



SD EUROPE'S FANS MATTER! & KICK-OFF! MALAGA GUIDEBOOK (JUNE 10-12, 2022)





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This combined Fans Matter! & Kick-Off! Steering committee meeting is set to take place in Malaga, a beautiful city in the region of Spain's Andalucia. A city filled with charm, beautiful beaches, and an overall friendly atmosphere, Malaga is a lovely cultural spot.

Project Descriptions

Fans Matter!

Since 2020, Fans Matter! has united clubs, fans and national associations from seven countries and three continents have come together to improve the management of member-run football clubs and supporter organisations that are involved in club management, particularly on the non-elite, lower league and amateur level. Good governance is linked with decision-making. **Better trained board members, staff and volunteers are more likely to make better decisions.**

With the gap between the big and medium- and small size clubs increasing, those that are focused and dependent on their communities need to be supported or they will disappear. Amateur and grassroots clubs struggle the most. They often don't receive sufficient or targeted support from the governing bodies and are highly dependent on volunteers and self-motivation in order to survive. But even professional clubs with an indisputably decent level of internal capacity and long-established democratic processes can get side-tracked and lose their connection with the community to the benefit of individuals. Others simply fail to modernise and adjust their internal processes to meet the demands of the rapidly changing football environment.

Democratically run clubs are held accountable by their community, which is something to be celebrated and supported.

Fans matter! aims to:

- improve the capacity and professional management of member-run clubs, particularly on the non-elite - lower league and amateur level.
- improve the operational capacity and professional management of football supporters which are or want to be involved in the running of their football clubs.
- improve the relationships between member-run clubs, supporters and the authorities and to establish channels for long-term cooperation and joint educational programmes
- gather feedback and research to improve educational support for clubs and supporters, associations

The project's expected outcomes are:

- Development of experts in each country on four management areas: club (CEO and board members), membership, volunteers and communications
- tailoring the European experience at national level in each country
- National training workshops to improve the skills of supporters & supporters-focused clubs
- Exchange visits between similar organisations to share knowledge and best practices, at European level
- Development of national and European action plans
- Two online, free, publicly available electronic tools for membership / volunteer management & budgeting

Kick-Off!

Between 2021 and 2023 **Kick-off!** will address the factors that affect the relationship between supporters organisations and their Football Association. **Kick-off!** ultimately allows project partners to overcome mistrust towards each other, and create a reference database that will help them as well as more fan groups, clubs and FAs in Europe, deal with and avoid conflict situations in the future.

The aim of **Kick-off!** is to help national supporters organisations and football associations “**Kick off**” and maintain a long-term, positive and structural relationship with each other and develop shared visions for a better football.

In times of crisis, with countless football clubs at the brink of bankruptcy, competitions at stake and a general belief that there is or was a football before and after the virus, cooperation between the stakeholders has never been more important.

Through interorganisational relations counselling, **Kick-off!** breaks the deadlock between four national fan organisations and four football associations in Germany, Spain, the Netherlands, Norway and will develop the relationship of the supporters with the football authorities in Africa.

Partners have worked gradually towards the project’s objectives, in three phases: (1) review their current relationships and the factors that have traditionally affected them, (2) draft action plans for structural change, (3) test these draft actions, amend them if necessary, and agree to formalise them.

In its international dimension, **Kick-off!** will develop transferable guidelines, which all fan organisations, clubs and football associations across the European Union and beyond can use to build trusted relationships and achieve shared visions.

During the 30-months of the project, which is coordinated by SD Europe, partners will receive preparatory training in inter-organisational change, team building and conflict management to equip them with the tools and knowledge to establish trust and impactful outputs along the way during and beyond the lifetime of the project.

Kick-off! will also explore a different context by providing insight into the experiences of fans and governing bodies in the USA with the aim to see how applicable the outcomes are.



Agenda:

Friday June 10 - Litoral Pacífico - Chiringuito (Paseo Marítimo Antonio Banderas, 5)

20:00 Dinner

Saturday June 11 - La Termica, Av. de los Guindos, 48)

10:00-10:25 Welcoming

10:30-13:30 Parallel project meetings: administrative & financial updates from SD Europe; budget comparisons and questions; progress report (partners are expected to prepare presentations on progress & next steps)

13:30-15:30 Lunch (Free choice in city) & siesta

15:30-17:30 Parallel project meetings: Fans Matter! Partners will discuss and plan the exchange visits; Kick Off! Partners will have back to back bilateral meetings with each other and with research expert Daniel Cade.

17:30-18:00 Closing meeting

20:00 Dinner - Location TBC

Sunday June 12 - La Termica, Av. de los Guindos, 48)

10:00-11:45 Spanish Fans Matter! Effective Board Member Training (Part 1)

11:45-12:15 Break

2:15-14:00 Spanish Fans Matter! Effective Board Member Training (Part 2)

20:45 Spain vs Czech Republic at La Rosaleda (For those staying in Malaga until Monday)



Clarification On budget

Please remember that each project partner has an allocated travel budget which is outlined in your contract. This is the maximum amount you can receive and is linked to the total amount of people travelling to European project meetings and events throughout the project. You receive 550 euros per person travelling up to 2000km and 760e per person travelling more than that 2000km. If in the end the amount of people that have participated in events multiplied by that rate is less than the budget originally allocated, the money will be withheld from your last payment.

Participants

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Local Sites In Malaga!



Catedral de la Encarnación de Málaga

Location: Calle Molina Lario, 9, 29015 Málaga, Spain

Open: Monday–Friday from 10 am to 6.45 pm, Saturdays from 10 am to 5.30 pm (closed on Sundays)



Botanical Gardens (Jardín Botánico Histórico La Concepción)

Location: Camino del Jardín Botánico, 3, 29014 Málaga, Spain

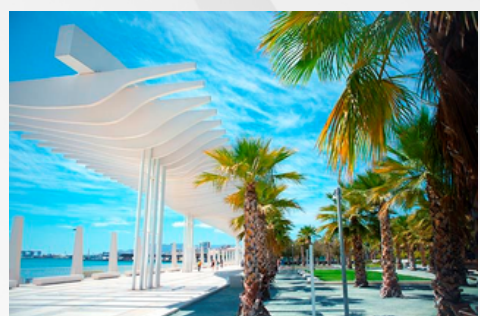
Open: Tuesday–Sunday from 9.30 am to 7.30 pm (October–March open until 4.30 pm), closed on Mondays



Mercado Central de Atarazanas

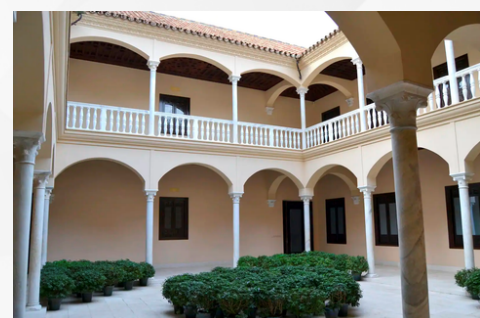
Location: Calle Atarazanas, 10, 29005 Málaga, Spain

Open: Monday–Saturday from 8 am to 3pm (closed on Sundays)



Muelle Uno

Location: Paseo del Muelle Uno, 29016 Málaga, Spain



Museo Picasso Malaga

Location: Palacio de Buenavista, Calle San Agustín, 8, 29015 Málaga, Spain

Open: Daily from 10 am to 7 pm