

The human story of struggle, effort
and determination that inspired FC
Barcelona's Christmas message



FC BARCELONA



NUJEEEN'S DREAM

NUJEEEN, THE INSPIRATION

On 2 September 2015, the photograph of a drowned Syrian boy called Aylan Kurdi drew our attention to a plight, that of the refugees, that until then had been invisible to western eyes. That day, on a nearby beach, a girl with cerebral palsy called Nujeen Mustafá boarded a small boat in a wheelchair and set off on a journey of almost 5,000 kilometres towards freedom, away from the brutality and terror of her native city of Aleppo.

On that long and tortuous road, Nujeen forged an incredible story that has not just made her a heroine, but also a symbol of the human capacity to break down every imaginable barrier. If Aylan is the image of sorrow, rage and pain, Nujeen is the living image of hope and fortitude, of courage and determination, of the right of millions of refugees not to be viewed as mere numbers and instead to rebuild their lives somewhere safe.

Nujeen is an example for everybody. And also for those of us at Barça. But there is something about her that makes us feel special empathy and pride for this young Kurdish girl who has battled so hard against the elements: Nujeen Mustafá is a big Barça fan.

Much more than a christmas campaign

Dreams are intrinsic to the human race. Imagining things to be possible when it is difficult for them to be so is one of the many capacities of people, groups and organisations. That's why Nujeen Mustafá's dream and her story of struggle, effort and determination have inspired FC Barcelona and its Foundation to send a message of peace, hope, example and motivation.

FC Barcelona and the Barça Foundation are part of the same reality; that of a club that fights to win titles and that shall continue to take on new sporting challenges while staying faithful to its own playing philosophy, and to an institution that accepts its



responsibilities and understands that sport is also a powerful and effective tool for raising awareness of disadvantaged groups, and that has become an agent of social change through the development of projects in support of thousands of boys and girls all around the world.

Barça also has a dream; to help to change the world through sporting excellence and to use its status as 'more than a club' to help, through its Foundation's work, to make real changes for the good of vulnerable boys and girls through sport and its values.

If there is any period when magic and dreams can come true, then that period is Christmas. At such a special, tender time of year, Barça wants to share dreams and make them real. And it is doing so with Nujeen's Dream, a promo-documentary featuring a



Syrian girl who fled the horrors of war in even more difficult personal conditions than the other refugees around her. The club's Christmas message is not just addressed at its members and fans around the world, but at society as a whole.

It is both a sporting and a social message, in which Barça's global nature, and its far-reaching capacity, are the voice for an emotional story of human struggle, effort and determination, featuring inspiring people that represent the values that make Barça 'more than a club'.

Nujeen is the symbol of the human being's ability to break down all imaginable barriers.

COMMITMENT TO REFUGEES

Through the Barça Foundation

The exodus of millions of people fleeing from war and poverty continues to be one of the biggest problems that we face as a society today, and although the plight of the refugees is no longer a lead story in the press, the issue is far from being resolved.

Barça has shown solid support for such people in recent times, and through its Barça Foundation has set up initiatives and programmes for refugees in association with such organisations as ACNUR, Open Arms and the Red Cross.

In response to its commitment to the refugee population, and especially to children, the Barça Foundation has put together a special programme seeking to:

- a) Improve people's perception of refugees
- b) Promote a dignified life for refugees
- c) Improve the emotional wellbeing of child refugees
- d) Use sport as an instrument of social change

To do so, the Barça Foundation has set up the following activities:

1

It has signed an agreement with ACNUR to launch a signature-collection and awareness campaign called #SignAndPass with regard to the situation of refugees, and especially children, around the world in support of the global #Withrefugees campaign

2

In June 2017, it organised an International Forum in conjunction with ACNUR that was attended by the United Nations High Commissioner for Refugees, and which debated this serious global crisis, targeting the implication of different members of society and showcasing the importance of sport as an agent of social change and improvement in the lives of refugees. The forum also examined the use of sport as a means to promote a shift towards a more positive narrative with regard to refugees

3

It is currently running programmes in the field, in collaboration with the Stavros Niarchos Foundation, to provide psychosocial support for refugees and foster their integration in host communities, specifically in Greece, Italy and Lebanon.

4

The programmes in the field used the FutbolNet methodology, which uses sport and physical activity as agents for change among children in vulnerable environments. FutbolNet promotes the FC Barcelona values of effort, respect, team-work, humility and ambition, based on a culture of cooperation, where these values help with individual and group development, providing new experiences that can facilitate interaction and relationships between the local and refugee communities.

5

One of the main objectives of the Barça Foundation is to raise public awareness of refugees. As established by its strategic plan, the Foundation works to build and strengthen alliances and partnerships that will expand its scope and potential for action. In this regard, it is implementing two projects in liaison with Proactiva OpenArms and the Red Cross designed to raise awareness of the refugee crisis among the Catalan population.

SHARING DREAMS



Like any young person of her age, Nujeen has many hopes and dreams. But there is one that we can and do bring true: for her to travel to Barcelona to meet the heroes that play for her beloved team.

FC Barcelona presents Nujeen's Dream. It's the story of a journey, of a meeting and of two apparently different people who will be united forever: Nujeen and Manu.

Manu is the driver of the first team bus. He's the 'Barça chauffer'. The man who drives the players to the stadiums where they play, covering thousands of miles to transport the stars on whom so many millions of fans pin their hopes.

He carries on board everything that a club stands for: the joy of victories, the sorrow of defeats, the pre-match tension ... everything about the human side of a group of players that have achieved so much sporting glory in recent years.

But Manu also represents a club that's made up of hundreds of anonymous workers, of thousands of members and millions of fans, all of whom are committed to and proud of the Barça values.

This Christmas, the club gives Manu a very special job. It's "the journey of my life," as he puts it. He travels the 1,360 kilometres from Barcelona to Cologne, the city where Nujeen lives with her brother and sister, carrying a message from Gerard Piqué, one of the most iconic members of the squad.

In that message, Piqué tells Nujeen how much the team admires her and her story, and invites her to board the bus with Manu and travel to Barcelona to get to know the city, visit the Camp Nou, watch a match and even meet the players in person.

After delivering this message, Nujeen and Manu drive back to Barcelona on the Barça bus, and on the way they build up a beautiful friendship that grows throughout Nujeen's trip.

Manu travels with Nujeen and pushes her wheelchair when she arrives in Barcelona. He shows her around the city and takes her to the stadium as far as the presidential lounge, where she gets to talk to president Josep Maria Bartomeu about her story, once again revealing her in-depth knowledge of FC Barcelona. "She knows more than me", says the president amid much laughter.

Nujeen and Bartomeu exchange gifts. She gives him a book, Nujeen, her biography written by Christina Lamb (who was also the author of I am Malala), while the president hands over his personal insignia.

After the meeting, Nujeen and her sister watch the game against Celta Vigo from the Camp Nou box, and then Manu leads his guest down to a room where two of the other stars of this story are waiting: Gerard Piqué and Ter Stegen.

The day after, president Bartomeu invites Nujeen to a training session at the Ciutat Esportiva, where she gets to meet Andrés Iniesta, Luis Suárez, Ivan Rakitic and, at long last, her greatest hero of all, Leo Messi.

After an unforgettable weekend, where she also meets the women's team, Nujeen goes home happy – knowing that one of her biggest dreams has come true, and also happy to have made a new friend.

Here at Barça we all share the feeling that we were visited by a very special person. Someone who can help us to be better people and to keep dreaming. But there is only one thing better than a dream, and that's the chance to share it



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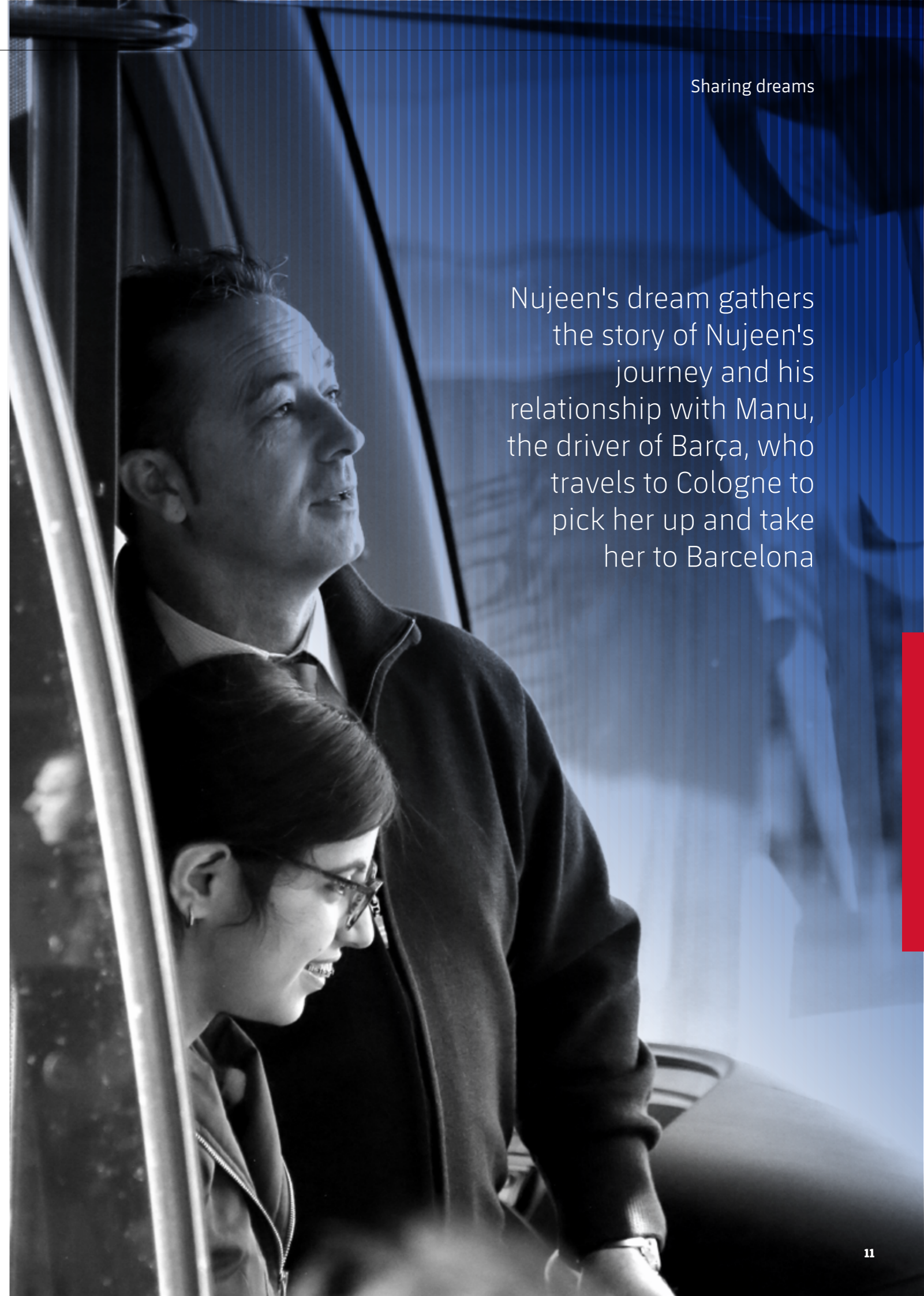
THE STORY OF THE JOURNEY

Nujeen's Dream uses different audiovisual clips to tell the story of Nujeen's journey, her relationship with Manu (the Barça driver, who goes all the way to Cologne to collect her and bring her back to Barcelona), and her meeting with the first team players.

The campaign consists of a mini-documentary, a promo, and a website at www.fcbarcelona.cat/nadal. It was created and directed by Jorge Martínez, in collaboration with the Garlic production company, the Scacs agency and Catalan musician and composer Joan Miquel Oliver, who has donated his song *Mil bilions en estrelletes*, off his *Pegasus* album, to the cause. It will be launched on all FC Barcelona's communication channels.



Nujeen's dream gathers the story of Nujeen's journey and his relationship with Manu, the driver of Barça, who travels to Cologne to pick her up and take her to Barcelona



 NUJEEEN'S 
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