



Minimum standards for the provision of FSE Fans' Embassy Services

To make Fans' Embassy services a great success, and on the basis of the lessons learned from our previous projects, we've set up a list of "minimum standards" that are really easy tasks and should be part of each Fans' Embassy:

Minimum Standards

- **Independence:** All information provided should be correct and independent from any other interest group. The main idea is to provide info by fans for fans only.
- **Branding:** The teams should be well equipped with FE clothing and banners in order to be visible and recognised by fans.
- **Hotline:** A 24h-Hotline should be provided and promoted in the fan guide as well as via the web channels.
- **Professional Attitude:** Representing Europe's biggest fans' organisation FSE and supporting fans all over Europe at away matches requires a professional attitude. Taking advantage of a situation for personal benefits, consumption of alcohol during work or any other misbehaviour is unacceptable.
- **Physical Contact Point:** There has to be a fix place where fans know that they can get in touch with the Fans' Embassies. Depending on the amount of fans and the situation before and during the match, this can be set up on a square, in a pub, or at the stadium...
- **News article:** Every team should provide an article on their Fans' Embassy activities for that match (at least in English, no more than 400words) that can be published (on the FSE FE Website) either before or after the match.
- **Social Media:** Fans' Embassy teams should make use of Social Media communication channels. At least three posts should be made via each Social Media channel (your individual FE Facebook page and the FSE Fans' Embassy Facebook page) before, during and after the Test FE.
- **Photos:** Provide as many photos (if possible also videos) as possible portraying the work carried out with the Test FE to the office in high resolution (300 dpi).