



# FUNDAZIOA



**2019 ANNUAL REPORT**





## FUNDAZIOA

The Athletic Club Foundation's activity is carried out in four main areas of work: sports and training, culture and social activities and, for the first time in 2019, the environment. The work done in each of these areas is detailed below.





# **SPORTS** AND **TRAINING** **AREA**

The Sports and Training area of the Foundation is directly related to the Athletic Club's professional sports project is the Athletic Club Foundation's main project, and the one to which the greatest number of resources are allocated. The idea is to provide the best possible human, material, methodological and medical resources to our partner clubs with the ultimate aim of promoting the training and development of grassroots footballers.





This area is one of the basic pillars of the Foundation, which is why we dedicate important resources to this project, insofar as we understand that grassroots football in Bizkaia is a basic pillar of the identity of Athletic Club and the Foundation itself.

The main objectives of this project are:

1. To work on the training level of coaches and trainers.
2. To provide Bizkaian football with the best possible human, material, methodological and medical resources.
3. To increase the physical and sporting level of the players.
4. To create a commonality of purposes, reaching all football clubs and many schools in Bizkaia.
5. To bring Athletic closer to Bizkaian society and to identify with it, establishing solid bases for present and future relationships.

In order to achieve these objectives, the Athletic Club Foundation works alongside more than 140 football clubs in Bizkaia, both in the fields of medicine and sport. The three basic lines of work are:

### **1. AREAS OF TECHNIFICATION**

The main aim of this contribution is to train the coaches of the clubs in which the Athletic Club Foundation is currently and continuously involved. The trainers assigned to different clubs implement the proposed methodology and advise the corresponding club's coaches. There are six geographical areas of technification:

- Bilbao
- Right Bank-Txorierrri-Mungia
- Left Bank-Enkarterri
- Durangaldea-Gernikaldea





- Ibaizabal-Valle de Ayala
- Lea Artibai

During 2019, once or twice a week, they have attended 45 clubs, and travelled to other football clubs in Bizkaia that have requested them depending on their needs and interests. The teams where these trainers go are sports teams for beginners, in the under-10 and under-12 categories. The aim has been to energise and promote the implementation of a single methodological line of work that will result in an overall improvement. The mesocycles of work required (sports planning where the content and work to be done are established) have been provided in order to work on the methodology to be carried out at Lezama in these categories. Furthermore, the trainers are responsible for recruiting for possible incorporation into Athletic Club.

## **2. DEPARTMENT OF TRAINING AND TECHNICAL SUPPORT**

The training area is a cornerstone of the project. Courses are given on an ongoing basis in conjunction with the Federation and there are also occasional courses on topics of direct application. An annual course is held in each of the six geographical areas mentioned. It also provides a methodology that is as close as possible to the level and requirements of the clubs, differentiating between categories in order to provide the most suitable solution. In order to reduce the need for technicians to travel, there is a training room at each of the locations, making it easier for them to attend. The plan is to increase the number of courses, as the alliance with the Bizkaia Football Federation will lead to a greater impact and official approval of the courses.





The topics dealt with during 2019 have been multi-themed, from technical-tactical aspects to team management, relationship with the environment and methodological guidelines. They last for one year and are implemented in the classroom and on the field. The main topics covered are as follows: warming up, first aid, task design, psychomotor skills, rules of the game and goalkeeper training.

### 3. MEDICAL CENTRES

Located in Durango, Markina, Leioa, Bilbao, Basauri and Portugalete, they have offered a service of medical and physiological care, assistance and monitoring both to players from the grassroots partner clubs and to consolidated partner teams. There are also participative projects on prevention, healthy habits, etc., thus focusing their work on preventive training, and not only on assistance.

### OTHER SPORTS PROJECTS

Beyond the educational sphere, the Athletic Club Foundation is carrying out several sports projects in which football is viewed more in its recreational than its competitive dimension. Football looked at simply as a game and an environment for connecting and personal development. These projects are as follows:

#### Beach Football

On June 2, 2019, a beach tournament was held in Ereaga, which consisted of two triangular tournaments: one for men, between the Ugeraga, Barrika and Basconia FT clubs; and another for women, with the Leioako Emakumeak, Bizkerre and Bilboko Merced Sani teams, bringing together more than ninety participants on Ereaga beach.





### **Summer and Christmas Campus**

Recreational and multi-sport activities are organised at the Lezama facilities aimed at children between the ages of 6 and 14, for a specific period of time. In addition to having fun and improving their knowledge of Basque or English there, the children taking part will have a taste of the world of football and the Athletic philosophy in particular.

### **Lezama Scholarships**

The Foundation's scholarships reward efforts to combine sport and studies carried out by former Lezama footballers during their training. During 2019, the scholarship recipients were Irune Maza, Ander

Egiluz and Nerea Kortabitarte, for whom the Foundation paid the cost of their studies at Boise State University (USA), the University of the Basque Country and the Begoñako Andra Mari Teacher Training College, respectively.

### **Herriz Herri**

Athletic Herriz-Herri is made up of a number of recreational activities that travel around towns in Bizkaia throughout the year. They were also held on match days on the terrace outside San Mamés and, very importantly, during the 2019 Children's Christmas Park, this activity being one of the most visited by those attending.






# ***SOCIAL*** **AREA**

In the social sphere, the Athletic club Foundation focuses its activities on projects aimed at improving the quality of life of various groups at risk of social exclusion. To do this, football and the social and cultural dimension of Athletic Club are used as the elements around which projects are put together.






**LaLiga** | **GENUINE**  **Santander**


**LaLiga** | **GENUINE**  **Santander**














22 social projects were carried out during 2019. They are as follows, listed in alphabetical order and with a brief explanation of their goal:

**ADSI:** Aimed at persons who have been deprived of their liberty (in second and third category prisons), who are on parole or who have been released, but who are still in the process of social reintegration.

**AHALEGINA:** Aimed at minors with intellectual disabilities.

**BAKUA:** Aimed at minors at risk of social exclusion in the area around Bilbao la Vieja.

**BATAS CAMISETA (ATHLETIC SHIRT DRESSING GOWNS):** Red and white dressing gowns made from Athletic Club shirts that are given to child patients at Cruces and Basurto Hospitals.

**BIZITEGI:** Aimed at homeless people around the city of Bilbao

**BIZKAIA KOOPERA VILLAGOL:** Aimed at women from the human settlement of Villa El Salvador, Lima, Peru

**BIZGARRI:** Aimed at unaccompanied foreign minors.

**ERASMUS SPORT:** Training on methodology for social projects.

**FUTBOLA BURUAN:** Aimed at people with mental illness from the Osakidetza Mental Health Network.

**FÚTBOL PARÁLISIS CEREBRAL (CEREBRAL PALSY FOOTBALL):** Aimed at people with cerebral palsy or acquired brain damage.

**FÚTBOL PASILLO (CORRIDOR FOOTBALL):** Football matches organised in the hospital and aimed at young patients from Cruces and Basurto Hospitals

**GENUINE:** Athletic Club's third team, together with the men's and women's teams, and made up of people with intellectual disabilities.





**GIZAKIA:** Aimed at people with addictions.

**GOIZTIRI:** Aimed at homeless people around the left bank.

**PEDIATRÍA (PAEDIATRICS):** The main aim of this project is to help as much as possible in the process of humanising treatments for children.

**MOVILIDAD REDUCIDA (REDUCED MOBILITY):** Aimed at people with reduced mobility on match days at San Mamés.

**RED DE SALUD MENTAL (MENTAL HEALTH NETWORK):** Aimed at people with mental illness.

**SAVE THE CHILDREN:** Aimed at minors in vulnerable situations.

**SERSO HONDURAS:** Aimed at minors in the town of Jutiapa in Honduras

**UTOPIA:** Aimed at adult women in vulnerable situations

**WALKING FOOTBALL:** Aimed at the over-50s.

**ZABALOETXE:** Aimed at unaccompanied foreign minors.

In total, an average of 46 weekly training sessions are held. For most of the groups at which these training sessions are aimed, doing sport is fundamental, giving them benefits that go beyond health. It helps them in their process of socialisation and empowerment, also ensuring that they have access to leisure.

Moreover, in December 2019, the Foundation collaborated in the classic Red Cross Bizkaia toy donation campaign by giving away a ticket to the Athletic Club - FC Barcelona women's match in exchange for a toy.





# **CULTURAL** **AREA**

At the Athletic Club Foundation social projects, we understand that culture and education go hand in hand with social progress and that it is important to foster a critical, reflective attitude about reality in order to improve it.





During 2019, we organised a number of cultural activities that seek to assert the idea that another type of football is possible and that aim to build bridges between the worlds of culture, education and football.

### **THINKING FOOTBALL FILM FESTIVAL 2019**

The seventh edition of the festival was held at Sala BBK from March 18 to 22. Nine feature films from countries as diverse as the USA, Iran, the United Kingdom, China, Sweden and Romania were screened and every day directors or stars of the films attended and took part in a debate after the screening together with guests from the Club, such as Óscar de Marcos, Carlos Gurpegui, Erika Vázquez and Marta Unzué, among others.

The film directed by brothers Michael and Jeff Zimbalist, *Nossa Chape*, won the Thinking Football Film Festival 2019 Audience Award.

### **LITERATURE AND FOOTBALL 2019**

The Athletic Club Foundation, in collaboration with Bizkaia Provincial Council, organised the 10th edition of the Literature and Football Festival from November 11 to 15. Guests included Ferrán Soriano, José Roberto Torero, Juan Pablo Villalobos, Miqui Otero, Aritz Gorrotxategi, Martín Etxeberria, Jon Kortazar, Carlos Ranedo, Laura Mintegi, Santiago Segurola and Jon Rivas.

The literary meetings between these writers, thinkers and personalities from the world of football were held in San Mamés with a large audience.

In addition, the Foundation published two special publications to mark the 10th anniversary of the festival. They were two books written by players from the Athletic first teams: *Togo* by Óscar de Marcos, and *Bizitza eskukadaka* by Ainhoa Tirapu. The Athletic Club





Foundation published a total of 13,000 copies of Togo and Bizitza eskukadaka, which were distributed free of charge to schools, the partner clubs, on request to individuals and in bookshops in Bilbao. Both books were very well received, and Togo was nominated by Panenka magazine as one of the books of the year for 2019.

### **ATHLETIC READING CLUB**

During the 10th edition of the Literature and Football Festival, the Athletic Club Foundation organised four special days of the Athletic Reading Club, an activity aimed at promoting reading, considered as a form of learning and knowledge.

At the first of these meetings, Oscar de Marcos talked about *Togo* with 40 readers of his biographical novel. Afterwards, it was the turn of the most recent Athletic League and Cup winner. The “lions” who got to celebrate on the La Gabarra barge talked in a session chaired by Juanjo Baños about the book *La ciudad de la lluvia* (The City of Rain), written by Alfonso del Río. Mikel San José, accompanied by an under-16 team from Lezama, talked with José Roberto Torero about his book *Una historia de*

*fútbol* (A History of Football). Lastly, Ainhoa Tirapu and her biographical book *Bizitza eskukadaka* were the stars of the last reading club meeting held on the week when the 10th edition of Literature and Football was held.

During the year, different Athletic Reading Club meetings were also held with players from the Athletic first teams.

### **BERTSODERBIAK AND BASQUE LANGUAGE**

Yet again, during 2019, the now classic Bertsoderbiak was held to coincide with the derbies between Athletic Club and Real Sociedad.

It is also worth noting that actions to promote the Basque language have continued through an agreement with Ibilaldia and the Euskaldunen Topagunea association.

In addition to that, the Foundation obtained the BIKAIN Certificate of Quality in Language Management (Euskararen Kalitate Ziurtagiria), which, together with the Euskalit Certificate, the Basque Government awards to organisations that demonstrate a certain level of standardisation in the presence, use and management of the Basque language.



# **ENVIROMENTAL**

## **AREA**

During 2019, the Athletic Club Foundation started a new line of work, focused on environmental and sustainability initiatives and projects, which are aimed at collaborating to protect the environment and to make Athletic Club a 100% sustainable entity. This is a new area of work that is understood as strategic with an eye to the future.





The projects carried out in this area include the following:

### **COMPENSACIÓN CO2 (OFFSETTING CO2)**

The Athletic Club Foundation took on a commitment to offset the CO2 emissions caused by the travel of all the different teams that make up the Athletic Club structure, from the first men's and women's teams to the under-12s. To this end, from November 2019 onwards, in conjunction with the Lurgaia Foundation, 2,100 native trees will be planted in Urdaibai.

### **ZERO PLASTIKO URDAIBAI (ZERO PLASTIC AT URDAIBAI)**

A representation from Athletic Club, headed by the chairman Aitor Elizegi and made up of volunteers from the Foundation, employees and the Genuine team,

joined the 2,500 collaborators and more than 300 divers who collected waste on the Urdaibai coastline in June 2019 on a day of activism and celebration.

### **PROYECTO AC 100% SOSTENIBLE (ATHLETIC CLUB 100% SUSTAINABLE PROJECT)**

The Foundation works hand in hand with Athletic Club, charting a roadmap towards the medium-term goal of making the club a 100% sustainable entity. This task is carried out through projects and actions that seek to reduce the creation of waste at San Mamés (and its recycling), offset the carbon footprint generated, promote the use of renewable energies and control energy costs, sustainably manage water at our facilities and make the fans aware of the need for a sustainable relationship with the environment on match days.





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[athleticclubfundazioa.eus](http://athleticclubfundazioa.eus)