



SD

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supporters direct
europe

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Understanding supporters

Who we are



- **est 2007**

- **Partners**

UEFA, EC, EU, EP,
CoE, FAs, FIFPro,
governments

- **Agenda**

Member ownership &
involvement, good
governance, active
supporter participation,
structured dialogue,
improved relationship
and football experience
for all



CLUBS AND SUPPORTERS FOR BETTER GOVERNANCE IN FOOTBALL



SUPPORTED BY



RESPECT



Co-funded by the
Erasmus+ Programme
of the European Union

- Six countries (England, Germany, Ireland, Italy, Spain, Sweden)
- Six clubs (FC United, Schalke, Cork City, Cava United, Murcia, Malmo)
- Five national organisations (SinC, SFSU, ISN, FASFE, Unsere Kurve)
- Three training events, three exchanges

Role of football



- Football is not business but should be run as such
- Football has a huge impact on the community; football institutions & people, especially clubs, have a moral obligation to use this influence to improve society
- Supporters are not just the ultras & hooligans
- Supporters are more than customers; they are a key part of the process

Role of football



- *Supporters' organisations often contribute to active citizenship and democracy, especially by reaching out to young people who are not always involved in other civil society structure. The supporter movement's contribution to active citizenship and democracy can be strengthened through official recognition at club level. A formalised involvement of supporters can reinforce the governance and financial stability of clubs. – EC, 2007*
- *Transparency and democratic accountability at sports clubs can be improved by the involvement of supporters in the ownership and governance structure of their clubs... Member States and sports governing bodies are to actively stimulate the social and democratic role of sport fans who support the principles of fair play, by promoting their involvement in the ownership and governance structures – EP 2012*

SD Europe research



- 2007 - feasibility study, UEFA

53 members associations & relevant supporters' groups surveyed
NAs & supporters want relationship to improve

- 2012/13 - “Improving Football Governance through Supporter Involvement and Community Ownership”, European Commission

12,000 supporters surveyed

93% have no say in the decision-making process

75% have little to none involvement in the decision-making process

72% unsatisfied by how football is run

Just 45% satisfied with how their club is run

Supporter Liaison Officer



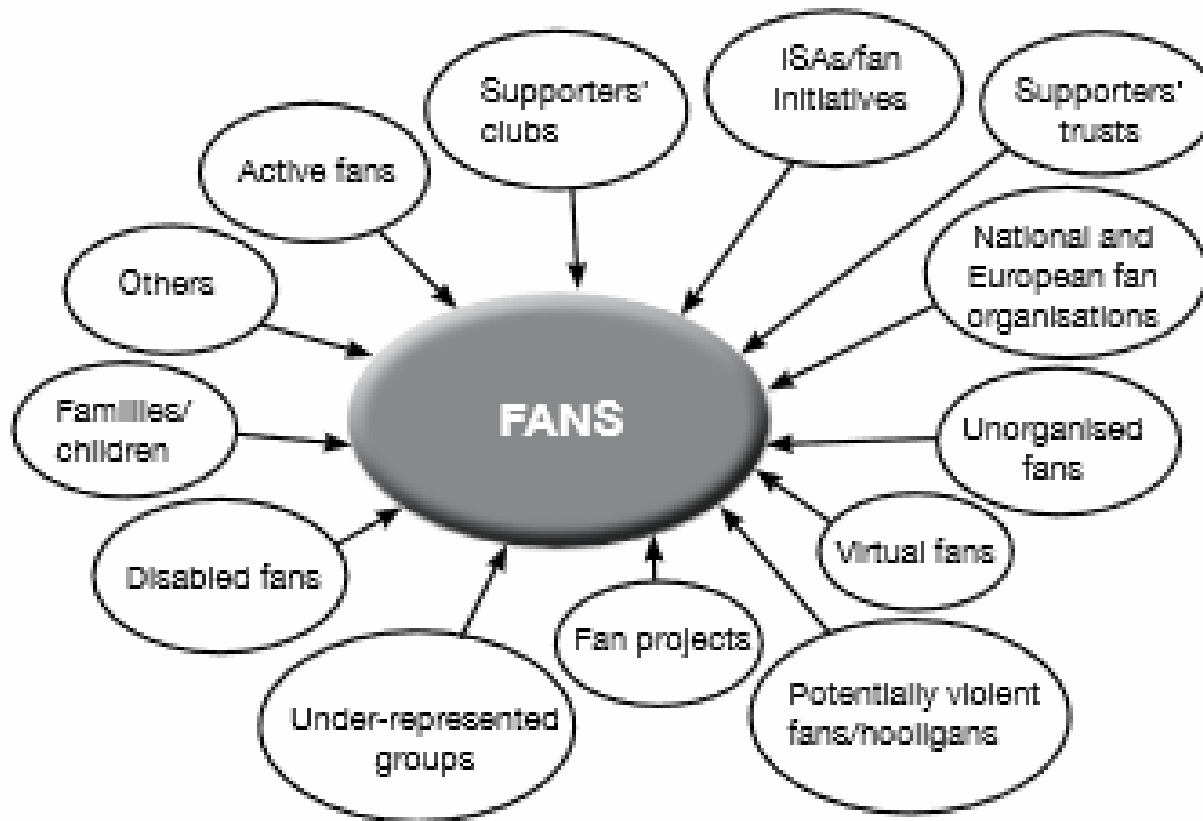
- **Article 35 Club Licensing & FFP regulations**

1. The licence applicant must have appointed a supporter liaison officer to act as the key contact point for supporters.
2. The supporter liaison officer will regularly meet and collaborate with the relevant club personnel on all related matters.

Supporter Liaison Officer

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Supporter Liaison Officer



2.2. Target audience

In the performance of their duties SLOs will come into contact with various interest groups with often conflicting needs and expectations, all of whom will demand differing types of support.



Ideas

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Thank you!



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