



# Barcelona Supporters Clubs Congress. Draft proposal

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## Introduction

### RAISING THE BRAND PENYES

- KNOWING THE PENYES MOVEMENT
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- i. EVOLVING THE PROJECT PENYES S. XXI

Our project for the FC Barcelona supporters' clubs (penyes), widely issued in meetings, discussions both with the Supporters' Clubs Advisory Council, and penyes as well as penyes associations, established raising the brand penya as top priority. This is not a rhetorical question, since it starts with the conviction of the importance of having this amount of fans endorsing FC Barcelona values world wide through their militancy.

Immediately after the election in August 2010, we reached the first goal in our project by celebrating the Penyes World Congress the same day of the trophy honouring our founder Joan Gamper. That congress established a commitment to work in two directions: firstly to know the penyes movement in depth, and secondly to start the path to reach the collective evolution according to the goals and parameters exposed on the project penyes S. XXI, that we signed with Supporters' Clubs Advisory Council as maximum representative of the penyes movement.

### **Knowing the penyes movement**

All projects must start by a comprehensive analysis of the subject. Experience, inputs or intuitions through personal contact or several comments are not valid. Therefore, we needed professional contribution so as to diagnose the penyes current reality, and value new organization and procedure patterns. This would help to establish the foundations of a modern rejuvenated and innovative movement.

Adoria was the firm to devise this report to be presented in the Congress according to data and inputs gathered throughout interviews and important people within the movement, interviews with delegates of the Advisory Council, a massive survey to several supporters' clubs and attendance to zone meetings. Thanks to everyone's cooperation we have now a real outcome of the penyes movement.

### **Renewing the penyes movement**

We signed the agreement with penyes representatives convinced of this premise. With the conviction that models cannot come to a standstill, but rather adapt to the new reality according to society and also the new possibilities that technology provides.

This is a field we have been working on, and will be present in the Congress since it means an evolution on the procedures, reinterprets the role of control and monitoring by the Club, opens new service possibilities, not only to supporters' clubs, but also their members allowing a means of contact, communication and permanent reciprocal information between Club and supporters' clubs.

The Supporters' Clubs Advisory Council, along with the Social and Peñas Comissions, has been working for the last few months in four thematical groups:

- Electoral roll, new penyes and cancellations
- Home and away tickets
- Supporters' club member identification
- Activities and camps

The conclusions of these four commisions belong to this presentation and lead to study a proposal of modification of the current regulations.

The current Supporters' Clubs Regulations needs not only a revision on the issues dealt with within the mentioned comissions, or the study ordered by the Club, but also a new formulation in order to clarify, summarize and supress duplicities, and establish the new foundations towards future modifications through a series of clear and simple articles.

### **Evolving the project Penyes S. XXI**

We are convinced of establishing procedures to lead us to self administration of the penyes movement regarding some issues we are to agree on. Therefore , we have to encourage this debate within the movement, guaranteeing transparency, dialogue and plural participation.

We have to make this project evolve, regarding both contents and organization as well as administration.

This congress opens the debate on the future movement's organization. New foundations must be established regarding new territorial organization that recognizes the role of the movement and its members, from the supporters' club member up to the movement's representative body, the Advisory Council, via supporter's clubs and supra-territorial associations, emphasizing the movement's internationalization to surely has to guarantee the collective's future and belongs to the universal character of our Club.

Thus, I invite you to take part on the debate in the Congress following a new two-day format. Our Board of Directors accepts the challenge of changing the movement, we agreed to do so, and we are doing so.

Good work.

Jordi Cardoner i Casaus

## Supporters Clubs Regulations

### 1. General objectives of the proposal

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1. The ongoing growth and universalisation of the Barça phenomenon have contributed and will continue to contribute in the immediate future to an ongoing increase in the members of the supporters clubs community.
2. This growth must not be indiscriminate and uncontrolled, but should be controlled and adjusted to the capacity for management of the movement itself and the Club through its supporters clubs department.
3. Supporters clubs cannot merely be formed on the sole foundational basis of being groups of friends that meet to watch FC Barcelona matches, or to organise the occasional trip to the Camp Nou, but must show active implication in the social makeup of their towns and cities, and participate in their cultural and public lives.
4. The premise of the changes in the regulations proposed here is not only the regulation of this growth, but also the compatibility of quantity with the quality of the supporters clubs movement.
5. We should therefore make use of new technologies as a tool for putting together a reliable list of supporters clubs that reflects the reality of the supporters clubs movement.
6. To comply with these premises, a series of changes are proposed to the Regulations in relation to the creation of an official FC Barcelona supporters club, and the maintenance of a supporters clubs census, the updating of details, the formulas for temporarily cancelling the status of being a supporters club and, if necessary, the definition of a supporters club, and its reactivation.
7. All of these changes and in particular the new requirements for registering a supporters club must be the base parameter for all supporters clubs that make up the movement to adapt to the same within a period of two years. Should any Penya not meet the requirements, a report from the delegate will be required explaining why the penya has not regularised its situation. This report will be considered by the Club, bearing in mind the proximity of the delegate concerned and the extent to which information was available to him to form his opinion on the matter.
8. The changes in the regulations also seek to resolve situations derived from the limitation on the process for registering memberships, incorporating FC Barcelona's 'commitment card' holder as an alternative to the figure of the standard member of FC Barcelona.

## 2. Requirements for the creation of a supporters club

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9. Raising the standards of supporters club is one of the basic objectives of associating the evolution of the movement to the quality of supporters clubs.

10. Similarly, and as stated earlier, the limitations of the process for registering new members that has been implemented by the Club and the presentation of the commitment card makes it necessary to modify the requirements currently detailed in the regulations.

11. The report of the conclusions of the study commissioned by the club in relation to the supporters' clubs movement determines the association of the supporters club with its immediate physical, social and public surroundings.

12. Given all the above, the Commission proposes a change to the text of the current point 4.- REQUIREMENTS FOR BEING RECOGNISED AS AN OFFICIAL SUPPORTERS CLUB, in its article 4.- which is detailed hereinafter:

### *Article 4.- REQUIREMENTS*

13. *Indispensable requirements for the designation and maintenance of a supporters club are as follows:*

14. *a) That the president of the supporters club is a member or holder of the FC BARCELONA commitment card and maintains this status when the application is made. In case of the loss of membership status or holder of an FC Barcelona commitment card for any cause, including transfer, the supporters club will have a period of three months to name a new president, who must comply with the same requirements.*

15. *b) That supporters clubs based in Catalonia must accredit that a minimum of 5 members are FC BARCELONA members or commitment card holders. If at a later there is a reduction in the number of members or commitment card holders to below five, the supporters club will have a period of three months to incorporate the necessary number of members in order to comply with this requirement.*

16. *c) That supporters club can demonstrate the minimum number of club members set out in the table below, in accordance with the number of inhabitants officially registered as residents in the village, town, borough, city, etc., where the new supporters club is to be established:*

<i>INHABITANTS</i>	<i>CATALONIA</i>	<i>REST OF SPAIN- WORLD</i>
<i>Up to 2,000 inhabitants</i>	<i>40</i>	<i>25</i>
<i>From 2,001 to 5,000.</i>	<i>60</i>	<i>45</i>

<i>From 5,001 to 25,000.</i>	<i>75</i>	<i>60</i>
<i>More than 25,001.</i>	<i>85</i>	<i>70</i>

*In exceptional cases and only when a favourable report from a delegate is made in which contains the motive for which the penya does not meet this criteria and only upon previous agreement by the Consejo Consultivo de Penyas, the board may decide to admit such a club, even though they do not meet these criteria.*

*d) That two thirds of the members of the Executive committee are residents in the city or town in which the club is situated.*

*17. e) That the supporters' club has a club headquarters as required, either rented or owned. Under no circumstances may this be a private residence, although premises or apartments intended for purposes other than residential occupation are permitted. If the club headquarters is located in a bar, restaurant, shop or premises open to the public, etc., the owner and/or registered operator of the business or activity may not be the President nor a member of the Governing Board of the supporters club. The Club may deny recognition for the constitution of an official supporters club when the proposed address, by reason of the business conducted therein, is opposed to the values propagated by the Club.*

*18. e) That each supporters' club must necessarily have its own headquarters and address and these cannot be shared with any other official supporters' club. Under no circumstances shall PO boxes be accepted as supporters' club addresses, although these can exist in order to receive correspondence.*

*19. f) That in municipalities or towns with less than 25,000 inhabitants only one supporters club will be allowed. In those with more than 25,000 inhabitants there must be a minimum distance between headquarters of 1,000 metres (1 km). In all such cases, the delegate must provide a favourable report for the formation of these clubs.*

*20. g) That the supporters club has appointed an interlocutor for its relationship with the Club, this individual necessarily being a member of the Governing Board.*

*21. h) That the name and identity symbols observe the stipulations of article 3 of these regulations.*

*22. Article 3, NAME, shall also be modified in point 2.- TIES. In the text, as well as the criteria regarding the name, a whole series of limitations and regulations shall be included on the use of symbols, crests, slogans and identity symbols of FC Barcelona.*

*Article 3.- NAME.*

*23. 1. Before constituting a supporters club the candidates must expressly request and obtain the corresponding authorisation from the Club for the name of the supporters club and for the use of symbols, crests, slogans and other identity symbols or registered images by FC BARCELONA or that are owned by the same. Only in this case will their use by legitimate and licit.*

24. 2. *The name of the Supporter's Club must make reference to FC BARCELONA, and preferably the geographical region where it is operational. In order to avoid confusion, the use shall not be permitted of names which could be confused with other pre-existing Supporters' Clubs on the basis of their being the same or similar.*

25. *Authorisation shall not be granted for any names or titles of supporters clubs which violate the Club's own values: civic responsibility, social integration, sportsmanship, solidarity, tolerance, ethics, democracy, Catalan identity, universality, fair play and all others reflecting FC BARCELONA's social commitment.*

26. *Any organisation wishing to use the name of an individual must first necessarily receive the written authorisation of the person concerned, or his or her relatives in the case of those deceased.*

27. *Once use of the name and distinctive signs has been authorised, candidates have 90 days to initiate procedures for recognition as detailed in article 5 RECOGNITION, when this period expires it shall be understood that the name has been released and the procedure must be reinitiated with a new application.*

28. 3. *Supporters clubs may not create or organise championships, schools, clinics or any other type of sports event that uses the image of FC BARCELONA without its prior and written consent, and if interested in organising such events, the supporters club must contact the Supporters Clubs Department at the Club and sign the corresponding contract. Any unauthorised use of the image of FC BARCELONA may lead to the supporters club's association with the Club being terminated.*

### **3. Process for becoming an official FC Barcelona supporters club**

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29. The current process by which FC Barcelona declares a supporters club official is explained in points 4.1., 4.2., 4.4. and 4.5. of the Regulations.

30. The current process involves an application for and authorization of the name and use of the distinctive signs of FC Barcelona, the constitution and legalization of the supporters club in the corresponding Register of Associations for each territory and/or country (foundational document, statutes and proof of inscription) and once obtained, the presentation of the documentation to the club along with the delegate's report in order for the Board of Directors to show their approval of this supporters club and make it part of the movement as an official FC Barcelona supporters club.

31. In order to speed up the procedures and transactions, three moments are stipulated for the process, plus another preliminary one. The latter refers to the application for the authorization of the name and the use of distinctive signs. Once the candidates have this authorization the next stages are as follows: RECOGNITION PRE-FORMATION ACCEPTANCE, LEGALISATION, CONSTITUTION and OFFICIALIZATION. The procedure is slightly inverted and is associated to the schedule for the first two processes, 15 days

maximum for the first process, recognition, and 90 plus 30 days for the second process, constitution.

32. The reason for this change is the need for a perceptive report on the candidate and for, before any other procedure, an evaluation to be made of the application and compliance with the requirements: number of FCB members or people with an FC Barcelona commitment card, number of supporters club members corresponding to the number of inhabitants, distance between supporters clubs if relevant, headquarters,....

33. That is why it is necessary to create the club, constitute it and pass the statutes in accordance with these requirements. Any club can be constituted in accordance with the laws contained in point 3 of the present Regulations, but the status of being an official supporters club is reserved by the Supporters Clubs Regulations of the Club, which is the entity that regulates the same.

34. So the new procedure is established to follow the following method:

Article 5.- RECOGNITION

35. *To be designated and recognised as a supporters club, this must be requested in writing to the Supporters Clubs Department, by filling in a form that will be provided by the Club along with copies of:*

36. *a) the authorization for the use of the name and distinctive signs of FC BARCELONA in order to produce the supporters club's crest and/or "brand",*

37. *b) its statutes,*

38. *c) the foundational document, which must state the name and membership number of the President, and the name and membership number (or commitment card number) of at least five supporters club members (only supporters' clubs established in Catalunya).*

39. *d) certificate signed by the President and two members of the governing board, stating the number of members already registered of the supporters club at that time.*

40. *Once this documentation has been received and analysed by the Club, following a report from the delegate for the zone who shall validate compliance with the requirements of article 4 of these Regulations, the application will be resolved within a maximum period of 30 days. If it is considered that the requirements have been satisfied a certificate shall be presented that expressly authorises the use of the requested name and/or other distinctive symbols owned by the Club.*

Article 6.- LEGALISATION

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41. Having completed the procedure detailed in the previous article, the supporters club shall proceed with the inscription of the association, within a maximum period of 90 days, in the following registers or whichever ones replace them:

42. - Legal Entity Registration and Support Service of the Directorate-General for Law and Legal Entities of the Department of Justice of the Regional Government of Catalonia, if based in Catalonia.

43. - National Register of Associations of the Government Sub-delegation for the province where the association is based, or alternatively the Register of Associations of the corresponding Autonomous Region, for the rest of Spain.

44. - The National Register of Associations of the Spanish Consulate or Embassy in the corresponding country if all or any of the association members have Spanish nationality, for Supporters' Clubs abroad. Should no member hold Spanish nationality, the request for registration shall be processed by the competent body in the country in question.

45. Once inscription in the Register has been undertaken and verified, the supporters club will provide a copy of the inscription to the Club within a maximum period of 30 days of making the inscription.

#### Article 7.- OFFICIALIZATION

46. It shall be the role of the Board of Directors of the Club to officially declare an applicant association as an OFFICIAL SUPPORTERS CLUB. Once the requirements demanded by the regulations have been satisfied and a favourable report from the Zone Delegate received, the Board of Directors may only refuse to officially declare the supporters club when, following a hearing by the Supporters Clubs Ombudsman, the Board of Directors understands that this applicant would be damaging to the other supporters clubs in the same town, city, or zone. Refusal will mean the association will be obliged to modify its name and identity symbols when these include any references to the names, brands or distinctive signs of the Club.

47. Once a supporters club has been declared official by the Board of Directors, the Club will provide written recognition of this in the form of a certified welcome letter, and shall proceed to register the organisation in the Club's Register of OFFICIAL SUPPORTERS' CLUBS. FC BARCELONA shall likewise issue the supporters' club with credentials identifying it by its name and the number assigned to it as an OFFICIAL SUPPORTERS' CLUB and which will be in order of oldest clubs first. These credentials shall be renewed each year at the start of the season, subject at all times and in all cases to ongoing fulfilment of the requirements of these regulations.

48. From its registration in the Register of Supporters' Clubs, the supporters club shall enjoy all special privileges and considerations granted to it by the Statutes of FC BARCELONA in accordance with its involvement in the social life of the Club. No club

*which is registered in the Registro de Penyas will be able to apply for tickets for A++ games for three years following its foundation.*

#### **4. Supporters Clubs Register**

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49. The maintenance of the Supporters Clubs Register is a necessary tool for the control and monitoring of the evolution of the supporters clubs movement.

50. The current register and by extension the credential number of each supporters club is based on the date of the constitution of the association. This number comes into question in that it has not been regularised in accordance with updates that have been made to the census.

51. It is proposed that the numbers be updated in accordance with the how old each supporters club is.

52. In the case of supporters clubs with a credential number from 1 to 500, due to their age, the date that of their creation is not always known, and if a Club has no reliable information that recognises when it was founded, they will be asked to provide documents that accredit the constitution date and ongoing activity throughout these years (the original founding documents, statutes and/or relevant certificate of Registro de Asociaciones ).

53. The official Supporters Clubs Register is governed by point 5 of the present Regulations, and changes are proposed to synthesise, outline a draft and most of all reflect the figure of the supporters club member, associating it to the supporters club, the supporters clubs movement and FC Barcelona.

54. This matter is dealt with by point III of this presentation, which explains the methodology 2.0 that will habilitate this figure and the references to data protection and the association of this transfer to article 15 of the FC Barcelona Statutes.

*Article 8.- REGISTER OF OFFICIAL SUPPORTERS CLUBS*

*55. The Club shall maintain its Register of Official FC BARCELONA Supporters Clubs, which shall record the following details:*

*56. a) - Address, telephone, fax, email and official website of the supporters club. The creation and/or existence of delegations or headquarters different to that given here shall not be permitted.*

*57. b) Contact name, surnames, address, national ID number, email and telephone number of the supporters club members, indicating those that are FCB members, in which case also providing the membership number in order for the Club to be able to relate with the members of its official supporters clubs and communicate news and activities of interest to them that are associated with FC BARCELONA and the status of*

*being supporters club members, by any means or channel in compliance with the stipulations of article 15 of the FC BARCELONA Statutes, which deals with a special consideration for the members of associations that lend support to the purposes of FC BARCELONA.*

*58. c) Details of the interlocutor and/or contact person at the Supporters' Club to be addressed by FC BARCELONA*

*59. d) Members of the Governing Board*

## **5. Maintenance of supporters clubs census**

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60. If the process for registering supporters club and the requirements they must satisfy are important, even more so is the maintenance of this data and most of all the maintenance of the status of being an official FC Barcelona supporters club.

61. The figure of the delegate to the Advisory Council is relevant in this monitoring, notwithstanding non-compliance with the regulations that generate cancellations of supporters clubs, this person's considerations and reports are associated to processes that can lead to the same kind of situation.

62. In this regard, a revision is made to points 6.- ONGOING REQUIREMENTS and 7.- LOSS OF THE STATUS OF BEING OFFICIAL SUPPORTERS CLUB and they are adapted in accordance with the changes propagated by the previous argument.

63. The requirement for supporters clubs to show that they are active is determined by the conviction of the movement itself, and one of the conclusions of the study of supporters clubs is that in the movement there are some supporters clubs with a high level of activity that are closely associated to the territory and there are others that do no such thing and that exploit the status of being an official supporters club (tickets). Regardless of where they are located, supporters clubs must have a programme for their members and an association with the rest of the movement and that is what is truly valued.

64. The modification of the point regarding the loss of the status of being a supporters club therefore means that two situations are suggested for such loss, one is temporary and lasts for two seasons and the other is definitive and means the loss of all rights and status. This is a rigorous and demanding approach but at the same time it is flexible in terms of periods that will enable the members of the movement to constantly stay up to date, and the new supporters clubs website will help them with this.

*Article 9.- ONGOING REQUIREMENTS*

65. *All supporters clubs undertake to maintain their organisation and operations active, fulfilling the formal requirements imposed by law and these regulations, and undertake to update their details once per year, preferably between the months of January and July, and to inform FC BARCELONA thereof by whatever means the Supporters Clubs Department of the Club determines at any time.*

66. *Information considered necessary to be updated by all OFFICIAL SUPPORTERS CLUBS is as follows:*

67. *a) Holding of the annual assembly, providing a certificate of the same signed by the president and secretary of the OFFICIAL SUPPORTERS CLUB.*

68. *b) Any modification to the positions on the Governing Board, indicating the personal details which must be included in the Supporters Clubs Register*

69. *c) New and cancelled supporters club members*

70. *d) Any modification to the address, telephone, fax, email or website.*

71. *e) Report of activities, showing any celebrations or events that it has participated in, i) organised by themselves, ii) by other supporters clubs or iii) by the Club itself, as well as reporting on sports events that the supporters club has taken part in.*

72. *Supporters clubs that do not comply with the above requirements are considered inactive and may lose their place on the Club's Register of Official Supporters Clubs.*

#### **Article 10.-LOSS AND RECOVERY OF THE STATUS OF BEING AN OFFICIAL SUPPORTERS CLUB**

73. *1.- If a supporters club fails to comply with the requirements demanded of article 4 or is not updated in accordance with the stipulations of article 9, it shall temporarily lose its status and will lose all the rights and privileges granted by the credential. The supporters club may reregister once it has corrected its situation before the start of the following sports season without losing its seniority.*

74. *If this situation persists for two years, the club will be definitively removed from the Supporters Clubs Register and will lose all seniority and acquired rights. The supporters club may recover its status as an official supporters club when it can show that it complies with all the established requirements and can provide a favourable report from the zone delegate. A club which for whatever reason has lost its status as an official penya can recover this by showing it fulfils all the requirements established in article 4 and has the approval of the delegate of its zone.*

75. *2.- However, the status of being an official supporters club can be lost by any official supporters club that:*

76. *a) – Does not comply with any of the obligations established in these regulations.*

77. b) - *Makes improper use of any of the distinctive signs owned by FC BARCELONA, creating confusion in legal affairs, and even unfair competition.*

78. c) - *Promotes any form of violence.*

79. d) - *Causes and/or provokes damage to the property, facilities, rights and/or interests of FC BARCELONA.*

80. e) *Falsifies data supplied to the Club in relation to the requirements established in article 4 for the creation and maintenance of an official supporters club.*

81. f)- *Acts in contrary to the principles and values of FC Barcelona.*

82. 3.- *Supporters clubs guilty of any of the possibilities indicated in the previous section may temporarily or definitively lose their status as members depending on how serious the penalised offence is.*

83. *The loss of the status of a supporters club may be instigated by the Club itself by its own initiative or at the behest of any interested person.*

84. *Once an investigation is opened, a copy of the same shall be provided to the Supporters Clubs Ombudsman, the zone delegate and the affected supporters club, so that within a period of 125 days the zone delegate can issue the corresponding report and the supporters club can respond to the list of charges and offer any arguments it may deem appropriate in its interest regarding the alleged circumstances.*

85. *Having made investigations under supervision of the Supporters Clubs Ombudsman, this person will issue a proposal for resolution that will be presented to the Board of Directors of FC BARCELONA for their definitive resolution.*

## **6. Supporters clubs ombudsman**

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86. *Newly created figure in the supporters clubs movement. This person's functions are included in the new Regulations and are presented to Congress.*

### **Article 14. - THE SUPPORTERS CLUBS OMBUDSMAN**

87. 1.- *The Supporters Clubs Ombudsman will be responsible for overseeing good understanding between the different FC Barcelona Supporters Clubs and the honest and efficient application of the agreements between the supporters clubs and the Club; always in coordination with and reporting to the Supporters Clubs Council and the parties implied.*

88. 2.- *His/her competences are:*

89. a) *To defend and protect the rights of supporters clubs whenever the matters in question are not the competence of the Members Ombudsman.*

90. b) *To act as intermediary, seeking to resolve in agreed fashion any conflicts arising between supporters clubs and the Club management, for which this person may collect whatever information is considered necessary. He/she can also be involved in conflicts between supporters clubs if required or between the Club and any member of the Supporters Clubs Council. If required by a supporters club, the delegate must be informed. It may also do so in disagreements between penyas and the delegate of the zone in the Consejo Consultivo de Penyas at the request of the club or the delegate.*

91. c) *Present to the Board of Directors any suggestions considered opportune for the defence of the rights of supporters clubs.*

92. d) *Understand, know and have a voice in the production of the list of supporters clubs recognised by the Club.*

93. e) *Attend Assemblies of the Supporters Clubs Council with a voice but no vote, and if relevant, to attend Supporters Clubs Meetings.*

94. f) *To participate in mixed meetings between the Supporters Clubs Council and the Social Commission with a voice but no vote.*

95. 3. *The intervention of the Ombudsman will only be by request of:*

96. a) *The President or representative of the supporters club.*

97. b) *A member of the Supporters Clubs Council.*

98. c) *A member of the Club, either director or executive.*

99. 4.- *As an institutional member, he/she shall be a representative of the Club at events as requested by the managers of the Club's Social and Institutional Area.*

## **Celebrations, events and protocol**

### **1. General objectives of the proposal**

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100. The main aim of the proposal is to simplify the regulatory text in reference to the organization of events by FC Barcelona supporters clubs to make it clearer and move in line with the reality of the movement.

### **2. Simplification of the regulatory text for the Club's Organisation and Participation**

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101. In this section, changes are proposed not so much to the content as to the way that point 8.- CELEBRATIONS, EVENTS AND PROTOCOL is written in the current Regulations.

102. The current version establishes a series of requirements for the organization of events of both an individual and collective nature and also the method for requesting them, prioritising collective activities in a zone in terms of Club representation, using the expression discretionally in relation to the same. In relation to these zone meetings the Regulations are expounded in point 8.9. and mainly emphasise that meetings outside of Catalonia should be organised to coincide with FC Barcelona away trips.

Points 8.10. OTHER MEETINGS, 8.11. ANNIVERSARIES, 8.12. INAUGURATIONS and 8.13. TESTIMONIALS, DEBATES, CONFERENCES OR OTHER CELEBRATIONS also detail the diversity of events that can be organised. The common single objective is to determine the representation of the Club at events, and guaranteeing except in two cases, the 50<sup>th</sup> and 25<sup>th</sup> anniversary, that the *Club will designate, in each case, the maximum representation possible from among the members of the Board of Directors of FC Barcelona...*

103. We propose in this section a simplification of the text and an assimilation of the aforesaid point 8 of the Regulations that appears in two articles, 23. Organization of events and 24. Participation of the Club.

Article 23. ORGANIZATION OF EVENTS

104. 1. *Supporters clubs, individually or collectively, will celebrate the meetings, gatherings or events (hereinafter events) considered opportune, always respecting the aims defined in their statutes and the values of FC Barcelona. This shall make a priority, regarding representation, of events of a collective nature, i.e. that imply the participation of more than one supporters club (zone meetings, fellowships, Supporters Club*  
*Get Togethers...)*

105. 2. *Supporters clubs that are interested in holding events and that request the participation of representatives of FC BARCELONA must present the Club's Supporters' Clubs Department with a specific written proposal and a schedule in writing at least one month in advance. In the case of supporters clubs established outside Catalonia, it is recommended that any events organised for which the presence of representatives from FC BARCELONA is requested must necessarily coincide with a match being played by any of the Club's teams.*

106. 3. *The proposal must include:*

107. a) *the type of event*

108. b) *the date, month, time and venue,*

109. c) *the programme of events,*

110. d) *the local, municipal, district, provincial, etc. public authorities invited and the expectation regarding their attendance, and*

111. e) *the approximate expected number of attendees.*

112. 4. *The Club shall analyse all proposals received for involvement and establish the calendar of events at which it will take part.*

Article 24. PARTICIPATION OF THE CLUB

113. 1. *In all cases where the involvement of Club representatives is requested, FC BARCELONA shall decide which events it will attend and which not, and where attendance is agreed shall decide the individuals to represent it at each event (President, Directors, members of the Social Committee or other representatives appointed by the Club), in accordance with its possibilities. In the event of participation*



*in the event, it is the Club that shall establish its role and protocol for the events. At all events, the representative(s) of FC BARCELONA involved shall be deemed the supreme authority at the event, alongside the local representatives for the town or venue involved and/or any other institutional authorities, as applicable. Attendance of the Club representative shall be confirmed to the supporters club providing sufficient advance notice, although in the event of the Club's necessity, on justified grounds, the FC BARCELONA representative may be subject to change at any time, so long as the event has been organised within the period laid down in article 23 and with a maximum of three weeks warning. FC Barcelona may vary this period and its representation at any moment as a result of the calendar or any unforeseen circumstances.*

*114. 2.- FC BARCELONA will make a priority of its representation at events depending on their importance and considering the following order:*

*115. a) celebration of the 50<sup>th</sup>*

*116. b) Celebration zone meetings*

*c) celebration of the 25<sup>th</sup>*

*d) inauguration of the headquarters of a newly constituted supporters club;*

*117. e) inauguration of a new clubhouse used by an already constituted supporters club;*

*118. f) celebrations that supporters clubs organise each five years after their foundation;*

*119. g) other anniversaries, testimonials, debates, conferences and celebrations.*

*120. FC BARCELONA will also take into consideration the number of attendees, the age of the supporters club, coincidence with a sports away trip, activity of the supporters club, etc., in designating its representative at the event.*

## **Identity of the supporters club member**

### **1. Objectives of the proposal**

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121. The objective underlying each and every one of the points is identical, to improve the image of supporters clubs. In this case, through the recognition of the figure of the supporters club member, identifying him or her as a member of the supporters clubs movement and providing a mechanism, the supporters club membership card, which will allow access to the information and promotions that FC Barcelona or the supporters clubs movement itself promote.

122. The availability of a reliable census of supporters club members provides equanimity for the design of policies for the distribution of services and provides an

accurate instrument, which at the moment is only presupposed, with a social and economic potential that is for the common good of the whole collective.

123. From the report commissioned by FC Barcelona a series of conclusions can be drawn in relation to the identity of the supporters club that also leads us to conclude that there is a need for each member of each supporters club to be identified equally, not just nominally, but also with the social commitment and objectives of the club.

124. There are two criteria that define what a supporters club is: territory and activities. The supporters club must be a group of Barcelona supporters associated to the territory in which they are located and that promotes activities in accordance with the values that are identified with and reflect the commitment of FC Barcelona to society, ethics, civic responsibility, social integration, tolerance, sportsmanship, fair play, solidarity, democracy, Catalan identity, universality.

125. It is evident that this model of supporters club cannot be extrapolated one hundred per cent to other cities, like Barcelona and other countries, and we therefore need to work on a model that can also work for supporters clubs in Barcelona and the world.

126. One of the recommendations of the study is that supporters clubs around the world have to be associated to a city while observing the criteria that determine the definition of a supporters club, territory and therefore proximity.

127. It is contradictory to think that we are all the same and that we therefore have the same accessibility to the Club's services given so many different realities. It is not easy today to devise a categorization for the supporters clubs movement, but it is no less true that new technologies offer us the possibility of finding out more and better what the supporters clubs in each of the zones on the current map do over the course of a season.

128. The amount of activity, which is sometimes more important than the number of members, has to be the parameter for future categorization. It is evident that the number of members is associated to a quota and that this is as diverse as the number of active supporters clubs there are. It would be a good idea to consider this in the future.

## **2. Barça supporters clubs and proposal 2.0**

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129. New technologies, as we said, have to help to develop this proposed objective, which is the identification of the collective of supporters club members.

130. A new website with restricted access zones for supporters clubs and where the members of each enter their details.

131. This new website will be unveiled in the 2011/2012 season, and will have a revised supporters clubs section with more functions. These new functions will be gradually implemented as the season progresses.

132. The supporters clubs section will consist of two differentiated parts, one that is public and that will be similar to the one we have now with a new design, and another for each supporters club, to which access shall be restricted.

133. This new website is being set up in order to improve the service and communication between FC Barcelona and its Supporters Clubs. The result of this project will be a new website for each official FC Barcelona supporters club.

134. In the new website, which can be accessed from the FCB website, each supporters club will be able to publish its news and announce its activities. However, should the club have their own website, the official Club web will include a link to this.

135. A private part will also be set up for each supporters club that can only be accessed using a code and a password.

136. In the private part, each supporters club will be able to update its own details: Governing Board of the Supporters club, address, email, ... Here, representation at events can also be requested (always according to the stipulations of the Supporters Clubs Regulations) and activities can be communicated. A space shall also be enabled for updating the census of each supporters club with the information that will be detailed in the regulations.

137. To manage this private part, the supporters club will have to designate one or more administrators of its page. These administrators can access the private part of the website to make changes or request events/tickets. This is a very important person and must be one of the Governing Board of the supporters club. The information changed by the administrator, will also be validated by the Supporters clubs department.

### **3. Modification of the Supporters Clubs Regulations**

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138. The regulations are generically adapted to this requirement. In article 1 DEFINITION, section 2, it is made clear who a supporters club member is and what that person's role is.

*139. 2. Membership status applies to all natural persons belonging to an FC BARCELONA Supporters' Club, voluntarily accepting the statutes of their Supporters' Club and these regulations, with the rights and duties established in the corresponding legislation, and with a commitment to the purposes the supporters club and the Club. The Club recognises through the provision of a card the status of being a supporters club member to all people that the supporters club identifies as members of the same and*

*which will permit them, under the conditions determined each year, to access information and promotions promoted for their benefit by the Club and/or the supporters clubs movement, in accordance with the content of article 8.*

140. In this regard, article 8 in reference to the SUPPORTERS CLUBS REGISTER, section b, specifies the details that the supporters club will have to provide on each of its members.

*141. b) Contact name, surnames, address, national ID number, email and telephone number of the supporters club members, indicating those that are FCB members, in which case also providing the membership number in order for the Club to be able to relate with the members of its official supporters clubs and communicate news and activities of interest to them that are associated with FC BARCELONA and the status of being supporters club members, by any means or channel in compliance with the stipulations of article 15 of the FC BARCELONA Statutes, which deals with a special consideration for the members of associations that lend support to the purposes of FC BARCELONA.*

#### **4. Supporters Club Membership Card**

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142. As already stated, it is very important for the movement to have a reliable census. Therefore the Club has prepared a new tool on the supporters clubs website to always provide an updated list of the census of supporters club members. Access to this information will be restricted to only the supporters club using a password and Futbol Club Barcelona.

143. This list will enable FC Barcelona to issue the Supporters Club Membership Card. This card will identify the supporters club member with their supporters club and with FC Barcelona and in this regard the card must feature the crests identifying the same. Thus, the supporters club will not have to duplicate the form of identifying a new member.

144. The cost of a membership card will be 2 Euros and will be given every season on a single occasion, or a maximum of two occasions in line with the list of members currently available. The cost of the card may vary every season, according to the advantages offered by membership.

The membership card will identify the zone where the penya is based according to the official map of penyas (area 1,2 or 3), the number provided by the Club in accordance with when it was founded and an individual order of members provided by the penya.

145. The use of information concerning members is covered by point 2 c) of article 11 of the Ley Orgánica 15/1999 in which the use of this information may be made by FC Barcelona so long as this is with the aim of providing services connected with the social function of the penya. In addition, as laid down in articles 5 and 6 of the Ley Orgánica

15/1999, regarding personal data protection and articles 12 and 14 of the rules laid down in the Real decreto 1720/2007 and in articles 20, 21 and 22 of Ley 34/2002 of 11 July, members will be informed that their personal data has been ceded to FC Barcelona and will be included in the file PEÑISTAS which FC Barcelona is responsible for and will be used for communication between the Club and penya members, with particular reference paid to article 15 of the Club Statutes, as well as for emailing Club offers and publications specifically aimed at penya members.

Members may exercise their right to access, rectify and cancel any personal data held by the Club by mail or email to the Club.

145. This card will be made in observance of the Law on Data Protection as stipulated in article 15 of the Club Statutes.

146. Once the new website is operative, a period will be established for the incorporation of the data on the members in a format which is compatible with that usually used by the penya (Excel, Access,...). Anyone whose data is not entered within this period may face limitations on the access for its supporters club and members to the ticket sales service for finals and/or important matches.

## Organization

### 1. Conclusions of study conducted by Adoria

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147. The FC Barcelona supporters clubs movement currently forms part of the Club's Social Area and presents the following organisational structure:

148. **Social Area:** the Board of Directors is represented through the vice president of FC Barcelona, Mr. Jordi Cardoner i Casaus and is led as part of the Club structure by the Director of the Social Area.

149. **Social Commission and Supporters Clubs Commission:** collaborative bodies with the Board of Directors and whose objective is the development of activities through the Social Area. They are nominated and renewed each season. They represent FC Barcelona in different social events and activities, especially those organised by supporters clubs. The first is mainly focused on the social spectrum of FC Barcelona and the second is fully focused on the supporters clubs movement and their needs.

150. **Supporters Clubs Advisory Council:** formed by as many members as there are territorial zone delegates in the current map of supporters clubs. It is periodically renewed. Its main role is to deal with the concerns of and suggestions made by FC Barcelona supporters clubs, making recommendations and proposals to the Club's Social Area without being associated to the same.

151. **Territorial delegates:** these are chosen every four years by the supporters clubs that correspond to each of the predefined geographic zones. They are both presidents or vice presidents of supporters clubs and members of FC Barcelona. There is a maximum of 2 consecutive mandates. They are the natural interlocutors with the supporters clubs in their zone and learn of and collect their concerns and needs, and are a link between clubs and the Supporters Clubs Department.

152. Throughout this year and with the creation of the Penyes s.XXI project, 4 work commissions have been created as delegated by the Advisory Council, made up of members of the same and by members of the Social and Supporters Clubs Commissions, in order to work on critical aspects related to the supporters clubs movement:

- Census, registrations and cancellations
- Tickets and away trips
- Identity of the supporters club member
- Campuses and activities

153. **Supporters clubs department:** this is responsible for coordinating and managing relations with supporters clubs, especially through its delegates, providing them with attention, information, counselling and means depending on each case. In this regards, the recent creation of the Supporters Clubs Office is, as analysed by the study, a very good tool and has been very highly valued in its first year of existence.

154. **Supporters clubs ombudsman:** this is an independent person, and is responsible for overseeing a good understanding between the supporters clubs and between these and their representatives, and also honest and efficient compliance with the regulations agreed between the supporters clubs movement and the Club. Another point in this presentation details all of the aspects of this figure, which shall be included in the Supporters Clubs Regulations.

155. The study concludes that in 91% of the geographic zones there is a de facto additional structure that historically has not been officially recognised: the so-called **territorial supporters clubs federations, groups and associations.**

156. These groups make up a supra-territorial structure and complement the organisational capacity and services of the territorial delegate regarding supporters clubs in the zone in question: zone meetings, away trips, lottery, etc.

157. The territorial groups are led in all cases by a Board of Directors made up of a non standard number of members, which in all cases are also active members of their respective supporters clubs.

158. The reason for the existence of a territorial group is, in all cases, because one person, the zone delegate, does not have sufficient means for the organization and articulation of the services for supporters clubs in their territory. So, a team is better for controlling and learning of the reality of the supporters clubs in their zone, as with several people it is easier to reach the whole territory, and also more frequently.

159. It should be stated that, in most cases, the territorial groups are led by a President of the Board of Directors who is the same person as the zone delegate, but that is not always the case, precisely because there is no regulation in this respect.

160. Neither is there a homogenous method of finance, as not all groups earn a fee from their supporters clubs, and are voluntarily members. When this fee does exist, it is not the same for all groups and, in principle, depends on the services being provided

## **2. New organisation model for supporters clubs movement**

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161. From these conclusions there is a need to evaluate:

162. - The possibility of the Club recognising and regulating the territorial groups under common parameters regarding their profiles: association, group, federation,... as legally constituted; governing body; statutes; election of positions, etc.

163. – The current map of supporters clubs, the maintenance of this and its evolution and transformation. In any case, any new map must be the fruit of the debate by the Advisory Council (with the consensus of each zone) and in accordance with the Social and Supporters Clubs Commissions. The basic premise, not counting exceptions that will have to be analysed in each zone, is that each zone should only have one recognised group.

164. – The current distribution of the map of penyas in zone 3, the world, the maintenance and evolution of this map. The new map should be the result of the willingness of the penyas in this zone and must have the agreement of the Comisión Social y de Penyas, and the Consejo Consultivo.

164. - The obligation of supporters clubs in a zone to belong to the territorial group and the conditions for such adhesion, avoiding conflicts that are the result of the current fee systems and other issues that the current groups have implemented.

165. - Conversion of the figure of the elected Zone Delegate, in the way currently dictated by the Regulations, into a Zone Delegate as a result of their position as President and/or Vice president of the territorial group. Study the possibility of delegating functions on the Council to a member of the Governing Board of the group should it be impossible for the delegate to attend meetings and thus guarantee the active presence of the zone.

166. – Conversion of the Advisory Council into a more operative body with a management model similar to that of the Board of Directors of FC Barcelona, incorporating the figure of the Delegate Board to deal with matters associated to everyday procedures.

167. - The possibility of transforming the Advisory Council into a representative assembly of the movement by introducing corrective elements regarding the weight of each zone in this body through the weighting of votes depending on the number of supporters clubs and supporters club members on the basis of a real census or other parameters that can be evaluated.



168. – The reinforcement of the figure of the Delegate to the Advisory Council derived from the self-management process that the movement agrees with the Club.

### **3. Implementation of the new model and schedule**

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169. All of this analysis process and the conclusions must be prepared for the Congress of Supporters Clubs in the year 2012, months before the conclusion of the mandates of the current delegates to the Advisory Council.

170. At the end of this Congress, a pre-congress period shall be opened that will lead to a draft proposal, to be drafted before spring 2012, which will put to debate by the movement.

171. The draft proposal is the work of the Advisory Council and will be the fruit of the work done in each zone, especially in those today immersed in conflicts, in order to determine the best formula for structuring each zone. From this internal debate, proposals must emerge for changes to the current map of supporters clubs, if necessary.

172. Supporters clubs may provide amendments to the document from the moment that it is received, spring 2012, until the call to the Congress, July 2012, this will be debated at the Congress of Supporters Clubs 2012 and we shall finally obtain a base document and the mandate for the assembly of supporters clubs to implement the conclusions.

173. In the amendment process, in addition to the supporters clubs movement, there must also be extensive participation of the Social and Supporters Clubs Commissions, as in all cases, the document must be the fruit of consensus between the supporters clubs movement and the Club.

174. If the final document includes any of the elements to be evaluated, this will lead to a modification of the Regulations, especially if proposing the conversion of the elected zone delegate into a zone delegate as the result of their being the president or vice president of the territorial group, which would mean changes to the election process.

Barcelona, August 2011