

Mamanet is much more than healthy exercise that everyone can do according to the motto: "Every mother can!" as it can be played very fast. Mamanet also provides a "lifestyle" for the whole family. The social network, the feeling of togetherness, the exchange and support within the now international Mamanet family and in players own teams are just as important. Each team decides for itself whether it wants to play performance-oriented sport in a league or not.

Today with thousands of mother players, in over 90 cities across Israel, Mamanet is now spreading in many countries such as Austria, Italy, Greece, Cyprus & the US with additional countries pending.

A large international Mamanet Championship was held as part of the 5th CSIT World Sports Games 2017 in Riga.

“Mamanet has the potential to change the sports society and the life of women for the better”! said Harry Bauer, President of CSIT

In Mamanet every mother can play and there is no barrier of age, height or weight and Women age of 30 and over can participate in the league

Mamanet is the only sports league for mothers and allows them to revive their younger days as athletes, or experience being part of a sports league for the first time. In Mamanet mothers of students in participating schools represent their children’s school with sportsmanship and pride. This league is based on children’s elementary, junior high and high schools. Mothers have a great opportunity as they can bring back to school the championship cup.

Mamanet is a combination of sports and community. In Mamanet- Mothers demonstrate school pride, good sportsmanship, friendly and professional competition, fair play and a positive attitude to physical activity. Mamanet runs across all populations and welcomes all minorities.

## 2.2 Mamanet and Community Development

Mamanet is anchored in a philosophy of “sport for development, During the last decade, Mamanet has successfully leveraged projects from within Mamanet and has contributed to the initiative spirit and the community in Israel.

It is important to note that 100% of the community projects are ideas provided by the mothers:

**Mamanet and children** - training youth-at-risk to be referees;

[Mamanet raising Breast Cancer awareness](#) – National tournament held once a year during the world month awareness.

**Mamanet leagues** in a battered-women’s shelter;

[Mamanet league in the only women](#) prison in Israel.

**Mamanet** – assists refugees to integrate in local communities

Columbia University and Ben Gurion Universities have conducted a research on the Impact of Mamanet on the lives of women. Two main conclusions from the survey:

1. Women feel that Mamanet offers them the sport experience they look for
2. Women feel that Mamanet gives them the will to improve communities and pushes them to propose community projects on a regional or national level

A comprehensive research study by Tesler et al (2018) was conducted by the Universities of Haifa and Ariel analysing the impact participation in a “Mamanet” Mother’s League in Israel has on the promotion of health, wellbeing and social capital. Using several research methods and a control group the study found that show that participation in the Mamanet League was significantly associated with healthier dietary habits and Physical Activity among participants and their families. In addition, participation increased social capital, namely, the creation of a supportive social network, trust in the environment, and social involvement among participants.

The study found that it is important to encourage the participation of women from different backgrounds, namely women from the Arab population, single mothers, and elderly women. One way Mamanet does this is through teams including Arab and Jewish woman. Such teams may increase the social capital of Arab participants and will encourage the multiculturalism nature of the program.

### 2.3 The Fair Play (Green) Card in Mamanet

The assimilation of the green card began in 2015 as part of a collaboration with the International Workers and Amateurs in Sports Confederation (Confédération Sportive Internationale Travailleuse et Amateurs) (CSIT) organisation. CSIT runs a biennial world games and Mamanet players and officials experienced the green card at the 2015 games. These world games were the subject of the first case study in this research.

The CSIT aim was to promote positive values as part of participation in sports activities. This fitted with Mamanet's philosophy exactly as the mother is a role model for her children and the green card enabled Mamanet to promote values of fair play during the game. In most sports fields the referees' cards are intended for punishment and warning (red and yellow) while Mamanet wanted the referees' card to be used for positive actions that had never before been recognised.



**The use of the green card is promoted in coaches and officials courses by Mamanet**

The green card promotes a model of how one should behave on and off the court. Mamanet has decided to become a leader in this area and promote the green card as part of the CSIT championships and throughout the world of sport in Mamanet leagues globally.

Mamanet also calls this initiative the "Green Heart" but the official term is Green Card.

In Mamanet the "Green Heart" has the green card to promote fair play but it sits alongside the rules which allow the disqualification or expulsion of a team which carries on with unsportsmanlike conduct or awarding a point to the opposing team and/or technical loss of the set/match - this is part of Mamanet's zero tolerance policy for unsportsmanlike conduct in the sport.

The philosophy of fair play runs deep in The culture of Mamanet which is very much a "sport for development movement", and reaches across cultural, political and religious divisions.

The official rules of the sport (chapter 7) set out the responsibilities for player behaviour and conduct, and an expectation of sportsmanlike conduct.

The chapter goes on to outline the responsibilities and expectations with regard to fair play.

These rules are reproduced below -

#### **Fair Play Award for Green Cards in A Tournament**

In February 2020 in the international Mamanet Crown Tournament in Israel, the team (of several nationalities) representing Italy (AiCS) "Mamamix" were the fair play champions being awarded 7 green cards over the course of the event. The Italians not only ranked ninth out of 29 in the event, but also stood out for their sporting gestures: for this reason, they obtained 7 "green cards" for having excelled in demonstrating respect of the rules of the game and their opponents, going on to win the event Fair Play Award.

## Extract from Chapter 7 of Mamanet Official Rules

These rules could be used as a model for other sports or tournaments to use.

<http://www.mamanet.org.il/PDF/OFFICIAL%20RULES%20OF%20MAMANET%20August%202020%20Edition.pdf>

19.2.1. Participants must behave respectfully and courteously in the spirit of FAIR PLAY, not only towards the referees, but also towards other officials, the opponent, teammates and spectators.

19.2.2. Mamanet will periodically update the guidelines of FAIR PLAY, and these guidelines will pertain to all league participants.

19.2.3. The main principles of FAIR PLAY are fair competition, mutual respect, friendship, team spirit and equal opportunities. Additionally, there are unwritten rules, such as: integrity, solidarity, tolerance, consideration, excellence and love of the game.

19.2.4. The FAIR PLAY card is a green-coloured card that recognizes acts of fair play by the participants during the match and is presented by the referee. A green card may be presented to a team player, coach, member of another team, or spectators in the following situations:

19.2.4.1. A unique act or gesture of sportsmanlike conduct.

19.2.4.2. Acceptance and respect for the referee's decision.

19.2.4.3. Fair conduct towards players on the opposing team.

19.2.4.4. A show of support of players, in accordance with the FAIR PLAY principles.

19.2.5. Communication between team-mates during the match is permitted.

19.2.6. A team is liable for any unsportsmanlike act carried out by a team player; a team staff member; team fans; an entity associated the team; and/or any other entity associated with the team.

19.2.7. The team liability extends beyond the game time and obligates the team to maintain sportsmanlike behaviour and prevent any slander through negative publicity.

19.2.8. It is prohibited to boo or cheer in an unsportsmanlike manner or in a manner contrary to the FAIR PLAY. The referee is permitted to interrupt a match or award a point to the opposing team if one of the team members (players, staff, spectators) behave in an unsportsmanlike manner towards the referee and/or the opposing team and/or any other entity. In such a case, a ruling of a technical loss will be made after consulting with the professional coordinator.

The latter rule is significant in that a point or match can be awarded in the event of unsportsmanlike conduct.

### Misconduct and Sanctions

The chapter goes on to the necessary negative aspects of player/team punishments with a section on misconduct and sanctions, where a yellow card and red card can be awarded as in other sports.

### **3. Implementation and Impact of the White Fair Play card. – The subject of this case study**

#### **3.1 Methodology**

In order to gather both quantitative and qualitative data across this international dimension two main techniques were used: -

A dialogue by email with the sports' main organisers.

A questionnaire survey based on that used in the previous case studies. The Mamanet Head Office mailed the survey link to members of the organisation over the latter part of 2019/20.

Behavioural change thinking and models underpinned this approach and are developed in the final article, drawing conclusions from all three studies.

#### **4. Analysis of the questionnaires**

##### **4.1 Survey socio-demographics**

The number of questionnaires completed numbered 49 with respondents in the following categories –

Players, 8. Officials including referees 25. Coaches 10. Board Members 5, Administrator 1.

70% were female. Threequarters were in the age range 35 to 54.

Whilst the number of player responses is disappointing, despite several email reminders, the response from officials, and coaches was encouraging.

##### **4.2 Attitudes to fair play prior to Mamanet.**

Respondents were asked "Before you started sport with Mamanet what was your attitude to fair play "on the pitch"?"

61% of those surveyed said that "fair play is an ongoing part of the way I play and take part in sport" but many had not embedded or acted upon those values.

##### **4.3 Knowledge of the card**

Of the 49 respondents, a small 6% had no or limited knowledge of the card, whilst 45% had seen the card applied; 28% had received an award of a card and 20% were aware of their team or player receiving an award of a green card.

This shows that Mamanet has been successful in promoting, using and applying the green card.

##### **4.4 First reactions to the card**

When asked what their first reaction to the green card initiative was, over 83% were "positive".

18 comments on this question reinforced the very high positivity about the card, with many stating how it creates good vibes, a good atmosphere, and values good actions.

##### **4.5 Changes in attitude to Fair Play in Games and Matches**

10% said the use of the card had changed their attitudes to fair play a great deal, whilst an additional third said it had changed a lot and a further 19% said it had changed a moderate amount. So, in total 62% said it had changed their attitudes.

Comments remained positive with even those who said it had not changed much that it was inherently a good thing, another said it makes games less stressful.

One interesting response was that “It has mainly changed the atmosphere in the game first of all between the players themselves and second of all the crowd and fans who are mainly husbands and children. Once they are awarded a green card for cheering in a sporting manner - that gives them extra motivation to carry on.”

“The green card changed the rules of the game when the referee uses a card with a positive character and not just a negative one. There is a positive competition between the teams to get a green card.”

Someone said more planning needs to go into the awarding of cards to see its full potential.

#### 4.6 Attitudes in the future?

We asked, has your experience of the green card changed the way you might behave in games or matches in the future? Over 2/3rds said it had with a third saying it made no effect.

Comments –

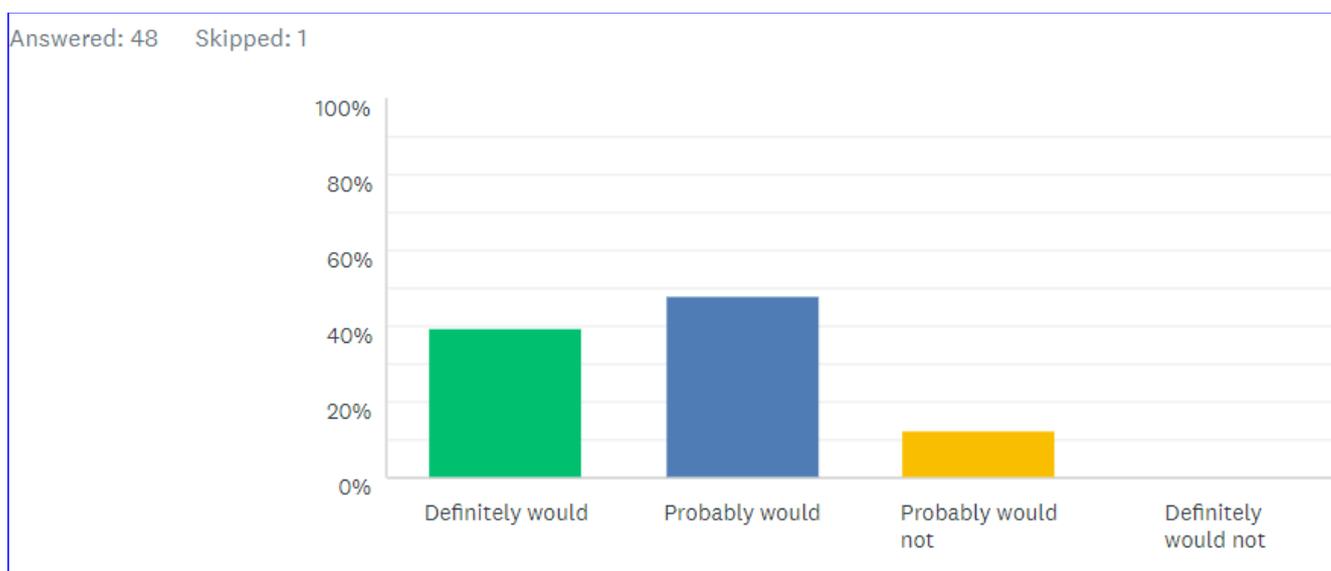
“Teams still want to win, but the green card can give motivation even in case you lose!”

“I now raise my hand in a sporting manner when I know I have made a foul. I am always watching out for the opponent - as a mother also to make sure she is OK in case she got injured and so on. This kind of behaviour is 'rewarded' via a green card.”

#### 4.7 Impact on fair play behaviour in a game.

When you think about the green card, do you think of it as something that will make any difference in impacting player behaviour in a game?

Figure 1 – Impact on Fair Play behaviour in a game



We can see that 88% thought that it definitely or probably would impact player behaviour.

#### 4.8 Application to other sports

The survey asked if the green card was available in other sports you play would you support its usage? 91% of respondents said they felt it definitely or probably would

#### Comments

“Positive reinforcement of good behaviour breeds long term results, while negative reinforcement can make it worse.”

“The world of sports needs a fundamental change. The green card is a first step in this change. We need to respect the opponent and be a role model for others in both professional sport and sport for all!!”

#### 4.9 Recommend to a friend?

Respondents were asked How likely is it that you would recommend the Green Card to a friend or colleague?

60% of the survey replied positively to this question suggesting a high net promoter score of 43.

#### 4.10 Improvements to be made.

When asked what things would improve this green card initiative, respondents replied as follows (in order)

As per figure 2 below - More use by officials and referees, better promotion, and links to fair play awards for individuals/teams all ranked highest, along with giving certificates and badges.

**Figure 2. What Improvements are needed to improve the initiative**



Other improvements suggested included: -

“Ranking the group with the highest points of green card at the end of the season”

“Conducting sports competitions to promote the green card exposing the idea from an early age so that the younger generation is also part of the important green card initiative and mutual respect.”

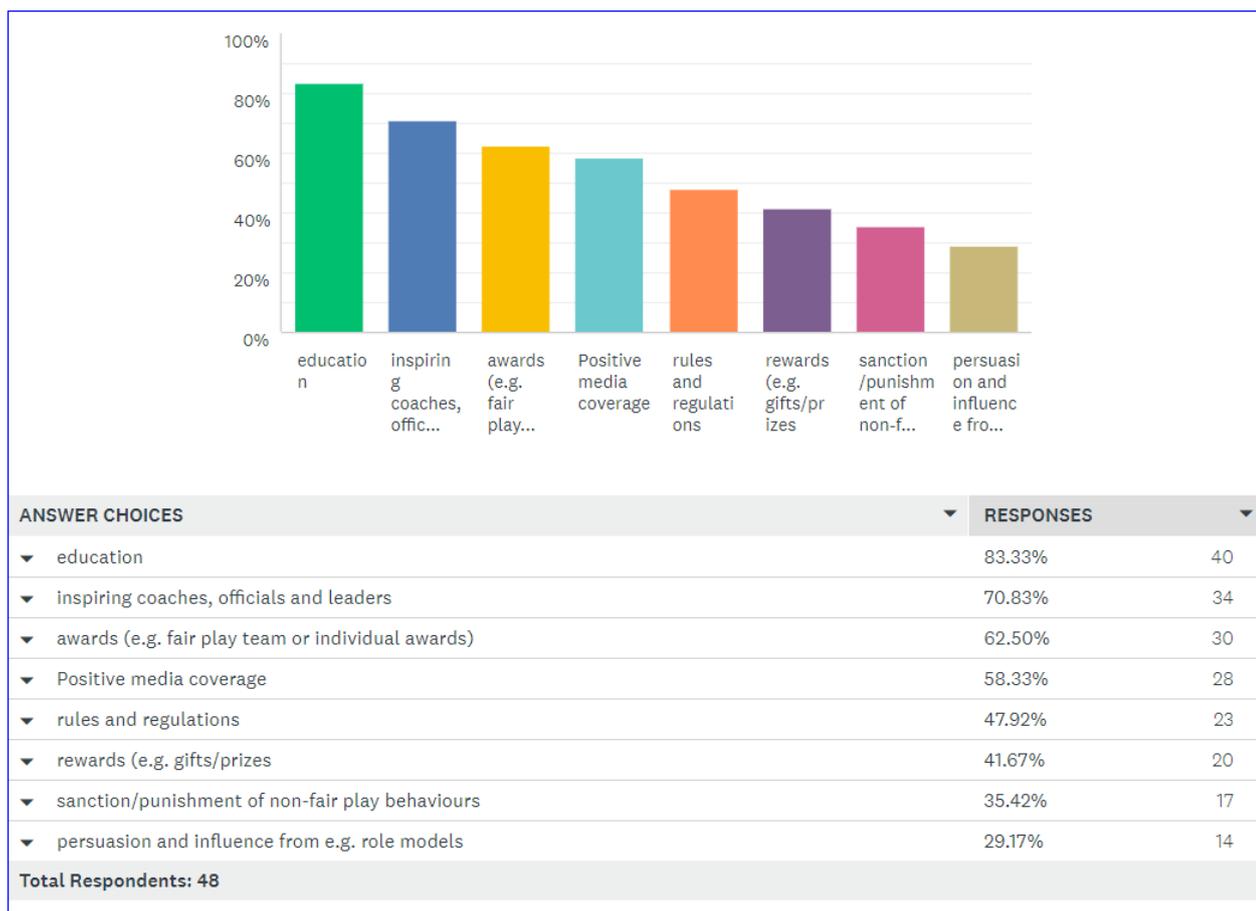
#### 4.11 What else can we done to promote fair play

Finally, we asked in the final question - What else do we need to do as well as the green card to secure higher levels of fair play in games and sports? Please select all the things you feel we need to do.

The analysis is presented at figure 3. below

Education came out top with 40 responses and better promotion by referees and officials second with 34, whilst the use of awards was rated as key with 30 responses

**Figure 3 What else should be done to promote fair play?**



### 5. Conclusions and Recommendations

In conclusion this case study has found that, though the numbers surveyed was small, that the application of the green card by Mamanet has had very positive results and can act as an exemplar for its application in other sports.

The opinion of those surveyed is that the green card initiative has had a positive impact on the conduct of players and spectators, and the culture of the sport.

The fair play card would be beneficial in other sports and in schools

The application and management of the card system could be improved by better promotion, awareness raising, and linking to awards and points in leagues and tournaments.

There was general agreement that the card works best in promoting fair play if it is part of a wider educational approach, and linked to a programme of education etc. There was no support for increasing sanctions as this was deemed negative and giving attention and possible reinforcing “poor” behaviour.

Finding	Recommendation
Fair play is promoted by the use of the card, with reported changes to attitudes and behaviours.	<ul style="list-style-type: none"> <li>i. EFPM to promote the use of the card</li> <li>ii. EFPM and Mamanet to work together to monitor and report on this initiative.</li> </ul>
Standard protocols and embedding in the rules important. Mamanet has a good example of how fair play, sportsmanship and the green card can be embedded in the rules of a sport. Mamanet also embed the card in coaches and officials’ courses.	<ul style="list-style-type: none"> <li>iii. EFPM to establish protocols and promote across Europe, using the case study resources as templates.</li> </ul>
Fair Play is already recognised by most players before the award of a fair play card, the card system reinforces those values.	<ul style="list-style-type: none"> <li>iv. EFPM should promote the card use more widely and develop a branded product with standard guidelines, protocols, and material, with Mamanet support</li> </ul>
Knowledge of the card could be wider, some respondents asked for cards given to be recognised in awards and in games, but Mamanet does this already.	<ul style="list-style-type: none"> <li>v. Mamanet to ensure better promotion in future, and consistent application, and publicity of awards, and tables.</li> <li>vi. Include card issue on match report sheet.</li> <li>vii. Consider a fair play annual award for all Mamanet activities.</li> </ul>
Support for the application and wider use of the card was very strong.	<ul style="list-style-type: none"> <li>viii. EFPM to promote internationally, together with partners such as Mamanet</li> </ul>
Fair Play Card needs to be part of a fair play campaign, with leaders, managers, coaches and officials the key targets, also “general education” i.e. why fair play is important, and also get the media to promote. Promote through annual awards.	<ul style="list-style-type: none"> <li>ix. Ensure the card becomes a tool of EFPM with flexible protocols that can fit with national or federation fair play campaigns.</li> </ul>
Apply card in education settings in primary schools	<ul style="list-style-type: none"> <li>x. EFPM members to consider</li> </ul>

## 6. Recognition and gratitude

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- The Players and Officials of Mamanet

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## 8. Author.\*

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