



Respecte

Treball en equip

Ambició

Humilitat

Esforç

**THE
VALUES
OF THE
FOUNDATION**



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**More
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Credits

Summary

From the moment I was named President of FC Barcelona in January of 2014, I have tried to follow the work of the Foundation closely. I believe that its efforts within society to help children and young people form part of the club's DNA and nowadays, it is impossible to imagine the club without the Foundation and its projects and international alliances. For that reason, I would like to thank in this letter and to recognise the work done in this area during the mandate of President Sandro Rosell; for me, an example of how to focus on, also in Catalan areas, making these social projects happen.



Football is a sport of the masses but above all it is a sport especially loved by children. During childhood football means something that in many cases is never recaptured during the rest of our lives. That is what many children around the world are going through at the moment all over the world; in Catalonia, in Ghana or in China, regardless of which club they follow, which continent they are in, colour or language. The Foundation has the responsibility to take this love for football to new places, especially in early childhood. This new area for us is about forming positive values, and by extension, helping social harmony and resolving conflict peacefully. This line of work has been shown to be effective and adds to the widely recognised power of this sport that plays a vital role at many moments in our lives.

In the life of the Foundation, this has not just been any old season. In 2014 the Foundation celebrates its 20th birthday – two decades filled with success and historic achievements that the creation of this organisation has been one of the best decisions ever made in the history of FC Barcelona. Twenty years of hard work and achievements that bode well for the future that lies ahead of us. This review of the Foundation's projects that you have before you is confirmation that we now have a mature organisation with consolidated projects and a cast of beneficiaries that is ever expanding season after season.

Thank you to all those who believe that sport is a formidable tool that contributes to peace and social harmony, and in particular to the club members who thanks to their support, have made this projects such a continued success.

Josep Maria Bartomeu Floreta
President FC Barcelona

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines, representing the name Josep Maria Bartomeu Floreta.

Governing Board

The Governing Board of the FC Barcelona Foundation is made up by (since the 1st of July 2013 until the 30th of June 2014):



President

Mr. Josep Maria Bartomeu Floreta

First Vice President and director of FC Barcelona

Mr. Ramon Pont Amenós

Second Vice President and director of FC Barcelona

Mr. Ramon Cierco Noguer

Fourth Vice President

Mr. Gabriel Masfurroll Lacambra

Fifth Vice President

Mrs. Lola Bou Camps

Sixth Vice President

Mr. Ramon Palou Godall

Secretary

Mr. Sergi González Delgado

Board Members

Mr. Xavier Aguilar Huguet

Mr. Ramon Alfonseda Pous

Mr. Jordi Bellmunt Fernández

Mr. Mohammed Chaib Akhdim

Mr. Carles Cuní Llaudet

Mr. Ramon Garriga Saperas

Mr. Antonio Llarden Carratalá

Mrs. Rosa Maria Lleal Tost

Mr. Josep Maldonado Gili

Mr. Xavier Pérez Farguell

Mr. Josep Maria Prat Puig

Mr. Enric Roca Mateo

Mrs. Marta Rodríguez de Llauder Santomá

Mr. Manel Royes Vila

Mr. Eduard Sans Subirana

Mr. Antoni Tombas Navarro

Mr. Joaquim Triadú Vila-Abadal

Mr. Iñaki Urdangarin Liebaert



President

Mr. Sandro Rosell Feliu

He resigned the 23rd of January 2014

Third Vice President and director of FC Barcelona

Mr. Eduard Coll Poblet

He was named the 17th of March 2014.

He resigned the 16th of June 2014

Board Member

Mr. Joan Mas Brillas

He resigned the 7th of April 2014



Project Team

Director General

Josep Cortada i Vila

Project Team

Adrià Alemany i Salafranca

Yolanda Antín

Cristina Desco i Magallanes

Mercè Garriga i Serra

Nicolás 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 i Roselló

Miquel 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

Reviewing FC Barcelona's corporate social responsibility is always a task that is as gratifying as it is necessary. Once again we fill the pages of this season's report with a still-life portrait of the Foundation's projects which throughout the year have beaten a path not only within the borders of Catalonia but also the rest of the world, gathering new experiences and forging new alliances.



This year it is worth highlighting the consolidation on a local level of the *Barçakids* project, a proposal that is now firmly rooted within the educational community and continues to gain new support under the slogan *With values, you win*. Elsewhere, the *FutbolNet* project has continued its successful voyage around the country as well as achieving notable success in the Middle East of which we are particularly proud. I am referring to the involvement of girls in the methodology of the project in its Qatari and Omani versions. That was one of the FC Barcelona Foundation's great aims before the application of the project in the area and we have achieved those aims thanks to the hard work put in to win over the confidence of the different local communities. In another part of the world, with the help of the IOC (International Olympic Committee), the project continues to bring joy and educate thousands in over thirty different African countries.

This season has also been once in which new projects have come to the fore. One that has got off to a great start is the *Caring Youth* project, a new proposal that aims to promote a culture of selflessness and caring amongst teenagers. In this case it has helped to light the spark of team work and perseverance amongst young people, helping them to see that they can be useful in society and that everyone is capable of making the world we live in a little better. We have to admit that we have been surprised by the interest, the creativity and the dedication of the young people involved in the project. They have been willing to show us that the image of young people these days is not perhaps a truthful one and they are well aware that it is vitally important for each of us to do their little bit as best they can.

To get this project moving the role of the Foundation's Governing Board has been critical. I would like to thank them for their dedication and awareness as I would also the organisations that have worked together with us along with the coaches and educational staff who all work so passionately. Thank you very much!

Ramon Pont i Amenós

First Vice President of the FC Barcelona Foundation

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines.

The Foundation, at a glance

More than **400,000** beneficiaries

The Foundation in Catalonia

70
locations

30
counties

73%
of the territory



VALUES IN THE CLASSROOM

Presence

In Catalonia, Valencia region, the Balearic Islands, la Franja de Ponent, North Catalonia, l'Alghero and Andorra

60
schools

15,000
beneficiaries

14,500
users at
fcbkids.net



Promotion of values



PROMOTING
THE CULTURE
OF EFFORT

1,000
adolescents got
involved

40
projects in
Catalonia

More than **10,000** beneficiaries

140
social entities
of the country got
involved

Strength
Respect
Team work
Modesty
Ambition

MAKING THE DREAMS OF THE MOST
VULNERABLE CHILDREN COME TRUE

4,000

disabled
children
attended an
open training
session

600
boys and girls
met their
heroes





VALUES VIA THE PLAYING OF FOOTBALL

28,000 beneficiaries in Catalonia

100,000 beneficiaries in the rest of the world

41
(Catalonia, Brazil, Oman, Iraq, Qatar + 23 African countries)

235,200 minutes of football around the world promoting values



PROMOTING HEALTHY EATING HABITS

25,000 25,000 users on the website somalquemengemfcb.cat

8,000 participants in the competition 'The Barça chef'

More than **3,500** fruit kebabs made during the campaign workshops

Alliances



BILL & MELINDA GATES foundation



INTERNATIONAL OLYMPIC COMMITTEE



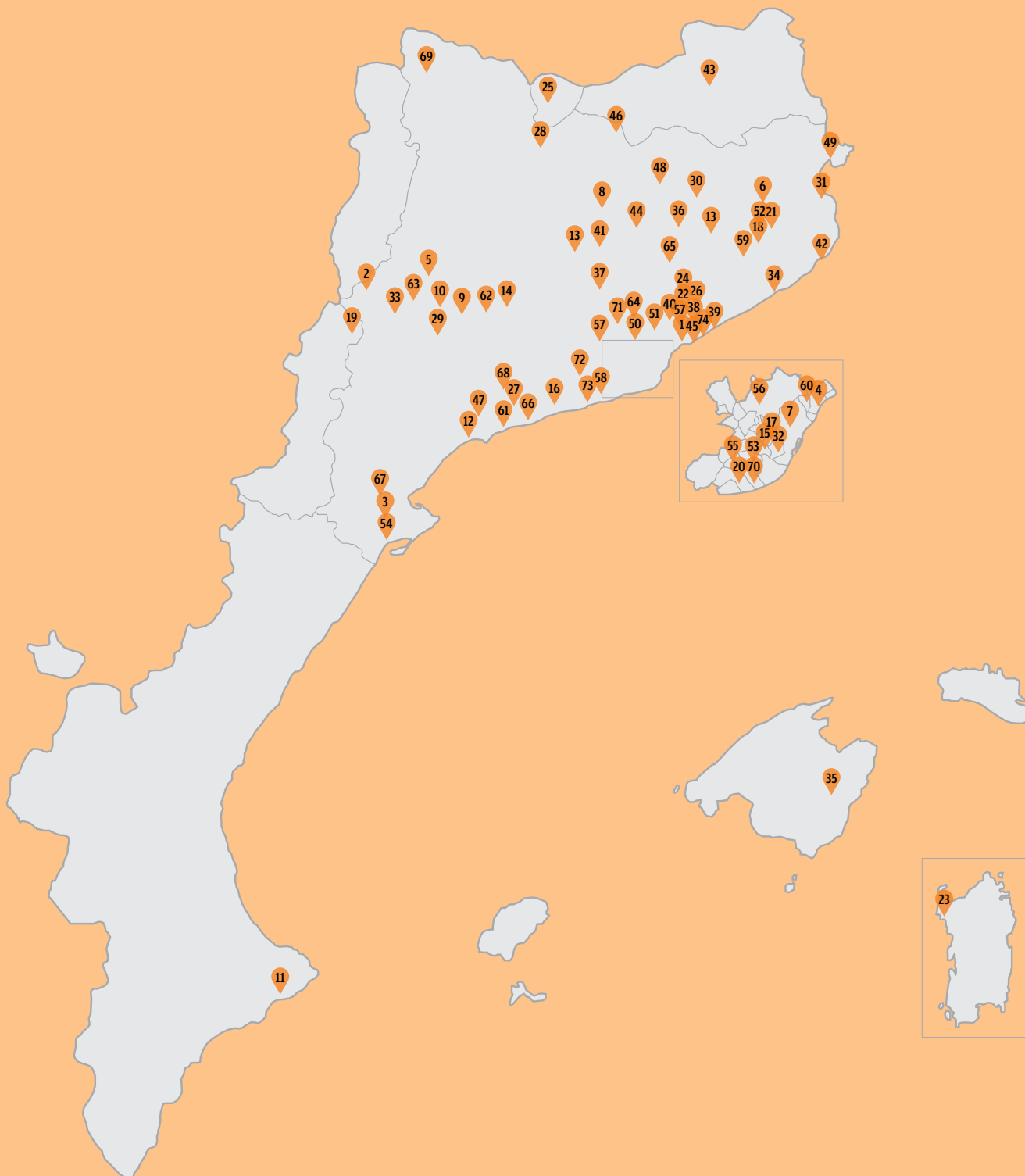
Fundación Leo Messi ELEGÍ CREER



FUNDACION PIES DESCALZOS



- 1 Argentina (Leo Messi Foundation)
- 2 Benin (Alliance IOC)
- 3 Brazil (Alliance UNICEF, IDB and Instituto Projeto Neymar Jr)
- 4 Burundi (Alliance IOC)
- 5 Burkina Faso (Alliance IOC)
- 6 Cameroon (Alliance IOC)
- 7 Colombia (Alliance Barefoot Foundation)
- 8 The Comoros (Alliance IOC)
- 9 Congo (Alliance IOC)
- 10 Ivory Coast (Alliance IOC)
- 11 Eritrea (Alliance IOC)
- 12 Ethiopia (Alliance IOC)
- 13 USA (Alliance Barefoot Foundation)
- 14 Gambia (Alliance IOC)
- 15 Ghana (Alliance UNICEF)
- 16 Guinea Bissau (Alliance IOC)
- 17 Iraq (FutbolNet)
- 18 Lesotho (Alliance IOC)
- 19 Liberia (Alliance IOC)
- 20 Malawi (Alliance IOC)
- 21 Mali (Alliance IOC)
- 22 Mauritius (Alliance IOC)
- 23 Mozambique (Alliance IOC)
- 24 Niger (Alliance IOC)
- 25 Nigeria (Alliance IOC)
- 26 Oman (FutbolNet)
- 27 Qatar (FutbolNet)
- 28 Central African Republic (Alliance IOC)
- 29 Democratic Republic of Congo (Alliance IOC)
- 30 Rwanda (Alliance IOC)
- 31 Sao Tome and Principe (Alliance IOC)
- 32 The Seychelles (Alliance IOC)
- 33 Senegal (Alliance IOC)
- 34 Sierra Leone (Alliance IOC)
- 35 Somalia (Alliance IOC)
- 36 South Africa (Alliance UNICEF)
- 37 Sudan (Alliance IOC)
- 38 Swaziland (Alliance IOC)
- 39 Tanzania (Alliance IOC)
- 40 Togo (Alliance IOC)
- 41 Chad (Alliance IOC)
- 42 Uganda (Alliance IOC)
- 43 China (Alliance UNICEF)
- 44 Zambia (Alliance IOC)
- 45 Zimbabwe (Alliance IOC)



- | | | | |
|--|--|---|---|
| 1 Alella (<i>Barçakids</i>) | 17 Esplugues de Llobregat (<i>Caring Youth</i>) | 35 Manacor, Mallorca (<i>Barçakids</i>) | 55 Sant Climent de Llobregat (<i>Barçakids</i>) |
| 2 Almacelles (<i>FutbolNet</i>) | 18 Fornells de la Selva (<i>Barçakids</i>) | 36 Manlleu (<i>Caring Youth</i>) | 56 Sant Cugat del Vallès (<i>Caring Youth</i>) |
| 3 Amposta (<i>Barçakids and FutbolNet</i>) | 19 Fraga, la Franja de Ponent (<i>Barçakids</i>) | 37 Manresa (<i>FutbolNet</i>) | 57 Sant Esteve Sesroviures (<i>Barçakids</i>) |
| 4 Badalona (<i>FutbolNet and Caring Youth</i>) | 20 Gavà (<i>Caring Youth</i>) | 38 Martorelles (<i>Barçakids</i>) | 58 Sant Pere de Ribes (<i>Caring Youth</i>) |
| 5 Balaguer (<i>Barçakids</i>) | 21 Girona (<i>Caring Youth</i>) | 39 Mataró (<i>Caring Youth</i>) | 59 Santa Coloma de Farners (<i>Barçakids and Caring Youth</i>) |
| 6 Banyoles (<i>Barçakids and FutbolNet</i>) | 22 Granollers (<i>Barçakids</i>) | 40 Mollet del Vallès (<i>Barçakids</i>) | 60 Sta. Coloma de Gramenet (<i>Caring Youth</i>) |
| 7 Barcelona (<i>Barçakids, FutbolNet and Caring Youth</i>) | 23 L'Alguer, Sardinia, Italy (<i>Barçakids</i>) | 41 Navàs (<i>Barçakids</i>) | 61 Tarragona (<i>Barçakids and Caring Youth</i>) |
| 8 Berga (<i>Barçakids and Caring Youth</i>) | 24 La Garriga (<i>Caring Youth</i>) | 42 Palamós (<i>Barçakids</i>) | 62 Tàrraga (<i>Barçakids</i>) |
| 9 Bellpuig (<i>FutbolNet</i>) | 25 La Massana, Andorra (<i>Barçakids</i>) | 43 Prades de Conflent, Catalunya Nord (<i>Barçakids</i>) | 63 Tèrmens (<i>Barçakids</i>) |
| 10 Bellvís (<i>Caring Youth</i>) | 26 La Roca del Vallès (<i>Barçakids</i>) | 44 Prats de Lluçanès (<i>Barçakids</i>) | 64 Terrassa (<i>Barçakids and Caring Youth</i>) |
| 11 Calp, Valencia (<i>Barçakids</i>) | 27 La Secuita (<i>Barçakids</i>) | 45 Premià de Mar (<i>Barçakids</i>) | 65 Tona (<i>Barçakids</i>) |
| 12 Cambrils (<i>FutbolNet</i>) | 28 La Seu d'Urgell (<i>Barçakids</i>) | 46 Puigcerdà (<i>FutbolNet</i>) | 66 Torredembarra (<i>Barçakids</i>) |
| 13 Cardona (<i>FutbolNet</i>) | 29 Les Borges Blanques (<i>Barçakids, FutbolNet and Caring Youth</i>) | 47 Reus (<i>Caring Youth</i>) | 67 Tortosa (<i>FutbolNet and Caring Youth</i>) |
| 14 Cervera (<i>Caring Youth</i>) | 30 Les Preses (<i>Barçakids</i>) | 48 Ripoll (<i>Caring Youth</i>) | 68 Vallès (<i>Caring Youth</i>) |
| 15 Cornellà de Llobregat (<i>Barçakids, FutbolNet and Caring Youth</i>) | 31 L'Escalera (<i>Barçakids</i>) | 49 Roses (<i>Barçakids</i>) | 69 Vielha e Mijaran (<i>Barçakids</i>) |
| 16 El Vendrell (<i>FutbolNet and Caring Youth</i>) | 32 L'Hospitalet de Llobregat (<i>Barçakids and Caring Youth</i>) | 50 Rubí (<i>Barçakids</i>) | 70 Viladecans (<i>Barçakids</i>) |
| | 33 Lleida (<i>Barçakids and Caring Youth</i>) | 51 Sabadell (<i>Caring Youth</i>) | 71 Viladecavalls (<i>Barçakids</i>) |
| | 34 Lloret de Mar (<i>FutbolNet</i>) | 52 Salt (<i>Barçakids and Caring Youth</i>) | 72 Vilafranca del Penedès (<i>Barçakids</i>) |
| | | 53 Sant Boi de Llobregat (<i>Barçakids</i>) | 73 Vilanova i la Geltrú (<i>FutbolNet and Caring Youth</i>) |
| | | 54 Sant Carles de la Ràpita (<i>Caring Youth</i>) | 74 Vilassar de Mar (<i>Barçakids</i>) |



FUNDACIÓ
FRANÇOIS TERZACI



Qui té
valors,
guanya

Qui té
valors,
guanya

Qui té
valors,
guanya

Qui té
valors,
guanya



Barçakids

The 2013/14 season saw the *Barçakids* project put into place in schools for the second successive year after a very successful first season. This year the project has become more established amongst the educational community and has earned itself a place within the curriculum at many educational centres.

The project is aimed at children between the ages of 6 and 12 years old and its objective is to promote and establish a value system based on the educational principles inherent in sport and putting it into practice via physical activity and oral and written expression.

During the year the project has travelled some 11,700 kilometres and been applied in more than 60 different schools in Catalan speaking areas, continuing its remit to be present in all regions where the language is spoken. The project has been put into practice 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.



Time-lapse footage of the Edukit from *Barçakids*



Online support at fcbkids.cat

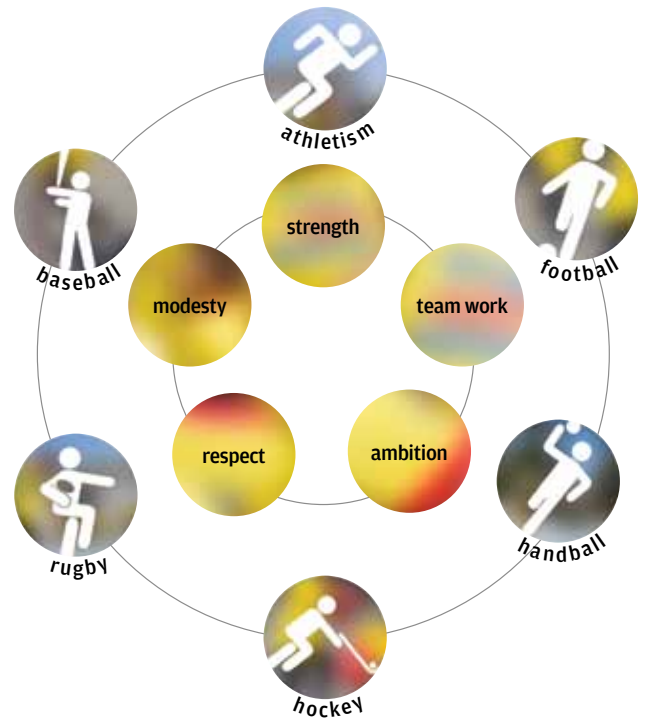
The online platform for the project (www.fcbkids.cat) has extended its support with new *e-learning*s, games and educational activities. The site's blog has also continued to offer reports on the sessions taking place as well as interviews with teaching professionals. The new material available has allowed those benefitting and their families to continue to be linked to the project via its online version. The website has seen some 14,500 users registered, 22,500 sessions and almost 130,000 page visits with an average length of visit of some six minutes per user.



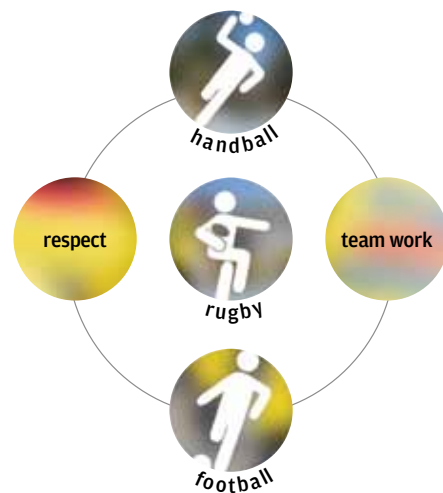
15,000 beneficiaries

With regards to the in situ version some 150 children per centre during three school days have had the opportunity to enjoy this educational experience that uses oral and written expression and playing sport as a vehicle for its content.

Each school has chosen from the following list sports and a set of values to serve as the basis for its activities.



Taking into account both the in situ and virtual presence, Barçakids has had some 15,000 beneficiaries this season. These are the values and sports selected the most by the schools.





The project has also been present in the form of a large stand during the La Mercè festival in Barcelona and during the Children's Festival also in the city. In May a special session was carried out for the members of Super3 who had been lucky enough to win places via a competition organised by the Catalan TV children's channel.

Awarded the Proteus Prize

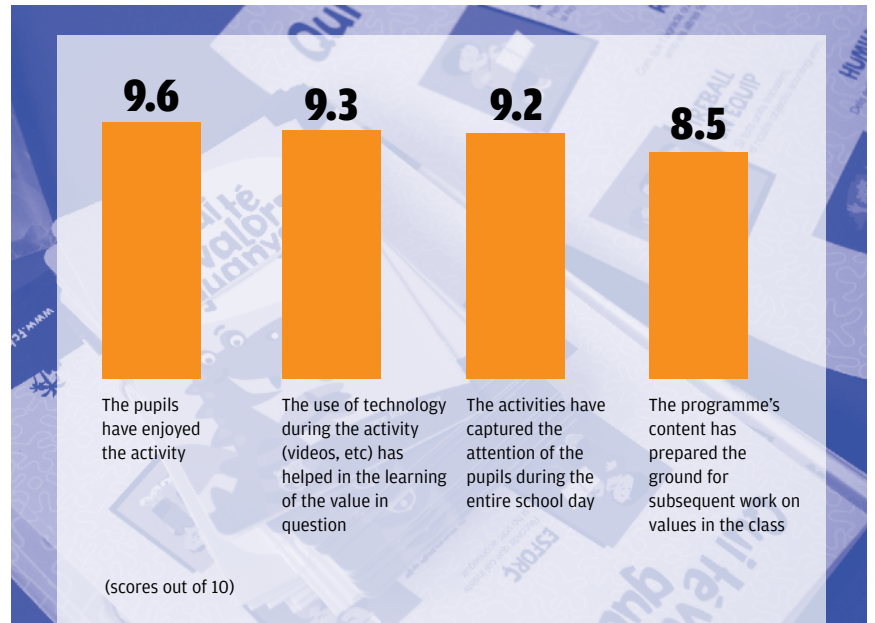
In December the *Barçakids* project was recognised in the category of sports in the fifth celebration of the Proteus Awards. These awards are given out by the Proteus publishing house who specialise in the field of philosophy and ethics and who honour annually those individuals, organisation or projects that work to promote social values in different sectors of society.



Technical Evaluation

The project has once again been very well received with regards to quality by both the beneficiaries as well as the educational community and the families involved. Parents and teachers have considered that the work gives great support in working with children's values to the educational projects in that area already existing in schools.

According to a report on the project put together by the DEP Institute, *Barçakids* enjoyed great success at the schools where it was implemented as the following data collected from surveys done by teachers show.





Consolidation of the 'Barçakids Magazine'

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 an educational and entertaining tool to promote the values derived from sport. Amongst the most notable contents are the comic strips Sportman i el jugador, the enigmas of Blua Scarlett (new this season), stories, healthy recipes as well as cultural features, interview and curiosities about FC Barcelona.





What I liked most about 'Barçakids' is that we work whilst we learn!

BERTA, 8 YEARS OLD
Pia Sarrià-Calassanç School, Barcelona.



Effort is what happens when you never give up.

YEAR 5 CLASS
Valeri Serra Primary School, Bellpuig.



I will never forget 'Barçakids'

MARTINA, 6 YEARS OLD.
La Serreta School, Alella.



If you are committed to your team then you can't let them down, whatever happens.

MARC, 9 YEARS OLD.
Xarxa School, Berga.



Tolerance is being able to put yourself in someone else's shoes, understand them just as they are.

YEAR 6 CLASS
Roureda Primary School, Sabadell.



I have learnt that it's not just 'me', it's 'us'.

JANA, 9 YEARS OLD.
Santa Ana School, Lleida.





FutbolNet

‘FutbolNet’ in Catalonia

This season the content of the *FutbolNet* project has been extended with the creation of a new manual for the project monitors which has incorporated improved teaching materials and included other guest games such as touch rugby, handball, volleyball and the string game amongst others. This year’s sessions have focused on promoting the following values; effort, respect, teamwork, modesty and ambition.

Programme objectives

FutbolNet’s mission is to use football as an educational tool to work on values associated with sport and to promote changes of attitude, sexual equality, provide a space for dialogue and exchange and also promote social inclusion and harmony.

The project also works to prevent absenteeism and truancy, reduce conflict and to be meeting point for dialogue for the families of those benefitting and for the local community in general.



Educational structure of the project

The values promoted were worked on in 7 sessions with the following contents:

- 1st: normal session (ice-breaking activities, learning activity, match and reflection)
- 2nd: normal session (ice-breaking activities, learning activity, match and reflection)
- 3rd: small league of matches session
- 4th: normal session (ice-breaking activities, learning activity, match and reflection)
- 5th: guest sport session
- 6th: small league of matches session
- 7th: leadership and empowerment session

Each group took part in 44 sessions (42 normal sessions and 2 evaluation sessions)

Beneficiaries and cities involved

During the 2013/14 season more than 3,000 children between the ages of 10 and 16 chosen according to criteria of social vulnerability took part in *FutbolNet* Catalonia.

The programme was applied in the public sporting spaces in:



Cities where the project has been applied

Barcelona Province

Badalona, city of Barcelona (3 bases: IES Miquel Tarradell, IES Flos i Calcat and IES Príncipe de Viana), Cardona, Cornellà, Manresa and Vilanova i la Geltrú

Tarragona Province

Ampostà
Cambrils
Tortosa
El Vendrell

Lleida Province

Almacelles
Bellpuig
Les Borges Blanques

Girona Province

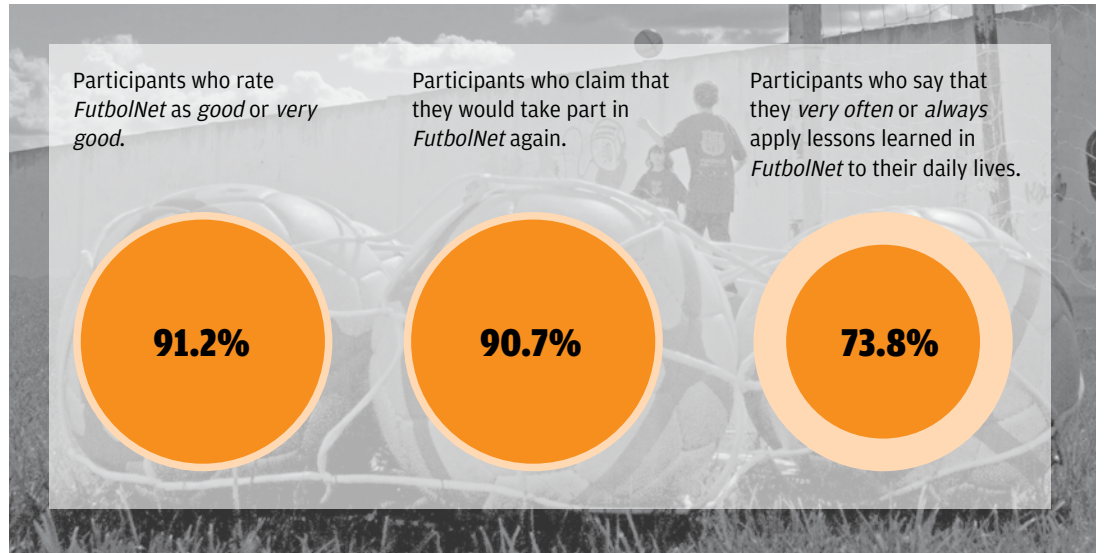
Banyoles
Lloret de Mar
Puigcerdà

General Evaluation

According to the results of the evaluation report carried out by the company DEP Institut, those benefitting from the project highlight a great level of satisfaction with the initiative in general. In particular, they value very positively the facilities where the project has been applied as well as the work of the educational staff and the fact that values associated with sport are at the core of the project.

The report also highlights that the local councils of the areas in which the project has been applied also value "very positively the flexibility and the willingness to work closely" shown by the FC Barcelona Foundation during the implementation of *FutbolNet*. The observation of those not taking part in the report also note "the high level of proactivity of the educations staff in the continued improvement of the project".

Other relevant data from the evaluation:



This project has been possible thanks to the collaboration of the IBE (Barcelona Institute of Sport), Barcelona, Girona, Lleida and Tarragona local government as well as the local councils of the areas in which the project has been applied, the Obra Social de 'la Caixa', the Catalan Consumer Agency and the SHE Foundation.

During the season the Foundation has also collaborated in the adaptation of the *FutbolNet* methodology for youngsters with cerebral paralysis with the help of ASPACE (Association for Cerebral Paralysis) as well as people involved in therapeutic treatment for addictions with the *Projecte Home*.



'FutbolNet' in the Middle East

This has been the second year of the *FutbolNet* project in the Middle East, in Qatar, Iraq and Oman in cooperation with the company SHELL.

In Oman and Iraq the project has focussed on the transmission of values inherent in the world of football. In Qatar the project has been centred on the promotion of healthy eating habits, in line with the country's attempts to reduce infant obesity and spread healthy customs amongst young people. According to studies carried out the results achieved have been very good.

Incorporating girls

In this second year the project has benefitted around a 1,000 people in each of the three countries. All of them have enjoyed the project and its methodology during a total of 96 hours of active and fun filled learning.

Furthermore, the project has opened itself up to girls in Qatar and in Oman as part of a vitally important pilot scheme in the area. The results have been very positive and the participants and their families have thoroughly enjoyed the experience. The project came to an end with the celebration of the first festival project for girls that took place in May in Oman attended by Princess Muna who was representing the country's royal family.



Video of *FutbolNet* in Oman



General evaluation

FutbolNet in the Middle East has achieved once more its objectives. More than 3,000 people have benefitted and they have received important lessons in values that will be vital for their futures.

The project has been recognised in all three countries by various ministries and local organisations which have also helped out in its implementation. Amongst this recognition it is worth pointing out in particular the prestigious Silver Award in the Best Sporting Initiative for the Development of Young People at the 2014 Sports Industry Awards which took place in Dubai.

In January more than thirty participants in the *FutbolNet* project in Qatar trained with the FC Barcelona U-16A side who were in Doha for a local tournament. Elsewhere, in March various members of the Agrupació Barça Jugadors visited a *FutbolNet* session in Oman and gave a talk to those taking part.







Caring Youth

'Caring Youth'

Caring Youth is a new programme that attempts to show teenagers the value of effort and teamwork. The main focus of the initiative is the choice, preparation and implementation on the part of various groups of youngsters of different projects aimed at helping their local community.

The programme invites young people to carry out a social project as part of a team that answers some of the immediate needs of their local area: from cleaning up woodland and bringing different generations together to social help at hospitals and setting up charity sporting events.

Caring Youth enjoys the support of the Department of Education, the Catalan Football Federation, the Fundació Obra Social "la Caixa" and is based on the educational methodology 'Aprentatge Servei (APS) - (Service Learning). It is an educational proposal in which the participants learn through work on the real needs of their local environment with the objective of improving and taking up an active role in their community.



Thousands of youngsters involved

Caring Youth attempts to bring to light the ability of youngsters within their own environment and by extension all around the territory. The communication of positive values is one of the main focuses of the campaign, in particular the focus on the value of effort, together with other important concepts such as responsibility, commitment, motivation, the ability to overcome obstacles and team work to achieve goals that go beyond the personal.

The beneficiaries of this project have been young girls and young boys of between the ages of 14 and 17 years, divided into 40 working groups: 27 belonging to schools, 7 to sporting clubs and 6 to youth organisations.



Five phases between September and June

The project has been divided into 5 distinct phases: *Sign up, Look and Decide, Prepare Yourself* and *Do it and Share*. The first phase of the project began in September when the working groups were formed. In the following phases the participants began a series of meetings in which they decided upon the nature of each of their initiatives.

In order to choose their charity project, the teenagers studied their local community and its most important needs and what was realistically possible. During the initial process specially trained staff guided the participants via 16 different workshops per group.



Wide range of beneficiaries

In the end following six months of preparation more than a thousand teenagers put into practice over 40 different charity projects all over Catalonia. These projects directly benefitted over 2,500 people and indirectly over 9,000. The majority of the beneficiaries belonged to 141 different social organisations.

The areas of the population and society who were the main focus of the projects were children and young adults, older people, people with problems of integration, people with special needs, people in positions of vulnerability, the environment and leisure and culture.



The 40 charity projects have had varying focuses and have been implemented with great success. Some examples of them are:

- **Collecting food and school material**
- **Games day for hospitalised children**
- **Workshops and company for old people**
- **Charity football tournament and hikes**
- **Historical and cultural outings**
- **Inter generational exchange days**
- **Cultural demonstrations**
- **Activities with vulnerable collectives or functional diversity**
- **Language exchanges**
- **Cleaning up of urban and natural spaces**
- **New technologies workshops**

The project was brought to an end in the month of June at Camp Nou in the presence of the FC Barcelona President Josep Maria Bartomeu. During the event participants in the project were able to share their experiences and findings.



Positive feedback from those involved

Caring Youth has had plenty of positive feedback from the young people taking part as well as tutors and directors from the centres. The centre directors rated very highly the use of the Learn and Service methodology (4.5 out of 5) as well as project implementation (4.6 out of 5). More than 50% of the centres say that they have seen a positive improvement in their students during the project.

For the students' part, one of the principal considerations has been that for the first time in their educational lives it has been them who have organised and carried out a project and not their schools or parents. That has been a source of great satisfaction for them, despite the fact they have admitted that they found the responsibility necessary a little daunting initially.



Video highlights of the *Caring Youth* projects







We are what we eat

'We are what we eat'

For the third consecutive season the campaign *We are what we eat* has promoted healthy eating habits amongst children and young adults using the first team players, the youngsters at La Masia and former players as examples of how to follow a healthy diet and lead a healthy life. The campaign consisted many varied activities such as a touring workshop on healthy eating, competitions and explanatory literature via the official website www.somelquemengem.cat

The campaign was aided by the Alicia Foundation, the SHE Foundation (Science, Health and Education), the Obra Social 'la Caixa', the Barcelona Institute of Markets, the Mediterranean Diet Foundation, the Generalitat of Catalunya and the Barcelona City Council.



Carme Ruscalleda, Cesc and Marc Bartra

This year the campaign has been led by the internationally recognised chef Carme Ruscalleda and the first team players Cesc Fàbregas and Marc Bartra. In the campaign's promotional material all three figures invite young people to eat healthily with the slogan *Cook well, eat well and play better!* In this latest edition of the *We are what we eat* campaign the idea has been to familiarise young people with the kitchen as a first step to helping them follow a balanced diet.

This season's campaign was presented to the public on the 9th of December, 2013 at the Mercat de la Concepció in Barcelona and present were the President of FC Barcelona Sandro Rosell accompanied by the Catalan Generalitat Councillor for Agriculture, Fisheries, Food and the Environment, Josep Maria Pelegrí, the chef Carme Ruscalleda and other notable public figures.



Spot of the campaign with Ruscalleda, Cesc and Bartra



Website with educational material

The principal focus of the campaign has been its website (www.somelquemengem.cat) and material featuring the first team players which allows children and young people to consult information on healthy eating and participating in sport.

As well as campaign videos, other videos offering advice on recipes have been made available and the competition *The Barça Chef* was also launched, offering the chance to participants to show off the knowledge of healthy eating habits and in whose two editions so far, more than 8,000 users have taken part.





As part of the campaign the chef Carme Ruscalleda visited La Masia where she found out personally the type of diet that the young players in the youth categories follow.

Furthermore in the month of April the campaign was taken to the Barcelona Food Fair that formed part of the X International Mediterranean Diet Congress. The campaign was recognised by the Mediterranean Diet Foundation jury as having made “a valuable contribution to the promotion of the benefits of the Mediterranean Diet amongst young people”.







Alliances

Alliance with Unicef

During the season the Foundation and UNICEF agreed to renew their collaborative agreement until 2016. This decision serves to consolidate this alliance that first came about in 2006 with the objective of helping to improve the lives of thousands of children all around the world. The Foundation maintains its commitment to donating €1.5 million annually to common projects and to retaining the UNICEF logo on the first team shirt.

At various points through the season the FC Barcelona President Josep Maria Bartomeu met with leading UNICEF representatives to build on the two institutions work together which has helped the lives of over 200,000 children.

During the pre-season tour of Asia the first team players Leo Messi and José Manuel Pinto took part in an event in Bangkok together with children with learning difficulties who formed part of the Thai Football team at the Special Olympics.

Work in China, Brazil, South Africa and Ghana

During the last few months in China the main objective has been to improve the lives of children living in remote rural areas. 50 schools have been provided with sports equipment and more than 6,000 children have been attended to in UNICEF Social Centres which battle against violence, abuse and exploitation.

In Brazil, the collaboration has focused on disabled children in 12 cities which were involved in hosting the World Cup where more than 500 teachers were given training in inclusive education.

In South Africa and Ghana the work of the partners has been based on improving educations and improving teachers. In the two countries some 800 members of the nations' teaching staff received training to combat truancy. Furthermore, in Ghana 12,500 children have taken part in the 'Techno Girl' project with the aim of strengthening education.





Alliance with the Bill & Melinda Gates Foundation

The FC Barcelona Foundation and the Bill & Melinda Gates Foundation have continued working together on the eradication of polio.

During the season the collaborations efforts have been centred on the creation of a global campaign to promote the health and well being of children all around the world.

The collaboration between the two organisations always takes its inspiration from the philosophy and ideas contained in Bill Gates' Annual Letter that he publishes at the beginning of each year. The letter for 2014 was dedicated to breaking the myths and stereotypes that surround poverty and is probably the best approach to taking on this challenge head on and without prejudices.

In the introduction to his text, titled '3 myths that block progress for the poor people', Gates make this particular reflection:

"By almost any measure, the world is better than it has ever been (...) You might think that such striking progress would be widely celebrated, but in fact, Melinda and I are struck by how many people think the world is getting worse. The belief that the world can't solve extreme poverty and disease isn't just mistaken. It is harmful (...)"

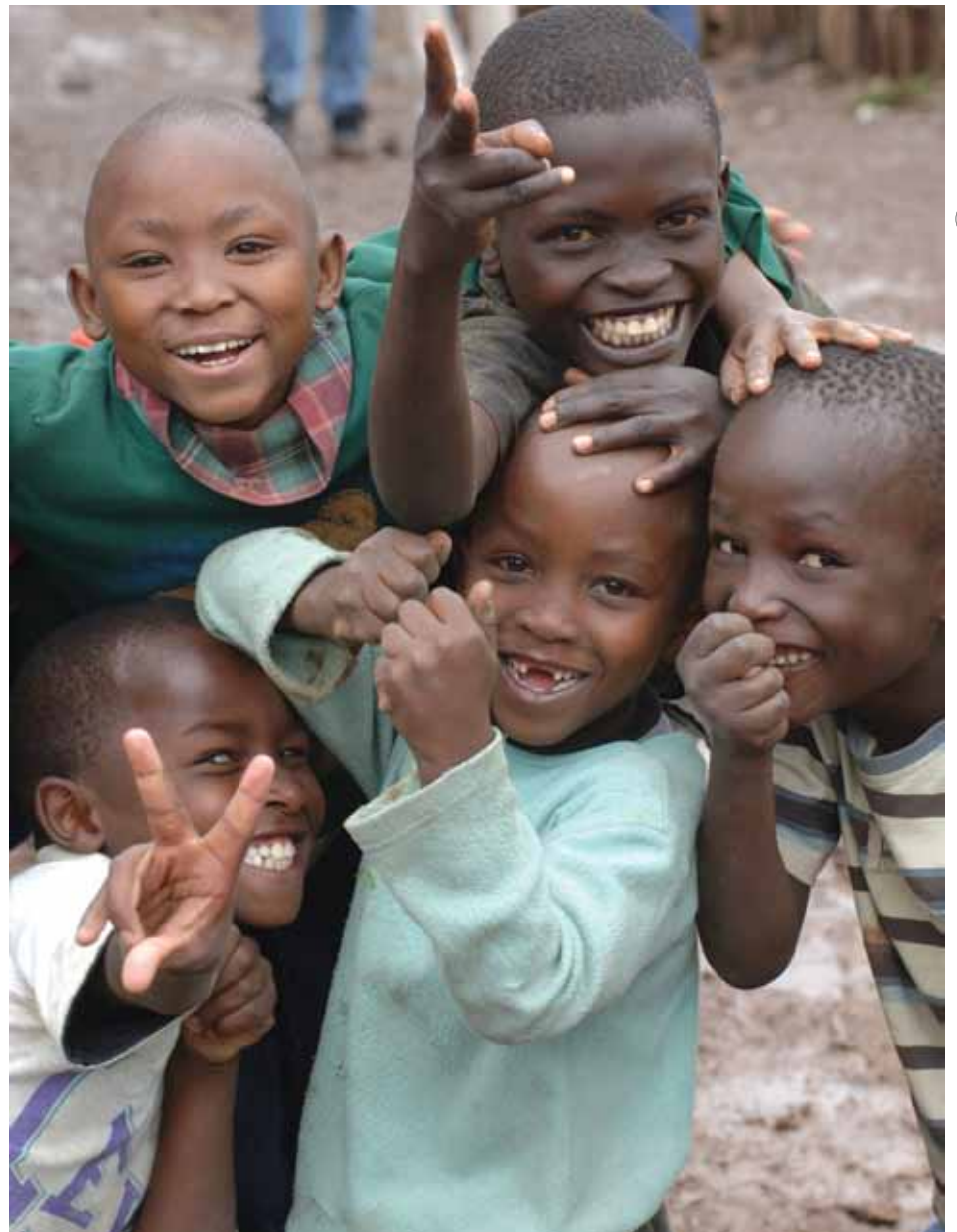
The three myths that Gates sets out to dispel are the following:

- Poor countries are doomed to stay poor
- Foreign aid is a big waste
- Saving lives leads to overpopulation



Bill Gates' annual letter





Alliance with the IOC

Thanks to the agreement with the International Olympic Committee the second edition of the 'Olympafrica FutbolNet Cup' took place in Africa.

This new edition of the tournament began with a seminar for the training staff in the Togolese capital of Lomé. There the representatives from the countries taking part for the first time were able to learn about the methodology behind 'FutbolNet' which has a fundamental role in the tournament.

The tournament was spread over a total of 35 African countries: Benin, Burundi, Burkina Faso, Cameroon, Comoros, Congo, Ivory Coast, Eritrea, Ethiopia, Gambia, Guinea Bissau, Lesotho, Liberia, Malawi, Mali, Mauritius, Mozambique, Niger, Nigeria, Central African Republic, Democratic Republic of Congo, Rwanda, Sao Tomé and Príncipe, the Seychelles, Senegal, Sierra Leone, Somalia, Sudan, Swaziland, Tanzania, Togo, Chad, Uganda, Zambia and Zimbabwe.



4 month long tournament

More than 100,000 children between the ages of 12 and 15 years of age enjoyed themselves and learnt valuable skills in the thousands of *FutbolNet* matches that were played all over the African Continent. The tournament was played over the space of 4 months and the outcome of the matches was decided in accordance with the methodology set out in *FutbolNet* which obliges all players to abide by a series of rules they

themselves have agreed upon. The game is played without the help of referees, a situation designed to promote dialogue and the positive resolution of conflict between the players.

Both parties saw the second edition of the tournament as a great success and the basis has been laid down for a third tournament in 2014/15.



Alliance with the IBD (Inter-America Development Bank)

In the month of March the second season of the *FutbolNet* project in Rio de Janeiro got under way. The project was launched under the umbrella of the *Nossa Vila* campaign organised by the city's Municipal Sports Secretary and called upon the experience of the IBD, the Mapfre Foundation and other organisations.

This local project has as its aim the desire to create activities that use sport as a tool to promote positive values and to promote children's rights. The philosophy and aims of *FutbolNet* fit perfectly within the educational curriculum of the centres in which it is applied and they also complement the municipal's existing educational content.

600 direct beneficiaries

FutbolNet was put into practice first at the Carlos Castilho Olympic Village in the Alemão community and then two months later in the Maré Olympic village in the Maré community. Both areas are favelas that can be found in the northern part of Rio de Janeiro and both have a high population density, high levels of poverty and crime and links to criminal drug dealing networks. The project aims to benefit around 600 children and youngsters in the two centres between the ages of 6 and 16 years.

This second edition began with a training seminar on the subject of the methodology and contents of the project and had more than 60 professionals take part, the majority sporting assistants at the Carlos Castilho and Maré Olympic Villages as well as professionals from other Olympic Villages.





Alliance with the Leo Messi Foundation

As part of the agreement with the Leo Messi Foundation in the month of March the Argentine superstar welcomed a group of some thirty Japanese youngsters who play for various football clubs in their home country. They all hailed from the province of Iwate, an coastal region devastated by the earthquake and tsunami that hit the north of the country in March of 2011. The young footballers were accompanied by their coaches and by several translators and were invited by the FC Barcelona Foundation and the Leo Messi Foundation to take part in various activities at the Camp Nou facilities.



'FutbolNet' and Chagas Disease

In the month of April the *FutbolNet* programme was started in Argentina at the 551 Secondary School and the 6430 primary school in the La Tablada neighbourhood of Rosario. La Tablada is situated in the south of the city and has high levels of poverty, teenage pregnancy, truancy, violence and it has links to criminal drug dealing networks.

This first edition of the programme has benefitted more than 250 youngsters between the ages of 10 and 16 years. The edition began with the first part of a 22 hour training course in which 45 professionals took

part, the majority teachers from the schools in which the project is being applied. The sessions began in the month of March and are scheduled to end in the month of November.

During the season both organisations have also worked towards putting together a new awareness campaign concerning Chagas Disease that will see the light of day in the season 2014/15.



Alliance with the Instituto Projeto Neymar Jr

Coinciding with the signing of Neymar by FC Barcelona in the summer of 2013, the Foundation and the Instituto Projeto Neymar Jr signed an agreement to work together on social matters. One of the fruits of this partnership has been the construction of the Instituto Projeto Neymar Jr which will offer educational and recreational services to the Praia Grande community in the state of São Paulo, the area where Neymar Jr spent a large part of his childhood.

The Instituto Projeto Neymar Jr is a non-profit making organisation dedicated to social work via its education and sporting complex which is aimed at children and young people who are at risk of social exclusion. The infrastructure will consist of some 8,400 m² and will welcome some 2,300 children between the ages of 7 and 14 years. It is predicted that some 10,000 more will benefit indirectly from the project.



The principal objectives of the educational centre are the following: contribute to the socio-educational development of families in Praia Grande; promote access to sporting, educational and cultural activities; aid social inclusion in the community and strengthen links between parents and children.

One of the working aims of the Instituto will be to promote educational activities via sport, allowing positive values to be stressed. One such activity will be the *FutbolNet* project which aims to promote positive values via sport and which the Foundation is already implementing in other countries.





Alliance with the Barefoot Foundation

In February, with Shakira present, the Barefoot Foundation School in Cartagena de Indias in Colombia was opened. The FC Barcelona Foundation collaborated in the construction of the new educational facility that covers some 8,000m² and comprises of some 49 classrooms for Infant, Primary and Secondary Education.

Found at the intersection between Ciénaga de la Virgen and Cerro de la Popa, the school also boasts sports fields, a library, an auditorium and a refectory. It will cater for some 1,700 students, their families and other members of the local community via extra curricular activities that aim to improve their quality of life. Indirectly, this project will benefit around 34,000 people.

The school is situated within a community that comprises of eleven neighbourhoods that have been built over the last fifteen years due to the forced displacement of people from the area of Maria and the Magdalena Medio, in the Magdalena mountain valley. This area is characterised by high levels of poverty, population loss, poor access to public services and poor access to public sanitation.

The objective is convert the centre into a meeting place and a point for community development through education, social harmony and respect.









La Masia: the Oriol Tort Training Centre

Once again the Foundation funded the studies of the 128 youngsters enrolled at La Masia (Primary, ESO, Baccalaureate, Medium Level Professional Studies, Superior Level Professional Studies, access courses to modules and university studies). The Foundation also financed extra school classes, language classes and the cultural plan for the training centre.

At the start of the 2013/14 season La Masia received a visit from the entrepreneur Albert Riba. In a talk he spoke about how to confront failure, overcome frustration and to learn from mistakes to comeback and be better the next day. The Olympic silver medal winning and World Championship winning women's synchronised swimming team also visited La Masia for the purpose of giving a talk to the youngsters there.



Educational coaching – ‘The 12 pillars’

This season an educational coaching course has been initiated called *The 12 pillars* which aims to help youngsters in the area of making decisions. Following the evaluation of the workshops from the previous season, this season the reading club was maintained. Eleven boys between the ages of 10 and 13 years took part in weekly sessions that were held between November and March.

One of the new initiatives this season was the establishing of a mental arithmetic workshop that took the form of sixteen sessions in which the youngest members of La Masia learnt about calculations through activities and mental arithmetic exercises. Finally, there was also a photography and video course for the Barça B football squad.



‘Making Dreams Come True’

This season the Foundation has helped make the dreams of around 160 seriously ill children come true with the help of the Fundación Ilusiones®/ Make a Wish® Spain and the Fundación Pequeño Deseo, along with support from other Foundations from around the world. The requests have been varied: attending matches at Camp Nou, training sessions, meeting the players from both the football and basketball first teams, shirts signed by specific players etc.

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. All this has been possible thanks to the help and support of the players and coaching staff of the professional sections at FC Barcelona.



‘A Dream as a Gift’

As every year the first team players, accompanied by the Club’s Board of Directors and the FC Barcelona Foundation Board Members, paid a visit to hospitalised children in several areas of the city to present them with seasonal gifts.

The visits took place on the 3rd of January, 2014 and the players presented gifts comprising of club merchandise to more than 600 children admitted to the following hospitals: Sant Joan de Déu Hospital, Vall d’Hebron Hospital, Sant Pau Hospital, Germans Trias i Pujol Hospital, Barcelona Hospital, Barcelona Children’s Hospital, Cottolengo del Padre Alegre and the Ronald Mc Donald House.

As is customary prior to the visits to the hospitals, the FC Barcelona first team carried out a public training session in the Mini Stadium for which the Foundation provided 4,000 tickets to various social organisations.

Within this campaign the residents of La Masia together with the various former FC Barcelona players and members of the women’s first team presented gifts to young people signed up in the four centre CRAE (Residential Centres for Educational Action) in Barcelona. The FC Barcelona representatives spent an afternoon with the youngsters, sharing impressions, playing basketball and football, something all concerned considered a very positive experience.





X Manuel Vázquez Montalbán Prizes

The writer and journalist Sergi Pàmies received the Vázquez Montalbán award for sports journalism on the 11th of June. The prize was awarded by the FC Barcelona Foundation and the Catalan College of Journalists at whose headquarters the ceremony took place; the event was attended by the Generalitat Councillor for culture Ferran Mascarell and the

FC Barcelona President Josep Maria Bartomeu. The prizes for general journalism awarded the Catalan College of Journalists and various newspapers and publishers went to Marc Marginedas, Javier Espinosa and Ricardo García Vilanova.



‘Lletres, al camp!’

The campaign to promote reading in Catalan *Lletres al Camp!*, instigated by the Institute of Catalan Letters and the FC Barcelona Foundation around the time of the festival of Sant Jordi, this year fell on the 5th of May, coinciding with the Barca-Getafe fixture at Camp Nou.

The 11 authors appearing this year were Genís Sinca, Agustí Pons, Isabel-Clara Simó, Lolita Bosch, Manel Ollé, Care Santos, Marc Romera, Josep M. Benet i Jornet, Vicenç Pagès, Margarida Aritzeta and Iolanda Batallé.

‘One Team’

The Foundation collaborated for the second consecutive season with the Euroleague’s *One Team* project which this season saw Special Olympics and ACELL involved as well. More than thirty sportsmen with learning difficulties benefitted from the project in which they put into practice different values via basketball.

One Team is a project that the Euroleague applies in various European Basketball clubs which uses the power of the sport to promote social cohesion amongst young people.

The sessions took place in the month of November and they were carried out along with other activities with players from the FC Barcelona basketball team. One example is the project’s ambassador Alex Abrines visiting a school to carry out a training session with sportsmen from Special Olympics. Furthermore, the basketball veterans put on a clinic for all the beneficiaries.



Foundation Forum

During the season two Foundation Forum sessions took place, a communicative project that for the second season in succession attempts to foster debate on social and sporting issues related to FC Barcelona. Of the two sessions celebrated this year, the first was named *The Barça bench*, and the second, *The Barça Space, debate*.

In the debate *The Barça bench*, which took place in October in the 1899 Auditorium, the main speaker was Tata Martino. The Barça coach shared

his reflections with the former Barça player and coach Carles Rexach. Both tried to identify the challenges facing the Barça first team coach. The session also served to outline the personal and professional profile of Barça's new Argentinian coach.

At the end of March, just a few days before the referendum on the future of Camp Nou, the session *The Barça Space, debate* took place. The discussion table was formed by Josep M. Bartomeu, the FC Barcelona



President; Agustí Serra, the Director General of Urban Planning at the Generalitat of Catalonia; Jaume Gil Aluja, Professor of Economics at the University of Barcelona and former President of the FC Barcelona Economic Statues Commission; the architect Coco Cugat and Santi Nolla, the director of the sports newspaper *El Mundo Deportivo*. There were more than 250 people present in the Sala Roma, including the Mayor of Barcelona Xavier Trias. Curiously, the debate took place on the 28th of March, the 60th anniversary of the placing of the first stone during the construction of Camp Nou.

Thanks to the efforts of Jaume Llauredó, the Mini Stadium saw another edition of the celebrity match as part of TV3's charity campaign La Marató. The game was organised by the Samitier Forum with the help of the FC Barcelona Foundation and money raised went to research into neurodegenerative diseases.



Full session of
The Barça bench



Full session of
The Barça Space, debate





Other Activities and Events

16th Special Olympics Walk

In the month of November the 16th Special Olympics Walk took place and once again the FC Barcelona Foundation gave the event its full support. During the closing ceremony the organisation awarded an honorary prize to the FCB Barcelona President Sandro Rosell.

Clinton Global Initiative

The Foundation, represented by Second Vice President Ramon Cierco, took part in the month of December in the *Sport for Development: Getting Youth in the Game* session organised by the Clinton Global Initiative which was celebrated in Rio de Janeiro. Cierco outlined the Foundation's projects and their contribution to young people's development.

Ethical consumerism exposition

As part of the agreement with the Catalan Agency for Consumerism and the Foundation in the month of December an interactive exposition was set up outside the Camp Nou stadium to promote, especially amongst the young, ethical consumerism.

ALPAN Food Donation Project

During the first year of the ALPAN project (Food for the needy) led by the Rotary International organisation and their centres in Madrid and Barcelona in which the Foundation also collaborates, more than 20,000 meals were provided in social kitchens in the city of Barcelona.





‘One goal, one computer’ with Intel

In May the Foundation donated more than a hundred computers to fourteen different Catalan Social Entities. The material was provided by Intel, one of FC Barcelona’s sponsors, thanks to their commitment to being involved in this area.

The Foundation at the la Mercè Festival and the ‘Saló de la Infància’

The Foundation set up stands for several of its projects (*Barçakids*, *FutbolNet* and *We are what we eat*) at Passeig Lluís Companys in Barcelona during the la Mercè festival at the end of September. During the Christmas Holidays the *Saló de la Infància* children’s play area initiative also included stands for the Foundation’s projects where thousands of children were able to take part in educational games and activities.

At the Open Day of the Cruyff Foundation

A delegation from the Foundation, led by Vice President Ramon Pont, visited the Cruyff Foundation’s Open Day to offer their support at the event that took place at the Mar Bella Municipal Sporting Complex in Barcelona in May.

Variety Humanitarian Award

In June Josep Maria Bartomeu collected the Variety Humanitarian Award given out to the Foundation by the North American NGO Variety The Children’s Charity in recognition of its humanitarian work and commitment to education.

Actions to raise awareness and collaborations

The Philippines and the Balkans

In the month of November the Foundation responded to the call from UNICEF to help deal with the after effects of Typhoon Haiyan in the Philippines. In the month of May the Foundation provided economic help to the Balkan region after a state of emergency had been called due to serious flooding in the area.

Supporting the fight against AIDS

The Foundation used the basketball match between Barça and CAI Zaragoza played at the Palau Blaugrana on the 1st of December as a platform to publicise the fight against AIDS.

Red wristbands were given out at various points in the Palau and the *Barcelona stands up to AIDS* campaign led by the Fight Against AIDS Foundation was promoted.

Donation of material to Dignity for Children

During one of the training sessions in Kuala Lumpur during the Asian pre-season tour players from the first team donated collections of sports material to the Malaysian charity Dignity for Children Foundation. The material was used in the Faisal Cup, a sports tournament organised by the charity for the children of the most impoverished areas of the region.





Backing the fight against cancer

Coinciding with the FCB-Valencia game at Camp Nou, the Barça President Josep Maria Bartomeu and the board member Jordi Monés met with representatives from various organisations involved in the fight against cancer. The group was headed by the Generalitat Councillor for Health Boi Ruiz and also included oncologists and representatives from various patient associations and foundations.



Helping children and young people with heart problems and rare diseases

In the month of March a football clinic was organised at the pitches next to the Mini Stadium in which more than 30 children with congenital heart problems or rare diseases took part. The participants, who were aged between 7 and 14 years of age, also had the chance at the end of the session to play a match against a team from the FCB School.



Agreement with the Nursing College

The Foundation and the Barcelona Official Nursing College (COIB) signed a collaborative agreement in the month of March to promote the message of good health amongst young people. Thanks to this understanding, at points during the year, recommendations from the portal Virtual used by the COIB to promote good health were included in various Foundation projects.

Outside Collaborations

165
Donation of material

31,000
Donation of invitations to club sports events to non-profitable organizations

4,500
Donation of invitations to visit the club's facilities to non-profitable organizations

Board of Directors' Activities

Below are listed some of the most important events this season that have been attended by members of the FC Barcelona Foundation Governing Board.

DATE	EVENTS OF THE SEASON
16-09-13	Presentation of the version of FutbolNet adapted for youngsters with Cerebral Palsy
02-10-13	Round table on good practice in RSC at Global Entrepreneurship Management
07-10-13	Visit to the Projecte Home facilities and the presentation of the agreement
16-10-13	Academic Day at DIPLOCAT (the Catalan Council for Public Diplomacy)
29-10-13	Visit to the Enric Granados del Centre Penitenciari Ponent adult training centre
08-11-13	Presentation of the One Team Project during the FCB-CSKA Moscow basketball game at the Palau
16-11-13	<i>Sport as an engine for values</i> days by the Bofill Foundation
28-11-13	IV Third Social Sector Congress
09-12-13	V Proteus Awards Ceremony
27-03-14	Reception for the Japanese Consul General
03-04-14	Mediterranean Diet Foundation Awards Ceremony
25-04-14	XXI Festival of Legends of Catalan Basketball
05-05-14	Presentation of the Project Women and Sport by the Catalan Generalitat
06-05-14	Presentation of the Humanitarian Alliance for Child Nutrition by the Red Cross
07-05-14	Inauguration of the BCN Sports Film Festival
15-05-14	Workshop on good practice in RSC during the Talent Fair at La Salle-URL
22-05-14	VII Congress Education and Environment: Entrepreneurship
22-05-14	Book Presentation for Charity Sports Stories
30-05-14	Donation of computer equipment by Intel
10-06-14	Presentation of the Special Olympics Triathlon Series



Communication and visibility

Own Media Channels and communication tools

The Foundation's activities during the season occupied a large space within FC Barcelona's own media channels: fcbarcelona.cat, facebook.com/fundaciofcb and facebook.com/fcbarcelona, @fcbarcelona, the BARÇA MAGAZINE and the programming at Barça TV.

The flow of news and videos created by the club related to its projects has been constant, on both the Foundation's website and the official YouTube page. The Foundation's facebook page ended the season with 515,000 friends, an increase of 280% with respect to the season before.

'Revista Barçakids'

During the season the children's magazine *Revista Barçakids* has consolidated its readership. The publication comes out on the last Sunday of every month as part of the newspaper *El Punt Avui*. The magazine is a collaboration between the Foundation and the newspaper and it reinforces the project's values through a series of contents based on Barça, cultural and leisure topics, as well as stories, illustrations and comic strips.

During the season 11 editions were published and were welcomed warmly by some 45,000 readers per month.

External media

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.

Below we highlight some of the most important of those in the non-sporting media, including television, radio and the written press.

Date	Media/Programme	Project
14-10-13	TV3 / <i>TN Nit</i>	<i>FutbolNet</i>
Novembre	<i>Le Monde des Fondations</i>	The Foundation in general
10-12-13	<i>El Periódico de Catalunya</i>	<i>Barçakids</i>
25-12-13	TVE / <i>Telediario 2</i>	<i>We are what we eat</i>
25-12-13	BTV/ <i>Notícies</i>	<i>Barçakids</i>
14-2-14	La 2 / <i>Para Todos La 2</i>	<i>Barçakids</i>
22-3-14	<i>L'Econòmic</i>	The Foundation in general
01-5-14	Catalunya Ràdio / <i>Això no té nom</i>	<i>Barçakids</i>
10-5-14	<i>La Vanguardia</i>	<i>Caring Youth</i>
21-5-14	La 2 / <i>Vespre a La 2</i>	<i>FutbolNet</i>



The Foundation on the internet the season 2013/14

Facebook Foundation more than **515,000** friends

Facebook FCB more than **67** million friends

Twitter @fcbarcelona more than **23** million followers

ara criatures

"Cuina bé, menja sa, juga millor"
'Som el que mengem'

Volem uns hàbits saludables

La Fundació FC Barcelona promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient. Els nens i nenes participen en activitats que els ajuden a aprendre sobre la importància d'una dieta equilibrada i de reduir el consum de plàstic.

el Periódico

Els valors de l'esport

El programa 'Som el que mengem' promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient.

el Periódico

Barçakids: grans valors per als més petits

La Fundació FC Barcelona promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient.

الوطن

برنامج رائد يترجم شراكته خلال شهر مع اتحاد الكرة

«FutbolNet» أفضل مبادرة لتطوير الرياضة الشبابية

Shah Youth Development Project
Joint Football Association, Qatar Staff & FC Barcelona
Football - Qatar

La Fundació FC Barcelona promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient.

L'ECONOMIC

La Fundació FC Barcelona forma en solidaritat 400 joves catalans

NOU PROGRAMA. L'entitat organitza el seu primer programa amb joves futbolistes. AL NORD. S'espera 8.000 futbolistes internacionals durant 2014.

La Fundació FC Barcelona promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient.

LA VANGUARDIA

La fundació del Barça promueu 40 projectes de joves solidaris

La sonrisa de una rana de paper

La Fundació FC Barcelona promueu una sèrie de 4 a 12 anys amb el nom de 'Som el que mengem'. El programa té com a objectiu educar als nens i nenes en hàbits saludables i fomentar el respecte pel medi ambient.

EL MUNDO

Messi, ayer, con los niños japoneses afectados por el 'tsunami'

> SOLIDARIDAD

Messi, con los damnificados del 'tsunami'

BARCELONA.—Leo Messi recibió ayer en el Camp Nou la visita de una treintena de niños y jóvenes que provocaría el desastre de la central nuclear de Fukushima. Los chicos, que conocerán a su ídolo.

EL 9

Sandro Rosell, el xef de Sant Pol de Mar i els futbolistes Cesc Fàbregas i Marc Bartra són la imatge del nou esport de la campanya.

Le Monde

FONDATIONS Mécénat

«LA FONDATION EST UN VECTEUR CLÉ POUR MÉRITER L'IMAGE DU FC BARCELONE»

MUNDO DEPORTIVO

SERIE 1 MUNDO DEPORTIVO EN EL CORAZÓN AZULGRANA DE OMÁN

El Barça educa a niños en Oriente Medio

'Som el que mengem' fitxa Carme Rusalleda

El president del FC Barcelona, Sandro Rosell, va presentar ahir al Mercat de la Concepció de Barcelona la nova campanya de 'Som el que mengem'. En aquesta tercera edició, ella de Barcelona, també en terra web (www.somelquemengemfcbarca.com), amb diversos continguts interactius per als més petits.

"La dieta mediterrània s'aplica a la Mania i és el que mengem els nostres catalans", va voler recordar Rosell. En l'acte hi van par-

SEGRE

Alpicat i Encamp guanyen la Copa CEPU més solidària

El IV Torneig Benjami de Belvis va recollir aliments per als més necessitats

El Torneig de Belvis va comptar amb la participació de 10 equips escolars.

SPORT

Neymar firma un acuerdo con la Fundació del Barça

El jugador de la Selecció de Brasil, Neymar, ha signat un acord amb la Fundació FC Barcelona per promoure la inclusió social de les nenes i nenes discapacitades.



Collaborating organisations



**NIKE • Qatar Airways • Obra Social “la Caixa” • Diputació de Barcelona
Diputació de Girona • Diputació de Lleida • Diputació de Tarragona
Barcelona City Council • Catalan Consumer Agency**

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