

Supporter ownership and influence



Kiev, 27 April 2017



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National organisations

1. Denmark unnamed (Denmark)
2. FASFE (Spain)
3. Irish Supporters Network (Ireland)
4. Israfans (Israel)
5. Norsk Supporters Alliance (Norway)
6. Poland Unnamed (Poland)
7. Supporters Direct (England/Scotland/Wales)
8. Svenska Fotbollssupporterunionen (Sweden)
9. Supporters in Campo (Italy)
10. Unsere Kurve (Germany)

Local groups

1. APOEL Supporters Trust (Cyprus)
2. Za Celik (Bosnia)

Expecting more to join!

CLUBS AND SUPPORTERS FOR BETTER GOVERNANCE IN FOOTBALL



SUPPORTED BY



RESPECT



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

"We have been working with SD Europe for many years, but this meeting was a great opportunity to see and hear directly how national supporters organisations and member-run clubs at all levels of the game have developed and perceive football.

Sefton Perry, UEFA Benchmarking manager



"It is great see how member-run clubs and national supporters groups benefit from our Erasmus+ project. The feedback has been very positive and we look forward to further improve the way we all operate based on shared values and principles".

Antonia Hagemann, CEO of SD Europe



What is supporter influence?

Ownership

Golden shares

SLO

Lobbying group

1 Supporter influence



- Requires organised supporters' groups
- Credibility, responsibility, determination
- Football clubs part of the community
- Football clubs are not companies; but should be run like such



Ownership & investment



Ownership



- Clubs belong to their fans
- Long-term social and financial sustainability
- The safety net
- Not for everyone

*An investment is an asset or item that is **purchased** with the hope that it will generate income or will appreciate in the future. Taking an action in the hopes of raising future revenue can also be an investment.*

Sponsors

Financial
benefit

Social benefit
(personal
and/or political
status)

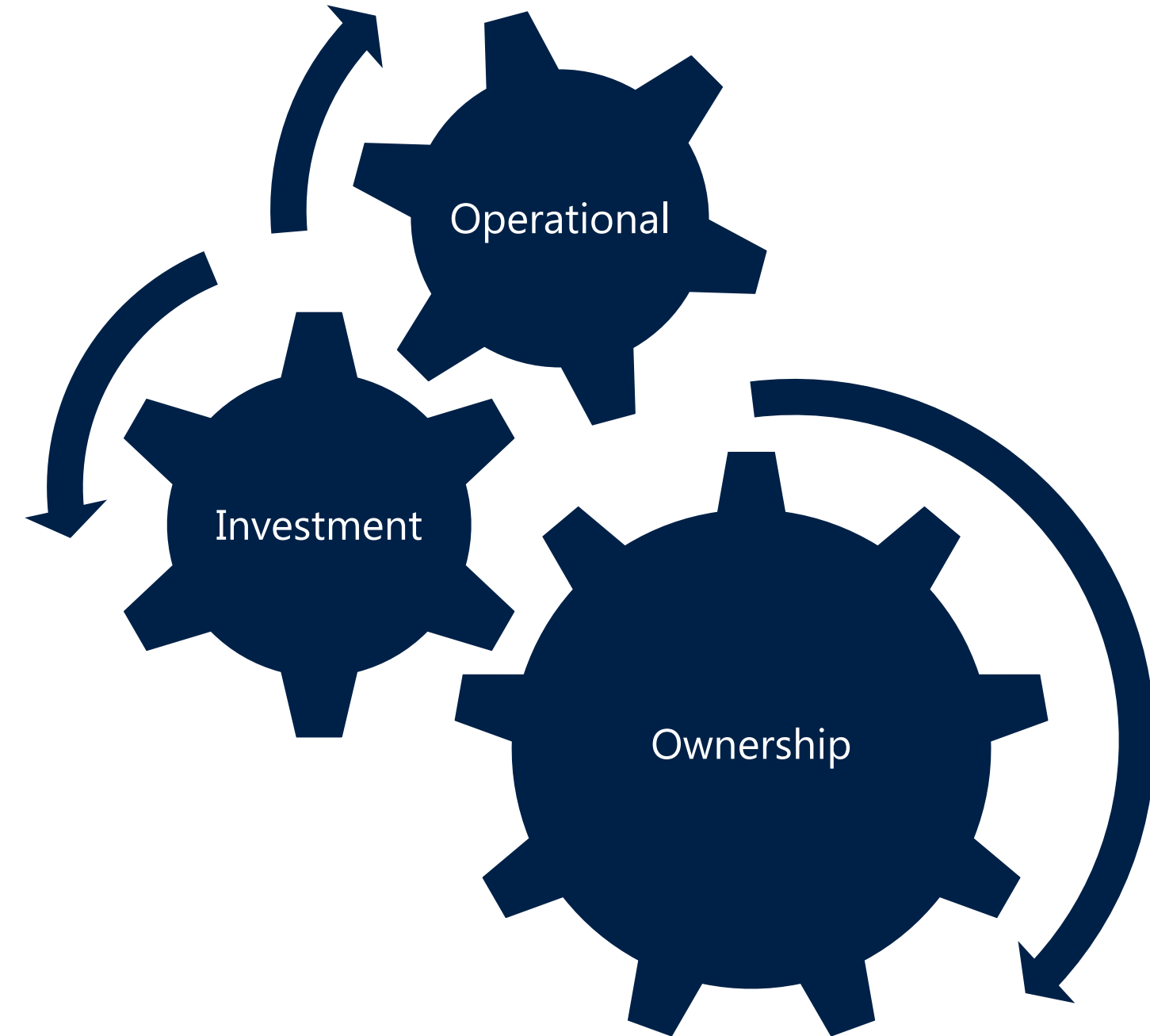
Emotional
benefit

- Outsiders/funds
- Part of the local community
- Supporters



Active citizenship and a culture of participation are essential to our daily lives in Europe. Sport is a field where this is both prominent and effective. Supporters not only invest countless hours to support and volunteer for their clubs, but also help to build a spirit within their community. As active citizens and as key stakeholders, supporters should be formally involved within the sport movement. SD Europe shows how fans can help to develop inclusive and sustainable structures at both the grassroots and professional levels, thus giving life to the concept of active citizenship.

Androula Vassiliou, f. European Commissioner in charge of Sport



- Not competing
- Complimentary
- Necessary cooperation



Examples

Schalke 04

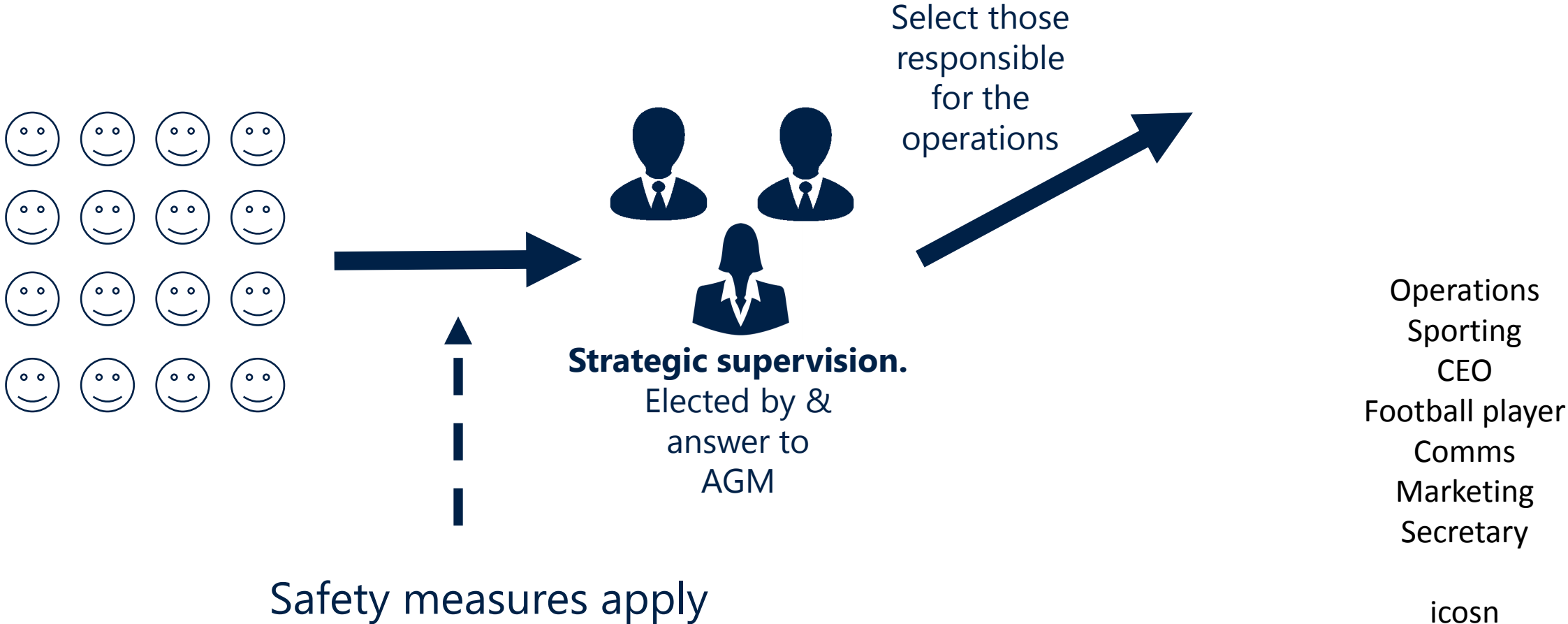
NK Čelik Zenica

50+1

APOEL

Full ownership

- Members' association, cooperative, foundation, company owned by one of those



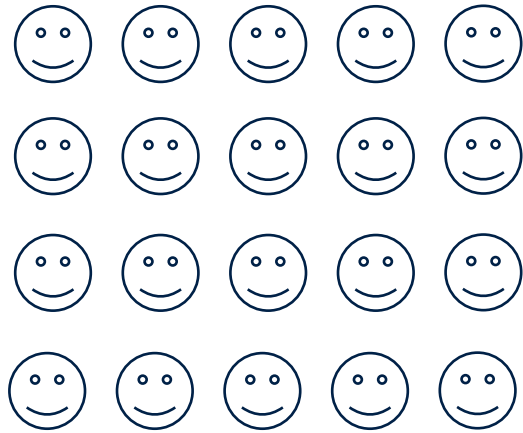


- **140,000** members & **8,000** at AGM
- **60,000** season tickets
- Xx turnover
- Xx membership



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Germany and Sweden's "50+1"



- Taranto
- Hapoel Kfar Saba
- Real Oviedo

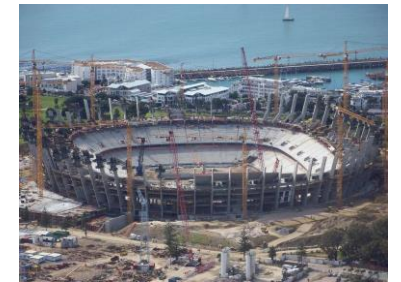
Minority ownership

Golden shares and lobbying



- Working groups
- Frequent meetings
- Make suggestions
- Expressing views/concerns

Financial sustainability (\$ icon)
Stadium (stadium icon)
Shirt colours and logo (Aris logo)
Youth academy





SLOs - Supporter Liaison Officers

Dialogue

Prevention

Service

4 What is the SLO?



UEFA Club Licensing and Financial Fair Play Regulations Article 35 - Supporter Liaison Officer

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



4 What is the SLO?



- A **bridge** between the fans and the stakeholders
- Work dependent on **information** and **credibility** on both sides of the bridge
- Convey the stakeholder decisions to fans and communicating their feedback, as **messengers**
- Build relationship with the **fans, security, police**
- Proactive and reactive **engagement** with SLOs of other clubs

1.7%

Average membership income to revenue ratio

2.5%

Maximum membership income to revenue ratio

1,000

SLOs in Europe

The European Parliament, considers the ownership model whereby club members retain control of the club (through the 50+1 rule) as a good practice in the EU, and invites the Member States, sports governing bodies, national federations and leagues to start a constructive dialogue on, and exchange of, this model.

Thanks a lot!



See you on



SD Europe



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