



FUNDAZIOA

2021 ANNUAL REPORT





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The year 2021 has been marked by the COVID-19 pandemic, which has affected all levels of society. During this course full of complications, the Foundation has influenced its social work, has maintained its cultural project and has increased its network of strategic collaborators.

Fully aware that its meaning is to represent the essential values of Athletic, the Foundation has continued to shape this representation through social, cultural, sports, educational and environmental projects and initiatives aimed at the common good.

There is nothing more satisfying for the foundation of a club whose identity comes from the people than to work for the benefit of the community of which it is a part.

Herritik sortu, herrira bueltan.

SPORTS

At its inception, the Foundation's mission was limited to a single area of work: grassroots sport. Consequently, the comprehensive training of young footballers from the surrounding area, in close collaboration with our partner clubs, has been and continues to be one of the basic pillars of Athletic Club's identity and of the Foundation itself. We allocate significant financial and human resources to this key component to ensure its success.



In 2021, nearly 80% of the Foundation's contracted staff - almost 500 people - were sports coaches, doctors and physiotherapists. It is a good example of the extent to which the commitment to the youth academy is part of the DNA of the Foundation and Athletic Club.

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 identify with it, thereby establishing solid bases for present and future relationships.

In order to achieve these objectives, the Athletic Club Foundation works alongside more than 150 football clubs in Bizkaia, both in the fields of medicine and sport. Although the impact of COVID-19 has affected the work in this field, the three basic lines of work are as follows:

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
- Margen Derecha-Txorierri-Mungia
- Margen Izquierda-Encartaciones
- Duranguesado-Gernikaldea
- Ibaizabal-Valle de Ayala
- Lea Artibai

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.



Medical centres

Located in Lezama and Markina, 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. However, due to the pandemic, the Foundation has had to postpone most of these projects, including BEACH FOOTBALL and the EASTER CAMPUS (not so the Summer and Christmas campuses that were held successfully).



SOCIAL AREA

As is to be expected, the social sphere is responsible for the largest number of the Foundation's projects, a total of 26 of the 40 that are currently underway. Helping the most vulnerable groups in our society is a top priority for the Foundation, especially in times of pandemics such as the outbreak in 2021.

The Foundation aims to be close to those who need it most, using sport as a tool to improve the particular situation of every user.

The groups at risk of social exclusion and the projects aimed at these groups in Bizkaia are shown on the two maps below:





COLABORADORES / LAGUNTZAILEAK

The new projects targeted at these groups in 2021 were: Berriztu, Fidas and IMQ Amsa.

The Foundation has access to different groups in situations of vulnerability thanks to agreements established with various associations in the third sector, i.e. not-for-profit organisations that promote public interest and the defence of the rights of everyone. The main associations and entities with which the Foundation collaborates within the network of alliances on which social projects are undertaken are listed in the box below.





INTERNATIONAL COOPERATION

La cooperación internacional conforma otra de las áreas de International cooperation is another area in which the Foundation worked in 2021, focusing on the Bizkaia Koopera Villagol, Bizkaia Koopera Deporte Femenino and SERSO Honduras projects.

In 2007, the Foundation established its first international partnership with the Asociación Deporte y Desarrollo (Sports and Development Association), which operates in Peru. The current Bizkaia Koopera Villagol and Bizkaia Koopera Deporte Femenino projects are an extension of that first collaboration and, together with the Provincial Council, are aimed at minors and women in the Villa El Salvador settlement in Lima. The objectives shared through the training sessions are educational training, social inclusion and prevention of high-risk behaviour.

In 2014, the Foundation also started the SERSO Honduras project, aimed at children in the Honduran town of Jutiapa. The main objective is to introduce sport into the education system, for which sport training for coaches is also provided.

A man with a beard and short dark hair is shown in profile, playing a Fender electric guitar. He is wearing a dark grey t-shirt with a white Fender logo on the shoulder. The guitar has a light-colored body and a blue pickguard. The background is dark, suggesting a stage setting with some stage lights visible.

CULTURE

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.



THINKING LETRAK ETA FUTBOLA 2021

Former footballer Zuhaitz Gurrutxaga brought the curtain down on Thinking, Letters and Football 2021 with his stand-up show, FutbolisTOC. The annual festival was organised by the Athletic Club Foundation in collaboration with the Ministry of Culture and Sport, the BBK Foundation, the Bilbao City Council and Hotel Meliá.

The six days of cinema, literature, creativity and humour held in the Sala BBK (the opening night) and in SAN MAMES BAT were well received with both venues being regularly sold out.

What's more, on the festival's opening night, the people who packed out the Sala BBK were fortunate enough to attend an unforgettable concert. Orsai -a band made up of six Athletic players: Oscar De Marcos, Mikel Balenziaga, Iñigo Lekue, Asier Villalibre, Mikel Vesga and Dani García- delighted the audience with a surprise performance in which they played three songs, including their hit One Club Men.

The first film to be screened was LFG (acronym for Let's F**king Go). It is a documentary about the US Women's National Team and their battle for equal pay. In addition, the documentaries "Letters to Socrates" and "We are Red Star", about the historic Parisian club, were shown. The latter film's directors and the president of Red Star FC also took part in a post-screening discussion.

Juan Villoro starred in the first literary meeting of the festival, appearing alongside Marcel Beltrán and Galder Reguera for a fascinating conversation about football's relationship with literature. Villoro shone on the night thanks to the talent with which he spun literary and football anecdotes.



Jose Angel Iribar, Ainhoa Tirapu, Jon Maia and Patxi Gaztelumendi talked about football and the Basque language on a day in which the festival re-released the documentary “Futbola eta euskara” (Football and Basque, a little gem from the Basque film library. This film was originally produced thanks to Iribar donating the takings from his 1980 testimonial to various projects related to promoting the Basque language.

The Foundation then dedicated a day to football and marketing, with publicists Antonio ‘Pach’ Pacheco and Santi García selecting the 25 best football adverts in history and giving a master class on the subject.

In short, the 2021 edition of Thinking, Letters and Football was a great success and that is very much thanks to the magnificent response from everyone who came to the events.

As long as the pandemic comes to definitive end, and restrictions allowing, the Athletic Club Foundation would like to go back to holding its two separate cultural festival in 2022: Thinking Football Film Festival & Letters and Football.

THE ATHLETIC READING CLUBS

In addition, the Foundation has continued its campaign of promotion of reading and has organized Reading Clubs about the book “Ser Williams” in which, in addition to the author

Igor Porset, Carlos Gurpegui or Gorka Iraizoz have participated, among others.

PHOTO EXHIBITION OF VALVERDE

Special mention should be made of the exhibition “Beste aldea”. Photographs of Ernesto Valverde that could be seen in the exhibition hall of the Ensanche Market in Bilbao from September 15 to October 28, 2021.



BERTSODERBIAK

San Mamés hosted the first Bertsoderbi to be held on the occasion of a women's derby between zurigorris and txuriurdinak. The traditional festival of bertsolarismo and football organized by the foundations of Athletic Club and Real Sociedad took place shortly before the opening whistle of the match.

The athleticzale Miren Amuriza and the Realzale Amaia Agirre sang in the center of the field for all those people who came to San Mamés.



THE ENVIRONMENT

During 2021, the Athletic Club Foundation continued the line of work it began in 2019 and 2020, focused on environmental and sustainability initiatives and projects, which are aimed at collaborating to protect the environment and to make Athletic Club a fully sustainable entity.



The projects carried out in this area include the following:

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. As a result, in February 2021, it held a day of planting native trees together with the Lurgaia Foundation and the Adsis Foundation to counteract the carbon footprint caused by the Athletic Club teams' trips the previous year. In total, 2,100 trees were planted in the Urdaibai Biosphere Reserve.

ISO 9001 AND ISO 14001 CERTIFICATION

In 2021, the Foundation renewed ISO 9001 and ISO 14001 certifications which certify that the Athletic Club Foundation's management system complies with the quality and environmental management requirements of this international standard.

Specifically, the certificates state that, both in terms of quality and the environment, the audited management system is correctly applied to the design and management of projects and activities of a social, environmental, sporting and cultural nature, their dissemination, promotion and development, while coordinating with third parties to carry them out.

SUSTAINABLE DEVELOPMENT CHALLENGES COMPETITION

The Foundation launched a competition directly linked to the 17 Sustainable Development Goals. Through this competition, called Sustainable Development Challenges, participants can see the small but important role we all play individually in maintaining and improving our environment. The themes chosen as challenges for 2021 were Local and Responsible Trade, Sustainable Mobility, Sustainable Tourism, Reuse of Waste, the Importance of Biodiversity, Clothing Recycling and Zero-Waste Takeaway Containers.



OTHER DEVELOPMENTS



CHILD PROTECTION: FOUNDATION AND THE UPV/EHU

Child Protection has been one of the areas that has received greater momentum during 2021. Along with the Aterpe Program, different conferences were developed training and awareness.

Therefore, it is a degree in line with the laws on the protection of children and young people, and has three key objectives:

1. To provide training on the legislative framework relating to the protection of children and young people and to link it to the field of sport.
2. To train coaches so that they are capable of designing, developing and evaluating training processes to ensure equal rights and opportunities, paying special attention to values, equity and the emotional dimension.
3. To identify sport as a tool for developing social and critical skills and providing a service to citizens.



STRATEGIC AGREEMENTS WITH TOWN AND CITY COUNCILS IN BIZKAIA

Also noteworthy in 2021 was the increase in the number of collaborations that the Foundation entered into with strategic agents. On the one hand, there were collaborations with third social sector organisations in the Basque Country, and on the other with new companies and institutions. Specifically, nine city and town councils are now part of the Foundation's project: Bilbao, Getxo, Derio, Loiu, Güeñes, Alonsotegi, Erandio, Trapagaran and Abanto Zierbena. Synergies and working together with a commitment to deliver on the 17 SDGs set by the UN in order to eradicate poverty, protect the planet and ensure prosperity for everyone as part of a new sustainable development agenda.

Bilbao, January 3, 2022
D. Juan Carlos Ercoreca - Presidente Fundación

A handwritten signature in white ink, slanted upwards from left to right. The signature appears to be 'J. Ercoreca' in a cursive, stylized script.



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