

The background of the slide is a photograph of a large stadium, likely the Mladost Stadium in Zagreb, taken from an elevated position looking down at the pitch. The stadium is filled with spectators, and the roof structure is visible. A red semi-transparent box in the top left corner contains the letters 'SD' in white. Below it, another red box contains the text 'supporters direct europe'. A dark grey semi-transparent box in the top right corner contains the text 'Zagreb 14 April 2015'. At the bottom, a dark grey semi-transparent box contains the text 'Supporter Liaison Officer (SLO) Project', and a red semi-transparent box below it contains the text 'An introduction to theory and practice'.

SD

supporters direct
europe

Zagreb 14 April 2015

Supporter Liaison Officer (SLO) Project

An introduction to theory and practice



UEFA Club Licensing and Financial Fair Play Regulations 2010 Article 35 - Supporter Liaison Officer

1. The license applicant must have appointed a liaison officer to act as a key contact point for supporters.
2. The supporter liaison officer must regularly attend meetings with the club's management and must collaborate with the security officer on safety and security-related matters.



UEFA Club Licensing and Financial Fair Play Regulations 2010 Article 35 - Supporter Liaison Officer

- Entered into force at the beginning of the 2013-14 season.
- Applies to clubs applying for a licence to compete in a European competition.
- Most national associations have adopted Article 35 in their domestic licensing regulations and often extended its reach, e.g. Italy = 102 clubs in the top three tiers.
- SD Europe's role is to manage the SLO project on behalf of UEFA.



Key numbers

- 1,000+ clubs with one or more SLOs
- SLO workshops/strategy meetings in 27 countries
- 30+ workshops/meetings (UEFA, EPFL, ECA, EU, CoE, SD, FSE, fan groups, etc.)
- 94% satisfaction rating in UEFA SLO survey (de facto 100%)
- SLO handbooks in 17 languages



Standard definition of an SLO's role and tasks

- Supporter Liaison Officers (SLOs) are a bridge between the fans and the club and help to improve the dialogue between the two sides.
- Their work is dependent on the information they receive from both sides and the credibility they enjoy with all parties.
- The SLO informs fans about relevant decisions made by the club management and, in the other direction, communicates the points of view of fans to the club management.
- The SLO builds relationships not just with various fan groups and initiatives but also with the police and security officers.
- The SLO engages with SLOs of other clubs before matches to contribute to supporters behaving in accordance with security guidelines.



Developing the SLO role in practice

- Three aspects of SLO work:
 - Communication: talking to and sharing information with main stakeholders.
 - Service: improving matchday experience for fans (and other stakeholders) and advising clubs on fan-related issues.
 - Prevention: cooperating with security officers and the police to ensure proper treatment of fans, proportionality of security measures, and exert positive influence on fan behaviour.
- Important to recruit the right person!
- Dialogue not monologue! Clubs that best embrace this principle will benefit the most in the long term.
- Manage expectations. Dialogue will never be on an “equal” footing. SLOs cannot solve every problem and will not create a “paradise on earth” for fans.



Benefits since introduction in Sweden

- Improvement in dialogue/communications between fans and clubs/police.
- Improvement in relationship between supporters and governing bodies.
- Improved service for away supporters.
- Improved conflict management and lessening of tensions.
- Focus of liaison role on SLO frees up other staff members to concentrate on own task.
- Enhanced social responsibility profile.



Summary

"The implementation of the SLO function has been one of the most important things in Swedish football.

We introduced it in 2012 and haven't regretted it for a second."

(Mats Enquist, CEO, Swedish Football League).



Contact

Should you have any further queries, please do not hesitate to contact us at Supporters Direct Europe:

Stuart Dykes (SLO Project Consultant)

stuart.dykes@supporters-direct.coop