



**FCBARCELONA**

*"Football is not everything"*

**Presentation of the global  
campaign for care and education**



*June 2008*

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*més que un club*



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## MORE THAN A UN CLUB



FC Barcelona is more than a club in Catalonia because it is the sports club that most represents the country and is also one of its greatest ambassadors. Also, for different reasons, FC Barcelona is more than a club for many people living elsewhere in Spain, who see Barça as a staunch defender of democratic rights and freedom.

The slogan *més que un club* (more than a club) used by president Narcís de Carreras when he took over the club in January 1968, defines FC Barcelona's social importance in Catalonia, and is an open-ended definition. It is perhaps that flexibility that makes it so appropriate for defining the complex identity of FC Barcelona, a club that competes on the field like any other sports club, but also beats so constantly in time with the hearts of its people.

Today, football has become a global phenomenon, and support for Barcelona has spread spectacularly around the world. The number of club members from outside of Catalonia and Spain is increasing daily, and the club wants to respond to that show of passion for Barça. This Barça that is so concerned for its people needs to be globalised. This caring and humanitarian Barça needs to be globalised. This strategic decision is coherent with the history of the club and with developments in world football.



That is why the club decided to contribute 0.7 per cent of its ordinary income to the Fundació FC Barcelona in order to set up international development and cooperation programmes, committed itself to the United Nation's Millennium Goals and also came to agreements with three United Nations agencies for the joint development of education and aid projects.

These three agencies are Unicef, Unesco and UNHCR/ACNUR. Each of these is a different source of collaboration through which FC Barcelona is able to offer help to vulnerable children.

## FIRST ACTIONS OF THESE ALLIANCES

Education is one of the fundamental rights that FC Barcelona has wished to promote with particular vigour in its programmes. To do this, as well as its own education programme, "together we are stronger" based on the words of our club anthem, three top level alliances have been formed to ensure that this right is promoted.

### FC BARCELONA – UNICEF



This agreement, signed in September 2006, will last for 5 years and involves a financial contribution of 1.5 million euros a year by the club for investment in integral projects, which are selected jointly by the



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Fundació FC Barcelona and UNICEF in benefit of vulnerable children.

The first year of the agreement focused its efforts on the fight against Aids in Swaziland, and especially orphaned children in the most remote rural areas of the country. Among other actions, during the first years an area has been equipped with laboratory apparatus for the detection of the disease in neonates, and we have constructed 23 community support centres in rural areas and established 17 drinking water wells.

The Fundació FC Barcelona and Unicef are now working on plans for the next projects which will be extended to other countries of Africa and which will form part of the second year of the alliance, thus reinforcing the collaboration between both entities in benefit of children.

### FC BARCELONA – UNESCO



This agreement with the United Nations Educational, Scientific and Cultural Organization (UNESCO), signed in November 2007, seeks to raise awareness of the role of education and sport in the development and welfare of children. The five-year agreement does not imply any fixed financial contribution by either organisation, but rather a commitment to developing joint programmes.

The agreement plans to fight against racism and violence in sport, to raise awareness against doping, to foster universal education and literacy and to create a UNESCO – FC Barcelona chair. The actions involved in this agreement will commence in the month of June with the “Young voices against racism” programme, involving participation of the European Parliament, which seeks to give children the word in the debate over this phenomenon and possible solutions

### FC BARCELONA – UNHCR/ACNUR



La Agencia de la ONU para los Refugiados

This agreement, signed in January 2008, will make it possible for programmes to be implemented for three years in refugee and displacement camps around the world. The agreement does not involve any fixed financial contributions but rather a joint commitment by both organisations to obtain the necessary resources.

The objective of this agreement is to adapt three of the Foundation's own programmes -XICS, JES and Play it!- to the context of refugees and displaced people, using ACNUR's technical and logistic support, and will enable us to work in contexts of extreme vulnerability being suffered by young people. The first three countries to receive this support in the first year will be Ecuador, Nepal and Rwanda.

### “Football is not everything” campaign

After almost two years of a campaign promoting challenges that mean much more than those on the sports field, the Fundació FC Barcelona in association with its collaborators –UNICEF, UNESCO and UNHCR/ACNUR- is launching a new campaign to raise awareness of the importance of educating children in the most vulnerable of situations.



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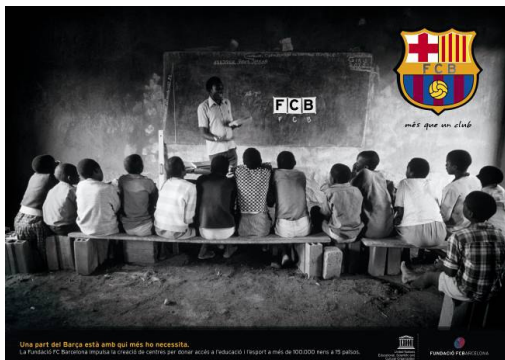
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The campaign's central message is **“Football is important, but their education matters even more”**. This message expresses how the Fundació FC Barcelona is cooperating internationally in development through programmes and projects in which sport, and especially football, is used to provide integral support in relation to health care and education for the most vulnerable boys and girls around the world.

There is an audiovisual version of the campaign, and a graphic one too. The audiovisual version involves a 25 second

commercial produced in eight languages (Catalan, Spanish, English, French, Portuguese, Chinese, Japanese and Arabic). The product presents an African boy showing off his football skills as he counts the times he keeps the ball in the air. As the commercial advances, the spectators realise that he does not know how to count. It is a nice image but also one that reveals a much forgotten social issue: a school education for children like these. A reality and a problem that matters much more than football and for which the Fundació FC Barcelona, Unicef, UNESCO and UNHCR/ACNUR are now developing programmes to reach 100,000 children in more than 25 countries. The advert was recorded in Barcelona last April and was produced by Paola Mitton.



The graphic version consists of 2 images that reinforce the integral aid being offered by Fundació FC Barcelona programmes. When these graphic projects are shown, the Barça crest appears without two of its key elements (the ball and the letters FCB), which go on to form part of the photograph beneath the slogan “Part of Barça is with those who most need it”.

#### Promotional film technical details:

Duration: 25 seconds  
Languages: Catalan, Spanish, English, French, Portuguese, Chinese, Japanese and Arabic  
Agency: Contrapunto Barcelona  
Creative Executive Director: Tomás Oliva  
Creative Director: Carlos de Javier  
Art Director t: Lucas Jatobá  
Editors: Emma Piquer  
Director of accounts: Javier Díaz  
Executive of accounts: David Pueyo  
Producers: Mercedes Fernández  
Director: Paolo Mitton  
Production company: Ovideo

**CONTRAPUNTO**



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## **A GLOBALLY COVERED CAMPAIGN**

The campaign is international and will begin in the first week of June to coincide with a major international sports event, Euro 2008.

Among others, such television channels as Eurosport, ESPN, Televisió de Catalunya, Televisión Espanyola, Canal+, La Sexta and Barça TV (through more than 50 stations that broadcast its signal), will be showing this campaign which transmits the image internationally. At the same time, many newspapers and magazines around the world will also publish the graphic version.

FC Barcelona and its Foundation would like to thank the media that are taking part in this campaign and have offered to broadcast or print it without it supposing any cost to FC Barcelona or its Foundation.

## **BRIEF HISTORY OF FC BARCELONA**



When on November 29, 1899, Hans Gamper founded Fútbol Club Barcelona, along with eleven enthusiastic supporters of what was then still an unknown sport in the city called foot-ball, he could never have imagined the enormous magnitude of what his initiative would end up becoming over the years. Over more than one hundred years of history, the club has grown spectacularly in every sense and is now so much more than just a sports club.

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Barça has become, for millions of people all around the world, a symbol of their identity, and not just in a sporting sense, but also in terms of society, politics and culture. Throughout the most difficult of times, Barça was the standard that represented Catalunya and the Catalan people's desire for freedom, a symbolism that has continued to be closely linked to the idiosyncrasy of the club and its members to this day.

For a whole century, Barcelonisme has passed through moments of glory and pain, periods of brilliance and other less successful ones, epic victories and humbling defeats. But all these different moments have helped define the personality of a Club that, due to its peculiar nature, is considered unique in the world.

The grandeur of Fútbol Club Barcelona is explained, among many other factors, by its impressive honours list. Very few clubs anywhere in the world have won so many titles. The Intercontinental Cup is the only major football trophy that has never made its way into the club museum, where the club's greatest pride and joy remain the two European Cups won at Wembley (1992) and the Stade de France (2006).

This was Barça's finest hour on the continental stage, but the club also has the honour of being the only team to have appeared in every single year of European club competition since the tournaments were first created back in 1955. Barcelona's many achievements on the continental stage include being considered 'King of the Cup Winners Cup', having won that title a record four times.



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In addition, FC Barcelona also won three Fairs Cups (the tournament now known as the UEFA Cup) in 1958, 1960 and 1966. In 1971, Barça won that trophy outright in a match played between themselves, as the first ever winners of the competition, and Leeds United, as the last. But Barça not only rules in Europe, but also in Spanish competitions, specifically in the national cup, the Copa del Rey, which they have won 24 times, more than any other club.

As for the League, one of the competitions in which Barça have traditionally faced the most problems, the excellent run in the 1990s, when the club won no fewer than six championships, means that they have currently won it 18 times.

## **BRIEF RADIOGRAPHY OF THE FC BARCELONA FOUNDATION**

The mission of the Fundació FC Barcelona is to promote an emblematic social model through the development of its own solidarity, cultural and educational activities to enable the consolidation of Barça's social commitment to being "More than a club" in Catalonia, Spain and the world, positioning us in a unique dimension on a global scale.

### **Our own programmes**

These programmes, created integrally by the Foundation, are divided into two main branches, that of Solidarity and Cooperation and that of Sport and Citizenship.



**FUNDACIÓ FCBARCELONA**



Two programmes form part of Solidarity and Cooperation: XICS (International Network of Solidarity Centres) and JES (Solidarity Sports Days). Thanks to the centres in the XICS network, in different continents, the Foundation offers health care, psychosocial support and access to sport and leisure to the most vulnerable children, and also works towards gender equality. Meanwhile, the JES seek to use sport as an educational tool through teacher training programmes.

The other major branch is Sport and Citizenship with programmes designed for young people and their social environments working on the positive values of sport, using educational resources and models. The Play It! programme is one of the clearest exponents of this branch, which is an online education resource that promotes positive values among pupils on the basis of practical cases based on sport.

### **Programmes in collaboration with the UN**

The Foundation has established alliances with three United Nations agencies. With UNICEF to carry out integral plans, as selected together and to benefit children all around the world. With UNESCO to raise awareness of the role of sports and education in the development and welfare of young people. And with UNHCR/ACNUR to implement programmes in refugee and displacement camps.



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