



Fans' Embassies

A Handbook



FOOTBALL SUPPORTERS EUROPE
FANS' EMBASSIES



Introduction

At Football Supporters Europe we believe that fans represent the grassroots of the football world, which need to be preserved and cared for. We have learnt that by constantly working with football supporters to feel treated with respect, while promoting responsible thinking within fan groups, that tensions and anger leading to violence can be prevented, ultimately succeeding in letting the game be what it is simply meant to be: a football fiesta.

We have witnessed first-hand the difference between a well-organised football event and one where one can sense right from the very start that something will go wrong. While we know that a lot of hard work and money is involved in making sure everything “goes right”, we have also learned from our experience that there are quite a few simple measures and steps that can be taken in order for things not to “go wrong”. After all, we’re football fans ourselves.

As national members of the FSE Fans’ Embassies Division we’ve been organising Fans’ Embassies for nearly two decades. We’ve set up Fans’ Embassies around international fixtures, international tournaments and cup finals, and we’ve done our best to promote the concept all around Europe with football authorities and institutions, under the motto “by fans, for fans”. Today, with this handbook, we want to share our experience with you. We want to outline what a Fans’ Embassy can do to dramatically improve the atmosphere around a football event, why we believe it is a service that should become a “best practice” model not only around national teams fixtures but hopefully also at club level, and who should be involved in it. Furthermore, we’d like you to know that we’re available for any type of advice and to support you in setting one up.

We’ve witnessed the improvements in the atmosphere at recent international games and tournaments. We’ve offered our help and services to thousands of fans who were happy to have us there for them: we’ve seen it happen, and we know that Fans’ Embassy services have played a vital part in **making it happen**.

Get involved and take up the challenge together with us!

Michael Gabriel,
Director Fans’ Embassy Division



Table of Contents

• Starting point: Fans as a positive factor	07-08
• History & Background of socio-preventive football supporters work: the English & German models	09-11
• What is a Fans' Embassy?	12
• How does a Fans' Embassy operate?	13-14
• Where do Fans' Embassies operate?	15-16
• Who runs Fans' Embassies?	17
• What is needed?	18-19
• Informing the fans	20-21
• Fans' Embassies' channels of communication	22-23
• Other Fans' Embassy services /activities	24-25
• Who should the partners of Fans' Embassies be?	26-27
• When? An ideal working schedule	28-29
• Did you know?	30-31
• Conclusion	31
• Documentation	32-39
• Imprint	41





Starting point: Fans as a positive factor

Major football tournaments – between hospitality and safety

The hosting of a big football tournament is unquestionably a big challenge, but also a big opportunity. On average, more than 2 million foreign guests and local fans expect hospitable and cosmopolitan host countries and cities to provide them with the basic conditions for a four week festival of football. Football World Cups and European Championships move the masses as they attract more fans than any other event in the world. Football supporters are colorful and loud, they love to travel and to party. Unlike any other guests or tourists, football supporters see themselves as part of the beautiful game and they want to contribute actively to an unforgettable football festival. Festivities should go hand in hand with the utmost safety and security measures for spectators, players and all other guests. Thus, the basis for the concept of hospitality is a harmonised approach between safety and hospitality.

The Organising Committee, National FAs and

also the local and national authorities are responsible for arrangements, with the key focus to welcome the fans with respect and to care for their different needs. As the majority of the planning efforts will concern measures with and around football supporters, including professional football supporters' work should be considered one of the main tasks in the preparations of a big football tournament.

Fans as a positive factor – participation and prevention

The key to good hosting and the prevention of violence is the thought that fans welcomed and catered for as guests will behave like guests. If the fans and supporters are considered a “problem”, as a potential danger for safety, there is a greater risk that this will just foster trouble. If the atmosphere is tense and supporters are treated in an unfriendly way, if there is uncertainty among supporters about ticketing, accommodation or transport, if they can't get the right information or if there is little else to do than hanging around, then even a friendly crowd can get angry. Violent

groups are the first ones to take advantage of such a situation, starting battles with the police or other supporters' groups, backed up by many more angry supporters among the crowd. However, if the host country/countries fulfill the basic needs of travelling supporters by being a welcoming and friendly host, violent groups get isolated and their chances of causing a disturbance at the tournament can be reduced.



The vast majority of football fans do not see themselves as simple consumers of an event. They want to express their passion and emotions in an active and creative way and thus need a certain freedom to do so in the cities and the stadia. The best way to really use the creative potential of the target group is their active integration and participation instead of their exclusion and repression. This overall approach is pro-actively supported by Fans' Embassies and includes lobbying and public relations, aimed at cooling down disproportionate debates on security by promoting balanced perspectives and a picture of fans as a positive factor instead of merely a security risk.

This Fans' Embassy handbook intends to serve as a tool to facilitate the implementation of good practice. The step-by-step guidelines of the Fans' Embassy's work addresses all people dealing directly or indirectly with football supporters during a World Cup, European Championship or

a European club game, including the Organising Committee, public authorities, FAs, host cities, politicians as well as potential new Fans' Embassy initiatives. The handbook not only includes all necessary information on how to establish and run Fans' Embassies successfully, but also provides best practice examples of previous tournaments and other occasions where Fans' Embassy services were provided. We are confident that this methodological handbook can have a vital impact on the implementation and communication of the positive potentials of the socio-preventive and participative work with football fans. It should be seen as an element of the overall organisation and security/safety provisions at international tournaments and at football matches in general.

Fans' Embassies for club fans

The Fans' Embassy concepts and services for national team supporters at international tournaments can also be adapted for clubs and their fans. Fans' Embassy services at club level can be offered at three different levels:

- Fans' Embassies run for travelling fans during the national or international away games of their club
- Fans' Embassies organised for the fans during home games
- Fans' Embassies especially arranged for major matches in European competitions such as a Champions League final

To guarantee successful implementation of Fans' Embassy services at club level, the experienced FSE Fans' Embassy initiatives can be consulted and can actively help in planning and organising the Fans' Embassies. ■



History & Background of socio-preventive football supporters work: the English & German models

Background

The Fans' Embassy concept can be traced back to services provided for supporters of the England and Germany teams at the 1990 World Cup in Italy, and has evolved through subsequent tournaments.

The implementation of preventive and social measures as well as offering structural support for travelling supporters at international tournaments are the main concepts of the Fans' Embassy. These have proven to be valuable and significant additions to the conventional security measures during all major football events in the past 20 years. However, for a long period, policing actions and repressive regulatory policies were considered the only way to treat fans in most European countries and during major tournaments. Particularly since massive riots in the 80s, a change of this point of view has started. This development meanwhile has led to a more wide-spread and common reconsideration of

(mis)behaviour amongst spectators from different perspectives. This has been put down in writing in the recommendations on prevention of violence in sport, published by the Council of Europe (Recommendation No. 1/2003):

“...such violence is part of a wider social phenomenon, which adversely affects genuine law-abiding supporters and local residents that an integrated approach is needed to counter it”.

History

Within this development concepts of a proactive socio-preventive supporters' work have been established in the field in several European countries, particularly in England and Germany.

- **The English model - by fans, for fans**

On the English side, the Fans' Embassy service began as a lobbying and self-empowerment initiative taken by the Football Supporters' Association (now known as the Football Supporters' Federation - FSF), a membership based

campaigning body made up of ordinary football supporters and independent of both football and governmental authorities. The English Fans' Embassy service enjoys a good reputation for reliability among England's travelling supporters for its consistency, and also because it is a service run by supporters for supporters. This generates a feeling among fans that the service is "on their side". The FSF runs Fans' Embassies at every England game in order to guarantee consistency of their service and as a confidence-building measure for the English supporters. Moreover, the FSF publishes a "Free Lions" fanzine at each game.



- **The result? A common approach**

It is significant and interesting to note that despite the very different starting points of the people involved from the two countries, the parallel development of the Fans' Embassy services each initiative provided resulted in remarkably similar working practices. This commonality of experiences and conclusions about methodology shared by the two longest-standing and most successful practitioners in the field allows us to speak with some authority about a tried and tested best practice model.

- **The German model – professional fan workers**

Similarly, the service operated by the German fan workers is delivered by individuals known to and trusted by the supporter groups. However, the German Fans' Embassy is provided by trained social workers engaged at various club-based fan projects, primarily involved in work among local supporter groups. Since the 1990 World Cup professional fan workers have also been travelling with the German national team fans and fan clubs. The German Fans' Embassies are run by KOS, the coordinating office of more than 40 club-based German fan projects.

From FSI to FSE

To push the further development of the Fans' Embassies and to improve and establish the work on a common network basis in Europe, practitioners and organisations in the field founded the Football Supporters International (FSI) network in 2001. FSI was initially set up by the FSF from England and Germany's KOS, along with organisations from Italy and the Netherlands. FSI was later officially funded to set up Fans' Embassies at the UEFA EURO 2004 in Portugal.



At the World Cup 2006 an even larger number of FSI Fans' Embassy teams travelled to Germany to assist their supporters side by side with the newly introduced stationary Fans' Embassies. EURO 2008 in Austria and Switzerland provided the network with the possibility of further developing its work, increasing the number of mobile teams and officially running the programme from the very start with the necessary funding from UEFA. FSI members helped to continuously professionalise the approach and concepts and established new Fans' Embassies all around Europe.

In 2008, the organisations then members of the core group of FSI decided that it was the right time to turn the network into something different, namely a much needed representative voice for all football fans across Europe. The

denomination change, from FSI to FSE, reflected a profound change in nature: nowadays FSE is a democratically structured European network representing fan groups and organisations from the whole continent, dealing with many different issues and topics.



Fans' Embassies, still one of the most important areas of work for the network, have subsequently become an On-Topic Division of the FSE, connected to the broader organisation but autonomous as regards its funding and daily work, with members from 16 countries: Austria, Croatia, Czech Republic, England, France, Germany, Italy, Poland, Russia, Scotland, Spain, Sweden, Switzerland, Turkey, Ukraine and Wales. ■



What is a Fans' Embassy?

Concept

Fans' Embassy is the name that has been given to an advice, information and support service for football supporters travelling to an away game or an international tournament in a foreign country. The provision of a Fans' Embassy service forms a very constructive and positive part of the hospitality programme at a tournament.

Aims

The essential features of a Fans' Embassy service are the provision of accurate, reliable, up-to-date, independent and objective information on any matters of interest to football fans. Fans' Embassies also provide information that is tailored to the specific fields of interest of football supporters, such as about (inter)national fan culture and about alternative activities in the host cities. Fans' Embassies provide help and assistance in case of emergency (physical violence, theft, etc.) and can be addressed as mediators in conflict situations.

Benefits

Though absolutely not to be considered a tool of the policing authorities at a tournament, experience has shown that the presence of a Fans' Embassy service, with its provision of accurate information and promotion of goodwill between supporter groups, can help to reduce significantly feelings of insecurity and exclusion among supporters, thereby contributing to a reduction of the tensions that can engender violence. ■





How does a Fans' Embassy operate?

A Fans' Embassy should be an independent centre for fans, which means that the work of the Fans' Embassy should NOT be connected to commercial goals, companies or (football) organisations, nor should the Fans' Embassy be linked to any type of political ideology or organisations.

Fans' Embassies generally operate through three different services

Stationary Fans' Embassies

A stationary Fans' Embassy is a meeting, exchange and service point in a building or structure in which information and/or help is given to football fans or visitors of a football tournament. The stationary Fans' Embassy should be run by local staff that have access to all necessary information and are familiar with fan culture and the specific needs of supporters. The stationary Fans' Embassy service should be available for the whole period of the tournament.

Mobile Fans' Embassies

While the stationary Fans' Embassies act as an information pool, the focus of the mobile, inter-

national Fans' Embassies is set on street work. Unlike the stationary Fans' Embassies, held in a fixed location in every city, the mobile international Fans' Embassy teams follow fans to their whereabouts in the city or around the city (e.g. camp sites). In other words, the international fan workers are on the road with their fans all the time. Through direct contact with travelling fans, potential problems can be solved. Via fast and direct exchange of information, conditions can be individually adjusted to the diverse needs of the fan groups.

Around match days the mobile fan teams offer their service and advice at major meeting points of their target groups in the host cities. They put up their own stand, often using busses, vans or pick-ups, to provide this service. The team of the mobile Fans' Embassy should stay in close contact with the stationary Fans' Embassy. The channels of communication of the stationary Fans' Embassy can be used to facilitate the communication of the mobile Fans' Embassy workers with other agencies. The mobile Fans' Embassies should work closely together with the official

representatives of their respective home country in the host country. Football Supporters Europe has active Fans' Embassy network members in 16 different countries.

Fan Consulates

On match days, the Fans' Embassies can be completed by smaller target group orientated mobile Fans' Consulates placed at key points. A Fans' Consulate usually consists of a small, transportable info stall which can be staffed by two or three people. As far as possible, the consulate offers the same services as the Fans' Embassies. If necessary the Consulates refer to both stationary and mobile Fans' Embassies.

Since one of the main tasks of Fans' Embassies is providing information and advice with a "by fans, for fans" approach, information is typically delivered through the following FanGuide platform:

FanGuide - Printed and Online

The provision of general and fan-specific information is essential for football supporters abroad. Printed and online FanGuides have proven to be the most suitable tool for the dissemination of information in past tournaments.

- **Printed FanGuide**

The printed FanGuide can be either a national FanGuide or a local FanGuide published in each host city. The national FanGuide can include parts from the local FanGuides. Alongside fan-specific information about European fan cultures and insider tips about the local sub-culture it should feature convenient information on issues like travel and accommodation, eating, drinking and going out, including leisure activities for different target groups such as homosexual fans. Fan Zones and alternative places to watch the games are also very important topics to bear in mind, as well as local and stadium regulations and secu-

urity measures. Not to forget that all FanGuides should also always contain information about accessibility for disabled supporters. In order to provide the latest information it should be published shortly before the World Cup or the European Championship.

- **Online FanGuide**

The internet represents an enormously important - if not the most important - communication platform for football fans all around the world. An internet platform is unrivalled for the delivery of new information and - due to its interactivity - for speed of response to enquiries. At each major football tournament an interactive, online FanGuide should be launched in cooperation with fan clubs and Fans' Embassy initiatives on the utmost and most up-to-date fan-specific topics. Social networks such as Facebook and Twitter should be used as additional tools, too.

Both online and printed FanGuides should be available in several languages, in the best case in English and all official languages of the host and participating country/countries. Language and design of the FanGuides should be attractive for the supporters. ■





Where do Fans' Embassies operate?

Stationary Fans' Embassy



The stationary Fans' Embassy should be located on a central place in the city where a match of a European Football Championship or a World Cup is played. The stationary Fans' Embassy should be easy to reach and find and should be well signposted and announced in the official publications and brochures of the city, the host country and UEFA. Additionally it makes sense to clearly signpost it in several squares or roads in the city. The stationary Fans' Embassy should be based in a solid building or movable unit in a cen-

trally situated and easily accessible venue and should be open to all supporters irrespective their origin, race, religion, gender or sexual orientation. It should be accessible for disabled persons, too.

Mobile Fans' Embassy



The venue of the mobile Fans' Embassy around match days should be in a central point of the host city and easily reachable for travelling supporters. The place itself will vary from host city to host city and very much depends on the infrastructure of the city. It should be situated where

most travelling fans are expected to gather and where the mobile Fans' Embassy is clearly visible. The mobile Fans' Embassies of both teams can be either geographically separate or next to each other. They can also be in proximity of the stationary Fans' Embassy or the Fans' Consulates.

Fans' Consulate



Fans' Consulates, which are smaller scale access points, should be established at strategically important points on match days. More precisely, Fans' Consulates should be located at hubs with high transit traffic, places where fans only sojourn momentarily such as train stations, air ports or surroundings of the stadia. ■



Who runs Fans' Embassies?

Stationary Fans' Embassies

The stationary Fans' Embassy is run by a Fans' Embassy coordinator, his/her assistants, local fans and volunteers. The staff of the stationary Fans' Embassy service needs to be adequately prepared and skilled. There is no substitute for experience. Fans' Embassy staff should be trained collectively to get an understanding of the fan culture of its target groups, detailed local knowledge, effective points of contact and channels of communication with all relevant agencies and authorities, and a good knowledge of appropriate languages. The staff team should be managed by the coordinator of the Fans' Embassy that is responsible for the shifts and the communication plan.

The profile of a Fans' Embassy worker is:

- Trusted by the supporters
- In-depth understanding of fan culture
- Able to communicate with and work within different groups of supporters
- Reliable partner for other parties/agencies involved
- Proficient foreign language skills

Training courses for the Embassy workers should be standard and held in the preparatory phase. In workshops Fans' Embassy workers/volunteers should gain knowledge of all relevant aspects (country, city, stadia, culture, laws, tournament...). The FSE members have the knowledge and the experience to take an advisory role in organising such workshops and they can be consulted as trainers for Fans' Embassy organisers.

Mobile Fans' Embassies

Mobile Fans' Embassies are run by the international fans' expert teams of the Football Supporters Europe (FSE) network. The Fans' Embassy workers mostly have many years of experience with football events and are thus able to respond to the needs quickly and flexibly and are prepared for any emergency or crisis situation. It is extremely important that mobile fan workers have access to all areas (stadiums, fan zones,...) in order to accompany their fans wherever they go. ■



What is needed?

Branding

The outside of the stationary Fans' Embassy should be clearly branded as Fans' Embassy, ideally in several languages. The logo should be uniform in size and colour in all stationary Fans' Embassies of a tournament. The mobile Fans' Embassies usually coordinated under the FSE umbrella should be branded with the particular FSE Fans' Embassy logo of the respective country. This logo, a variation of the neutral FSE Fans' Embassy logo, should be additionally used on all publications produced and distributed by the international Fans' Embassies. A visual similarity of mobile and stationary Fans' Embassy branding helps supporters to easily recognise the Fans' Embassies in the different host cities during a tournament.



Equipment

A stationary Fans' Embassy should be equipped with:

- A front office wide enough to assure a dry place for at least four fans and at least four Fans' Embassy workers
- A bureau with table and sufficient chairs for the Fans' Embassy staff
- A landline telephone
- At least two PCs or laptops with internet access for the Fans' Embassy staff
- At least one PC with internet access that can be used by visiting fans for free
- A printer, printer ink and printer paper
- A fax machine
- A scanner or copy machine
- One large flat screen TV sets (at least 93cm) with a connection to the channels that show the games live on TV
- A refrigerator with refreshments for the Embassy staff and water for visiting fans
- A coffee machine
- A toilet and a wash basin with flushing water
- A first aid-kit and ideally a first aid/ambulance unit in close proximity

- Mobile announcement/notice boards that can be put outside the stationary Fans' Embassy
- A separate room for those who need to speak in private with the Fans' Embassy staff
- Outside tables and benches/chairs and at least one parasol. Sufficient space to place these seats directly at the stationary Fans' Embassy
- Attractive gadgets such as a table football

Accessibility

The stationary and mobile Fans' Embassies must guarantee full accessibility for disabled fans. Thus, it should be located in a venue accessible for disabled supporters. There should not be any obstacles such as stairs at stationary Fans' Embassies in order to access them easily. ■

BEST PRACTICE



German Double Decker bus

For several tournaments the German mobile Fans' Embassies used a more than eye-catching original red London Double Decker bus. This vehicle not only attracted fans and media, but was spacious enough to fulfill all needs of the perfect mobile Fans' Embassy.



A mobile Fans' Embassy should consist of:

- A van, a car or a pick-up that can easily be moved and flexibly be placed
- Outside tables and benches/chairs
- A sun umbrella
- At least one laptop





Informing the fans

Even though the focus should be set on a welcoming approach, for visiting supporters it is essential to know what they can expect and what they could do or should not do. Due to a wide range of possible enquiries and because of the changing situations that can arise particularly during tournaments, Fans' Embassies should have the benefit of direct and open channels of communication to allow a rapid updating, amendment or clarification of information. A useful motto for a Fans' Embassy is that "we may not know everything, but we will certainly know how to find out quickly!"

The stationary Fans' Embassies should act as main contact point for mobile Fans' Embassies. Moreover, it is highly advisable to keep tight relations with public authorities, police and the media throughout the whole tournament. It has proven helpful that the stationary Fans' Embassies take part of the responsibility of the strategic and logistic planning of mobile Fans' Embassies. Stationary Fans' Embassies should gather and exchange useful information with the parties/agencies involved, exempt from personal data and data relevant for investigation.

Fans' Embassies should be able to provide specialised information about particular interests and needs of football supporters. A Fans' Embassy will therefore need to be able to supply accurate and up-to date information about:

The geography of a host city and its environs

A plentiful supply of street maps which, for ecological reasons, should be included in the FanGuides or fanzines are invaluable.

Available accommodation

Many cities will have a central accommodation reservation system – this should be in close liaison with the Fans' Embassy. Alternatively, lists of hotels should be available, ideally frequently updated as hotels become fully booked. Details of budget accommodation, such as fan camps, camp sites, hostels or emergency accommodation should also be available.

Local and national transport

Many fans will not only require directions to their accommodation and in the host city, but also schedules and routes of trains or buses to their next venue. In particular details of transport to and from stadia on match days will be crucial.

Regular contact with transport agencies should be maintained to inform about additional services arranged or required.

Eating, drinking and entertainment venues

As well as a general list of local bars, restaurants, clubs etc., it will be useful for the Fans' Embassy to be aware of particular requirements of different fan groups – for example the preference of many England fans for an English pub! Advice about “problematic” areas of towns that are best avoided, and where the crime hotspots are can be useful, too.

Emergency services

The Fans' Embassy should be able to refer supporters to the nearest medical assistance, fire service or police station. Lists of pharmacists, doctors, and even lawyers, particularly those with foreign language skills, should be available.

Consular services

Fans' Embassies should be in close contact with the consular agencies of any countries whose teams are playing locally; in order to deal with issues such as lost passports, etc.

Local laws and regulations

They may differ from prevailing legislation in the supporters' country of origin. Common examples of concern to fans will be drunk-driving laws, local rules concerning drinking in the streets and black market ticket sales.

Tournament details

Information such as schedule of matches, kick-off times, venues, transport arrangements such as shuttle buses have to be provided by the Fans' Embassies.

Regulations concerning crowd management and prohibited items

This might include the location of ticket cordons, objects which may not be taken into stadia, where flags and banners can be fixed, sale of alcohol in stadia, etc.

Tickets

Fans' Embassies do not sell tickets, but they will need to have up-to-date and accurate information from tournament organisers about ticket availability, prices, sales outlets and conditions of sale. Fans' Embassies can also be of assistance to fans by an informal monitoring of the black market situation, including the general number of tickets available and their prices. Clear guidance should be given as to what the legality of the black market is locally, but fans are best served by an objective, non-judgmental dissemination of information.

In order to fulfill all these goals and tasks the Fans' Embassies must have a simple and well-working communication network at their disposal. This communication network must guarantee direct communication with every relevant group or organisation. The lines must be short and direct, in order to get easily in touch with all competent contact persons of any relevant organisation. ■





Fans' Embassies' channels of communication

A fan-specific information network consisting of multilingual printed national and local FanGuides, Fanzines, flyers, maps, posters, stickers should be provided for foreign and local supporters and supply them with the most important information.

Printed FanGuide

For each tournament a national FanGuide should be produced. This is an overall and generic guide that contains information of all host cities and participating national teams. In the case that there are two host countries, one common FanGuide is recommended. Additionally, a local FanGuide can be published in every single host city. The FanGuides contain travel information from A to Z and they are supplemented with interesting facts and stories about the participating teams and their fans. The publication should also include portraits of the host city including sub cultural issues and the local fan culture and fan scenes. Another important element is the provision of information concerning stadium regulations, and a list of allowed and prohibited items. The FanGuide should be characterised by a high

level of content and very little advertising. Copies of the FanGuides should be ideally produced in English and all languages of the host countries and the participating teams. FanGuides represent a useful and indispensable element of good hosting. It is not only a great asset for foreign and local fans, but also an excellent opportunity to involve local fan groups in an early stage before the tournament.

For the last EUROS and World Cups various FanGuides were produced by institutions, host cities, companies and so on. For the fans it was difficult to find complete information in only one FanGuide. It would be better to provide all information to FSE, the Fans' Embassy Department and national Fans' Embassy initiatives in order to offer and promote an official Fans' Embassy FanGuide, which contains all necessary information for the different supporter groups.

When producing the FanGuides ecological aspects should be taken into account: one FanGuide that is published in well-calculated numbers and is directly distributed among the fans



will leave much less refuse than 10.000s of copies of various FanGuides. Ideally FanGuides should be printed on recycled paper.

BEST PRACTICE



Fan Guide World Cup 2006

During the World Cup 2006 in Germany an amazing 500.000 FanGuides were distributed at Fans' Embassies and ticket offices or by volunteers in the host cities and around the stadia. The free info-brochures were predominantly given to foreign visitors, although a good number of German fans were also interested in the FanGuides. The FanGuide 2006 was produced and written with the involvement of various active fans across the country. The production of the 132-page FanGuide took more than six months.

Online FanGuide

The multi-lingual and interactive online FanGuide is ideally launched around the draw six months before the upcoming tournament.

Online FanGuides should contain all basic information that can be found in the printed FanGuides. Moreover, it should be regularly updated with the latest news in several languages. Due to the interactivity of the web, Fans' Embassy workers can respond quickly to any enquiry or question. Blogs and profiles on social networks such as Facebook and Twitter enhance the direct and interactive exchange with supporters.

The online FanGuides will be available under the following domains:

www.fanembassy.org/fanguide
www.2012fanguide.org,
www.2014fanguide.org and so on.

Fanzines

Each mobile Fans' Embassy team should publish fan-specific printed information material. Experience has shown that fanzines, which are specific magazines produced by fans for fans, are of great popularity among fans. Fanzines

should be produced ideally for each game during a EURO or a World Cup in the language of the respective country. Fanzines or other information material such as brochures or leaflets should contain specific information about the game, the opponent, their fans and the venue. Fanzines are often done in a humorous way and can include football and fan quizzes or riddles.

BEST PRACTICE



Free Lions

The English Football Supporters' Federation (FSF) not only organises a Fans' Embassy at each single match of the three lions team but they distribute a "Free Lions" fanzine for free game by game. FSF produce their glossy Din-A5 Free Lions with up to 30.000 copies for one game. The fanzine is produced and distributed by members of the FSF on a voluntary basis and enjoys great popularity among the England supporters.

Other publications

Moreover, handy flyers/leaflets that include maps and a list of Fans' Embassies contact details in the host cities can be produced. ■



Other Fans' Embassy services/activities

Mediation

The members of the mobile Fans' Embassy teams should either be experienced supporters or professional fan workers. It is highly recommended to consult Fans' Embassy workers in conflict situation or after interventions by the police as this has been proven a successful measure in several occasions in past tournaments.

Help in Emergency Cases

In emergency cases such as thefts, the Fans' Embassies can be addressed in order to guarantee professional and quick help in the respective language.

Meeting and Exchange

Football tournaments on an international level offer an incredibly high chance to encourage the intercultural exchange between both young and old supporters from different countries and their respective cultural backgrounds. Thus, the Fans' Embassies should be inviting for fans and well

equipped with tables, chairs, pin walls and other attractive gadgets. Additional offers can include:

- Cultural programme and social responsibility offers: in the close proximity of Fans' Embassies, fan related activities can take place. In the past such a combination has proven to be very attractive for fans.

BEST PRACTICE



FARE Streetkick next to Fans' Embassies

During EURO 2004 and 2008, the stationary and mobile international Fans' Embassy staff gave their support to FARE's anti-racism programme during the tournament. The combination of Fans' Embassies and FARE's Streetkick proved particularly successful, bringing together fans and local migrant communities while creating a positive, friendly atmosphere around the Fans' Embassies, as was the case in Geneva or Lisbon. Furthermore, Fans' Embassies thereby obviously supported FARE's and UEFA's fight against racism and the values of multi-culturalism by handing out materials such as FARE's EURO 2008 fanzine and exhibition brochures throughout the tournament.



- Intercultural exchange: In cooperation with local fan clubs, youth and cultural institutions in the host cities, events can be organised between the youth of the city and foreign guests. ■

BEST PRACTICE



LISA-EURO 2008

The Fans' Embassy team in Innsbruck organised together with LISA (the League for Integration, Sports and Anti-Racism) an alternative EURO 2008 with a special focus on football and fan issues. The aim of this series of events was to raise awareness and to look deeper into critical and diverse subjects. The different topics such as racism, homophobia and women in football were discussed together with experts in the respective field.

Positive Example of Spanish Fans' Embassy:

When you run a Fans' Embassy, sometimes things happen that have nothing to do with the main tasks such as advice, conflict mediation, provision of ticket and hotel information or passing on of the stadium regulations. A curiosity at the EURO 2008 tournament in Austria was, when English fans turned up and wanted to play a fans' friendly against Spain. They had organised a football pitch in a village near Innsbruck and had bought jerseys for our team. Thus, we spontaneously formed a Spanish fans' team and enjoyed ourselves in the Austrian Alps on a green pitch. These encounters show how football can bring people from different nations together.



Who should the partners of Fans' Embassies be?

A harmonised and comprehensive Fans' Embassy hosting programme is for the utmost benefit of all supporters. Thus, a collaboration of FSE with the following partners is vital for the professional establishment of Fans' Embassies. The following is an ideal division of tasks and responsibilities in the development of a comprehensive Fans' Embassy programme at an international tournament.

UEFA

As the main European football body and the organiser of the EURO, UEFA is naturally the main partner for Fans' Embassies, and has provided funding for its implementation since EURO 2004. UEFA is also responsible for providing accreditation granting access to all fan relevant areas for both mobile and stationary Fans' Embassy workers.

Local Organising Committee / Host cities

The Local Organising Committee and the host cities should be responsible for establishing stationary Fans' Embassies in key areas of the city, ideally in close collaboration with the Fans' Em-

bassy division of Football Supporters Europe. Moreover, the host cities should cover the costs of the staff/volunteers and equipment of the stationary Fans' Embassy. In order for mobile Fans' Embassies to work effectively, host cities should provide FSE with ideal locations for international teams to set up their Fans' Embassy around the game.

Participating countries

Experience has shown that institutions and football governing bodies of the participating countries should take responsibility by fully or partly funding their national Fans' Embassy, as is the case with the English and German Fans' Embassies, given that it offers an essential service to fans travelling to the tournament.

National FAs

FAs should provide all necessary information to fans about ticketing, and promote the work of the Fans' Embassies. This will be helpful in order to have the latest information for the FanGuides, and especially during the event, as the Fans' Em-



bassies depend very much on official information about ticketing and general arrangements from the FAs. Clear and direct communication will also facilitate the work in the host cities and can help to answer questions about where to go, where the ticket offices are, prices of tickets, times/dates of sale, who to contact, etc.

The best preparation for Fans' Embassies for a EURO or a World Cup is when the FAs promote the Fans' Embassies' work, offer good places for the Fans' Embassy teams near to the stadia, provide free access to the stadia during the matches, and generally support the Fans' Embassies' work. The Fans' Embassy teams report after each match about incidents, problems and fan behaviour before, during and after the matches. Fans' Embassies and FAs have to act as two independent partners in their work for and with their football supporter groups.

Police

Positive cooperation between the police and Fans' Embassy teams is vital in a context of integrated prevention. While the methods differ, the objectives are identical: to prevent problems. Both parties therefore not only need to understand each other's work but should cooperate on various topics. It is important to point out that exchange of information on crowd movements and potential problem areas or information on arrested fans are not to be seen as tool of investigative police work. ■

Summary chart of possible partners

Partner	Potential areas of cooperation
UEFA	<ul style="list-style-type: none"> • Funding • Ticketing information & accreditation
National FAs	<ul style="list-style-type: none"> • Ticketing information & accreditation in games before tournament
Host Country	<ul style="list-style-type: none"> • Co-funding for stationary Fans' Embassies • Generic information
Local Organising Committee / Host Cities	<ul style="list-style-type: none"> • Venues for stationary and mobile Fans' Embassies • Co-funding for stationary Fans' Embassies • Information about host cities • Volunteers
Public authorities	<ul style="list-style-type: none"> • Local/national organisational conditions
Police	<ul style="list-style-type: none"> • Police should take account of benefits of Fans' Embassy work • Reciprocal acceptance and understanding of working methods, exchange of information • Co-operation on generic issues of crowd management
Tourism	<ul style="list-style-type: none"> • Generic tourist information
Local football clubs	<ul style="list-style-type: none"> • Provision of premises • Fan friendlies • Fan-specific information
Local fans	<ul style="list-style-type: none"> • Provision of information for Fan Guides • National and local volunteers

BEST PRACTICE

Match day -1 Security meetings

At the EURO 2008 in Austria and Switzerland, Fans' Embassy representatives were invited to take part in MD-1 Security meetings before every game. The meetings brought together delegates of the international Fans' Embassies involved in the game (along with the Stationary Fans' Embassy Coordinator), National FAs, local Police, the Police of the countries playing, the Head of Stadium Security as well as other possible interested parties. The introduction of these meetings gave all parties a chance to discuss security issues around games, exchange information on problems that fans encountered previously and adopt the necessary arrangements. Moreover, the meetings fostered cooperation between all parties as well as official recognition for and a full understanding of Fans' Embassy work amongst local authorities.





When?

An ideal working schedule

Preparatory phase

After the World Cup is before the European Championship, vice versa. The preparations for the next football tournament should start at a very early stage, if not to say, the day after the final of the previous competition. A two-year preparatory phase should include the following issues and events:

Lobbying and promotion of Fans' Embassies - starting 2 years before the tournament

- Lobbying events for Fans' Embassy services and related hospitality concepts at international tournaments should be organised ideally two years prior to the tournament. The aim is to build co-operations between FSE and national FAs, governments, the police, host cities and partner organisations and institutions such as FARE, foreign embassies, NGOs, local fan groups, local FCs etc.
- At FSE events the Fans' Embassy concepts should be promoted. In order to do so, workshops in the respective countries should be organised.

- The support and involvement of local fans and fans' initiatives and their projects has to be initiated. Local supporters can be of vital benefit for the stationary Fans' Embassies.

Research - starting 1.5 years before

- Research of essential and relevant information for the printed and online FanGuide and all Fans' Embassy publications should start as soon as possible, 1.5 years before at best. To ensure high-class content and dissemination of information, collaboration with UEFA, national FAs, Organising Committees, centres for tourism, local fans and fan groups and local clubs is recommended.

Networking and training - starting 1 year before

- Training seminars and test Fans' Embassies should be organised for new or inexperienced Fans' Embassies in close co-operation with experienced Fans' Embassy teams of FSE. This can be done at both qualification and friendly games.
- Several network events for existing and

potential Fans' Embassies should be organised preferably in the host cities. In this occasion the contacts to national FAs, governments, the police, host cities and partner organisations and institutions such as FARE, foreign embassies, NGOs, local fan groups and local FCs can be intensified.

Provision of information - starting six months before

- The launch of the multi-lingual FanGuide website should ideally be right around the day of the draw.
- The printed generic FanGuide should be published before the tournament, whereas the local FanGuides and all other printed publications should be produced only shortly before the tournament in order to include the latest news.

During the tournament

Stationary Fans' Embassies

The stationary Fans' Embassies should be running one day before the kick-off of the tournament at the very latest.

The service should be available through the greatest possible number of hours. A 24-hour telephone helpline should be made available at those times when the Fans' Embassy is closed. Flexibility in response to the needs of supporters groups is key, but generally speaking the service should be available throughout the entire duration of the tournament.

Mobile Fans' Embassies

In the best case the mobile Fans' Embassies work four days around the game of their respective national team. It is highly advisable to start two days previous the game and provide the service until one day after the game.

The service of the mobile Fans' Embassies should also be available through the greatest possible number of hours. A 24-hour telephone helpline should be set up and advertised.

Fans' Consulates

Opening hours of the Fans' Consulates depend on several factors such as match schedules, stadium capacity and expected transit traffic. ■





Did you know?

What a Fans' Embassy is NOT!

- Ticket office
- Commercial enterprise
- Betting office
- Beer and sausage stand
- Tool of police authorities

Privacy Agreement and Rules

- Offending an individual, group, religion, race, nationality, company or organisation shall not be tolerated in or in the direct surrounding of the Fans' Embassy, in its publications such as FanGuides, leaflets etc.
- Every football supporter that visits the Fans' Embassy shall be treated in a respectful, friendly and polite manner, regardless of nationality, race, religion, age, gender or sexual orientation.
- The Fans' Embassies are open for every supporter. Nobody will be excluded and everyone has access to all information and support of the Fans' Embassies! Information given to professional or voluntary Fans' Embassy workers is strictly confidential and may not be passed on without clear permission of the person that gave the information, or the person to whom the information refers.
- Any person not belonging to the Fans' Embassy crew is forbidden from gathering information from visiting supporters inside the Fans' Embassy, or using any information that is given to the crew of the Fans' Embassies in confidence.
- All European laws regarding the protection of the privacy of individuals shall be respected and maintained. No personal data will be given to anyone outside the Fans' Embassy if not with clear permission of the involved person. No data or information shall be disclosed if this data or information identifies a particular person or group.
- All European laws regarding the human rights, the civil rights and the rights of a suspect of any criminal offence shall be respected and maintained.
- The Fans' Embassy should be a "neutral ground". That means it is a welcoming place for all football supporters. Fans' Embassies should not be linked to any commercial organisations. Useful information for supporters from e.g. the host city, the police, UEFA, FIFA or the official Organising Committee of a EURO or a World Cup can of course be distributed inside the Fans' Embassy.

Sponsoring: what is wanted, what is beneficial, what is allowed

Generally speaking mobile Fans' Embassies have the possibility to be sponsored by commercial enterprises. However, experience shows that most football fans are rather sensitive towards commercial sponsorship in general and in the framework of Fans' Embassies. For the acceptance of the services provided with a Fans' Embassy, it might therefore be preferable not to have commercial sponsorship.

Also, UEFA and FIFA regulations at international tournaments are very severe. What regards the European Championships UEFA usually financially supports the mobile Fans' Embassies. Thus, mobile Fans' Embassies cannot promote sponsor logos of commercial enter-

prises within the UEFA fringe areas around the stadia and in the host cities.

FSE core principles

Each FSE Fans' Embassy initiative that is part of the FSE network officially declares that it recognises the statutes of the FSE network and proactively supports its principles:

- Do not tolerate discrimination of any individuals on any groups including the following: ethnic origin, ability, religion, gender, sexual orientation and age
- Reject violence, both verbal and physical
- Stand up for the empowerment of grassroots football supporters
- Promote a positive football supporters' culture, including values such as fair play and good governance ■



Conclusions

Essential requirements for a successful Fans' Embassy are an enthusiastic and dedicated staff, aware of and sympathetic to fan culture; a genuine and serious commitment on the part of all relevant authorities to enable the Fans' Embassy to be a source of up-to-date and reliable information integral to the well-being of fans; and adequate resources to enable professional standards of service provision to be maintained.

If these requirements are met, then a Fans' Embassy service can make a significant contribution to the experience of football supporters, generate positive feelings of goodwill between supporter groups and in the process make them feel a more integral and valued part of a tournament or individual match. Fans' Embassy services can therefore be of great benefit to all parties involved in every major football tournament. ■

32 Documentation

Example of a daily report of a mobile Fans' Embassy

Fans' Embassy team report of the mobile Spanish Fans' Embassy in Vienna, report for the period 20/06-23/06/08 around the match Italy – Spain

<p>Fans' Embassy team activities</p>	<p>As we arrived we met the stationary Fans' Embassy and the Italian Fans' Embassy teams in order to coordinate and plan our activities for the next day. Our presence and help in the stationary Embassy was regular. Our location point was at Schwedenplatz square (Italian and Spanish information, Fanguide, flyers, help, etc.). The cooperation with the Italian team was fabulous. Two of us were often at the city centre, fanzone, streets,... where we handed out information and supporting material to the Spanish supporters. Information about ticketing was important (occasional presence at RFEF's TIP). The day of the match, we were at the stationary Fans' Embassy and at Schwedenplatz, where our mobile Fans' Embassy was located. Before the match began, two of us went around checking the stadium surroundings, the entrances and the inside of the stadium.</p> <p>Two more people stayed with staff from the stationary Fans' Embassy at the fanzone during the match and in the city centre after it. In the night time three of us were somewhere next to the stationary Embassy, where the Spanish fans were celebrating.</p>
<p>Stationary Fans' Embassy</p>	<p>The cooperation, support and resolutions were quite good. We could use all our logistics, and local awareness to work with the fans. Sometimes we could count on the stationary Fans' Embassy volunteers.</p>
<p>Atmosphere in the city</p>	<p>Lots of fans came to the city from 21/06 onwards. The day of the match, most of the Spanish fans were at the most central places in the city. Austrian people weren't really interested in general in EURO 2008. The day of the Turkey - Croatia match, the city was full of fans. The atmosphere among the fans was a bit tense, not aggressive though. We could see the typical Turkish celebration at the city centre.</p>
<p>Fans' behaviour</p>	<p>The Spanish and Italian fans had no problems with each other. Some of them actually knew each other and a few of them met in Vienna (Lazio and Real Madrid fans). Most of the Spanish fans were in bars and restaurants, used cultural offers and behaved positively. After the match, lots of fans kept celebrating all together in the city centre. There were no remarkable incidents. The police only seized a football, after some locals living there had complained.</p>
<p>Security match day - 1 meeting with UEFA (22.06.08)</p>	<p>We had a meeting with UEFA the day before the match. The UEFA team explained the way to the stadium, the situation at the entrance and the fanzone. They said that too large flags would be confiscated. They also spoke about some disturbing signs that Spanish supporters like to show.</p>

Public Viewing Fanzone	<p>The public viewing was only packed during the match Turkey - Croatia. Spain - Italy made the place busy as well. The fanzone closed really early, nearly after the matches ended. There was a friendly and relaxed atmosphere among the supporters.</p>
Match (transport, security, police, stewards, atmosphere, etc.)	<p>The supporters got to the stadium in Vienna by underground, and it was easy to go back to the city centre. There were few incidents inside the stadium at the Spanish section. One Spanish and one Austrian fan had a slight fight: some annoying flags were shown as a result. Two flares were lit in the Spanish section, fortunately without police intervention. That could have been worse. The situation at the entrances and exits was problematic, as it was necessary to show the tickets every time you went in and out. This situation led to some troubles during the breaks when people went out to buy food and drinks or to use the toilets. Stronger quarrels took place among the Ultra supporters, whose admission was refused. We mediated and calmed the situation down. It is necessary to place Spanish signs at the entrance of the sections explaining the entrance procedure. We informed the supporters with flyers, handouts, websites and personally about the stadium regulations and the allowed size of the flags. However, we saw several big flags in the Spanish section, which made our work useless. It is possible that they thought our information was "bad information". Our Italian colleagues talked about discrimination at the Italian section, as security was stricter over there. We have to speak about this trouble at the next meeting with UEFA.</p>
Ticketing / Stadium free areas	<p>The day of the match the Spanish Football Federation (RFEF) had tickets for 110 and 180 Euros that had been only sold to Spanish citizens until 21. June. The day of the match there were tickets in the black market until the beginning of the match (in the streets, city centre, stadium surroundings). The price went down to 80 Euros per ticket. We saw many empty seats in the stadium, most of them at the Italian sections. We estimate around 12.000 Spanish and 9.000 Italian supporters.</p>
Police / Security	<p>As we have already seen in other cities the security and police behavior was right.</p>
Cooperation with FairPlay / FARE	<p>We didn't plan any activity with them but the Streetkick was located next to the stationary Fans' Embassy, so our communication was fluent. As usual, we also distributed FARE material to our fans.</p>

34

Example of a daily report of a stationary Fans' Embassy

Daily report of the stationary Fans' Embassy in Basel, 19/06/08
day before the quarter final Netherlands – Russia

Target group	Number	Crowd	Behaviour/ atmosphere	Complaints/ praise	Frequently asked questions	Notes
Fans in the Fans' Embassy	1. shift: 50 people, 300 Fan-Guides 2. shift: 50 Fan-Guides, 150 people		At the beginning calm, around noon the first Dutch show up in the city.			Confusion of Münster-with Marktplatz
Fans outside the Fans' Embassy	1. shift: 120 people, 130 FanGuides. 2. shift: 200 people and 165 FanGuides	At the SBB (border station Basel) mostly big groups, only few individual travellers. In the city a lot of Dutch, some Germans still there since yesterday. Few Croatian in the City.	People are happy and friendly. Great weather, very nice atmosphere. Very peaceful atmosphere, Dutch come on to all women. After the match Turks gathered on the Marktplatz for a moment, then went on towards Barfüsserplatz. Very peaceful atmosphere. The Dutch were still making party at the Claraplatz. The Dutch have already arrived today to party.	A young man wanted to personally thank the German fan workers for their help yesterday.	Where can I sleep in my car peacefully? (Dutch question)	The SBB-police calls the Fans' Embassy because a Turk has been robbed of all documents, money, note book, etc. and he wanted to leave for Germany. Fans' Embassy informed the Turkish consulate, and the Turkish consul contacted the Turkish fan. The city becomes dressed in orange. The Dutch knew their way around the town quite well.

Target group	Number	Crowd	Behaviour/ atmosphere	Complaints/ praise	Frequently asked questions	Notes
Locals		Everywhere				
Police, private security		Everywhere	Very cautious			
Other (FAs, FSE teams, ambulance, public transport, shops, etc.)		A lot of ticket dealers at the station	The Russian and the Dutch fan workers have arrived today. Cooperation good so far.	One Russian fan worker had a visa problem and was not allowed to enter, another was not allowed because it was too expensive.		Eugen (Russian fan worker) will help us out in our Fans' Embassy, and work around town, the Dutch have their mobile Fans' Embassy at the corner Kaufhausgasse/ Freienstrasse

36

An example of working timeline for the development of Fans' Embassies in Switzerland at EURO 2008

Step	Time	Experience from EURO 2008 in Switzerland
Commitment with Host Cities for central places for stationary and mobile Fans' Embassies	2 years before	The Swiss Fans' Embassies were located centrally but they were integrated in a commercial enterprise. This was a bad compromise and can be avoided at future events through an early enough cooperation with the host cities.
Participation of local fans	2 years before	Local fans are the best fan experts for "their" city. The involvement of fans can be a long process as they are often quite critical towards major tournaments. Fans' participation is easier when there are local structures, such as fans' projects and a dialogue with fans.
Information of stakeholders about fans, Fans' Embassies (such as restaurant owners, responsible persons for tourism, police, security, etc.)	1.5 years before	Switzerland Tourism organised seminars for different target groups. These seminars included five parts - one of them was about fans. Informing stakeholders about fans was important since it reduced unjustified fears and certainly contributed to a relaxed atmosphere. And it was a good occasion to present the Fans' Embassy and the local team.
Choosing a local team to run the Fans' Embassy	1.5 years before	A national coordinator can do a general concept and care about national affairs concerning fans and Fans' Embassies. However, it is important to have a local Fans' Embassy team to add the fine line and run the Fans' Embassies during the tournament.
Hiring local Fans' Embassy teams	1 year before	It is necessary that the whole team starts at the same time and comes together as a team at an early stage. Besides the networking, there are a lot of time consuming tasks, such as the production of local FanGuide material, content management of the website, etc.
Test Fans' Embassies for local Embassy teams (for example: Fans' Embassies at friendly matches)	1 year before	In most of the countries, there are only few people who really have experience in running Fans' Embassies. Therefore, you'll have to give them the chance to get at least a first experience in how to run them. In Switzerland, we did so by organising Fans' Embassies in the preparation phase of the Swiss national team during the home-match Switzerland vs. Austria and during an away-match in England.

Step	Time	Experience from EURO 2008 in Switzerland
Equipment and design of Fans' Embassies	1 year before	Fans' Embassy need a certain infrastructural standard: computers, internet, telephones, desks, etc. This material should be organised early enough, possibly asking for support from programme partners and the Local Organising Committee - through their tournament sponsors - well in advance. The Fans' Embassies should have a harmonised design. It is also of vital importance to integrate the Fans' Embassies into the signage concept of the city.
Website and FanGuide	9 months before	The closer the tournament comes, the more fans are looking for information about the host cities, the tournament, etc. FSE ran their own website in consultation with the host countries and cities at past tournaments which was very well visited. People will already know this website and will be looking for it right after the draw for EURO2012. It should be launched around the draw (which means, that it should be prepared much in advance, starting with the registration of the URL). A FanGuide is a printed pocket guide for fans with the most important information. Since many things might change before the tournament, it is important not to print the FanGuide too far in advance. But it is important to prepare the concept and the design of the FanGuide - produced with the same design as the website and the Fans' Embassy.
Choosing a volunteer team for each Fans' Embassy	6 months before	Host cities should provide a certain number of volunteers working at the Fans' Embassy. In the best case it should be a fixed team with proficient foreign language skills and allowed to walk and distribute their material in the city, official Fan Zones included. In Switzerland we had fixed teams which proved to be close to perfect.
Training of volunteer teams	4 months before	As only a few people have experience in Fans' Embassy work, volunteers definitely need training. The integration and participation of local fans is successful, when local fans become Fans' Embassy volunteers. So you will not have to train them that much about fans, since they already know the world of fans very well.

National team fans vs. club fans

When talking about fans, security, authorities and media often generally speak of “the fans”. Experience and know-how of fan workers can contribute to a more defined view on fans. The list below works out the differences between “fans of the EURO/World Cup” and “club fans “:

Reason	Fans of national teams	Club fans
Different group dynamics	The fan scenes of the national teams have not developed in the same way as fan scenes of club fans have. National team fans only meet several times a year (at tournaments or matches), a unity among them can hardly be established, which is what sometimes blocks group dynamic processes.	Club fans (or at least the organised part of them) meet at least every weekend, but very often even off match or off season. This is what creates strong ties within the group. The fans form a unity with shared interests and fan political concern. As a result whenever club fans feel mistreated or threatened, for whatever reason, they show solidarity with each other a lot faster. This evolves a whole different group dynamic.
The relationship among the fans is different	In the past, matches of the national teams attracted nationalist hooligans especially when the matches were considered highly “explosive”. The games between Germany and the Netherlands (negative climax in Rotterdam in 1996) were often seen in the context of World War II in the media and general public. The explosiveness of these matches was somehow provoked. During the EURO 2008 the match Germany-Poland in Klagenfurt was considered by authorities, media and public to be a high risk game. And indeed, hooligans of each side came to Klagenfurt.	Club fans meet weekly during their league games. There is more commitment to their club colours and their city. This is why there are prejudices between fan groups (e.g. Marseille vs Paris, Madrid vs Barcellona, Basel vs Zurich). When young people join the stand at the age of 12 or 13 they get familiarised with such stereotypes. When certain games are announced as high risk ones, this will strengthen the concepts of the enemy and can attract violent people, who hope to get a buzz from such matches.
Different age structure	The attendance of matches of national teams often implies high expenditure of time and money as half of the matches are abroad. As a result there are mostly supporters that can afford the trips, which means that the average age in the national fan scene is higher. Mature fans usually take fewer risks than younger ones. Even if they feel treated in an unfair way, due to their experience, they tend to react in a more level-headed way. In addition, they are very aware of the consequences they might have to face when getting into trouble in a foreign country.	The average club fan is younger than the average national team fan. It is a fact that young people are ready to take more risks (which can imply violence) and are less aware of the legal consequences they have to face in case of misbehaviour. Combined with other factors (stereotypes, the way fans are treated, group dynamics) this can lead to violent actions. Moreover, young people want to know where their limits are and question the regulations made by adults. This does not imply criminal energy, but rather is, according to sociological knowledge, an important element in identity shaping.

Reason	Fans of national teams	Club fans
The attitude towards the fans is different	<p>During the preparation to the World Cup 2006 and EURO 2008 everybody referred to the positive aspects of the national team fan culture. They were especially looking forward to the English (2006) and Dutch supporters and a lot was arranged to warmly welcome them. The authorities directly communicated with them in order to respond to their needs. The behaviour of the fans during the tournaments did not differ much to that of a lot of club fans, though. The fans of the national teams are loud, they play football in public places and now and then something gets broken. A lot was tolerated here, which can mostly be explained by the positive image of the fans of the national teams. Negative behaviour was simply accepted. To welcome, to respond to needs (if possible), to turn a blind eye now and then are important premises for gratitude, and that self regulating mechanisms work.</p>	<p>In the daily routine club fans (at least the organised and active fan scene) are considered to be a security risk. The public authorities rather act according to the motto: "First of all you will have to prove us that you are able to behave, then we might treat you as any other citizen!", than seeking a deliberate dialogue with the fans. This attitude ends up in a vicious circle which only leads to a worsening of the situation and which constrains a solution oriented solving of conflicts. Dialogue is a vital element. Violence starts when dialogue ends.</p>





Imprint:

Publisher:

Football Supporters Europe
Coordinating Office
Postfach (P.O.Box) 50 04 03
22704 Hamburg
GERMANY

Editors:

Daniela Wurbs, Ashley Green, Michael Gabriel, Thomas Herzog, Thomas Gassler

Photos:

Koordinationsstelle bei der Deutschen Sportjugend, Colectivo CEPA - Andalucía,
Football Supporters Europe

Proofread:

Tam Ferry/Association of Tartan Army Clubs, Garreth Cummins/Football Supporters Federation

Design:

Puschel Artwork

Print:

meindruckportal.de

Available from the publisher
Hamburg 2010