

REPORT 2014/2015



FUNDACIÓ
FCBARCELONA



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**FUNDACIÓ
FCBARCELONA**



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**Making dreams
come true**

34

Alliances

38

La Masia

62

+ Activities

64

Credits

76



GREETINGS FROM THE PRESIDENT

Right now Barça is established as a global and unstoppable phenomenon. Global in the sense that it reaches even the most remote corners of the planet and unstoppable because every day we win new followers and extend our reach even further. We are an international brand but at the same time a different one and what makes us so is, without doubt, our work in the social field. One of the pillars of this effort is the Foundation. Our club is a reference point on the sporting field yet we are also a unique example of a commitment to off the field, charitable activities. Everybody knows who Messi is and who Neymar and Luis Suárez are. Everybody knows the trio of strikers, our players and that makes us very proud. Nevertheless, we feel even more satisfied when everyone knows that we are *More than a Club*. It is for that reason we are different. The whole world knows that Barça, aside from its sporting achievements, also has a socially aware side that is not simply a marketing invention but part of the Club's very DNA since its foundation by Joan Gamper in 1899.



This season we have celebrated the Foundation's 20th birthday and one of great challenges we have set ourselves is to bring it closer to the fans and members. The projects which we are carrying out have an impact on the children and young people in Catalonia that the Barça fans and members ought to feel and know about. For that reason we have started the *Barça reaches everyone* campaign that was covered in various media last spring and has helped to give the Foundation more visibility.

This desire to bring the Foundation closer to fans and members will continue during the rest of our mandate. It is a marathon, not a sprint, that we are committed to and excited about yet also needs the support of you, the fans and members, something which we know we can count on. The Foundation has to become part of the global phenomenon that is Barça. To do that we have to value our work in the social field. Being a pluralistic club, the Foundation makes us unique. Let's take advantage and enjoy it!

Josep Maria Bartomeu i Floreta
President of FC Barcelona

GOVERNING BODIES

Governing Board

The Governing Board of the FC Barcelona Foundation is made up by:

PRESIDENT:

Mr. Josep Maria Bartomeu i Floreta

FIRST VICE PRESIDENT AND FC BARCELONA DIRECTOR:

Mr. Ramon Pont i Amenós

SECOND VICE PRESIDENT AND FC BARCELONA DIRECTOR:

Mr. Ramon Cierco i Noguer

FOURTH VICE PRESIDENT:

Mr. Gabriel Masfurroll i Lacambra

FIFTH VICE PRESIDENT:

Mrs. Lola Bou i Camps

SIXTH VICE PRESIDENT:

Mr. Ramon Palou i Godall

SECRETARY:

Mr. Sergi González i Delgado

Board Members

Mr. Xavier Aguilar i Huguet
Mr. Ramon Alfonseda i Pous
Mr. Jordi Bellmunt i Fernández
Mr. Mohammed Chaib Akhdim
Mr. Carles Cuní i Llaudet
Mr. Ramon Garriga i Saperas
Mr. Antonio Llardén i Carratalá*
Mrs. Rosa Maria Lleal i Tost
Mr. Josep Maldonado i Gili
Mr. Xavier Pérez i Farguell
Mr. Josep Maria Prat i Puig
Mr. Enric Roca i Mateo
Mrs. Marta Rodríguez de Llauder Santomà
Mr. Manel Royes i Vila
Mr. Eduard Sans i Subirana
Mr. Antoni Tombas i Navarro
Mr. Joaquim Triadú i Vila-Abadal
Mr. Iñaki Urdangarin Liebaert**

* Finished mandate on 28-07-2014

** Finished mandate on 29-01-2015

Project Team

DIRECTOR GENERAL:

Josep Cortada i Vila

TEAM:

Adrià Alemany i Salafranca
Yolanda Antín
Cristina Desco i Magallanes
Mercè Garriga i Serra
Nicolàs Rubio i Carretero
Laura Sabaté i Amorós

FC Barcelona Communications
Department:

Marc Parramon i Alcalde

Educational Council

This council is a consultative body of the FC Barcelona Foundation in the area of teaching and education:

Francesc Torralba
Miguel Martínez i Martín
Francesc Pedró
Jordi Riera i Romaní
Enric Roca i Casas
Teresa Triadú Vila d'Abadal
Carles Folguera i Felip
Pilar Aguilar
Gonzalo de Castro





LETTER FROM THE VICE PRESIDENT

In a footballing season with so much great success, the Foundation did not want to be left behind. In our field we too this year have claimed our own personal treble. Three great achievements that we will look back on to which we have to add the continuing triumph of our long term programmes Barçakids, We are what we eat and FubolNet, without forgetting of course all the children whose dreams we have helped come true. The latter is something that is often overlooked, a process where football and the players from out their on the field are transported to the everyday and where the stakes of the game is life itself.

Our particular treble begins with the success of the alliance with Unicef via the *1 in 11* campaign. An ambitious and far reaching project that saw the world of art put itself at the service of helping with the education of vulnerable children in Bangladesh, Indonesia and Nepal. More than 3 million euros were raised, surpassing all expectations. That figure was added to the 1.5 million euros that the Foundation donates annually to Unicef, making a total of more than 4.5 million euros this season. From the artists who donated their work, the

bidders at the auction and passing through all the fans who have given their support, the success belongs to everyone.

Another great achievement in the season was the Foundation's participation in a social project in conjunction with Pope Francis. The agreement with Scholas organisation sees Barça become the first sporting club in the world to

collaborate in this initiative that connects schools around the world with the aim of helping them to share knowledge and educational methodology.

To round off this trio of social contributions, the Foundation has established a new collaborative agreement with the Foundation of one of the great symbols of the Club, Johan Cruyff. A joint project to help remodel leisure spaces in Catalan schools where

sport and games are enjoyed with the passion that only children can provide. All these achievements, and many more, are detailed for you here in our report and they have been possible thanks to the efforts and hard work of our governing board, the project teams and the many educational staff from here and around the world who have helped bring those dreams to life. Congratulations to everyone.



Ramon Pont i Amenós

First vice president of FC Barcelona Foundation

THE FOUNDATION

More than **490,000**
beneficiaries

in
46 Catalan
speaking areas

Effort



Teamwork

BARÇAKIDS

VALUES AT SCHOOL

41 schools in Catalan speaking areas

7,500 beneficiaries

12,000 users at fcbkids.cat

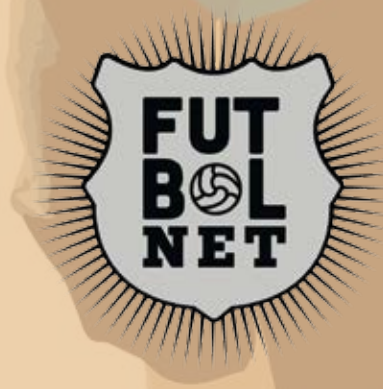


FUTBOLNET

VALUES THROUGH PLAYING FOOTBALL

In Catalonia **10,700 beneficiaries** in 14 locations

Around the world **108,000 beneficiaries** in 41 countries



WE ARE WHAT WE EAT

PROMOTING HEALTHY EATING HABITS

More than **3,500 participants** from 68 schools in Barcelona

900 tonnes distributed amongst **1,200 schools**



AT A GLANCE

in
51 countries
around the world

PROMOTING VALUES THROUGH
sport

The Foundation's
projects in 3 minutes



Respect ➤ Modesty ➤ Ambition

MAKING DREAMS COMETRUE

FULFILLING THE DREAMS OF THE
MOST VULNERABLE CHILDREN

5,000 children attended a training session

700 sick children met their heroes



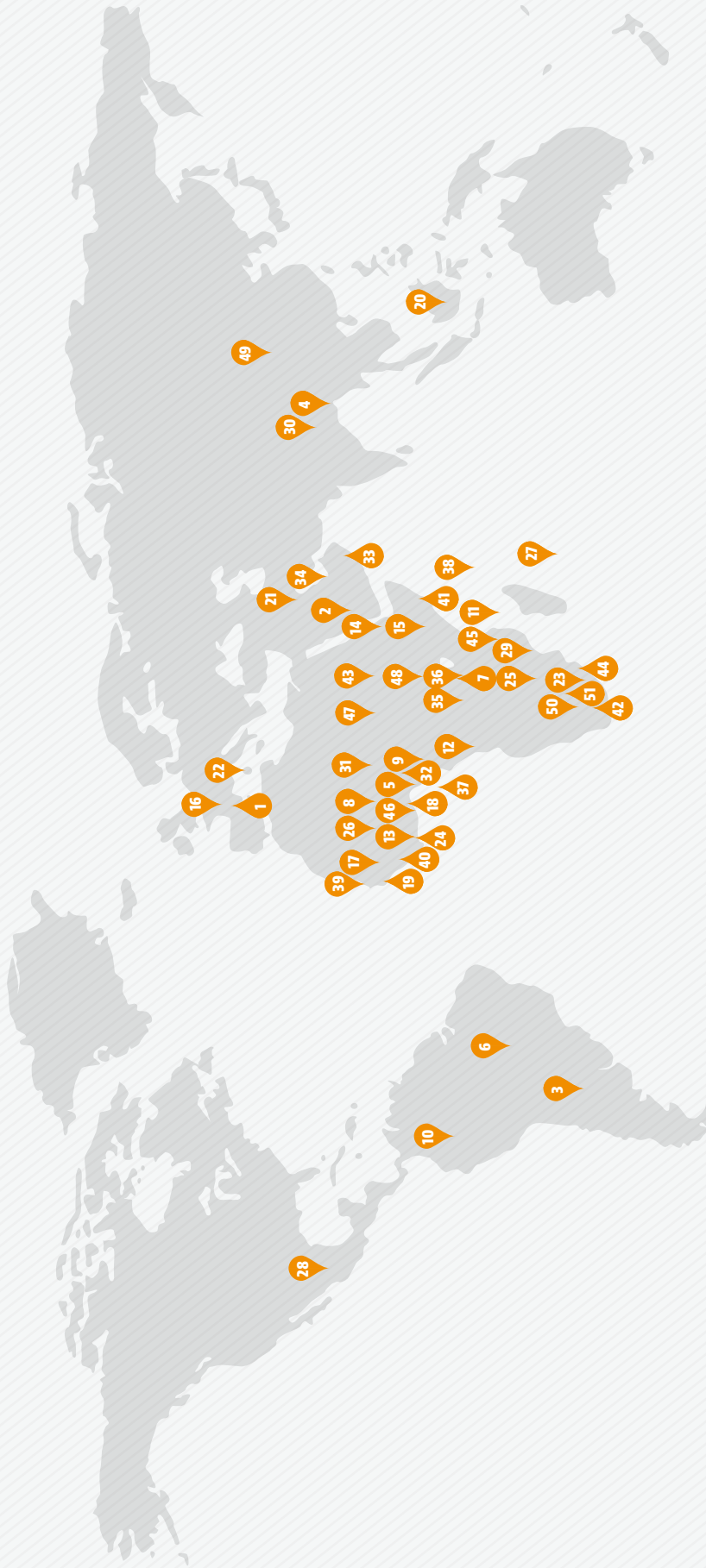
ALLIANCES

unicef 

Barça contribute 1.5 million euros a year
More than 3 million euros raised by the '1in11' campaign
Collaborative projects in Brazil, Ghana, South Africa, China, Nepal,
Indonesia and Bangladesh

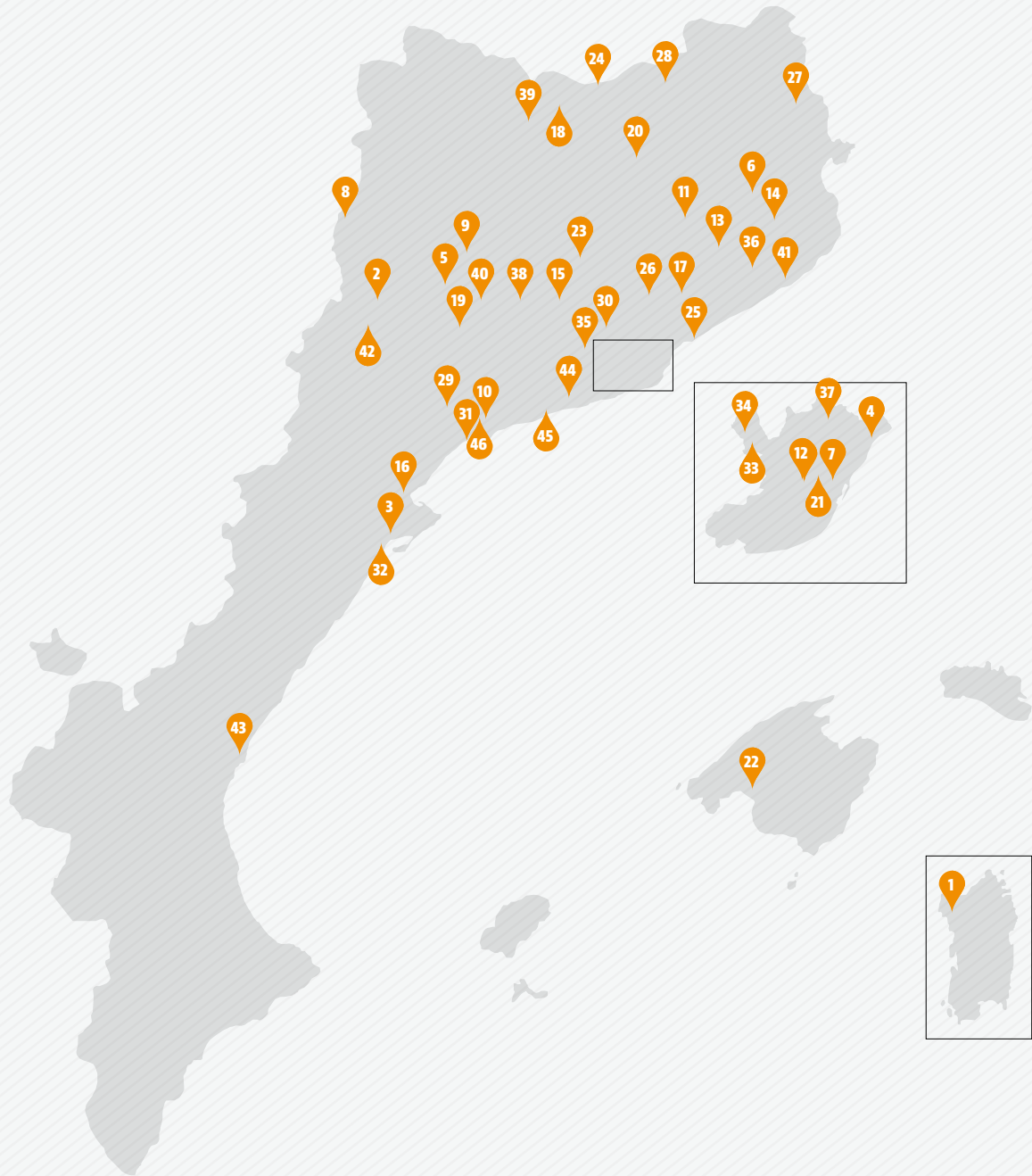


THE FOUNDATION AROUND THE WORLD



- | | | |
|--|---|---|
| 1. Andorra - Barçakids | 24. Liberia - Alliance with the IOC | 46. Togo - Alliance with the IOC |
| 2. Saudi Arabia - FútbolNet | 25. Malawi - Alliance with the IOC | 47. Chad - Alliance with the IOC |
| 3. Argentina - Leo Messi Foundation and Scholas | 26. Mali - Alliance with the IOC | 48. Uganda - Alliance with the IOC |
| 4. Bangladesh - Alliance with Unicef (1 in 11) | 27. Mauritius - Alliance with the IOC | 49. China - Alliance with Unicef |
| 5. Benin - Alliance with the IOC | 28. Mexico - Alliance with the IOC | 50. Zambia - Alliance with the IOC |
| 6. Brazil - Alliance with Unicef, the IBD and the Instituto Projeto Neymar Jr | 29. Mozambique - Alliance with the IOC and Scholas | 51. Zimbabwe - Alliance with the IOC |
| 7. Burundi - Alliance with the IOC | 30. Nepal - Alliance with Unicef (1 in 11) | |
| 8. Burkina Faso - Alliance with the IOC | 31. Niger - Alliance with the IOC | |
| 9. Camerun - Alliance with the IOC | 32. Nigeria - Alliance with the IOC | |
| 10. Colombia - Alliance with the Barefoot Foundation | 33. Oman - FútbolNet | |
| | 34. Qatar - FútbolNet | |
| | 35. Democratic Republic of Congo - Alliance with the IOC | |
| | 36. Rwanda - Alliance with THE IOC | |
| | 37. Sao Tomé and Príncipe - Alliance with the IOC | |
| | 38. The Seychelles - Alliance with the IOC | |
| | 39. Senegal - Alliance with the IOC | |
| | 40. Sierra Leone - Alliance with the IOC | |
| | 41. Somalia - Alliance with the IOC | |
| | 42. South Africa - Alliance with Unicef | |
| | 43. Sudan - Alliance with the IOC | |
| | 44. Swaziland - Alliance with the IOC | |
| | 45. Tanzania - Alliance with the IOC | |

THE FOUNDATION IN CATALAN SPEAKING AREAS



- | | | |
|---|---|---|
| 1. L'ALGUER, SARDINIA, ITALY – <i>Barçakids</i> | 17. LES FRANQUESES DEL VALLÈS – <i>Barçakids</i> | 33. SANT FELIU DEL LLOBREGAT – <i>Barçakids</i> |
| 2. ALPICAT – <i>FutbolNet</i> | 18. LA SEU D'URGELL – <i>Barçakids</i> | 34. SANT JOAN DESPÍ – <i>Barçakids</i> |
| 3. AMPOSTA – <i>Barçakids</i> | 19. LES BORGES BLANQUES – <i>Barçakids</i> | 35. SANT VICENÇ DELS HORTS – <i>Barçakids</i> |
| 4. BADALONA – <i>Barçakids</i> | 20. LES PLANES D'HOSTOLES – <i>Barçakids</i> | 36. SANTA COLOMA DE FARNERS – <i>Barçakids</i> |
| 5. BALAGUER – <i>Barçakids</i> | 21. L'HOSPITALET DE LLOBREGAT – <i>Barçakids</i> | 37. SANTA COLOMA DE GRAMENET – <i>Barçakids</i> |
| 6. BANYOLES – <i>Barçakids and FutbolNet</i> | 22. MALLORCA, BALEARIC ISLANDS – <i>Barçakids</i> | 38. SANTA MARGARIDA DE MONTBUI – <i>Barçakids</i> |
| 7. BARCELONA – <i>Barçakids, FutbolNet and We are what we eat</i> | 23. MANRESA – <i>FutbolNet</i> | 39. SORT – <i>FutbolNet</i> |
| 8. BENAVENTI, LA FRANJA DE PONENT – <i>Barçakids</i> | 24. LA MASSANA, ANDORRA – <i>Barçakids</i> | 40. TÀRREGA – <i>Barçakids</i> |
| 9. BELL-LLOC D'URGELL – <i>Barçakids</i> | 25. MATARÓ – <i>Barçakids</i> | 41. TORDERA – <i>Barçakids</i> |
| 10. CALAFELL – <i>FutbolNet</i> | 26. MOIÀ – <i>Barçakids</i> | 42. TORREFARRERA – <i>FutbolNet</i> |
| 11. CARDONA – <i>FutbolNet</i> | 27. PERPIGNAN – <i>Barçakids</i> | 43. LA VALL D'UIXÓ, VALENCIA – <i>Barçakids</i> |
| 12. CORNELLÀ DE LLOBREGAT – <i>Barçakids i FutbolNet</i> | 28. PUIGCERDÀ – <i>FutbolNet</i> | 44. VILAFRANCA DEL PENEDÈS – <i>Barçakids</i> |
| 13. FORNELLS DE LA SELVA – <i>Barçakids</i> | 29. REUS – <i>Barçakids</i> | 45. VILANOVA I LA GELTRÚ – <i>Barçakids and FutbolNet</i> |
| 14. GIRONA – <i>Barçakids</i> | 30. RUBÍ – <i>Barçakids</i> | 46. VILASECA DE SOLCINA – <i>FutbolNet</i> |
| 15. IGUALADA – <i>Barçakids</i> | 31. SALOU – <i>FutbolNet</i> | |
| 16. LA CANONJA – <i>Barçakids</i> | 32. SANT CARLES DE LA RÀPITA – <i>FutbolNet</i> | |



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BARÇAKIDS



What is it?

Barçakids is a program that attempts to promote and consolidate a system of values in children via the principles of sport, play and active and inclusive participation. It is applied in schools and each session takes place over an entire school day.

Who is it aimed at?

At children between the ages of 6 and 12 (Primary Education). At the same time, the project can also involve the families of the children and the educational community.

During the season 2014/15 project been applied in 41 schools in 36 centres in Catalan speaking areas, has been put into practice for the third consecutive year in private and public centres in Catalonia, the Franja de Ponent, the region of Valencia, the Balearic Islands, Andorra, Northern Catalonia (France) and in L'Alguero in Sardinia. Barçakids' has been tested and assessed once more this year by the FC Barcelona Foundation's Teaching Council.

Via oral expression activities, written expression activities and games, the project works on the following values with the children:



The first team players with Barçakids



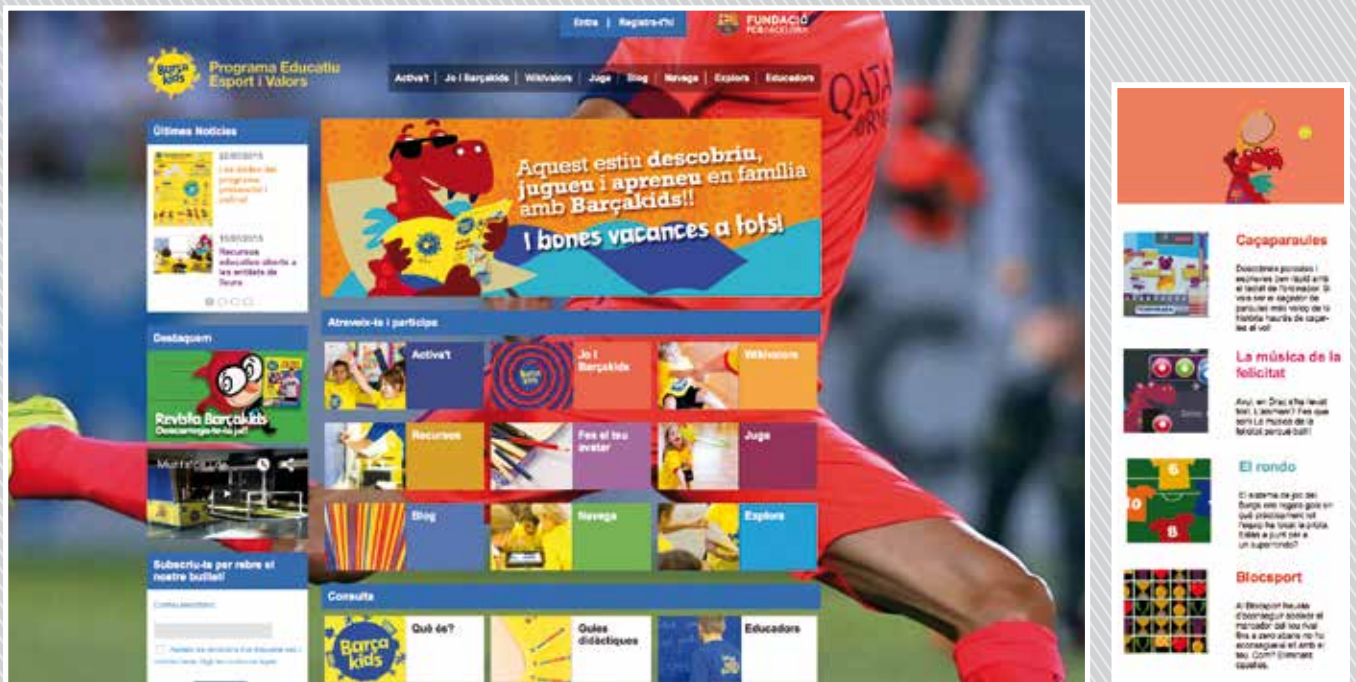
'BARÇAKIDS', ALSO ON THE NET

Beyond the in situ sessions, the educational staff, the families and children have been invited to continue working on the values on line via the educational portal www.fcbkids.cat. During the 2014/15 season the website consolidated its offer of educational resources as well as incorporating new ones. Also new articles have kept being published and new games have been created which have been very well received by the teachers and children. The new material features, amongst other things, the games *The Soup of Values*, *Wordhunter* and audio stories.

The on line platform's blog also has been extremely well received. It has featured articles, interviews and the *Wikivalues* section in which those involved in the project can publish definitions of values written by themselves to create a dictionary which now has more than 500 entries.



www.fcbkids.cat



LA SOPA DELS VALORS

Aquesta sopa és el Barçakids, però veig que et fan pensar una mica més. Busca i troba les paraules que són les 5 ingredients valors.

La seva millor puntuació: 0

Rànquing

Pos	Nom	Punts
1	Carla	1000
2	Anna	1000
3		
4		
5		





COMMUNICATION AND THE EDUCATIONAL COMMUNITY

In the month of May for the third year in succession, 15 young winners of the Club Super3 competitions were invited to FC Barcelona to spend a *Super Day of Football* and learn about values at Camp Nou. The lucky winners were able to play a match against the FCBEscola students as well as taking part in an activities' workshop and educational games to help promote positive values, all led by educational staff from the *Barça Kids* project.

During the season, the project continued interactively with the families and educational staff via a monthly electronic bulletin. This tool offered ideas for parents to put into practice the values with their children via manual arts, virtual activities etc. The educational staff received the latest news about the educational portal as well as interviews about how to use it best, using the TIC and work on emotions in the classroom.



- The children's satisfaction with the project according to teachers:

9.6/10

- The project favours the students commitment to the values taught according to teaching staff:

8.5/10

93%

of families were positive about their children's participation in the project



VERSION FOR HOSPITALS AND OPEN CENTRES

During the season *Barçakids* launched a new more compact version of the project. With the aim of extending the reach of the project *Barçakids*, the Foundation has created a new version that can be used in hospitals, open centres and other educational and leisure centres. It takes the form of a large box of educational resources which allow the values associated with the playing of sport to be worked upon with the help of dedicated educational staff in each of these institutions.

The island of 5 Barçakids values takes the form of a box that contains a board game (based on a map of an island) where a total of 45 teaching sheets are available to allow educational staff to work on the five core values of the programme: respect, team work, effort, modesty and ambition. The *Barçakids* dragon accompanies the children during their adventure in which moral dilemmas are put to the kids in a group atmosphere to work in a group atmosphere, on sporting activities, manual skills and other games to develop their creativity.





SUCCESS OF THE 'MAGAZINE BARÇAKIDS'

The monthly magazine *Barçakids* that is published on the final Sunday of each month with the newspaper *El Punt Avui* ran to 11 editions this year with a reach of 45,000 copies for each edition.

The publishing project has the ambition to be a educational and entertaining tool to promote the values derived from sport. Amongst the most notable contents are reports about the latest news at FC Barcelona, articles on culture and science, the comic strips *Sportman i el xiulador*, the enigmas of *Blua Scarlett*, stories and healthy recipes amongst others.



"We have to look at what our mistakes are and learn from them."
 MELVIN, 9 YEARS OLD.
 Feliu i Vergués school.
 Badalona



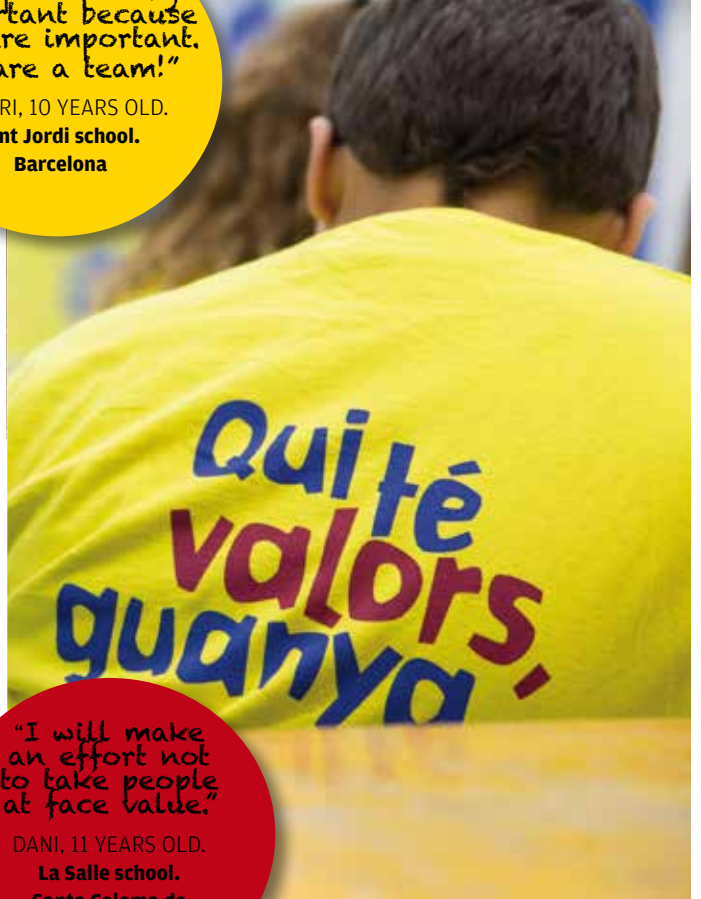
"I have learned to share things without expecting things in return."
 LORENA, 10 YEARS OLD.
 Sol-i-xent school.
 Mataró



"I have learned to not get angry when I lose. We have to shake hands always!"
 PACO, 9 YEARS OLD.
 Pau Claris school.
 La Seu d'Urgell



"Respect is very important because our values are important. We are a team!"
 YOUSRI, 10 YEARS OLD.
 Sant Jordi school.
 Barcelona



"I will make an effort not to take people at face value."
 DANI, 11 YEARS OLD.
 La Salle school.
 Santa Coloma de Farners



ACIÓ
ELONA

FUTBOL NET
QUI TE VALORA
QUEREMOS

FUTBOL NET

FUTBOL NET
QUI TE VALORA
QUEREMOS



FUTBOLNET



'FUTBOLNET' IN CATALONIA

During the season 2014/15, the programme brought in improvements in its methodology and strengthened its links with the Catalan areas.

With regards to the methodology, the project began to include new sporting disciplines such as basketball, handball, volleyball, rugby, acrobatic gymnastics etc.

The role of the mediator was also consolidated as a key part of the project. The profile is one of a young person between the ages of 17 and 21, directly responsible during the game for encouraging dialogue and relationships between the players, something that allows them to grow in confidence and take up more responsibility. At the same time, the programme educators established plans of work for the mediators to aid them in the training and professional process.

What is it?

FutbolNet is a programme that since 2011 uses football as a means of reflecting upon values amongst children and young people.

Who is aimed at?

Boys and girls between the ages of 8 and 21, chosen by the Foundation and local organisations according to criteria of vulnerability.



10,700 BENEFICIARIES IN CATALONIA

FutbolNet was implemented in 14 Catalan areas this season and reached some 10,700 beneficiaries.

The project also offer participants the chance to get involved in fun, cultural activities that back up the work done in the sporting sessions and which serve to bring the group together beyond the field of play. One such activity was a trip to the Camp Nou Experience, another a visit to the Liceu opera house to find out about its history and enjoy an introduction into the world of opera. There was a meeting with former Barça player

Deco and an educational talk with another ex-blaugrana, Lilian Thuram, on the subject of racism and efforts to overcome prejudices in society as a whole.

During the season *FutbolNet* has been present at the city of Barcelona's La Mercè festival and at the Saló de la Infància and at local festivals where the project is in place to help publicise the initiative among the local community. In some place summer camps were available in which fun activities and water sports were the order of the day in order to take advantage of the holiday period.



The 'FutbolNet' project



Barcelona Province

**Barcelona (El Raval, Sant Andreu, Nou Barris and Besòs and el Maresme)
Cardona
Cornellà
Manresa
Vilanova i la Geltrú**



Tarragona Province

**Calafell
Salou
Sant Carles de la Ràpita
Vilaseca**



Lleida Province

**Alpicat
Torrefarrera
Sort**



Girona Province

**Banyoles
Puigcerdà**





ADAPTATION FOR YOUNGSTERS WITH DISABILITIES

During the season the *FutbolNet and Diversity* project was launched, an adaptation of the original initiative for children and young people with disabilities, created by the Foundation in collaboration with the Barcelona City Council and the Institut Barcelona Esports. The aim was to offer to those youngsters with disabilities the chance to take part in sport compatible with their needs and interests and that at the same time was a platform from which the participants could take advantage of the wide range of adapted sports offered officially in the city of Barcelona.

FutbolNet and Diversity attempted to educate values and promote physical activity via a sporting initiative adapted for the children and young people. During the season some 20 boys and girls took part aged between 8 and 21 years of age and with a wide range of disabilities.





BOOK AND PHOTOGRAPHY EXHIBITION

FutbolNet in the month of March took itself to the Born Cultural Centre in Barcelona with the exhibition "FutbolNet: values through football".

It consisted of 87 photographs signed by the photographer Tino Soriano and accompanied by texts from the journalist Jordi Rovira in which the value of football as a social tool and the impact of the project on children around the world. The exposition moved onto the City Hall in Banyoles in the month of June.

At the same time a book titled "Barça reaches everyone" was published which brings together the essence of the 'FutbolNet' methodology that the Foundation has been supporting since 2011 and that at the time of writing reaches over 100,000 children. With photographs from Soriano and written by Rovira, the volume recounts the experiences of boys and girls in Catalonia, Oman, Senegal and Brazil who have participated in this extracurricular project. Both initiatives had the support of the Barcelona City Council, the University of Barcelona and the Obra Social "la Caixa".



CAMPUS 'FUTBOLNET'

With the aim of bringing the Foundation's projects closer to Barça fans, in the months of April and May, Camp Nou hosted 22 Campuses of *FutbolNet*.

More than 1,500 children took part in four mini-camps to give them a taste of the methodology of *FutbolNet*. Furthermore, in sessions lasting 90 minutes youngsters between the ages of 8 and 16 enjoyed a workshop put on by the Catalan Consumer Agency. This initiative allowed the *FutbolNet* project to come closer to the Barça fans. In particular, 75% of those attending were children and friend of member or supporters' club members. The other 25% were youngsters belonging to various Catalan social organisations.





'FUTBOLNET' IN THE MIDDLE EAST

For the third successive year the Foundation has joined forces with Shell in the development of the *FutbolNet* project for youngsters between the ages of 7 and 16 in various countries in the Middle East. This project saw more than 4,000 people participate with 200 local educational staff involved. By country, some 1,500 children took part in Iraq, 1,300 in Qatar, 900 in Oman and 300 in Saudi Arabia. All the children participated weekly training days for six months which added up to total of 96 hours of training and sporting festivals.

In these areas, *FutbolNet* adapted to the different cultural contexts in order to satisfy the need of the local institutions involved. The Foundation communicated its philosophy for the programme to some 150 local educational staff through annual seminars. The methodology on which the initiative is based is outlined in a manual that brings together various exercises designed specifically to respond to the educational needs in each area.



FutbolNet in Oman







INVOLVING GIRLS

One of the main backbones of the project in the territory is the inclusion of girls in the sport. *FutbolNet* offers young girls the chance to take part in sport in a secure environment with staff trained by the Foundation, creating a comfortable and accessible atmosphere in a culture where female participation in sport is still in its infancy. During the season 500 girls took part in the project in Oman, Iraq and Qatar, with that number set to rise in coming editions. In Saudi Arabia, the last area to join the project, the programme has been a success even though it was only a pilot edition.

According to the independent agency that monitors the programme, after three seasons *FutbolNet* is achieving very positive results in relation to the problems that it sets out to solve: a reduction in aggressive behaviour, greater educational performance, improved fitness, etc. Families as well as coaches and participants are happy with the programme as their continued interest in taking part shows.







WE ARE WHAT WE EAT



'WE ARE WHAT WE EAT'

This campaign to raise awareness about healthy eating habits centred its efforts during the season on two important collaborations.

The first saw the Barça players put their names and faces to the *Fruit in schools* campaign carried out by the Department of Agriculture, Farming and Fishing at the Generalitat de Catalunya (Catalonian Regional Government), directed at some 300,000 children in the second phase of infant and primary education (3 to 12 years) with the aim of educating them about the benefits of eating fruit and vegetables. This initiative helped to distribute free fruit and vegetables to more than 1,200 registered educational centres in Catalonia to help with school meals. As well as more than 900 tonnes of fruit donated, there were other educational and leisure activities related to diet, agriculture and health.

Fruites i verdures també a casa!

Per millorar la salut cal menjar fruita i verdura en certa quantitat, tant a casa com a l'escola. Per aconseguir-ho cal tenir en compte no només saber menjar, sinó també, i sobretot, saber on comprar-ho. Cal promoure activitats que orientem a la salut dels col·lectius.

AUMENTAR EL CONSUM DE:

- Fruites: cítrics
- Fruites vermelles
- Cereals
- Aigua
- All i oli d'oliva

REDUIR EL CONSUM DE:

- Llet i productes lactis
- Begudes carbonatades
- Miel i sucre
- Productes processats

Pla de consum de fruita a les escoles

Compartim un pla de consum de fruita a les escoles amb l'objectiu de fomentar el consum de fruita i verdura entre els nens i nenes de les escoles catalanes. Aquest pla de consum de fruita a les escoles és una iniciativa del Departament d'Agricultura, Ramaderia i Pesca de Catalunya i de la Generalitat de Catalunya.

Com ho farem?

El pla de consum de fruita a les escoles consisteix en donar a cada escola un pla de consum de fruita i verdura que s'ha dissenyat per a cada curs i que s'ha adaptat a les necessitats de cada escola.

Els teus cracks preferits mengen fruita

per jugar els nens

Almenys un cop a la setmana els nens i nenes de les escoles catalanes han de jugar amb fruita i verdura.

Què se'ns acaba de trobar?

1. Els nens i nenes de les escoles catalanes han de jugar amb fruita i verdura.
2. Els nens i nenes de les escoles catalanes han de jugar amb fruita i verdura.

Què se'ns acaba de trobar?

1. Els nens i nenes de les escoles catalanes han de jugar amb fruita i verdura.
2. Els nens i nenes de les escoles catalanes han de jugar amb fruita i verdura.





Secondly, together with the Markets of Barcelona, the campaign *Eat healthily, eat from the market* was launched with the aim of promoting the products sold in local markets in a healthy diet and an active lifestyle. The project also helped

promote the idea to primary and secondary schoolchildren of the importance of the markets as providers of healthy, quality local produce.

During the school year 68 schools took part in the *Eat healthily, eat from*

the market project with more than 3,500 schoolchildren visiting 29 markets in the city of Barcelona; the most popular being la Concepció, la Guineueta, la Llibertat, l'Abaceria, Sant Antoni and Santa Caterina.







MAKING DREAMS COME TRUE



'MAKING DREAMS COME TRUE'

This season the Foundation has helped make the dreams of around 150 seriously ill children come true with the help of the Fundación Ilusiones/Make-A-Wish Spain and the Fundación Pequeño Deseo amongst other social organisations.

The main work has been in organising visits to first team training sessions for the children, allowing them to meet the players and spend a little time with them. Other requests have also been

granted such as attending a game at Camp Nou, visiting the Camp Nou Experience and receiving a signed shirt from the players. According to medical studies that follow the development of these children, this project produces a notable improvement in the child's mental and emotional well being.

Following the Christmas tradition, the first team players were accompanied by the Board of Directors and the members of the Foundation on a visit to various hospitals to hand out gifts as part of the *A dream for a gift* project. The visits took place on 5 January 2015 and took in the following centres: Hospital Sant Joan de Déu, Hospital de

la Vall d'Hebron, Hospital de Sant Pau, Barcelona Children's Hospital, Hospital de Barcelona, Cottolengodel Padre Alegre and Casa Ronald McDonald.

Prior to the trip to the hospitals, the first team took part in a training session at the Miniestadi for which more than 5,000 tickets were offered up to various social organisations.

Also over the holiday period, the residents at La Masia welcomed the visit of a group of children who live at one of several CRAE centres (Residential Centres for Educational Action). The guests were shown around the building, sharing experiences before enjoying a meal together.







ALLIANCES

ALLIANCE WITH UNICEF

The season 2014/15 has been the ninth since the collaboration between Unicef and the Club began. Once again during the year the Foundation has contributed 1.5 million Euros to projects which aim to improve the lives of thousands of children around the world.

The work has centred on projects based around sport as a form of development in China, Ghana, South Africa and Brazil and has reached more than 200,000 boys and girls.

One of the stand out projects has been 'Open the doors for inclusion' which has been developed in 15 cities around Brazil with the objective of guaranteeing of incorporating sport into the lives of children and young people with disabilities. The project has helped more than 75,000 children and more than 1,000 teachers and school directors.

In China the initiative has been put into place in 250 schools and 21 areas dedicated to children in 13 provinces with the aim of improving education and protection for children.

In Ghana the objective has been to raise the levels of schooling via promoting sport and games as a means of attracting the less advantaged children to school. Activities in the African country have reached more than 130,000 children in more than 400 schools.

Finally in South Africa, work has been undertaken to improve the quality of schooling and raise attendance. More than 3,500 students and 500 teachers have received specialised training in important aspects of areas such as reproductive health, drug use, gender equality and violence in schools amongst other areas.

During the season, the Foundation has also added its weight to the campaign to celebrate the 25th anniversary of the Convention on the Rights of the Child, organising various activities at Camp Nou to give visibility to this celebration.







'1 in 11'

On Friday 9 January in New York, the FC Barcelona Foundation, Unicef and Reach Out To Asia (ROTA) presented the 1 in 11 campaign to offer educational opportunities to at-risk children in Bangladesh, Indonesia and Nepal.

The of the campaign comes from the face that one in 11 primary school-age children – or 58 million out of 650 million children – are outside of the educational system.

Leo Messi and tennis champion and UNICEF Goodwill Ambassador Serena Williams not only gave their support to the campaign but also took an active role in the initiative.



Official 1 in 11 video



Leo Messi's 11 touch challenge





MORE THAN 3 MILLION EUROS RAISED IN AUCTION

Aside from individual donations via the website www.1in11.org, on 12 February an art auction took place at the prestigious auction house Sotheby's in London. 17 works of art went under the hammer, donations from internationally recognised artists from around the world.

Three of the artists who participated were inspired by FC Barcelona in producing their creations. A beautiful painting of Leo Messi by Damien Hirst, perhaps the most well-paid living artist in the world, was acquired for €494,829. A Takashi Murakami creation of Messi went for €429,756. The project ball, designed by Murakami and signed by the Argentinian star, raised €61,000. Finally, a painting of Gerard Piqué by Francesco Vezzoli was sold for €44,000.

Altogether more than 3 million Euros were raised in the auction which will put to use in educational projects in Bangladesh, Indonesia and Nepal where the project *FutbolNet* will be one of the leading initiatives.





ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION

Since July 2011, the FC Barcelona Foundation has enjoyed a fruitful collaborative relationship with the Bill & Melinda Gates Foundation. In the first three years of this alliance the work centred on the battle to eradicate polio from the planet.

In the second phase of the partnership and in accordance with common objectives in the areas of education, culture and society, a new goal was fixed - the eradication of extreme poverty and the improvement in the lives of children and young people at risk of social exclusion. The two institutions worked together during the season to define the projects they will seek to carry out in the future.

Both Foundations have the support of inspirational figures such as the first team players at FC Barcelona and Bill and Melinda Gates themselves who can



help to promote the measures needed to change the world and assure ourselves of a better future. For that reason, the alliance has sought for ways to publicise the progress made via the Millennium Development Objectives and to highlight its importance in the attempt to ride the world of extreme poverty as well in reducing the rate of infant mortality.

To achieve these objectives, the two entities worked together on a plan of action that includes common initiatives and campaigns to mobilise support and at the same promote international efforts in this area.

2014 Bill Gates annual letter



BILL & MELINDA GATES foundation



ALLIANCE WITH THE IOC

For the third consecutive year, the *OlympafricaFutbolNet Cup* for the continent of Africa took place with the aim of transmitting positive values to children and young people via sport. The tournament took place in 38 different countries, divided up into the following regions.

REGIONAL TOURNAMENT HOST	PARTICIPATING COUNTRIES
Mali (Banankabougou)	Mali (Banankabougou), Mali (Markala), Burkina Faso, Ivory Coast
Rwanda	Burundi, Uganda, Tanzania, Rwanda, DR Congo.
Chad	Chad, Cameroon, Congo.
Sudan	Sudan (Kordufan), Sudan (Sahafa), Sudan (Omdurman), Ethiopia, Somalia, Eritrea.
Togo	Togo, Niger, Benin, Nigeria, Sao Tomé.
Zimbabwe	Zimbabwe, Malawi, Zambia.
Mauritius	Mauritius, The Comoros, The Seychelles.
Swaziland	Swaziland, Mozambique, Lesotho.
Gambia	Gambia, Guinea Bissau, Senegal (Somone), Senegal (Gandiaye), Liberia, Sierra Leone.





95,000 BENEFICIARIES ON THE CONTINENT

The Foundation's teaching team held training seminars on the methodology of *FutbolNet* in each of the regional tournaments with the aim of getting the educational staff more familiar with the project. This season was another great success with more than 95,000 youngsters taking part in the initiative.

In the month of November a party representing FC Barcelona, and led by president Josep Maria Bartomeu, was in Lausanne on Monday for a meeting with IOC president Thomas Bach. Ramon Pont, the first vice-president for the Foundation, was also in attendance as the two entities continued strengthening their ties focused on the teaching of values through sport. The two presidents particularly wanted to focus on the results achieved by the 'OlympiafricaFutbolNet Cup' project that the Foundation and the IOC have developed since establishing their collaborative agreement in April 2013.





ALLIANCE WITH SCHOLAS

The Foundation and Scholas signed an agreement on 5 February with the aim of developing educational projects involving sporting values. The signing of the accord took place in the Vatican City where Pope Francis welcomed a Club delegation led by Josep Maria Bartomeu. For the event a promotional video was produced starring Luis Suárez and Marc Bartra.

Later, in Barcelona an olive tree was planted to symbolise the agreement. The tree, which is a symbol of peace and harmony between peoples, grows in the gardens at La Masia.

Scholas Occurrentes is a worldwide network of schools by Pope Francis whose aim is to integrate educational communities from all over the world, with special recourse to those with less resources than others. Through the use of technology, the projects are trying to create a global classroom in order to promote the exchange of knowledge between countries.

The joint initiative focuses on training for medical staff and football coaches with regards to the methodo-



logy of communicating values through sport. During the season two seminars took place, the first in Buenos Aires in the month of May in which more than 60 educational professionals took part from the 10 'neighbourhoods' of Greater Buenos Aires where the project *FutbolNet* is being implemented. The second took place in Maputo, Mozambique with the same approach as in Argentina but with a special focus on improving children's performance at school.

Visit of the Barça delegation to the Vatican

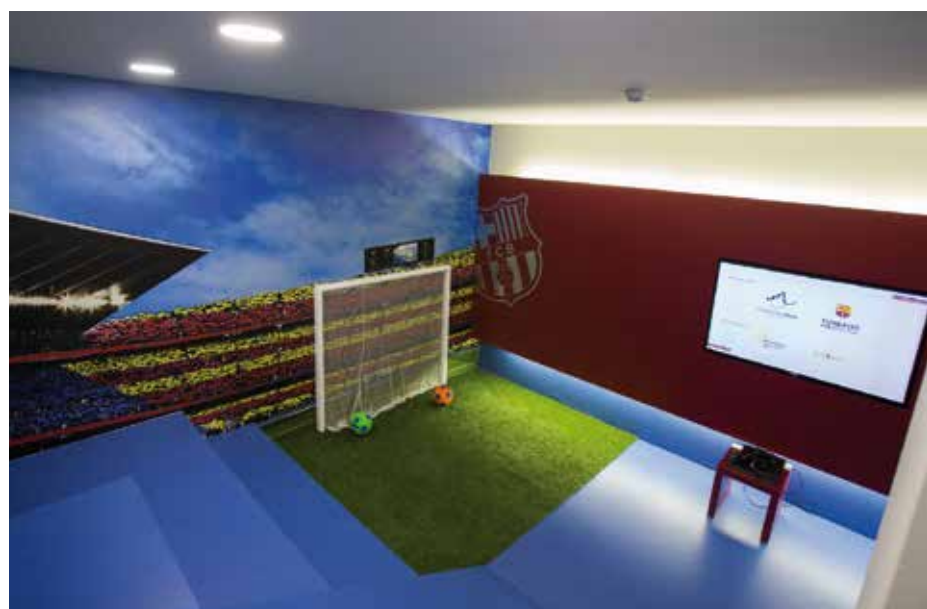




ALLIANCE WITH THE LEO MESSI FOUNDATION

In the month of October a group of 30 children with serious illnesses from 11 different countries fulfilled their dream of meeting Leo Messi, another example of the Argentine reaching out to the more vulnerable in society. Furthermore, in the month of May, a new Barça play area was opened in the Children's maternity Hospital in Vall d'Hebron area of Barcelona. The aim of the area is that children who are having serious health problems can have a space in which they can distract themselves.

With regards to Chagas disease, in May at Camp Nou a medical conference entitled *Bridges to beat Chagas collectively* took place in which international experts analysed the latest developments in the fight against the disease and in which a new promotional video was presented.



Messi meeting sick children





'FUTBOLNET' IN ARGENTINA

For the second consecutive season, the *FutbolNet* project was put into practice in the city of Rosario in Argentina. On this occasion the activities took place again in the community of Tablada and also in the community of Garzón. A total of more than 200 boys and girls between the ages of 8 and 16 took part in bi-weekly two hour sessions.

In Tablada the activities took place in the Centre for Physical Education which was provided by the Santa Fe Government ministry for social development. In Garzón, it took place in the Municipal Sports Centre in the north east thanks to the help of the Rosario local government. Both public institutions collaborated with the project and saw its assimilation into their educational sporting outlook.



ALLIANCE WITH THE INSTITUTO PROJETO NEYMAR JR

The Foundation has worked together with the Instituto Projeto Neymar Jr since its construction which was finalised in December. At the end of last year the installations, unique in the area of Praia Grande, were officially opened. The location is close to Santos in Brazil and is where the complex has been built is exactly

where FC Barcelona player Neymar grew up with his family.

Once the installations were ready to host activities, the work of planning and preparing the curriculum for the centre also got under way. This is where the role of the Foundation came into its own. The 45 educational staff adapted their educational methods to be able to work according to the philosophy of the *FutbolNet* project. In order to do this, they took part in a five day workshop led by teaching professionals from the Foundation. This marked the final step prior to the project getting off the ground. The educational system 'FutbolNet' has been applied to

all sports at the centre, from football to swimming.

The Instituto Projeto Neymar Jr now welcomes more than 2,500 children aged between 7 and 14, five days a week with two hour sessions each day. Aside from the sporting activities, the centre also offers medical and psychosocial help to beneficiaries and their families.





ALLIANCE WITH THE INTER-AMERICA DEVELOPMENT BANK

For the fourth successive season the FC Barcelona Foundation collaborated with the Inter-America Development Bank in implementing the *FutbolNet* programme under the umbrella of the *Nossa Vila* project. The initiative, with the support of the Rio de Janeiro city council, aims to improve the lives of the children and young people in the city's favelas via sport.

The project also enjoyed the support of the MAPFRE Foundation whose help made it possible to take the initiatives to two favelas in particular: the communities of Alemão and Maré.

In Alemão it was the fourth season that the project had been put into practice, even though this year activity had to be suspended due to the eruption of violence between drug dealing gangs and the police. At the moment in which the project was put on hold, more than 110 people were taking part.

FutbolNet got under way in the community of Maré for the very first time and more than 300 boys and girls took part from around the Olympic Village area of the neighbourhood. In order to ensure the best possible implementation of the project, a seminar was set up that was attended by 49 teaching staff from the Olympic Village. The seminar scored a 9.6 out of 10 in the evaluation.

In the month of October the *FutbolNet* festival took place in Maré with the former blaugrana Edmilson in attendance. It was a veritable party for the participants and their families and at the same time a chance to open up the Olympic Village space to the whole community.



FutbolNet in Brasil





ALLIANCE WITH THE JOHAN CRUYFF FOUNDATION

In the month of March the president of FC Barcelona, Josep Maria Bartomeu, the director general of the Foundation La Caixa, Jaume Giró and the founder of the Johan Cruyff Foundation, Johan Cruyff himself presented the 'Pati 14' project to improve the levels of physical activities and sport in school playgrounds. The event took place in the CEIP Seat in Barcelona, one of the 10 centre involved in the initiative.

The agreement marks a new collaboration between the FC Barcelona Foundation and the Johan Cruyff Foundation. Both organisations join forces in a project that sees them with common objectives: the promotion of sport and its values amongst young children and teenagers, with special attention to those who are at risk of social exclusion.

Pati 14 focuses on the improvement of space for sport at schools via painting and drawings, as well as with additional sporting material that promotes physical activity and encourages kids to be active to help fight childhood obesity. The goal wall, the circle of creativity and the athletics track are some of the options offered to the educational centres.

Aside the from the centre CEIP Seat in Barcelona, the project is also being carried out at schools in Badalona, Manresa, Girona, Banyoles, Lleida, Mollerussa, Tarragona, Reus and Amposta.





ALLIANCE WITH THE BAREFOOT FOUNDATION

The Foundation and the Barefoot Foundation continued their collaboration this year, implementing sporting activities at the centre created by the singer Shakira in Barranquilla, Colombia. The sporting facilities were built with the help of the FC Barcelona Foundation and were opened in February 2014. The educational space is of some 8,000m² in which there are 49 classrooms for Infant, Primary and Secondary schoolchildren. More than 1,700 students and their families are attended to, as well as other members of the community, and the project directly has an impact on some 34,000 people.

The Foundation's support is a guarantee of support for the centre's sporting programmes which not only promote physical exercise but also education in values.





ALLIANCE WITH THE RAFA MÁRQUEZ FOUNDATION

This season the collaboration between the Foundation and the Rafa Márquez Foundation began with the implementation of the *FutbolNet* project in two rural communities in the region of Guadalajara in Mexico: Santa Isabel and Terrero.

The project came about as part of the wider initiative led by the IDB and was made possible by the support of Gillette. Activities began in the month of October and continued until the end of the school year. More than 250 children took part in the *FutbolNet* activities, implemented by more than 22 educational staff. All those professionals took part in a three day seminar that was carried out to explain the theory and practice behind the project. This activity was given a mark of 9.8 out of 10 by the educational staff themselves in evaluation.







LA MASIA

For the season 2014/15 the Foundation financed the studies of 129 youngsters at La Masia studying at various levels within the educational system (ESO, Batxillerat, University studies etc). The Foundation also bore the costs of extra curricular tuition, language classes and other extra curricular workshops.



EXTENSION OF EDUCATIONAL COACHING, THE 12 PILLARS

The coaching project *the 12 pillars* was used to carry out a Catalan language workshop for a group of residents between the ages of 12 and 15 from outside Catalonia to help them familiarise themselves with the language and to help them gain in confidence.

A new initiative saw a workshop take

place with horses for a group of students from the second level of the Batxillerat at La Masia. The session took place in Preixana in the province of Lleida with the idea of providing a distraction for the students who were in the middle of stressful University entrance exams and to help them overcome any mental barriers that they may have created for themselves.

Various educational talks were also carried out, one of which was led by

coach Francesc Granja and was entitled *Being real*. This particular talk helped the residents to try and get the best out of themselves. The Spanish Dental Association gave a presentation on the importance of dental health in sport. Sor Lucia Caram also gave a talk on the realities of poverty and publicist Risto Mejide enlightened the residents about the business of personal branding in the world of sport.



XI MANUEL VÁZQUEZ MONTALBÁN AWARDS

The former Brazilian international footballer and sports commentator Eduardo Gonçalves de Andrade *Tostão* was named the winner of the XI Manuel Vázquez Montalbán Award for International Journalism in the category for sports journalism, given out by the FC Barcelona Foundation and the Catalan Journalists' College. The jury considered his "excellent journalism shown in his columns, pieces of a well thought out, free nature, without prejudice where he often uses irony to examine the flaws of the Brazilian national team."

In the category for cultural and political journalism, awarded by the Catalan Journalists' College, other newspapers and editorial groups, the winner was Andreu Missé.



'LLETRES, AL CAMP!'

On 5 May, coinciding with the game between Barça and Valencia, the Institute of Catalan Letters and the FC Barcelona Foundation launched the latest version of the *Lletres al Camp* campaign, an initiative to help promote reading in the Catalan language that also promotes authors who have recently won literary prizes.

The team of writers that formed the *Lletres al Camp* campaign for 2015 was made up of the following: Joan Carreras, Pep Coll, Melcior Comes, Manuel Forcano, Mercè Ibarz, Carles Morell, Jordi Nopca, Carme Riera, Marta Rovira, Pau Vadell and Mònika Zgustova.



'ONE TEAM'

For the third consecutive year the Foundation was behind the *One Team* project set up by the basketball Euroleague. Once again the initiative was able to count the support of Special Olympics Catalonia and the ACELL. In *One Team* more than thirty sportsman with intellectual disability took part in various sporting clinics which aimed to use the values inherent in the game of basketball.

One Team is a project that the Euroleague has put together for various basketball clubs in Europe and that uses the power of the sport to promote social cohesion amongst young people. The sessions took place once a week with Barça player Àlex Abrines as ambassador. One of the final session of the season took place in the Palau Blaugrana where the participants took part in a clinic with the Barça squad.

OTHER ACTIVITIES AND EVENTS

A GROUP OF BLIND AND DEAF PEOPLE VISIT THE CAMP NOU EXPERIENCE

A group of some 20 members of the ASOCIDE (The Spanish Blind and Deaf Association) visited the Camp Nou Experience in July and they enjoyed a personalised tour of the facilities. The Foundation organised the visit with the aim of offering particular leisure opportunities to groups this type of disability.



AGREEMENT WITH THE VALL D'HEBRON INSTITUTE OF ONCOLOGY

In the month of November the Foundation and the VHIO signed a collaborative agreement with the objective of promoting awareness with regards to cancer and to highlight the importance of research in the quality of life for people suffering from the disease and their families.



'NOSE DAY!' WITH PALLAPUPAS

The Foundation once again supported *Nose Day!*, a project by the clown group Pallapupas. The Barça organisation helped by providing tickets for the group for the Camp Nou Experience at half price which allowed the hospital clown organisation to raise money.



EXTENSION OF AGREEMENT WITH LILIAN THURAM FOUNDATION

Both parties agreed to extend their collaboration in the month of December with the aim of continuing to work together to promote education as a starting point to eradicate racism. Thanks to his agreement Lilian Thuram is able to carry out activities and talks with children and youngsters linked to Barça on the subject of racism.



CHARITY GAME FOR 'LA MARATÓ' FROM TV3

On Sunday 14 December the traditional celebrity match for TV3's *La Marató* charity project took place at the Miniestadi with the help of Jaume Llauredó and the FC Barcelona Foundation. The money raised went directly to the *La Marató* charity, this year dedicated to helping research into heart disease.



THE SPECIAL OLYMPICS WALK AT THE PALAU

The XVII Special Olympics Walk took place in December and celebrated its after walk party at the Palau Blaugrana. Aside from musical events and other fun activities, there were also National Prizes awarded by Special Olympics Catalunya, rewarding organisations and personalities who stand out in the field of social integration.

EDMILSON EXTENDS HIS AGREEMENT WITH THE FOUNDATION

The Edmilson Foundation extended its agreement with the Foundation in the month of February with the aim of continuing to work together to on projects to help promote educational projects in Brazil for disadvantaged children, in particular in Taquaritinga, where the former Barça player's Foundation is based.

WITH THE SPORTS JOURNALISTS' CHARITY PROJECT

The Foundation added its support to the literary project *Charity sports stories* set up by a group of sports journalists to raise money for good causes. This year the project was lent support by Gerard Pique and the beneficiaries were the Institute Guttman. Javier Mascherano will lend his name to the next in aid of the Catalan Association of Rett's Syndrome.





AGAINST HOMOPHOBIA

The Foundation led FC Barcelona's support for the fight against homophobia with the signing of a manifesto through which the Club promises to face up to such attitudes in the sporting field and fight to stamp it out. The signature on the manifesto was accompanied by a round table discussion of experts led by councillor Santi Vila.

Video to raise awareness against homophobia



'THE VALUES OF LA MASIA' FOR SANT JORDI

To celebrate Sant Jordi's day (23 April), the Foundation donated copies of the book *The values of La Masia*, written by Francesc Torralba and Miguel Seguró, university teachers linked to the Catèdra Ethos-URL project with which the Foundation has a collaborative agreement. The work explains how the residents live and study together on the path to professional sport.



WITH THE ABIDAL FOUNDATION

Representatives from the Club and from the Foundation gave Éric Abidal their backing at the official presentation of the Eric22Abidal Foundation. The organisation has as its aim the helping of sick children and their families through projects based on three fundamental pillars: health, sport and young children and adults.



LITERARY FINAL AHEAD OF THE COPA DEL REY

The day before the Copa del Rey final, Catalan and Basque writers gave a talk at the Borne Cultural Centre under the title, *Literary Final*, in which the relationship between literature and football was discussed. The event was organised by the FC Barcelona Foundation and the Athletic Club Bilbao Foundation.



ACTIONS TO RAISE AWARENESS AND COLLABORATIONS

DENT'S DISEASE

The basketball team signed Nacho Muñoz, a young boy who suffers from Dent's disease. The players agreed to donate 50 euros for each assist they came up with during the last four games of the regular season in the Endesa League at the Palau. In the end some 3,550 euros were raised, the equivalent of 71 assists, that has helped to finance scientific research into this illness.



EARTHQUAKES IN NEPAL

The Foundation, aware of the serious situation experienced by the inhabitants of Nepal following the earthquakes that shook the country in the months of April and May, helped to publicise the efforts made by Unicef to help face up to the emergency situation through the Club's official media channels.

WORLD DAY AGAINST AIDS AND INTERNATIONAL DAY OF PERSONS WITH DISABILITIES

For the basketball game between Barça and UCAM Murcia in the month of November at the Palau the World Day against AIDS was publicised (1 December) as was the International Day of Persons with Disabilities (3 December). During the match there were different activities to promote the two causes.

BREAST CANCER

Coinciding with game between FCB and Eibar in October, the Foundation added their 'pink rose', helping to promote the International day in the fight against breast cancer. The players came out on to the pitch accompanied by children with pink jerseys. The initiative was led by the Edelmira Calvetó group.

EXTERNAL COLLABORATIONS

150

donations

of material to social entities

36,000

donations

of invitations to visit the Club facilities or attend a Club sporting events to non-profit making organisations

COMMUNICATION AND VISIBILITY

CORPORATE MEDIA AND SOCIAL NETWORKS

The Foundation's projects received extensive coverage in FC Barcelona's won communication platforms: fcbarcelona.cat, facebook.com/fundaciofcb, facebook.com/fcbarcelona, @fcbarcelona, the *REVISTA BARÇA* and the programming of Barça TV.

Content related to the Club's social commitments (news and self-produced videos) were a constant feature on the Foundation's website and FC Barcelona's official YouTube channel. With regards to social networks, the Foundation's Facebook page ended the season with more than 1,625,000 friends, an increase of more than 200% on the previous season.

'BARÇAKIDS', A PROJECT WITH ITS OWN MAGAZINE

During the season 11 editions of the *Barçakids* magazine were published on the last Sunday of every month in conjunction with the newspaper *El Punt Avui*. It is a collaborative project between the Foundation and the paper which helps to project the values promoted in the *Barçakids* initiative through content focused on Barça, cultural and leisure topics as well as via stories, illustrations and comic strips.

Each edition reached 45,000 copies distributed and this year there was a significant increase in feedback from readers thanks to various competitions and interactive sections.

THE FOUNDATION OPENS UP TO GLOBAL COMMUNICATION

With regards to external media channels, the Foundation's projects appeared in the sports media as well as in other specialised and general media and also in general television and radio media.

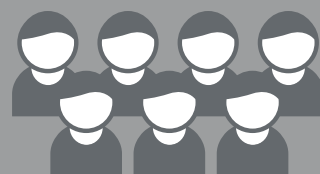
In total the Foundation was mentioned over 1,500 times in the media, coverage that would equate to an outlay of more than 2 million Euros.

This season it is important to mention the coverage generated in the international press thanks to the *1 in 11* project.

Below we highlight some other press appearances in non-sporting media.

DATE	MEDIA / PROGRAMME	PROJECT
5-10-14	'La Vanguardia' / Magazine	'FutbolNet' In Argentina
11-10-14	ESPN / Sportscentre	'FutbolNet' In Brasil
26-10-14	TVE / Repor	'FutbolNet' In Catalonia
30-10-14	'El Mundo'	Agreement with the Leo Messi Foundation
14-12-14	'El Periódico' / Dominical	'FutbolNet' in Brasil
10-1-15	'The Guardian'	'1in11'
12-1-15	Univision	'1in11'
30-1-15	'El Pais'	'1in11'
6-2-15	'Expansión'	Agreement with Scholas
7-2-15	'Financial Times' / Magazine	'1in11'
13-2-15	TV3 / 'TN Migdia'	'1in11'
19-4-15	'Ara' / Suplement RAR	'FutbolNet' in Oman
15-5-15	'El Mundo'	Barça against homophobia

THE FOUNDATION ON THE NET



SEASON 2014/15

+ 1.6 M followers

in Facebook



EL MUNDO



BARÇA CONTRA LA DISCRIMINACIÓ. El jugador de França Neymar és un dels protagonistes de la campanya 'Fútbol con fondo' que promou el respecte i la inclusió a través del futbol.

EL PAIS

Lionel Messi es una obra de arte

Daniela Miró y Mònica Miró crean dos pinturas inspiradas en el futbolista



El jugador de fútbol Lionel Messi es el protagonista de una obra de arte creada por Daniela Miró y Mònica Miró. Las pinturas, inspiradas en el futbolista, muestran a Messi en un campo de fútbol, rodeado por una multitud de pequeños retratos de él mismo.

Las pinturas, inspiradas en el futbolista, muestran a Messi en un campo de fútbol, rodeado por una multitud de pequeños retratos de él mismo.

Expansión

Neymar, la imagen para la fundación blaugrana



Neymar es el jugador de fútbol que más seguidores tiene en Twitter. Su imagen es la que más se repite en la red social, lo que ha llevado a la fundación blaugrana a utilizarlo como imagen para sus campañas de sensibilización.



JOSEP BARRA BARRERA ENTREGA AL DEPUTADO CARMEU LLIBRE UN DOCUMENTO EN EL QUE SE DETALLAN LAS ACCIONES DE LA FUNDACIÓN BLAUGRANA EN MATERIA DE INCLUSIÓN SOCIAL Y DEPORTIVA.



MUNDO DEPORTIVO.com

3 millones más de euros para UNICEF

El día de la subasta de obras de arte en Catalunya para la campaña '3 en 11', con un total de 879.000 euros por un cuadro de Jeff Koons y 45.000 euros por un balón de Messi y Takuashi Maruyama.

El cuadro de la subasta de obras de arte en Catalunya para la campaña '3 en 11', con un total de 879.000 euros por un cuadro de Jeff Koons y 45.000 euros por un balón de Messi y Takuashi Maruyama.

SPORT

La Fundació y el CIO refuerzan su unión

Club y organismo, desde abril de 2013, potencian planes de forma conjunta en África para aplicar una metodología pedagógica al fútbol y los valores.



El presidente del FC Barcelona, Josep Maria Bartomeu, visitó ayer a la sede del Comité Olímpico Internacional (CIO) en Lausana, Suiza, para reforzar la colaboración entre ambos organismos.

En la reunión se tratará el tema de valores y de la FIFA. El CIO es el organismo que organiza los Juegos Olímpicos y el CIO es el organismo que organiza los Juegos Olímpicos.

EL9



Valors i integració

El programa 'Valors i Integració' de la Fundació Blaugrana y el CIO tiene como objetivo promover la inclusión social y deportiva de las personas con discapacidad a través del fútbol.

FINANCIAL TIMES



the guardian

Artistry of Lionel Messi captured by Murakami and Hirst for charity auction



The Japan Times



Murakami joins U.N.-sponsored event to aid Asian children

Artists Takashi Murakami and Damien Hirst have joined forces to create a colorful soccer ball artwork for a charity auction. The artwork, titled 'Lionel Messi', features the soccer player surrounded by soccer balls in various colors. The auction is part of a U.N.-sponsored event to raise funds for children in Asia.

London Evening Standard



INTERNATIONAL BUSINESS TIMES

Lionel Messi and Serena Williams join Unicef children's education campaign



Lionel Messi and Serena Williams are helping to launch a new UNICEF campaign to help children in impoverished parts of Asia go to school. The campaign, '1 in 11', highlights the fact that one child in every 11 worldwide does not attend school and are denied opportunities for a better future. The campaign is supported by the 1 in 11 campaign because I believe every child has the right to full-time education and realize their dreams," said Messi, who has been World Footballer of the Year three times. Education is fundamental to life, but millions of children across the world are out of school and not getting the start in life they are entitled to. More than one billion people live in poverty, who have only 10 grand each year, said: "I'm making UNICEF my take for good that every child has the right to receive a quality education, but 1 in 11 children around the world do not enjoy that right - and without it, they never reach their full potential. "We need to kick start global progress and get that number down to zero, so every child has the chance to learn." In February there will be an art auction at Sotheby's in support of

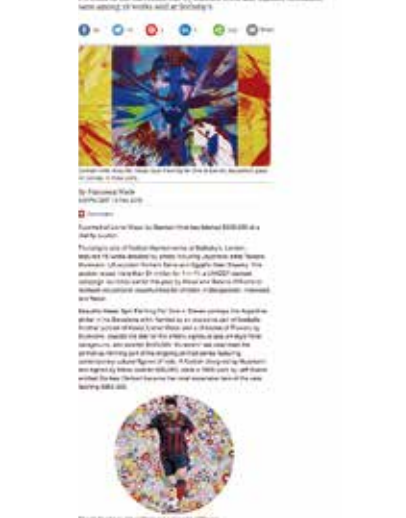
The New York Times

Messi Promotes New Campaign to Educate Children

Goldenball! Best find £2.5m gallery. The article discusses the auction of a soccer ball artwork by Takashi Murakami and Damien Hirst, featuring Lionel Messi. The artwork is being sold to raise funds for a charity campaign to educate children in Asia.

The Daily Telegraph

Portrait of Lionel Messi by Damien Hirst sold at charity auction



GULF TIMES

'1-11' drive aims to open new chapter in children's lives



The '1 in 11' campaign, launched by Unicef in February 2010, aims to help children in impoverished parts of Asia go to school. The campaign is supported by the 1 in 11 campaign because I believe every child has the right to full-time education and realize their dreams," said Messi, who has been World Footballer of the Year three times. Education is fundamental to life, but millions of children across the world are out of school and not getting the start in life they are entitled to. More than one billion people live in poverty, who have only 10 grand each year, said: "I'm making UNICEF my take for good that every child has the right to receive a quality education, but 1 in 11 children around the world do not enjoy that right - and without it, they never reach their full potential. "We need to kick start global progress and get that number down to zero, so every child has the chance to learn." In February there will be an art auction at Sotheby's in support of





CAMPAIGN 'BARÇA REACHES OUT TO EVERYONE'

Coinciding with the 20th anniversary of the FC Barcelona Foundation, a new publicity campaign under the slogan *Barça reaches out to everyone* was launched with the objective of promoting their social work and projects amongst the FC Barcelona members.

The campaign consisted of two videos and six creative graphics which were covered in various media (written press and TV). The campaign outlined the mission of the Foundation's projects, i.e. the spreading of positive values through sport amongst young people.

Videos for *Barça reaches everyone*



THE FOUNDATION ON THE JERSEY OF THE PROFESSIONAL SECTIONS

The Foundation's visibility was given a huge boost with the incorporation of its logo into the jersey of the four professional sections at FC Barcelona. This initiative, backed by the Board of Directors, ran from the month of February until the end of the season.

The players proud to wear the emblem of the Foundation





COLLABORATING ENTITIES



Nike - Qatar Airways - Obra Social "la Caixa" - General Secretary of Sport - Catalan Consumer Agency - Diputació of Barcelona - Diputació of Girona - Diputació of Lleida - Diputació of Tarragona - Barcelona City Council

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