

# SD Europe Fund Guidelines



**for more democracy in football**  
supporting domestic & international activities  
of national supporters organisations & member-run clubs

**Call for proposals: October 2019**

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## 1. Purpose of the SD Europe Fund

- 1.1. The SD Europe Fund provides financial support for the work of SD Europe members at national and local level.
- 1.2. The SD Europe Board approved the introduction of the SD Europe Fund in June 2019. The programme will run as a pilot for one year and will be assessed by the SD Europe Board at the end of the 2019/20 season (June 2020).

## 2. Scope of application

- 2.1. Each project under the SD Europe Fund can fall under one or all the following four categories:
  - a. **Democracy**; projects that encourages supporter involvement in the decision-making of football or the running of their football clubs
  - b. **Cooperation**; projects that aim to improve the relationship between the supporters organisation and other stakeholders
  - c. **Solidarity**; projects that aim to introduce a fairer revenue sharing across all levels of the football pyramid
  - d. **Sustainability**; projects that empower supporters address the social, financial and environmental impacts on and of football
- 2.2. A project can be either of national focus or boost local (group/club level) development.
- 2.3. Three projects of national focus will receive €3,000 each and three exchange visits for member-run clubs will receive €1,000 each.

## 3. Who can apply?

- 3.1. Only applications from SD Europe members will be evaluated.



- 3.2. If SD Europe's member in a country is a national supporters organisation or a network, it can apply for a project
  - a. with a nation-wide impact (max €3,000)
  - b. of an international exchange visit between member-run clubs (max €1,000) in its membership, on behalf of those clubs
- 3.3. If SD Europe's member in a country is a member-run club or a supporters organisation, it can apply for a project of an international exchange visit with another member-run club (max €1,000) within SD Europe's network
- 3.4. Funding is paid directly to the applicants / SD Europe members and never to a third party.

#### 4. How it works

- 4.1. Every SD Europe member can apply for project funding for up to €3,000 for national-level projects and up to €1,000 for exchange visits between member-run clubs.
- 4.2. Members that are interested to apply for a project should request an application form from [loukas.anastasiadis@sdeurope.eu](mailto:loukas.anastasiadis@sdeurope.eu) .
- 4.3. Applicants must email their completed application forms to [loukas.anastasiadis@sdeurope.eu](mailto:loukas.anastasiadis@sdeurope.eu) by 31 December 2019 inclusive. .
- 4.4. Applications will be forwarded to an independent two-member evaluation committee. A third evaluator will be used in case the score difference between the two evaluators is more than 30 points
  - a. The two main evaluators will score its application based on the evaluation criteria in article 8 of these guidelines.
  - b. Each category will be scored with the average score of the two main evaluators. If the difference between the two scores is more than 30 points, the score in that category will be decided by the third evaluator.



- 4.5. The applications that receive the highest scores will be selected for funding. If any applications receive the same total score, the one that has been given the highest score in potential impact, then cooperation with stakeholders, then communication and dissemination, then social responsibility will be ranked higher. If all sub-scores are still equal the SD Europe Board will decide which project will be funded.
- 4.6. The evaluation process is estimated to take up to four weeks. The final ranking will be announced on SD Europe's website and social media, and all applicants will be informed of their score by email on 17 February 2020.
- 4.7. The three applications in each category that rank the highest will be selected for funding and applicants will be invited to sign the funding agreement at the SD Europe AGM.

## 5. Project management

- 5.1. Successful applicants must manage their projects in accordance with:
  - a. these guidelines and the terms of the funding agreement;
  - b. SD Europe's no-tolerance approach to any attempt or act of corruption of any shape or form and in any jurisdiction;
  - c. all applicable laws, including those governing data privacy, labour standards and child protection.
- 5.2. Successful applicants must also:
  - a. establish appropriate procedures, such as a tender process for expenses greater than €1,500, to evaluate and select suppliers and subcontractors based on their quality but also commitment to social and environmental accountability;
  - b. assess and reduce the environmental impact of their projects and use resources responsibly, in order to achieve sustainable growth that respects the environment;
  - c. cooperate at any time with SD Europe on information request regarding the project's activities;



- d. include SD Europe branding for the project activities and the AGM (such as banners, presentations, t-shirts, scarves, etc)

5.3. Activities that have already taken place in 2019/20 season (before signing the funding agreement) are also eligible for funding, providing they were not funded by a third party.

5.4. Only activities that take place in 2019/20 season are eligible for funding. The final report (in accordance with article 6) needs to be submitted by 30 June 2020.

## 6. Information to be provided

6.1. For national-level projects (3.2.a), successful applicants must

- a. compile an interim report at 50% of the project's timeline and a final report at the end of the project's timeline which shall include an administrative and financial overview, its outcomes and impact.
- b. present the outcomes of the project at SD Europe's AGM
- c. inform SD Europe about any relevant information related to the development of the project, such as any event that causes or might cause a delay or default in the development of the project and any steps being taken to remedy it
- d. tag/mention SD Europe's social media accounts in their own dissemination relevant to the project

6.2. For exchange-visit projects (3.2.b and 3.3), successful applicants must

- e. send to SD Europe a report after each visit which includes the administrative and financial overview of the visit, the topics discussed and the outcomes and impact of the visit
- a. present the outcomes of the project to their members, at the organisation's AGM and SD Europe's AGM
- b. share any relevant information related to the development of the project with SD Europe, such as any event that causes or might cause a delay or default in the development of the project and any steps being taken to remedy it
- c. tag/mention SD Europe's social media accounts in their own dissemination relevant to the project



## 7. Selection criteria

- 7.1. Only applications of SD Europe members that fulfil the following requirements can receive the funding:
- a. The applicant must be a direct active SD Europe member
  - b. The application must be written on the template provided and submitted by 31 December 2019.
  - c. The following information of the applicant is publicly available (eg website, social media platforms) and easily accessible:
    - i. the organisation's vision or mission statement or manifesto of the organisation
    - ii. the organisation's statutes or internal regulation of the organisation
    - iii. the organisation's local members of the organisation (not applicable to the details of physical persons)
    - iv. Information about SD Europe and the organisation's activities within SD Europe
  - d. The applicant must have attended the SD Europe AGM before the commencement of the project
  - e. The member-run clubs that are supported by the SD Europe fund must have a child protection policy in place. The same applies for any projects that involve children in the activities.

## 8. Evaluation criteria

- 8.1. Each project category will be assessed against the following criteria categories and scored with 0-100.

Category	Importance
Project management	15%
Cooperation with other stakeholders	15%



Potential impact during and after the lifetime of the project	25%
Communication and dissemination	15%
Social responsibility	15%
Budget	15%

- a. Project management refers to the clarity of how the project will be undertaken, how the activities that will be conducted, by whom, at what stage and what resources are expected to be needed
- b. Cooperation with other stakeholders describes the partnerships and agreements with the football association or league, the government or other political parties, media, universities and schools, NGOs and associations, other clubs etc. Applicants are encouraged to form relationships especially with their national football authorities and universities
- c. Potential impact during and after the lifetime of the project is defined by setting out objectives, expected outputs, main activities and SMART key performance indicators etc?
- d. Communication and dissemination explains how the project and its activities will be communicated to the stakeholders and wider public, including the channels and materials used and their usability at national and European level
- e. Social responsibility demonstrates the integration of social (e.g. volunteer involvement, involvement of people with disabilities, involvement of people from ethnic minorities), governance (e.g. female representation at board level, equal opportunities recruitment policy, sustainable purchasing policy) and environmental (e.g. initiatives concerning transport, energy and food) considerations in a project
- f. Budget includes a detailed cost breakdown of activities, revenue and expenses and potential co-funding from other sources (eg FAs, leagues, own sources etc)

The score of each category will be the average between the two main evaluators. In case the difference between the score in a category is more than 30 points, the final score will be decided by a third evaluator and can range between the two scores.



## 9. Funding process

- 9.1. If the project is among the top three selected for funding, the legal representative of the applicant will be invited to sign the funding agreement at the SD Europe AGM.
- 9.2. For the activities under 3.2.a, SD Europe will transfer to the successful applicant's bank account
  - a. 80% of the full amount and up to €2,400 within 30 days after the signing of the funding agreement
  - b. 20% of the full amount and up to €600 within 30 days after the submission of the final report
- 9.3. For the activities under 3.2.b and 3.3, SD Europe will transfer to the successful applicants' bank account 100% of the full amount and up to €1,000 after the submission of the necessary information under article 5.

## 10. Payments, taxes, costs and expenses

- 10.1. The successful applicants are responsible for paying any taxes, other duties and fees due as a result of receiving funding from SD Europe. These expenses are eligible if the successful applicant cannot claim the tax back, according to national legislation.
- 10.2. The SD Europe Board reserves the right to not make payments to a successful application, should the applicant fail to implement the project's activities and achieve the goals.
- 10.3. All payments will be made in Euros.



## 11. Relevant activities

- 11.1. According to the needs of the SD Europe member, the activities can include (non-exhaustive)
- a. Activities related to relationships with local members such as training workshops, AGM-related expenses, regional meetings etc
  - b. Exchange visits between NSOs and member-run clubs
  - c. Event organisation, such as conferences, seminars, training workshops etc
  - d. Promotional material, such as social media, graphics design, banners, etc

## 12. Definitions

- 12.1. A national supporters organisation is a registered organisation or informal network of supporters groups of at least three clubs. A national supporters organisation is
- a. Democratic -the representative bodies (board, executive committee etc) are elected by the members
  - b. Representative -all members have the same voting power (one member one vote), or have agreed to a voting power depending on the size of the club
  - c. Open -any likeminded organisation from the country can join
  - d. Committed against violence and discrimination -with a clear mention in the statutes
- 12.2. A member-run club is a football club that participates in an official league competition at any tier and is registered as an association or a company that is:
- a. Democratic -the representative bodies (board, executive committee etc) are elected by the members
  - b. Representative -all members have the same voting power (one member one vote)
  - c. Open - any supporter can join simply by paying the membership fee
  - d. Committed against violence and discrimination -with a clear mention in the statutes
- 12.3. An exchange visit is a trip of representatives of a member-run club or national supporters organisation to another. The purpose of the trip is to discuss challenges



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and best practice response and exchange knowledge and experiences. A delegation of an exchange visit can comprise board members, staff, volunteers, members, etc. During the trip, the visiting delegation meets with representatives of the host organisation (eg board members, executives, staff, volunteers, members, ultras, etc).