



United Nations
Educational, Scientific and
Cultural Organization

Signing of the agreement between FC Barcelona - UNESCO

Press Kit



FCBARCELONA
més que un club

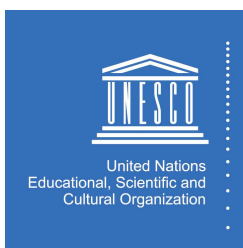


FUNDACIÓ FC BARCELONA



THE AGREEMENT BETWEEN FC BARCELONA – UNESCO

Friday, November 23, 2007. Represented by its Foundation, FC Barcelona signs in Paris a collaboration agreement with UNESCO (The United Nations Educational, Scientific and Cultural Organization). The act takes place in the UNESCO headquarters with the presence of Joan Laporta, President of FC Barcelona, and *Koichiro Matsuura*, Director-General of UNESCO. UNESCO office in Catalunya (UNESCOCAT) and the Spanish National Commission of Cooperation also take part in this agreement



UNESCOcat
El valor de les cultures

STARTING POINT OF THE AGREEMENT

UNESCO supports international cooperation between its Member States in this field and tries to mobilize collaborators in civil society, and also in the private sector, to realize its strategic goals.

FC Barcelona is a private sports association which was founded 108 years ago. It has more than 150.000 members all around the world and its goal is to promote sport practice and also social, cultural and scientific initiatives. The club channels all activities related to FC Barcelona's social identity through the FC Barcelona Foundation.

THE GOALS OF FC BARCELONA FOUNDATION

The activities of FC Barcelona Foundation are based on two general goals:

- Guiding the Foundation towards a social model, through the development of social, cultural, supportive and educational actions that contribute to the consolidation of the 'more than a club' concept.
- The re-enforcement and internationalization of the 'more than a club' concept. It implies a strengthening of Barça identity and an increase on the number of fans all over the world.

All these general goals are built over three axis of action: social, supportive axis; institutional, cultural axis; and educational axis. These axis are the frame for all those activities that will allow us to realize our goals.

The success of these activities relies on the right systematization of all the programs, the identification of work indicators and expected results and the implantation of a personal, explicit methodology. This is why the actions of positioning and implementation have been two key elements in the work of the Foundation during this season.

Foundation programs that use sports as an educational tool for the social integration of young people:

- **XICS:** International Network of Support Centres. In this program, sports become the key element. It offers educational and psychosocial support for the personal and social development of children. The Foundation has applied this project in countries like Senegal, Cameroun, Brazil and Morocco.
- **JES:** Journeys of Sport and Solidarity. In other words: 30 hour formation courses addressed to teachers and instructors that work with defenceless children.
- **JUGA-LA (Play it):** This is a pedagogic resource included in the program Sports and Civic Responsibility that the Foundation offers to every school in Catalunya. It is presented in two different versions: one for primary school and another one for secondary school. Juga-la consists of several activities designed to promote certain values and positive attitudes.

UNESCO: WHAT IS IT? WHAT DOES IT DO?

The United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded on November 1945. The most important thing for this organism of the United Nations is not to build schools in devastated countries or to publish scientific findings. The primary goal of the Organization is a wider and ambitious one: to construct peace in the mind of men through education, culture, natural and social science and communication.

Currently, UNESCO is a lab of ideas that establishes certain standards to make agreements related to ethical principles in a world-wide basis. The Organization is also a centre of knowledge and exchange of information. UNESCO supports the Member States in the construction of its human and institutional capacities in its different scopes of performance. In sum, UNESCO promotes the international cooperation in the matter of education, science, culture and communication in its 193 Member States and its six Associate Members.

The International Charter of Physical Education and Sport, signed in 1978 by General Conference of UNESCO, is an example of the many manifestations of physical exercise as a human right. The key elements of the UNESCO Charter are physical education and sports.

UNESCO supports the UN Millennium Development Goals through different strategies and activities.

- They are a fundamental right for everyone;
- They are indispensable for permanent education;
- They have to fulfil individual and social needs;
- They have to be practised by instructed individuals;
- They require the adequate infrastructure and equipment;
- They promote ethical, moral values
- They promote a positive media communication

Unescocat was founded in 1984 as a representative institution of UNESCO in Catalunya, and its goal is to spread and promote the ideas and values of this organization that belongs to the system of the United Nations. It has an official relationship with UNESCO and it has consultative statute in ECOSOC and the United Nations Department of Public Information. Unescocat's job is to defend and to promote the value of all cultures in terms of peace, human rights, progress, education, sustainability, interreligious dialogue, linguistic diversity and patrimony.

DETAILS OF THE AGREEMENT

A year after the signature with UNICEF, FC Barcelona Foundation seals a new strategic alliance to show people the supportive side of the club and reinforce the 'more than a club in the world' concept.

It is the first time that a sports club foundation signs a global agreement with UNESCO in defence of universal education. The agreement is specially addressed to children and uses sports as an education tool.

The agreement lasts five years from the moment of its signature (2007-2011), it can be extended, and it does not contemplate economic donations by any of the organizations. When assuming the cost of every action, the financing will be discussed between both parts. Unescocat and the FC Barcelona Foundation Club will apply this agreement in Catalunya.

FC Barcelona is not bound to use the logo of UNESCO.

Both parts have designated a committee formed by representatives of the two organizations. The committee will control the development and execution of the agreement. The committee will meet, at least every six months, to evaluate the progress of their activities.

The main areas of collaboration included in the agreement that FC Barcelona and UNESCO signed on November 23, 2007, are:

FIGHT AGAINST RACISM AND VIOLENCE IN SPORTS

Positive values in sport will be promoted through educational actions. These actions will be focused on the fight against racism and violence in sports. UNESCO will invite FC Barcelona to join the International Coalition of Cities Against Racism and will contribute to the development of the pedagogical resource Juga-la, created by the FC Barcelona Foundation. Besides, both organizations will celebrate the Day Against Racism (March 21).

FIGHT AGAINST DOPING

Both organizations will promote the positive values of sports through the development of educational programs against doping. FCB will make these programs public through its most representative figures and, at the same time, both institutions will develop educational material on the subject. The Foundation will channel these values through the Support Centres of the XICS Program and the pedagogical resource Juga-la!

EDUCATION AND LITERACY TEACHING FOR DEFENCELESS CHILDREN

The work of both parts will be focused on the social integration, education and literacy teaching of defenceless children and young people. There will be a media campaign to eradicate violence from schools with the media spokesmen of FC Barcelona. Other actions will be taken. The club and the UN will participate in important celebrations like the International Literacy Day (September 8) and will support the following UNESCO initiatives: United Nations Literacy Decade (UNDL) and Literacy for Empowerment (LIFE)

UNESCO CHAIR – FC Barcelona

‘Sports and Civic Responsibility’ is a program created by the FC Barcelona Foundation, framing all the actions that exploit the educational and social potential of sports. For the educational impact of the program, a UNESCO-FCB chair will be created for university students. The chair will promote formation and investigation in sports as elements of social integration and transmission of positive values.