

1. English

2. Russian







Introduction

Aleš Zavrl, UEFA Head of Club Licensing



Agenda Day 2

Agenda Day 2

Introduction

Aleš ZavrlUEFA Head of Club Licensing



FC Rabotnicki

Nenad Monev FC Rabotnicki General Secretary



UEFA Benchmarking report

Sefton Perry

UEFA Head of Intelligence Centre Analytics



Agenda Day 2

Extraordinary application

Bakar JordaniaGFF Head of Club Licensing &
Monitoring



UEFA Club Licensing Quality Standard

Anna Polatowska UEFA CL Specialist

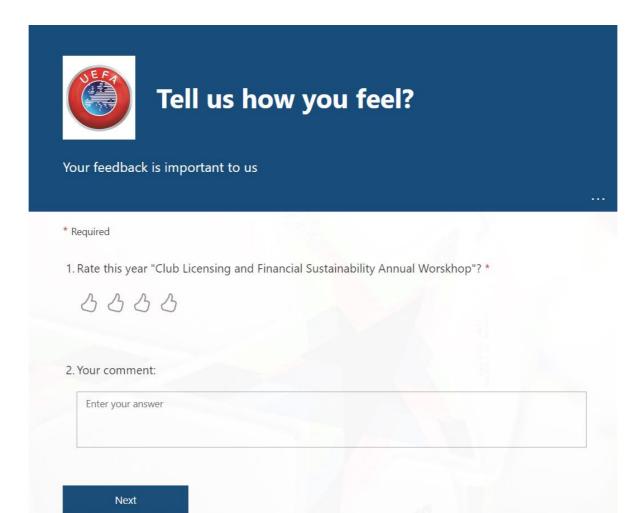


Summary and conclusions

Aleš ZavrlUEFA Head of Club Licensing

Daniele BernardiUEFA Senior CL Manager









UEFA Club Licensing and Financial Sustainability Regional Workshop

03.02.2023, Skopje







REFERENCES

Full name: Football Club Rabotnicki – Skopje

Nickname(s): Романтичари (Romantics),

Херојот од Дебар маало (The Hero from Debar Maalo)

Founded: 4 October 1937, 85 years ago

Colours: Red, White and Dark Blue

Stadium: Arena Todor Proeski - Skopje

Capacity: **33,400 spectators**

Web: http://www.fkrabotnicki.com/



^{*}Continuity in UEFA Licensing from 2003 year



STADIUM

NATIONAL ARENA "Todor Proeski"

Location: Skopje, N.Macedonia

Opened: **1947**

Expanded: 2012

Surface: Grass

Scoreboard: **LED**

Capacity: **33,400 spectators**

Pitch size: 105 x 68 meters









INFRASTRUCTURE

- 2 football fields with natural grass
- 2 half-football fields with plastic grass
- stationed in the central park in the downtown in Skopje











YOUTH ACADEMY

- **300 childrens** (6-18 age)
- Main objective: *production of young quality football players*
- Best youth academy in Macedonia and one of the best in region
- Domination in U18, U16, U14, U12, U10, U8 national leagues in past years
- Over 30 players selected in National U21, U19, U17, U15 national teams

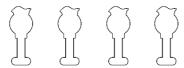




SUCCESSES



√ 4 National Leagues Titles (2004/05, 2005/06, 2007/08, 2013/14)



- √ 4 National Cup Titles (2007/08, 2008/09, 2013/14, 2014/15)
- 2000-01 / UEFA Cup (QR)
- 2004-05 / UEFA Champions League (Q2)
- 2005-06 / UEFA Champions League (Q3)
 UEFA Cup (R1)
- 2007-08 / UEFA Champions League (Q3)
 UEFA Cup (R1)
- 2009-10 / UEFA Europa League (Q3)
- 2010-11 / UEFA Europa League (Q3)
- 2011-12 / UEFA Europa League (PO)
- 2014-15 / UEFA Champions League (Q2)
- 2015-16 / UEFA Europa League (PO)
- 2016-17 / UEFA Europa League (Q1)
- 2017-18 / UEFA Europa League (Q2)
- 2018-19 / UEFA Europa League (Q1)



FC RABOTNICKI in UEFA Competitions

Season	Competition	Round	Club		
2000–01	UEFA Cup	QR	Vorskla Poltava		
2005–06	Champions League	QR1	Skonto		
		QR2	Lokomotiv Moscow		
2006–07	Champions League	QR1	F91 Dudelange		
		QR2	Debrecen		
		QR3	■ Lille		
	UEFA Cup	R1	→ Basel		
2007–08	UEFA Cup	QR1	Gorica		
		QR2	Zrinjski Mostar		
		R1	- Bolton Wanderers		
2008–09	Champions League	QR1	Inter Baku		
2000 40	Europa League	QR2			
2009–10		QR3	Odense		
2010–11	Europa League	QR1	■ Lusitanos		
		QR2	Mika		
		QR3	Liverpool		
2011–12	Europa League	QR1	Narva Trans		
		QR2	▲ Juvenes/Dogana		
		QR3	Anorthosis Famagusta		
		PO	■ ■ Lazio		
2014–15	Champions League	QR2	→ HJK Helsinki		
	Europa League	QR1	Flora Tallinn		
2015–16		QR2	Jelgava		
2015-16		QR3	c· Trabzonspor		
		РО	Rubin Kazan		
2016–17	Europa League	QR1	Budućnost Podgorica		
2017–18	Europa League	QR1	Tre Penne		
		QR2	Dinamo Minsk		
2018–19	Europa League	QR1	Honvéd		









FC Rabotnicki part of European Club Association (ECA)

Members from: 06/2015 (Associated or Ordinary Member)

Programme: The ECA Club Management Programme (CMP 2)

ECA Structure: - Member of **Sustainability Working Group**;

- Member of **EU Social Dialogue Committee**;

- Member of Institutional Relations Working Group.







MISSION

"To be among the leading clubs in the region and as a bearer of progress to enable top football for the fans of FC Rabotnicki - Skopje"











VISION

"Perfection, we strive to achieve the best results on and off the field"

- position as not one of the leading sports collectives in N.Macedonia;
- positive experience for all who are associated with our successes;
- strategic cooperation with all who can help in the achievement of common goals;
- organizational and financial sustainability at all levels;
- development of internationally recognized players and professionals;
- maintaining the importance of the sports scene in N.Macedonia with the affection of the audience and mediums.



VALUES

The strength of our mission and the pursuit to our vision

- **UNITY** we work united and strive towards the same goals
- **DIGNATY** bear responsibility for our actions, we set high standards of professionalism
- **PASSION** positively directed his love for the club with a huge desire our club and the results are great
- **RESPECT** recognize each other and act constructively in any situation, transparency and honesty in all business activities



STRATEGY

- Contribution of FK Rabotnicki in the formation of attractive football atmosphere for all participants in the football industry in N.Macedonia (players, coaches, sports professionals and fans)
- Key priorities in of the strategic plan for the period 2020-2024:
- Increasing the number of active participants with their quality will contribute to the development of FC Rabotnicki;
 - Realization of sports result will strengthen the sense of belonging;
- Improvement of organizational capabilities with the aim of educating employees and the efficiency of the overall system;
- Integration of all resources in the club and striving to achieve the objectives.



Corporate Social Responsibility (CSR)

- Starting with CSR Projects in 06/2016
- First club to engage Disability Access/Liaison Officer

Projects:

- ✓ Cooperation with kindergartens;
- ✓ Cooperation with elementary schools;
- ✓ Education of children about healthy sports nutrition;
- ✓ Attendance at the physical education classes of our soccer coaches from the youth academy;
- ✓ FARE "Football People": NO to discrimination, YES to equality;
- ✓ CAFE Week OF Action: Access for all;
- ✓ UEFA & CAFE Seminar in Barcelona, Spain (January 2019);
- ✓ Project for the inclusion of people with disabilities and Down syndrome;
- ✓ UEFA & CAFE Summit in Leipzig, Germany (June 2019)
- ✓ Online meetings during the CORONA pandemic



Corporate Social Responsibility (CSR)













Sustainability Strategy

- Strategy adapted to the environment of FC Rabotnicki
- More efficient and thorough cooperation in already existing projects
- Seven pillars of actions:
- 1. Equality and inclusion
- 2. Anti-racism and anti-nationalism
- 3. Protection of children and young people
- 4. Football for all abilities
- 5. Environmental protection
- 6. Gender equality
- 7. Quality Education





Financial Sustainability Strategy

- Objectives
 - Financial planning in the medium and long term
 - Rationalization of costs
 - Modern financial reporting
 - To stabilize the level of revenue from player sales
 - Increase in income from commercial activities
- Tasks
 - Financial discipline
 - Effective control of the costs
 - Introduction of procedures
 - Participation of the sectors (emphasis) in planning and selling players
 - Cooperation with local government in increasing benefits for football and sport in general





Extraordinary application

- Article 17. If a club qualifies for a UEFA club competition on sporting merit but has not undergone any licensing process at all or has undergone a licensing process which is lesser/not equivalent to the one applicable for top-division clubs to enter the UEFA club competitions, because it belongs to a division other than the top division, the licensor of the club concerned may on behalf of such a club request an extraordinary application of the club licensing system in accordance with Annex D.
- Deadline to notify UEFA of the possibility of an extraordinary application of the club licensing system is on <u>14 April 2023</u>.

Extraordinary Application of the Club Licensing System for entering 2023/24 UEFA men's Club Competitions

Principl

According to Article 17 of the UEFA Club Licensing and Financial Sustainability Regulations – Edition 2022 (CLFS), if a club qualifies for a UEFA club competition on sporting merit but has not undergone any licensing process at all or has undergone a licensing process which is lesser/not equivalent to the one applicable for top-division clubs to enter the UEFA club competitions, because it belongs to a division other than the top division, the licensor of the club concerned may – on behalf of such a club – request an extraordinary application of the club licensing system in accordance with Annex D.

Based on such an extraordinary application, UEFA may grant special permission to the club to enter the corresponding UEFA club competition subject to the relevant UEFA club competition regulations. Such an extraordinary application applies only to the specific club and for the season in question.

According to Annex D.1.1 of the CLFS, UEFA defines the necessary deadlines and the minimum criteria for the extraordinary application of the club licensing system and communicates them to the licensors at the latest by the 31 August of the year preceding the licence season.

Assessment Procedu

In view of the UEFA club competition season 2023/24, the licensors must notify the UEFA administration – by 14th April 2023 at the latest – in writing of the possibility of such extraordinary application, stating the name(s) of the club(s) concerned.

Each club concerned must provide the necessary documentary proof to the licensor that will assess the club(s) against the fixed minimum standards and forward to the UEFA administration the following documentation in one of the UEFA official languages by 1st May 2023 at the latest:

- duly completed checklist
- recommendation by the licensor based on its assessment;
- the documents / information described in this checklist under "Evidence to UEFA

If a club is eliminated from the domestic cup competition during this extraordinary procedure, the concerned licensor must notify the UEFA administration accordingly and the procedure is immediately terminated.

Decision

Based on the received documentation, the UEFA administration may grant special permission to enter the UEFA club competition and communicates its decision to the licensor, which must inform the club(s) accordingly.

Appeals can be lodged against decisions made by the UEFA administration in writing before the Court of Arbitration for Sport (CAS) in accordance with the relevant provisions laid down in the UEFA statutes.

Extraordinary Application of Club Licensing System for Season 2023/24

Criterion	Requirement	Evidence to Licensor	Evidence to UEFA	Licensor conclusio			
Club requesting special permission							
"Three-year rule" (cf. Art. 14 CLFS)	By the start of the licence season, the membership and/or the contractual relationship (if any) must have lasted for at least three consecutive seasons. Furthermore, the club must have participated in the official competitions for at least three, consecutive seasons (breinafter three-year rule). Provisions of Art. 14 CLFS apply.	Club is registered within the national association, or has a contractual relationship with a registered member	Date of the club's affiliation or contractual relationship:	Fulfilled yes no			
Sporting criteria							
2. Youth Teams (cf. Art. 20 CLFS)	The club must have at least two youth teams within the age range 10 to 21 participating in official competitions or programmes.	List of youth teams within the legal entity of the club, another legal entity included in the club's reporting perimeter or a club affiliated to its legal entity. List of competitions/programmes recognised by the national association in which the youth teams participate.	Number of youth teams and corresponding age category:	Fulfilled yes no			
Football social resp	onsibility criteria						
Football social responsibility (cf. 27 CLFS) (cf. 28 CLFS) (cf. 29 CLFS) (cf. 30 CLFS) (cf. 30 CLFS)	The clar must establish the following policies: - Equality and reducent the clar westablish and implement a policy to ensure equal rights and opportunities for all people following and controlled to brother activities organized by the clarity to brother activities organized by the Arel sciencer the clar but set establish and implement a policy to lackle raction and to guarantee that all exercised without discrimination of any land, - Child and youth protection and wether the cloth and organized and organized the controlled and support and and owner the wetter or youth proyec- and ensure they are in a sale environment when and consure they are in a sale environment when and consure they are in a sale environment when and consure they are in a sale environment when and consure they are in a sale environment when	Copy of the policies.		Fulfilled yes no			
Infrastructure criteri	a						
 Stadium for UEFA club competitions (cf. Art. 33 CLFS) 	The club must have a stadium available that fulfils all relevant minimum requirements defined in the "UEFA Stadium Infrastructure Regulations" for category 2.	Alternative 1: if the club owns the stadium; copy of an act of property or a property register extract; or	Stadium Name:	Fulfilled yes no			

Extraordinary Application of Club Licensing System for Season 2023/24





FC GAGRA (GEORGIA) Extraordinary Application Case [UEFA 2021/2022 Licensing Season]

Bakar Jordania

GEORGIAN FOOTBALL FEDERATION Head of Club Licensing & Monitoring

UEFA CL&FS WORKSHOP 03.02.2023 // Skopje, MKD

FC GAGRA (GEORGIA) The CASE





• x2 GEO CUP Winner from 2nd Div. (2011, 2020)



FC GAGRA in 2nd Div. > not an UEFA Licence Applicant > Extraordinary Application



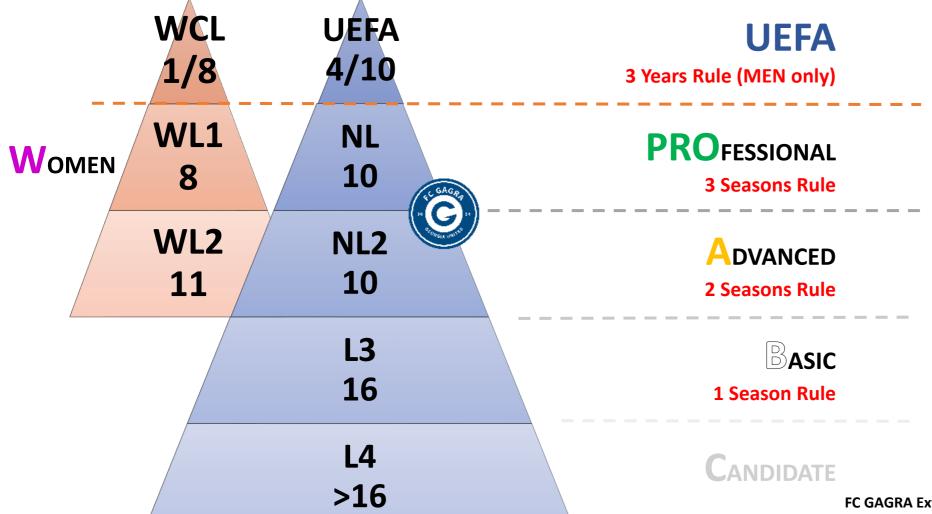






Licensed Leagues in Georgia





- Regulatory framework applied in 2021:
 - UEFA CL&FFP
 Regulations 2018 >
 Annex IV:
 Extraordinary
 application of the
 club licensing system
 - GFF National CL Regulations >
 - PRO = UEFA requirements
 - A: includes all minimum extraordinary app requirements



FC GAGRA Extraordinary Application case
UEFA CLFS Workshop, Skopje (MKD)
GFF // B. Jordania // 03.02.2023



UEFA & National competition formats & licensing processes



UEFA CLUB COMPETITIONS ▶▶



NATIONAL CHAMPIONSHIP >>





Extraordinary application process



UEFA CL circular email: Extraordinary Application of the Club Licensing System for entering 2021/22 UEFA Club Competitions,

inc. Check-lists >>> fewer/lower criteria

20.08 2020 deadline for communication of the possibility of extraordinary application

15.04 2021 Deadline for submission of information / documents to UEFA

03.05. 2021 UEFA Decision communicated to GFF

27.05 2021



04.12.2021 GAG-SMG 0-0 (5-3pen)

28.01 2021

First internal deadline for

GFF Club Licensing &

Checklist

Monitoring Extranet

Docs > Checked by GFF

Licensing Experts

document submission by club:

09.03 2021

GFF notified UEFA about Extraordinary Application re FC GAGRA



GFF Submitted to UEFA:

- Check-list
- FA recommendation
- Evidences / documents
- Additional communication / exchange with UEFA (if needed)



Georgian Football Federation Mr David Mujiri, General Secretary 76a, Chavchavadze Avenue GE-0162 Tbilisi Georgia

ur reference Your correspondence of

Our reference NCLS/BLE

Extraordinary application of the club licensing system for entering 2021/22 UEFA club competitions – FC Gagra (GEO)

case (KD)

27 May 2021

FC GAGRA Extraordinary Application case
UEFA CLFS Workshop, Skopje (MKD)
GFF // B. Jordania // 03.02.2023



Challenges, risk anticipation & recommendations



- Benefits of the domestic licensing process
- Head Coach Qualification
- 3YR for the clubs from the lower leagues
- Translation is time-consuming
- Reserve team case (Lokomotivi 2, reserve (2nd) team of FC Lokomotivi Tbilisi)
- Make clubs aware about possible extra licensing as early as possible
- Communication is key [with club(s) & UEFA]
- Q&A









UEFA Club Licensing Quality Standard

Anna Polatowska, UEFA Club Licensing Specialist

UEFA Compliance Activities

1. CL Compliance Audits

UEFA and External Auditors

- 1) Performed on risk basis
 - 2) Decided by CFCB

2. Licensor Certification **Audits External Auditors (SGS)** Performed annually on all NAs

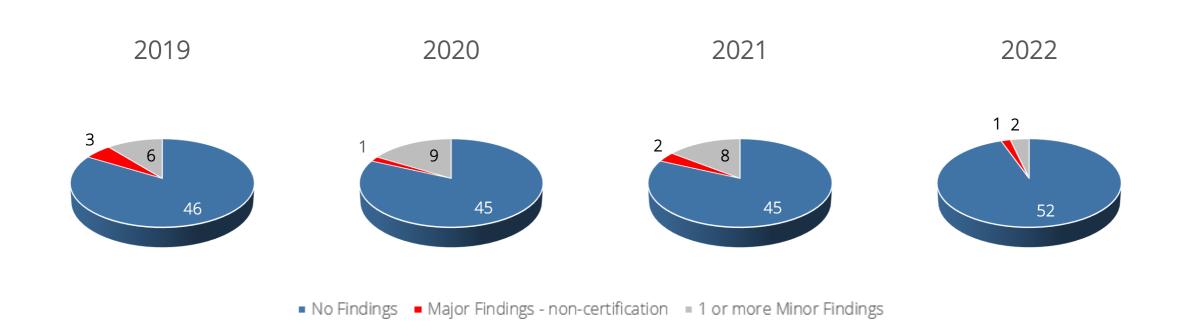
3. Club Audits

UEFA and External Auditors

- 1) Performed on risk basis
 - 2) Decided by CFCB

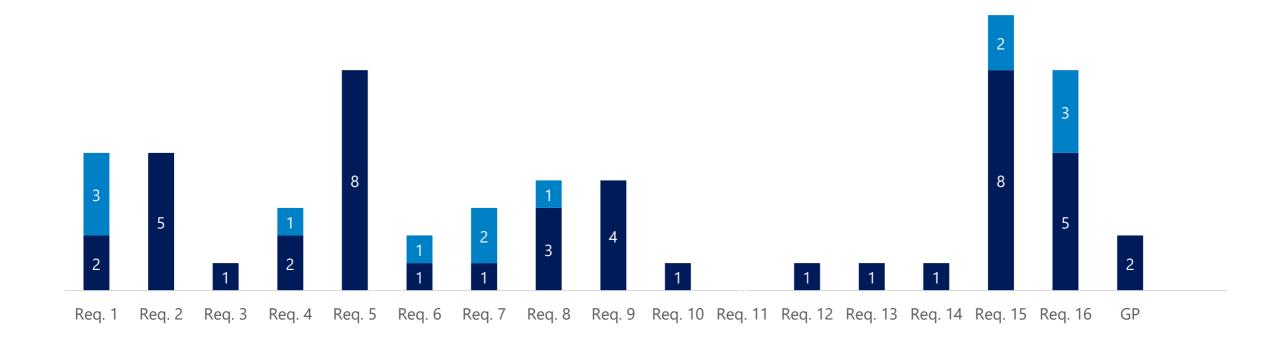
2022 SGS audit process

- SGS performed 22 limited reviews and 33 full audits in August-October 2022;
- **54 Licensors** were issued with the SGS certificates;
- 1 Licensor did not receive SGS certificate.



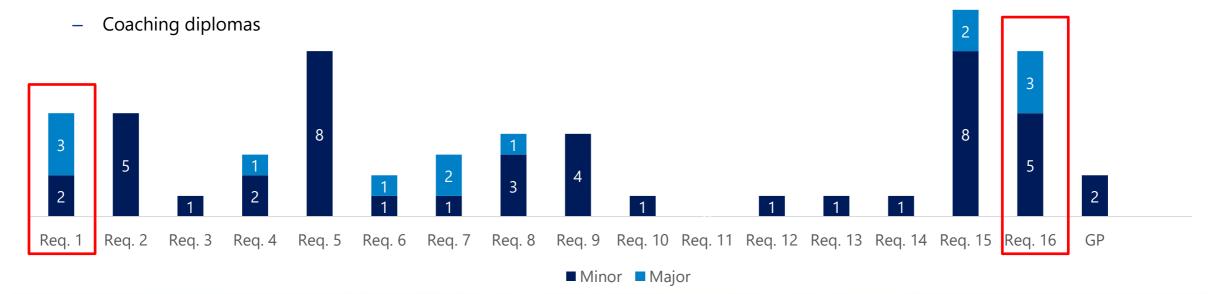
Most common non-conformities 2019 - 2022

• **59 findings** (minor and major) for the period 2019-2022



Most common major non - conformities

- **Requirement 1 (Management commitment)** ensuring that member of a top management is responsible for club licensing and club monitoring process:
 - Appropriate organisation for club licensing and club monitoring process established;
 - Appropriate transfer of know- how, necessary training available;
 - Active part in annual review;
- Requirement 16 (Data analysis) consolidation and analysis of data to allow benchmarking, incl.
 - Licensing results;



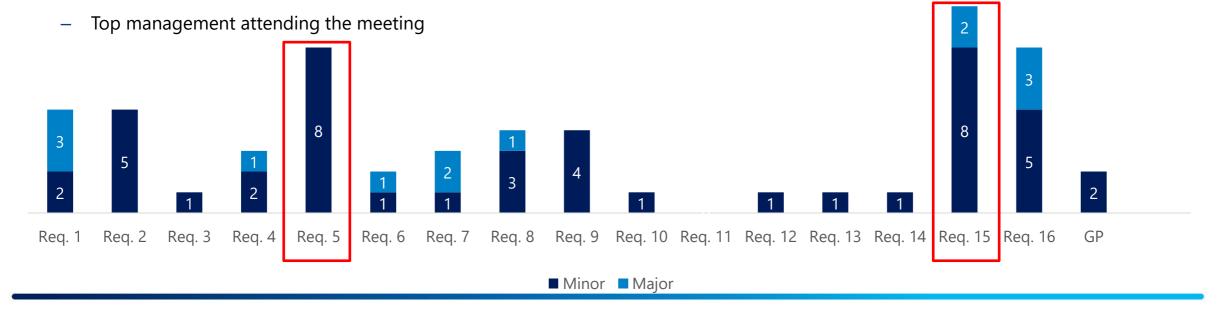
Most common minor non - conformities

Requirement 5 (Organisational structure):

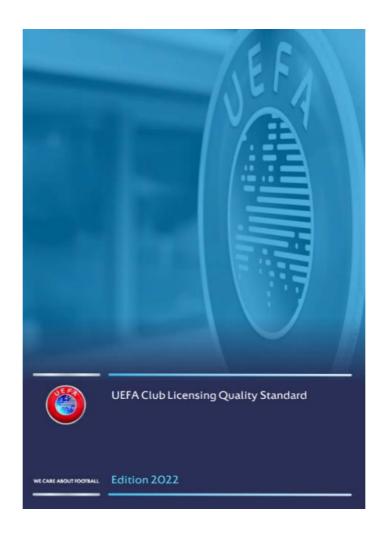
- Appropriate organisational structure for club licensing and club monitoring process established (incl. top management, licensing administration, licensing experts, communication responsible);
- Rights and duties defined in writing;
- Organisation chart for club licensing and club monitoring process indicating names and functions; organisation chart of the licensor as a whole;

Requirement 15 (Annual internal review meeting):

Including in its agenda feedback from licensees, chairmen of decision – making bodies;



UEFA Club Licensing Quality Standard (Edition 2022)



Requirement 16 | Data protection

Requirement 16, Data protection

- 1. The licensor must establish and **implement a policy and procedures** to ensure club licensing

 and club monitoring processes comply with

 national general data protection regulations.
- 2. The licensor must establish and **implement a policy and adequate data protection** and security systems to prevent any unauthorised access to its electronic data.

1

National data protection Regulations

2

General Data
Protection
Regulations (GDPR)

3

Personal data protection

4

Confidentiality

5

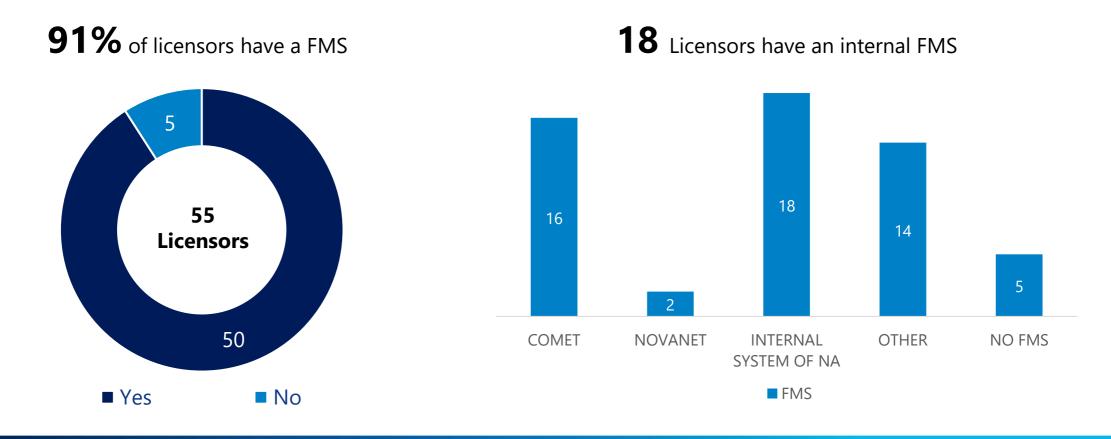
Storage limitation, access to data

6

Track individuals
with access to the
system (scope,
duration, roles, etc.)

Football Management System (FMS)

- Statistics gathered based on information submitted to SGS (2022 audit);
- The system should be in place and used for club licensing purposes.



Requirement 15 | Documents and other records

Requirement 15.3

The licensor must use an electronic club licensing management system as part of the football management system for the club licensing procedure and documentation management.

Fulfilled if licensor demonstrates that the process of implementation of FMS is ongoing (applicable for 2023 audit only)

1

IT solution for club licensing (and club monitoring if applicable)

2

Link between
existing IT solutions
within Federation
and CL

3

Make the process more efficient and accurate

4

Strengthen confidentiality and data protection

Requirement 1 and 3 | Internal control and risk assessment

Requirement 1.5

The licensing administration must establish internal controls and perform risk assessments of its club licensing and club monitoring processes.

Requirement 3.1(g)

Internal controls, risk assessment and any corrective actions.

1

Risk: impact on your ability to meet your objectives.

2

Meet club licensing deadlines

3

Establish and implement core process according rules

4

Make licensing decisions in line with Regulations (independently)

5

Support from top mgmt.

Expertise and monitoring

6

Exchange (internal/ externally)

Requirement 1 and 3 | Internal control and risk assessment

Requirement 1.5

The licensing administration must establish internal controls and perform risk assessments of its club licensing and club monitoring processes.

Requirement 3.1(g)

Internal controls, risk assessment and any corrective actions.

CLUB LICENSING QUALITY STANDARD (EDITION 2022)

Guidance on Risk Assessment

A - CONTEXT AND AIM OF THE REQUIREMENT

A risk assessment may be seen as:

- A Systematic and periodic overview of business risks, strengths and weaknesses;
- An early warning system the goal being to act instead of react;
- · A means of enhancing risk awareness and risk communication.

Once the risks are identified and assessed, the measure (action) to manage them must be defined. Any such measure fall into one or more of the following categories:

- Risk transfer (→ take out insurance);
- Risk avoidance (→ change process);
- Risk reduction (→ put in place controls and training).
- Risk acceptance (→ leave risk in place).

Definitions

A risk can be defined as anything which could impact on your ability to meet your

ISO Standard 9001 defines **preventive action** as action to eliminate the cause of a potential nonconformity or other undesirable potential situation.

Benefits of risk assessments

The benefits of a systematic approach to risk assessments are:

- Prioritised descriptions of risks classified into defined risk areas with assigned responsibilities for action;
- Effective resource prioritisation and <u>allocation</u>;
- . Enhanced credibility of the club licensing system

For example, in the context of club licensing, the critical risks to identify are those that could impact on the licensor's ability to:

- Meet agreed deadlines;
- Maintain the expected level of service to the clubs and other <u>stakeholders</u>;
- · Make licensing decisions that are in line with the defined rules and principles

The list below is a guide to the $\underline{\text{type}}$ information that may be useful in identifying risks:

- Trend analysis from internal reviews. Worsening trends often prompt preventive actions:
- Monitoring of customer satisfaction, formally or informally;
- Evaluating problems that have occurred in similar circumstances, but in other divisions and processes, or even in other <u>organisations</u>;
- Planning for both predictable situations (e.g. personnel changes) and for unpredictable situations (e.g. natural disasters).

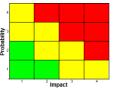
B - MEETING REQUIREMENT

The licensor must carry out and annually update a systematic risk assessment. Often an appropriate way to do so is to have a team brainstorming session. To structure this, the leading person (e.g. the licensing manager) may find it useful to work through the processes thatlare known as being critical. It is important that this activity is carried out annually, typically during the review phase of the previous cycle.

The process of assessing risks consists of four steps:

- 1. Risk identification
- 2. Risk analysis
- 3. Action planning
- 4. Monitoring

After the first step of *Risk Identification*, the risks should be assessed as to their probability of occurrence and to their potential impact and accordingly grouped into three categories, e.g. green, yellow and red as shown below (*Risk Analysis*):



This definition of the risks' probability and impact results in their initial risk value. It is critical to make "educated guesses" in order to properly prioritise the implementation of the risk management plan later on. The next step is the Action Planning, where the Licensor can define which measures to manage the risk are taken, who will be responsible and by which deadline. Finally, in the Monitoring phase both the action undertaken and the <u>current</u> risk value are evaluated.

2

• Principle: independent body, Société Générale de Surveillance, assesses on **annual basis all licensors** for compliance with the requirements with the UEFA Club Licensing Quality Standard;

Assessment of SGS performed in form of:

Full audit

Limited review

- Full audit:
 - Performed on site;
 - SGS auditor is verifying compliance with the requirements in form of: interviews with licensing administration,
 verification of documentation, visual verification whether written procedure have been properly implemented;
 - Outcome of the audit documented in audit reporting pack

- Limited review:
 - Performed off site;
 - SGS auditor is verifying the licensor's self-declared information and clarifies with licensor if necessary;
 - Outcome of the audit documented in audit reporting pack

SGS audit's conclusions:

No findings

Minor non-conformities

Major non-conformities

- Major non-conformity is identified in case of:
 - Absence of procedure/ policy required as a part of CLQS;
 - Total non-compliance with the procedure/ policy or with a provisions required as part of the CLQS;
 - Not addressing adequately by a licensor a minor non-conformity within agreed timeline;
 - Identifying findings resulting in potentially invalid licensing decision being taken;
 - Detecting that a licensor provided misleading or false self-declarations during limited review;
 - Several findings against same requirement of the CLQS significant enough to represent a major non-conformity

- **Minor non-conformity** is identified in case of:
 - Procedure/ policy slightly incomplete formally, but correctly applied in practice;
 - Single observed finding has been identified with respect to the CLQS

- In case of lack of compliance:
 - SGS auditor raises a <u>major or minor non-conformity;</u>
 - Corrective action is agreed between SGS auditor and licensor which must by implemented by the licensor

- Certification:
 - Decision is taken by the SGS validation committee;
 - Based on audit reporting pack and evidence gathered during certification audit;
 - Certificate is used when all requirements are met or only minor non-conformities are identified

SGS audit process

• In case of **major non – conformity**, the SGS validation committee does not issue a certificate to the licensor

- Non certification may lead to:
 - Potential CL compliance audit;
 - Regular monitoring by UEFA administration (support and assistance activities);
 - Financial consequences in accordance with the provisions of the UEFA HatTrick Regulations as a part of incentive payment related to obtaining SGS certification

SGS certification process 2023

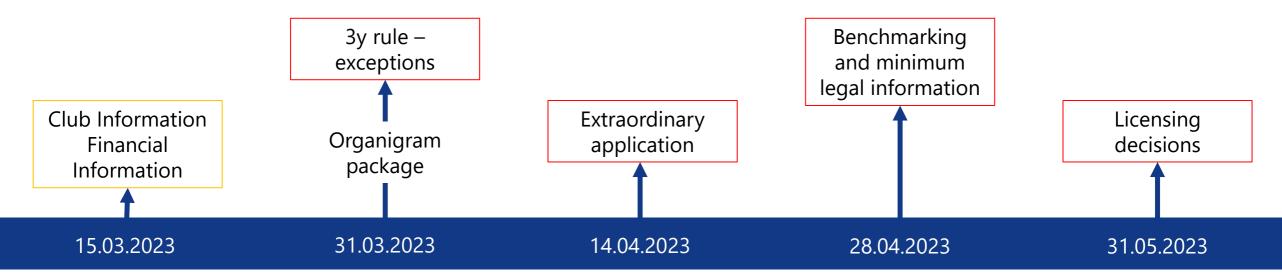
- 2023 SGS Audits based on the new UEFA Club Licensing Quality Standard (2022);
- UEFA IT Tool adjusted;
- SGS assessment in same format: full audit vs limited review;
- Scope of the audit covering men's and women's club licensing system;
- Requirement 1 (Organisational structure, par. 8 and 9) fulfillment connected with information shared on BOARD (Organigram);

Planning, Follow-up, corrective update of UEFA IT actions implementation, Tool, SGS and feedback to SGS **Selection of NAs for On-site audit;** Final decision and licensors preparation and NA full audit and Off- site limited issuance of limited review certificate review **May 2023 August – October 2023** December 2023/January 2024



Next steps

- 4 milestones of the 2022/2023 Club Licensing Process remain;
- 1 milestone of the 2022/2023 Club Monitoring Process remain;
- Further information about the organigram package will be sent in the next few days;





Thank you!

WE CARE ABOUT FOOTBALL