

The logo consists of the letters 'SD' in a bold, white, sans-serif font, centered within a solid red square.The text 'supporters direct europe' is written in a white, lowercase, sans-serif font, centered within a red rectangular box.

Brussels 8 April 2013

The background of the slide is a black and white photograph of a large stadium, likely the Allianz Arena in Munich, showing the curved roof structure and the seating tiers.

Improving football governance through supporter involvement and community ownership

- 1. SD Europe – what we do**
- 2. Project background**
- 3. Objectives**
- 4. Outputs**
- 5. What next?**

What We Do



- Assist supporters on over 20 countries in setting up democratic cooperatives: **Supporters' Trusts**;
- Help supporters become involved in the **decision making process** at their clubs;
- Advise clubs, governing bodies and other institutions about alternative/inclusive **ownership** and **governance** models.
- Help facilitate implementation of **Supporter Liaison Officers** (Art. 35, UEFA Club Licensing and Financial Fair Play Regulations).

We Promote



- The **social and community value** of sports clubs;
- **Improved relationships** between governing bodies, clubs and supporters;
- **Good governance** and **greater transparency** in sport;
- **Democratic representation** for **supporters** at football clubs and governing bodies.

Project background



- Unsustainable financial models, weak governance and a lack of democratic accountability in the ownership and regulation of football in particular, which weakens the social function of sport
- Growing number of supporters organisations seeking to ensure their clubs have secure and sustainable futures as community focused businesses; growing demand for capacity building on local and national levels
- SD Europe started in 2007 - now working in over 20 countries



- **Lack of democracy, active citizenship and social integration in football**
- **A clear need for the promotion of democratic supporter involvement** to increase opportunities for stakeholders to make meaningful contributions to decision-making processes, good governance and increasing community outreach



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IMPROVING FOOTBALL GOVERNANCE THROUGH SUPPORTER INVOLVEMENT AND COMMUNITY OWNERSHIP

FORAS
Friends of the Rebel Army Society

 Cooperatives
Europe



 **UISP**
sportpertutti

 **ALA NANTAISE**
ASSOCIATION DES AMIS DU FOOTBALL

UNSERE

KURVE



SVENSKA FOTBOLLSSUPPORTERUNIONEN



**Federación de Accionistas y
Socios del Fútbol Español**

A project supported by the European Commission through
the 2011 Preparatory Actions in the field of sport



Objectives



- Strengthen the **European** supporter ownership network;
- Promote **good governance** amongst supporters' trusts/groups, clubs, and other stakeholders;
- Promote **democratic ownership structures** in football;
- Promote football's social value through **supporter involvement**;
- Develop a long-term vision for spreading good governance principles **from clubs to governing bodies** and other sports.

Outputs



Needs analysis and national surveys

To inform the project of needs of supporters' trusts/groups in relation to the **governance of their clubs and national associations**

Establishment of national supporters' organisations

New: **Italy** and **Ireland**;

Enabling and empowering: **Sweden, Spain, Germany, France**;

Supporting initiatives: **Portugal**

Workshops in seven countries

Ireland, Spain, Portugal, Italy, Sweden, Belgium and France

ALL stakeholders involved

Eight handbooks

About how to improve the governance of football in partners' countries

Guidance and recommendations for **supporters, institutions** and **governing bodies**.



Federación de Accionistas y
Socios del Fútbol Español



Madrid –26th January 2013



Spain



Workshop attended by

- Fans representing **30** football clubs
- **Liga de Fútbol Profesional**; Spanish government
- European Commission, UEFA

Agenda

- Presentation of survey results
- What is a football club? What is a supporters trust?
- The importance of **supporter involvement** at football clubs
- Panel discussion: Current situation of Spanish football: **how we got here and how can we get out of here**. The role of supporters.

Agreed actions

- Recognize the importance of supporters trusts and encourage them
- Government and league agreed to consult with supporters (**open doors**)

Rome – 2nd March 2013



Workshop attended by

- Fans representing **15** football clubs
- **General director, Serie A; President, Serie B; Federazione**
- **European Commission**
- FASFE, Unsere Kurve

Agenda

- What are the **problems facing Italian football**, and;
- How **democratic supporter involvement** in the ownership and governance of clubs can help to address them

Agreed actions

- To continue setting up an **umbrella organisation for supporters' trusts**
- Arrange meetings with Serie A and B
- **Further growth of the movement** (include new groups)

SD Europe Position Paper

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THE HEART OF THE GAME:



**IMPROVING GOVERNANCE
IN EUROPEAN FOOTBALL**

**IMPROVING THE FINANCIAL
SUSTAINABILITY OF FOOTBALL
CLUBS AND LEAGUES**

**IMPROVING
TRANSFER OPERATIONS**

**IMPROVING THE SOCIAL
FUNCTION OF SPORT**

**IMPROVING THE FIGHT
AGAINST MATCH FIXING**

**REDUCING DISCRIMINATION
AND VIOLENCE**



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The launch of the Position Paper in the **European Parliament** was hosted by **MEP Ivo Belet** on the 7 November 2012. More than **100 participants** attended the lunch-time panel debate.

The panelists from **Supporters Direct, UEFA, SG Dynamo Dresden, and the EPFL** discussed the involvement of supporters in the governance of the game.



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The launch of the Position Paper in the European Parliament was attended by SD Europe's network (fan representatives from 12 countries) and a wide range of **key stakeholders** such as



Endorsement



“Supporters Direct Europe shows how fans can help to develop inclusive and sustainable structures at both the grassroots and professional levels, (...)

and demonstrating how supporters can contribute to a better governed and more sustainable sport.”

What next?



1. Launching **8 toolkits in 8 countries**
2. Launch of the final report at SD conference **22 June**
3. Follow up meetings with **football authorities, MEPs and other stakeholders**
4. Launch national supporters' organisations in **Italy and Ireland**