



BARÇA FOUNDATION GENUINE

MORE THAN FOOTBALL

A project to move forward towards the
integration of people with disabilities

LETTER FROM THE PRESIDENT

A TEAM THAT SETS AN EXAMPLE

FC Barcelona has always been deeply committed to social causes and could not stay on the sidelines with LaLiga Genuine Santander. It was very clear to me when I took over the presidency of the Club. And here we are, about to compete for the first time with the Barça Foundation Genuine team in the best league in the world. I am sure we will do very well. To be there is already a win.

We are aware of what we represent and, for this reason, we wanted to join the institutions that are promoting the inclusion of people with functional diversity through sport. The project has just kicked off and LaLiga Genuine is only the starting point. Many more adventures await us.

The 24 boys and girls who make up this team are a marvellous example for everyone. Because this is not just any team: these are people who have had to work much harder than others to achieve things that may seem normal. Their families are well aware of what it means to fight for social inclusion, to normalise the diversity of their children. There is no better example of self-improvement. We are very proud of this team. The Club and the

Foundation helped make possible a project that asserts, like no other, that we are all equal, that we all have the same rights and can do whatever we set out to do.

I also want to highlight the work of the six coaches. Sergi, Josep, Beth, Emilio, Tina and Francesc are more than ready to work in such a sensitive environment with the 20 boys and 4 girls of the Barça Foundation Genuine team. They prove it during every training session, every match. Theirs is also a magnificent example of commitment to people.

JOAN LAPORTA I ESTRUCHPRESIDENT OF
FC BARCELONA



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LETTER FROM THE FOUNDATION'S GENERAL MANAGER

NORMALISING DIVERSITY

When I returned to manage the FC Barcelona Foundation in July 2021, one of the first instructions I received from president Joan Laporta was get the Genuine team up and running. This new project, developed together with the Club's Diversity and Inclusion department and La Masia, has been one of the first challenges that we have achieved in this new phase, and we are very proud of it and the impact it has had on all the youngsters on the team and their families. But we are also proud of the awareness we want to raise in society, and especially in the world of sports, about the importance and value of normalising diversity. We are aware that every action we take, even the smallest, is of great transcendence, and therefore we have a great responsibility as an organisation.

This competition is very different to a League as we know it, since it incorporates a large component of social inclusion. The Barça Foundation Genuine team, formed by boys and girls with disabilities, will compete in order to win by scoring more goals than their rivals, but they will also win by showing better sporting attitude, respect for their rivals, humbleness, effort, positive ambition and teamwork.

People with disabilities have to live with many social prejudices in their day-to-day lives, which can even jeopardise their active inclusion as members of our society. At FC Barcelona Foundation we work with the belief in people's rights, and we claim the place corresponding to all those children and young people with disabilities who are part of the group of men and women who will build the future of our country.

MARTA SEGÚGENERAL MANAGER OF THE
FC BARCELONA FOUNDATION



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*WE WANT TO RAISE
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FUNCTIONAL DIVERSITY*

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The Barça Foundation Genuine squad is made up of 20 boys and 4 girls from around Catalonia.

THE VALUE OF PEOPLE WITH DIFFERENT ABILITIES

A new football team is born, formed by 24 men and women with functional diversity



As part of our commitment to claiming the place of people with different abilities in society, FC Barcelona and the FC Barcelona Foundation have promoted the Barça Foundation Genuine team

Last September, through the initiative of the Club's Diversity and Inclusion Department, a new football team was formed, made up of 20 boys and 4 girls with functional diversity. This team was presented with full honours last 8 November at the Ciutat Esportiva Joan Gamper, in a ceremony presided over by Joan Laporta, president of FC Barcelona and the Foundation, and by Dr Marta Segú, General Manager of the FC Barcelona Foundation. Alexia Putellas and Gerard Piqué are the team's ambassadors.

The creation of this team has been one of

the first social objectives of Joan Laporta's Board of Directors, and one of the first actions taken by the Club's new Diversity and Inclusion Department.

LALIGA GENUINE

The Barça Foundation Genuine team will participate this year for the first time in LaLiga Genuine Santander, a competition that places value on scoring goals, but also, and most especially, on sportsmanship, fair play, teamwork, respect and self-improvement.

LaLiga Genuine Santander, which will take place over three weekends next April, May and June in different cities across Spain, aims to promote the integration and inclusion of people with disabilities in the world of sport and is mainly made up of teams that represent clubs from the Professional Football League.



CROSS-CUTTING PROJECT

The Club, the FC Barcelona Foundation and La Masia are all working together to build the Barça Foundation Genuine team

This is a totally cross-cutting project. Joan Laporta's board is clearly committed to this initiative. With the arrival of the current president, the Club's Strategic Plan included creating the Diversity and Inclusion Department. This is a new department that works to promote integration along with cultural, functional, generational, gender and sexual orientation diversity within the organisation, as well as in all other groups of the *blaugrana* family.

In addition, the Barça Genuine project is ful-

ly in line with the FC Barcelona Foundation's new strategy, which had already begun working with people with intellectual disabilities through the Diversity programme, a project that offers access to sports for children and young people with functional diversity. This project was launched in Catalonia, and has spread to the United States, Brazil and Japan.

La Masia also plays a crucial role. The Barça Foundation Genuine team trains every Monday at FC Barcelona's Ciutat Esportiva and plays its matches on Field 5. Like any other Barça team, the players trained by the technical team led by Sergi Mascarell use the Ciutat Esportiva facilities and are assisted by the auxiliary staff at La Masia.

COLLABORATING INSTITUTIONS

The Barça Foundation Genuine team collaborates with a group of institutions that work with people with functional diversity: Cruyff Foundation, Aura Foundation, Apinas Foundation, AMPANS, Sant Tomàs Foundation, Cassià Just - Cuina Justa Foundation and Penya Special Barça

CRUYFF FOUNDATION. Supports and develops sports projects for children in need all over the world.

AURA FOUNDATION. Helps improve the quality of life of people with intellectual disabilities through social and labour inclusion.

APINAS FOUNDATION. Improves the quality of life of people with intellectual disabilities and developmental disorders in the region of Anoia in Catalonia.

AMPANS. Accompanies and supports people with intellectual disabilities or in a position of vulnerability so they can develop their life projects.

SANT TOMÀS FOUNDATION. Improves the quality of life of people with intellectual disabilities or with developmental disorders in the Osona district in Catalonia.

CASSIÀ JUST - CUINA JUSTA FOUNDATION. Offers training and work opportunities in gastronomy to people with mental illnesses and socially excluded people.

PENYA SPECIAL BARÇA. Part of the Barcelona School Workshop organisation, which strives for the social and occupational integration of people with intellectual disabilities through social and occupational inclusion.





THE AMBASSADORS, ALEXIA PUTELLAS AND GERARD PIQUÉ

Ballon d'Or winner Alèxia Putellas and one of the captains of the first team, Gerard Piqué, are ambassadors for the **Barça Foundation Genuine** team. Both were present during the team's presentation and are very happy to be a part of this project. The team couldn't have better mentors



ALEXIA PUTELLAS

“ When they asked me if I would be an ambassador for this team I didn't hesitate for a second, because I believe that this is a great project for everything that it represents: equality and people's rights. We are often unaware that our society is made up of people who are all different. Each of us is an individual being and we are all different from the rest. We have to be able to live with these differences naturally.”

GERARD PIQUÉ

“ I am thrilled to be an ambassador to the Barça Foundation Genuine team. There are ideas and proposals in the world of sports that are very necessary, almost mandatory. I believe that competitions such as the Genuine League is one of such proposals. Therefore, I think it is wonderful that our club is participating with this team that we have built. As a society, we have to move towards a world that is more tolerant, inclusive and fair, where all people are respected and, above all, we all have our rights and duties. Initiatives such as this one are of great help.”



THE SQUAD

BARÇA FOUNDATION GENUINE

These are the 24 boys and girls who make up the **Barça Foundation Genuine** team's squad. The coaches point out their main skills

13



ABELIX

The group's PR officer and a great communicator. Always willing to improve.

1



GINESTAR

Excellent at the start of the game. Perseverance marks his path.

26



SERGI

Committed and devoted to the group. His values: teamwork, cohesion, and responsibility.

14



ÁNGEL

Perseverance and a desire to excel. Wants to do his best with everything.

21



CUTILLAS

Always at the ready. Affectionate and passionate about football.

2



AA ÁLVAREZ

Sensitive, emotional, and committed. He has such a huge heart.

18



PABLO

Empathetic and disciplined. Attentive and always willing to improve on everything.

6



VLADI

Skill and intelligence, he always knows what to do in every situation.

3



MONTSE

Generous with the group and during the game. Hard-working and tirelessly devoted to self-improvement.

28



MIQUEL

Mischievous and orderly. The sense and rapture of a goal.

22



POL

Commitment, dedication, and goalscoring ability.

16



DANI

Unpredictable and, at the same time, responsible on the field. Character and courage.

4



JENNY

Quality and style, tiki-taka in its purest form.

7



MANEL S.

Effort, perseverance, and a tireless fighter along the sidelines.

20



ÀLEX

His maturity flows in all directions.

10



ALE

An observer who knows what she wants, capable of surprising with unpredictable actions.

24



POVE

Always persistent. Although a Cancer, this crab marches forward!

12



SALVA

Personality and always willing to help the team on the field.

27



MARC

Attitude, enthusiasm, and motivation. He is passionate and one of the team's most cheerful players.

11



KAMAL

Character and a good touch with the ball. Tireless, gives everything on the field.

15



GUILLE

Equal parts power and quality. Brimming with kindness.

25



CODOR

Always ready to overcome in the face of adversity.

29



ELI

Improves with every touch of the ball. She oozes talent.

17



AMINE

Energy and nerve in its purest form.





THE COACHES

GENEROUS AND HIGHLY SKILLED



They come from all over Catalonia: from Montseny, Priorat, Barcelonès, Osona, Anoia... And they all share a long experience with football and working with people with functional diversity. In addition, all of them have trained academically as coaches and psychologists. Meet Sergi, Josep, Emilio, Beth, Francesc and Tina, the six members of the technical staff of the Barça Foundation Genuine, who work as volunteers



SERGI MASCARELL

Genuine's head coach is Sergi Mascarell (Barcelona, 04/06/1972), who is passionate about sports and personal development. Football has always been a part of his life. He trained in the youth academies of Júpiter, PB Sant Just, Muntanyesa and Damm. After his last year as a youth player, he played in a wide range of teams: Banyoles, Sabadell, Rubí, Caravaca, Mataró, Badaloní and Europa. He stopped playing at the age of 31, but never quit the training work he had started when he was a teenager. As a coach he has worked for Banyoles, Muntanyesa, Mataró, Badaloní, Josep Maria Gené, Europa, Premià, Mataró juvenil and Calella. He also has experience working with athletes with functional diversity after two seasons at the ESMEN Foundation. He assures that he likes to "explore" and work with people that he can learn from, such as the Fundació Barça Genuine players. "It's all about strengthening their virtues, which are many, and improving their less developed skills", he explains. Sergi Mascarell lives in Vallgorguina, surrounded by nature. He is a natural therapist and a yoga teacher.



JOSEP FERRÉ

Josep Ferré (Barcelona, 26/11/1983) is Genuine's second coach. He was born in Barcelona, but his home is the town of Capçanes (Priorat), where he is a sports councillor. He has been training since he was a child and has been on coach benches around the world. He has worked in Egypt as head of the Barça school; in Hong Kong, directing the Kitchee SC grassroots football team; in Thailand, leading the Buriram team and on the bench for Ratchaburi and Bangkok Glass; in Japan, in a project to recruit young talents for Nike; in Puerto Rico, coaching Bayamon, the team associated with David Villa's academy; and in India, assisting coach Alejandro Menéndez in East Bengal. He has a degree in Physical Activity Sciences and is a certified professional coach (third level). He loves working with the Barça Foundation Genuine team: "Every session is an explosion of excitement and happiness. It's great to see how they arrive at the Ciutat Esportiva, how they go to every training session, every match...". Ferré, who is known as Coco because of his resemblance to the former Italian footballer who played for Barça, is, like Sergi Mascarell, a follower of the ideology of the German Horst Wein, a coach trainer he discovered during a talk in Falset.



EMILIO GÓMEZ

Emilio Gómez (Barcelona, 09/08/1986), assistant technician at Genuine, has an enviable CV. Despite his young age, he has accumulated many years of experience, on the bench and also in sports management. He started coaching when he was 16 years old, for different teams in the Maresme district and also at the Barça School. After that, football has taken him around the world: he has worked in Saudi Arabia, Lebanon, China, Mexico, the United States, Chile and Switzerland. What's more: he has a Second Level Coach Diploma, a Bachelor's Degree in Physical Activity Sciences and a Master's degree in sports education and management. As if that wasn't enough, he also owns Footballaim, a management project for football clubs and coaches, together with David Villa. In 2018 he decided to stop travelling around the world and returned home. Nowadays, in addition to managing his company, he coordinates the Lleó XIII training centre. The experience with Genuine, however, is especially fulfilling for him: "It is a way to experience the joy of football first-hand. After a long time working in high performance, I am finally living the essence of football. At the end of the day, it's just a game and it's all about having fun and enjoying yourself".



FRANCESC MARTÍNEZ

Francesc Martínez (Igalada, 25/04/1970) has been a sports psychologist for many years, especially on the benches of youth football programmes. Moreover, Franchu, as everyone knows him, has been working with young people with functional diversity at CF Igualada Inclusiu for the past five years. He has been collaborating with his home town club since he was 32 years old, when he finished his time as a footballer. This he combines with sitting on the benches of different teams in the Anoia region. For a decade he coached all categories of youth football in the Comes team and ended up as their coordinator. Afterwards, he coordinated the Sant Maure youth teams until, six years ago, he returned to Igualada to create the Sports Psychology Area. To do so he made sure he was well prepared, and at the age of 45 he took a postgraduate course in sports psychology at the Universitat Abat Oliba. In addition, he has a degree in psychology from the UOC and holds coach (level 1) and coordinator diplomas. The Barça Foundation Genuine team is Franchu's first experience outside his home region. His profile as a trainer-psychologist is ideal for this project. A lifelong Culer, he loves the experience. "At the age of fifty, I have achieved what I dreamed of as a child. Every time I enter the Ciutat Esportiva dressed in blaugrana is amazing".



BETH PUIGDESENS

Beth Puigdesens (Vic, 06/12/1972) is active, dynamic and energetic. She can't stay still and always wants to be doing something. Caring for people with functional diversity now fills her professional life, but she has done many other things in her time. For example, she founded the Patí Riuprimer Club, she also performs therapy on animals and has worked in a nursing home. In any case, now she is a professional in clinical and health psychology. She studied her degree while combining her studies with her job, bringing up two children and managing the club. She did her internship at the Sant Tomàs Foundation and never left. She currently manages the Riudeperes residence, one of the services of this foundation. Beth has always had a passion for people with functional diversity. "When I was a child I was captivated by people with Down syndrome and I have always felt the need to help them," she reveals. With the Barça Foundation Genuine team, she can. And she does this through sport, her other great passion. "When they explained the project to me, it gave me goose bumps," says Beth.



TINA GONZÁLEZ

Few people have as much experience working with people with functional diversity as Tina González (Vic, 14/03/1973). She first came into contact with people with functional diversity when she was 15 years old and volunteered in sports and leisure activities. In fact, she had to give it up when she started studying psychology. Her first jobs as a psychologist were in different companies in the Osona region, in the field of human resources. However, her experience as a teenager led her to redirect her professional life. "I decided to send a CV to the Sant Tomàs Foundation and that gave me the opportunity to work as a games coach at an occupational centre for people with functional diversity," she explains. After three years, Tina became the centre's psychologist, a position she held for eight years. She is now the director of the Employment Area for disabled people at the Sant Tomàs Foundation. In addition, she is a member of the technical staff of the Barça Foundation Genuine team. "Being here has given me knowledge and I have been able to see the value of team sports. I used to compete in an individual sport, like swimming, and I didn't live it," she says.

LaLiga | GENUINE

WHAT IS IT?

LaLiga Genuine Santander is a social responsibility inclusive initiative, promoted by LaLiga, which consists of a competition played by teams made up of men and women with intellectual disabilities.

HOW AND WHEN WAS IT BORN?



In 2016, Álvaro and Rubén, two Nàstic de Tarragona fans with Down syndrome, proposed to LaLiga, with the support of the Tarragona club, the creation of a football competition in which people like them could participate. The idea was very well received and the LaLiga Foundation worked on it until the first edition of the tournament was presented in 2017.

WHAT ARE THE OBJECTIVES?

To normalise the practice of football for people with intellectual disabilities, the commitment of professional football to an inclusive and



socially responsible project, and the creation of a Genuine team in each LaLiga club. The FC Barcelona Foundation is committed to the creation of role models for people with intellectual disabilities.

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WHO CAN PLAY?



Teams can be single or mixed categories (men and women) and must be made up of players over 16 years of age and with a minimum intellectual disability of 33 per cent, without limitation to foreign players.

WHAT IS THE COMPETITION MODEL?



It is played in the 8-a-side football format, in games of 4 quarters of 10 minutes each. The final result is determined by the number of games won by each team. Each quarter won adds

up to one point.

If there is a draw, none of the teams scores points. The final result is obtained by adding up the points from the four quarters. Each match won is worth three points, a draw is worth two points and a defeat is worth one point.

HOW IS THE LALIGA GENUINE PLAYED?

This will be the fourth season of the LaLiga Genuine and it will be played in three phases (three games in each phase), distributed over three weekends.



FIRST PHASE

Ciudad Deportiva Barranco Seco of UD Las Palmas



SECOND PHASE

La Rosaleda of Malaga



THIRD PHASE (FINAL)

Ciudad Deportiva de Lezama of Bilbao



WHICH GROUP IS BARÇA IN?

The Barça Foundation Genuine team will play in the group called 'Compañerismo' and these are their 17 possible rivals: Fundación Club Atlético de Madrid, Sevilla FC, RC Deportivo de La Coruña, Real Betis Balompié, Real Sociedad Fundazioa, Levante UD, EDI Cádiz, CF Fundació Futbol Base Reus, Gimnàstic de Tarragona, RCD Mallorca, Valencia CF, CD Tenerife, Villarreal CF, Elche CF, Fundación Rayo Vallecano, Granada CF, Fundación Albacete SD, Eibar Fundazioa, UD Las Palmas, SD Huesca, UD Almería, Fundación Málaga CF and FC Cartagena.

THE TEAMS IN THE LEAGUE

These are the 42 teams of the LaLiga Genuine 2021/22

- | | | |
|------------------------------------|------------------------------|-------------------------|
| 1. Athletic Club Fundazioa | 15. CA Osasuna | 29. SD Eibar Fundazioa |
| 2. RCD Espanyol | 16. Deportivo Alavés | 30. UD Las Palmas |
| 3. Fundación C. Atlético de Madrid | 17. CD Tenerife EDI | 31. CD Lugo |
| 4. Real Sporting de Gijón | 18. Villarreal CF | 32. Córdoba CF |
| 5. Sevilla FC | 19. Elche CF | 33. SD Huesca |
| 6. RC Deportivo de la Coruña | 20. Fundación Celta Integra | 34. Getafe CF |
| 7. Real Betis Balompié | 21. Fundación Rayo Vallecano | 35. UD Almería |
| 8. Real Sociedad Fundazioa | 22. Real Oviedo | 36. Fundación Málaga CF |
| 9. Levante UD EDI | 23. Real Valladolid | 37. Barça Foundation |
| 10. Cádiz CF | 24. CD Leganés | 38. SD Ponferradina |
| 11. Fundació Futbol Base Reus | 25. Girona FC | 39. CF Fuenlabrada |
| 12. Club Gimnàstic de Tarragona | 26. Granada CF | 40. Burgos FC |
| 13. RCD Mallorca | 27. Real Zaragoza | 41. FC Cartagena |
| 14. Valencia CF | 28. Fundación Albacete | 42. UD Ibiza |

BARÇA GENUINE MOMENTS



Watch how the players of the Barça Foundation Genuine painted the first team bus.



THE FIRST TEAM BUS. A group of players of the Barça Foundation Genuine team participated in the graphic design of the first team bus. Guided by the artist Fert, author of the design, and alongside Lenglet, Dani Alves, Pedri, Ter Stegen and Ansu Fati, they had a great time.



Watch Barça Foundation Genuine's haka here.



HAKA. A haka is a very simple choral dance that is danced to highly energetic music and which the players, coaches, referees and fans all dance to before and after each Genuine match. Of course, the Barça Foundation Genuine team also dances. Happiness is guaranteed.



READY. From September 2021, Barça Foundation Genuine will train once a week and play friendly games against blaugrana teams and teams from all over Catalonia. The aim is to be ready at the beginning of April, when the first phase of LaLiga Genuine Santander will take place in Las Palmas in Gran Canaria.



Watch the
Christmas dance
choreography here.

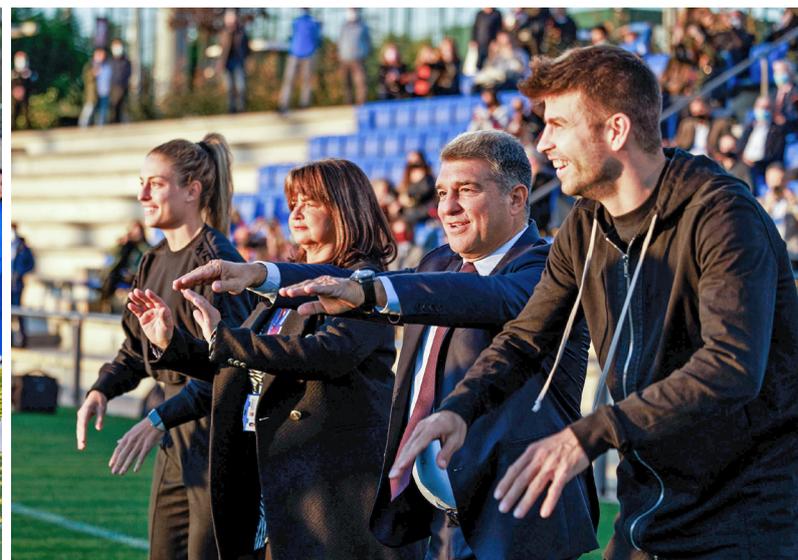
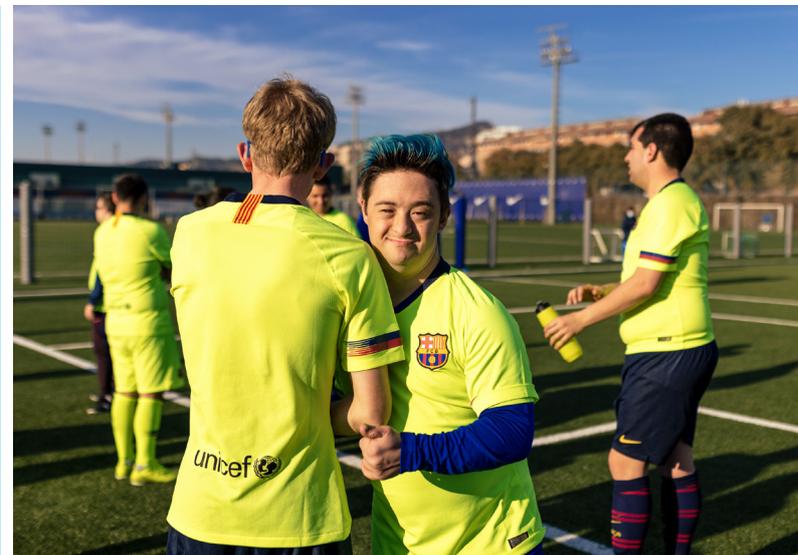


A DANCE FOR CHRISTMAS. At the initiative of LaLiga Genuine, the players of the Barça Foundation Genuine team welcomed the Christmas holidays and the arrival of 2022 with a fun collective choreography of the song 'Dance with Me Tonight', by English singer Olly Murs, who is very popular on TikTok.



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GENUINE TEAM







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