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**Appendices**  
Standard specification/technical drawing
1. Johan Cruyff (1947-2016)

Johan Cruyff (born in Amsterdam in 1947, died in Barcelona in 2016) was a former football player for Ajax, Barcelona, Feyenoord, and the Dutch national team. The multi-talented Cruyff, usually playing as the striker, had the speed and intelligence necessary to shine in this position. His exclusivity made him the first real international football icon and Dutch star. His shirt number, number 14, will always be connected to Cruyff's legendary status. He won the title Footballer of the Year (FIFA Balon D'Or) three times and in general is seen as one of the greatest football players of all times. In 1999, Cruyff was named European Player of the 20th Century. After his active career as a footballer, Cruyff worked as a manager at Ajax and FC Barcelona. After an incredibly successful coaching career, Cruyff focussed on his business and social career, founding the World of Johan Cruyff, encompassing the Johan Cruyff Foundation, the Johan Cruyff Institute, Cruyff Classics, Cruyff Football, and the Cruyff Library.

The Cruyff Institute teaches sports management and sports marketing, and develops projects for the sports industry. The Netherlands has five Cruyff Colleges (as part of regional vocational training centres in Amsterdam, Enschede, Groningen, Nijmegen, and Roosendaal) and three Cruyff Universities (part of Amsterdam University of Applied Sciences, Fontys University of Applied Sciences Tilburg Campus, and Hanze University of Applied Sciences). There are also Cruyff Institutes located in Spain, Sweden, Peru, Mexico, and Malaysia.

Cruyff Classics sells clothing and shoes. Cruyff Football helps make Johan’s vision of total football a reality, and the Cruyff Library publishes books by and about Johan Cruyff.

Read more about all these initiatives at www.worldofjohancruyff.com.
2. The Johan Cruyff Foundation

The Cruyff Foundation's mission is to get as many young people as possible active. Through projects focused on sport and games, the Cruyff Foundation stimulates all young people, whether able-bodies or with a disability, to be active. The Foundation accomplishes this through Cruyff Courts, Schoolyard14, and sports projects for children with a disability. Sports and play improves the fitness of the children, teaches them to get along, improves their cognitive abilities, and will help keep them more active throughout their entire life.

Together with our partners, we get young people to exercise at one of the over 200 Cruyff Courts worldwide and at over 200 primary schools through Schoolyard14, and we also support sports projects for children with a disability. That is how we help keep over 100,000 children active each week.

2.1. Background

'If you can do something for someone else, you should'

When Johan Cruyff was playing football in America, he lived next door to a boy who had Down syndrome. This boy did not join in games or play football with the other children on the block, partly because he wasn’t able to but mostly because he just didn’t fit in. The boy was very open and friendly towards Johan, so Johan started kicking a football back and forth with him, throwing the ball up so he could head-but it back, and just paying individual attention to him. Because the boy had such a bond with Johan, he once spontaneously jumped into a swimming pool because he wanted to get closer to where Johan was. This was quite dangerous, considering that the boy couldn’t swim, but due to their special bond, Johan was even able to teach the boy how to swim. One day, Johan came back from a match to find the boy playing football in the street with the other children. This story shows the power sport can have. This story is also the reason behind the founding of the Johan Cruyff Foundation years later.

With the founding of the Cruyff Foundation, Johan Cruyff was one of the first athletes who tied their name to their own foundation and was actually involved in what the organisation did. He realised that practising sport is not only fun and good for you, it is indispensable for the healthy development of any child. Young people cannot start doing sports soon enough. You only have one body, and it has to last you a lifetime. It is therefore only logical that sport and young people have become the pillars of the Cruyff Foundation, and that the foundation has a particular focus on children with disabilities.

Since its beginning in 1997, the Johan Cruyff Foundation has grown into an organisation that gets young people exercising and choosing a physically active lifestyle every day. In the years the Foundation has been active, the need for children to get exercise has only grown. There is not enough time, space, or attention for children to participate in sports or play. The social relevance of the Foundation is greater than ever before. Sport and games make all the difference when it comes to health, integration, development, and participation.
2.2. The Cruyff Foundation's three pillars

2.2.1. Cruyff Courts

A Cruyff Court is the modern interpretation of the timeless neighbourhood football pitch. A Cruyff Court is a safe place where young people can play freely, a place which stimulates them to be active. But it's so much more than just a football pitch – it's a platform for young people where they can learn about things such as respect, and where responsibility and integration are taught through play. They get introduced to the importance of solidarity, make friends, discover their own talents, and experience winning and losing. The things the children experience on the Cruyff Court make a positive contribution to their general development. The Cruyff Foundation has managed to install over 200 Cruyff Courts worldwide. In line with the Foundation's vision that no child should be left on the sidelines, there are also a number of Special Cruyff Courts. These are configured based on the needs of children with different types of disabilities, which allows them to play freely.

A Cruyff Court also has a social function: it brings children together through the activities that are being organised. One of the ways this happens is through the Heroes of the Cruyff Courts program.

2.2.2. Schoolyard14

Playing outside should be a subject at school By establishing a Schoolyard14 in primary schools in both regular and special education, the Cruyff Foundation is encouraging children to participate in sports and play together both during and after school. Because the colourless, old schoolyards do not stimulate children to be active, the Cruyff Foundation has introduced Schoolyard14. Schoolyard14 makes schoolyards an attractive place to play again by giving the school and its students the opportunity to pick their own playing fields, which take the form of lines and coloured areas (coatings) applied to the ground and walls. Some examples are an athletics track, a playing circle, or a goal on the wall. This stimulates children to play in a natural way. By involving students in the process, they also feel responsible for the renovated schoolyard. Every Schoolyard14 features the 14 rules of Johan Cruyff. This means that besides getting the children to exercise, other educational objectives are also being worked on. Children learn to respect one another, their concentration improves, and their development is promoted. The teachers can also benefit from a Schoolyard14 to teach children something new through playing. It also gets the children less inclined to play sports to move, stimulates the children's creativity to come up with their own games, and makes it clear which areas are for a certain activity on the schoolyard.

Outside of school hours, a Schoolyard14 can still be used for the children to play on and can also be a place for local sports coaches to organise activities.
2.2.3. Sports projects for children with disabilities

For children with disabilities, sport and exercise is especially important. Sport can give them more confidence, teach them how to work together, and help them develop friendships. Together with NOC*NSF (Netherlands Olympic Committee * Netherlands Sports Confederations) and seven sporting associations, the Cruyff Foundation supports sports projects for children with a disability. This support is focussed on stimulating recreation and talent development. In addition to these partnerships, the Cruyff Foundation also offers its support to other sports foundations, including the Esther Vergeer Foundation, the Bas van de Goor Foundation, and the Mentelity Foundation, and supports various small local sports projects to offer as wide an array of sports as possible to children with disabilities. The Cruyff Foundation wants everyone to be able to join in, and with this support teams, foundations, and special education schools are able to organise activities such as a judo tournament, weekly G-bootcamps, or sports days.

The Cruyff Foundation is not only active in the Netherlands, it also does good abroad, for example through sports projects for children with disabilities in Spain or its partnership with the International Tennis Federation (ITF). The ITF helps facilitate wheelchair tennis programs by training wheelchair tennis coaches all over the world, as well as providing the tennis equipment and wheelchairs. In the last few years, this program has reached over 40 countries.

All these sports projects for people with disabilities help 50,000 children with a disability each week get their exercise.
3. Cruyff Courts

3.1. Background

On 26 November 2003, the Johan Cruyff Foundation opened its first Cruyff Court: the Cruyff Court Aron Winter Veld in Lelystad, the Netherlands. Now, almost fourteen years later, there are over 200 Cruyff Courts worldwide. These fields were achieved by working together with municipal authorities, football clubs, community organisers, and partners of the Cruyff Foundation, such as the Dutch National Postcode Lottery. Together with the Royal Dutch Football Association, we have been able to install over 120 Cruyff Courts in this period.

Below you can read an overview of the results achieved in 2015:
3.2. Cruyff Courts around the world

From Japan to the USA and from South-Africa to Spain, Cruyff Courts have been installed all over the world. Right now, they can be found in 21 countries.

Starting in 2015, the Cruyff Foundation has put its focus on the following four countries: the Netherlands, Spain, the UK, and the United States. Applications from these countries will be addressed first, and the Cruyff Foundation may offer a contribution to funding. Applications from countries that the Cruyff Foundation is already active in will be addressed, but only if the funds for the project are made available by third parties or if an external party does the fundraising. The guidelines for this can be found in appendix 6. Applications from countries the Cruyff Foundation is not currently active in with the Cruyff Courts program will be rejected.
Japanese star Keisuke Honda opens his Cruyff Court in Japan

Arsenal and Dutch legend Dennis Bergkamp opens his Cruyf Court in London, UK
4. The concept

4.1. What is a Cruyff Court?

The Cruyff Court is a public sports pitch, supported by the neighbourhood. As such, it's accessible to everyone. It is located in a central, easy-to-reach place in the community, near a school, community centre, or youth centre. It is easy to use by the children and young people in the community. Also, the professionals in the community (the Cruyff Foundation Coach, youth worker, teams, schools, community members, etc.) can use the Cruyff Court for their activities for the local youth.

A Cruyff Court is a socially safe place in the community. It is created with the help of all the interested parties and executive organisations in the community, and of course with the help of the children and young people in the community. The Cruyff Foundation Coach plays a central role on the Cruyff Court: this is a local professional who is trained by the Cruyff foundation and who will work together with the local youth through the Heroes of the Cruyff Courts program. More on this in chapter 5.

The most successful Cruyff Courts are the ones that are part of a multifunctional sports field and playground. By placing multiple facilities close together, a wide range of activities can be offered and more varied target groups will find what they’re looking for on the court.

The Cruyff Court is a sports pitch with artificial grass. It has blue fencing, orange goal posts, and a big yellow centre mark. Along the long sides of the field, four parts of the fencing are orange. This makes it possible to play multiple matches at the same time along the width of the field. The goals on the short sides are 4 metres high. The goals on the long sides are 1 metre high.
4.2. Maintenance and Management

The Cruyff Court is always owned by a local party, preferably by the municipal authorities. This means that party is responsible for the maintenance and daily management of the field and that these costs should be taken into account in the local party's budget.

4.3. Social management

Coordination and programming are absolute necessities for a successful field. By having all those involved sign a social agreement, this ensures that there is a proper coordination of activities and that all the organisations keep each other updated who has what responsibility. This social agreement includes the installation agreements from the partnership agreement between the municipal authorities and the Cruyff Foundation. Organising a minimum of 6 hours a week of activities between April and October ensures that there is a professional (youth worker, neighbourhood coach) available on location at set times a week as a contact point for the users and local residents. This also ensures that target groups that normally wouldn't get as much opportunity will have the space to enjoy the field. The project Heroes of the Cruyff Courts and the Cruyff Courts 6vs6 football tournament are also included in the social agreement.

4.4. The 14 rules

The 14 rules of Johan Cruyff are rules of conduct which must be followed and which everyone needs to hold each other to. Themes like respect, teamwork, creativity, and initiative serve as a guide to make children aware of their responsibility and how to interact with each other while being active. A Cruyff Court and Schoolyard14 are meeting places, a place where principles such as respect, health, integration, self-improvement, and playing together play a central role. These themes are derived from the 14 rules of Johan Cruyff. They can be found on every Schoolyard14 and Cruyff Court in the world.
4.5. Efforts expected of local partners

When a Cruyff Court is being installed, there's more to it than just building the field and opening it to the public. It's important that the entire concept is implemented. This means:

- The local partner becomes the owner of the field and is therefore responsible for it.
- The local partner is expected to keep the Cruyff Court in good condition.
- The Cruyff Court must be open to the public and can be used by the local young people for free.
- A minimum of 6 hours a week in activities are organised.
- At least once a year, a Heroes of the Cruyff Courts program is to be organised by a trained Cruyff Foundation Coach (see paragraph 5.2).
- The Cruyff Courts 6 vs 6 tournament is held (see paragraph 5.1).
- The Cruyff Court participates in the Cruyff Courts evaluation.
- There is a minimum of one appointment a year with one of the Johan Cruyff Foundation account managers to personally evaluate the Cruyff Court.
5. Heroes of the Cruyff Courts

With Heroes of the Cruyff Courts, the Cruyff Foundation is giving young people and children a chance to be the heroes of their own story. Heroes of the Cruyff Courts has the goal of letting young people, ages 14 to 21, become a role model for their neighbourhood and getting them involved with the community and the Cruyff Court long term. You're not born a hero, but you can make yourself into one.

Over 1000 young people have thus far been trained by 150 certified coaches. These Cruyff Foundation coaches are trained by the Johan Cruyff Institute. In collaboration with the coaches, over 200 events are organised per year, including local rounds of the Cruyff Courts 6 vs 6 tournament.

The program is a unique concept in the Netherlands, allowing young people to organise a national event for children. By organising events, the young people are given an opportunity to discover and develop their talents, and they are being challenged to try something new. Because the young people are introduced to the different facets of organising during the various meetings spanning about eight weeks, they discover their own talents, they gain more self-confidence, and they find ways to practically work towards their personal ambitions. Young people who successfully finish the program receive a certificate and regularly stay involved with the organisation of neighbourhood activities.

The 14 rules of Johan Cruyff, which apply at all Cruyff Courts all over the world, take centre stage both during the sessions and during the event. These rules relate to respect, interaction, and integration, as well as themes such as responsibility, development, and creativity.
5.1. Cruyff Courts 6 vs 6 tournament

Cruyff Courts 6 vs 6 is an international championship for children between the ages of ten and twelve organised on the Cruyff Courts by young people from their local community. This championship is organised every year by the young people who take part in the Heroes of the Cruyff Court program and takes place in ten different countries. During the Cruyff Courts 6 vs 6, respect is the central theme. For example, the participants sign the respect flag, which is a promise to respect all other participants both on and off the field. The championship consists of a total of over 200 events a year, with a total of around 20,000 participants in ten different countries. The Cruyff Foundation strives to organise a national championship per country.

5.2. Cruyff Foundation Coach Course

A Cruyff Court serves a social function within the community, which is why the Heroes of the Cruyff Courts program is part of the agreement. To meet this requirement, each Cruyff Court has to have at least one Cruyff Foundation Coach. A Coach is a professional who is part of an organisation in the community (youth worker, local coach, teacher, etc.) and who is active on or around the Cruyff Court. During the training to become a Cruyff Foundation Coach, they will learn to make a team out of group of young people and how to take on a coaching role, and also learn more about the Heroes of the Cruyff Courts program and how to get young people to make a long-term connection with their Cruyff Court and the neighbourhood. After taking the four-day coach course at the Cruyff Institute, this professional can start working on Heroes of the Cruyff Courts.

Throughout the year, the Cruyff Foundation organises several courses one can follow.

- They must have a license to work as a Cruyff Foundation Coach (the coach should meet the conditions of the licensing system to keep this license).
- Once a year, they will receive a starter package to get started with the program (this includes the workbooks and clothing for the young people, a manual for the coach, notepads, and also a promotion and prize package if the event is a round of the Cruyff Courts 6 vs 6 tournament).
- They receive an event budget of €300 (including VAT) once a year (this budget can only be declared after the fact and can only be used for the organisation of the final event).
6. Evaluation of Cruyff Courts

Along with its partners and sponsors, the Cruyff Foundation invests a lot of time and money in the projects it supports. It is important that there is insight into the effects of the projects, which also includes the Cruyff Courts. That is why the Cruyff Foundation evaluates and monitors the Cruyff Courts. This is the only way to show how important the work that Cruyff Foundation does is, and will help raise new funds for new projects or the continuation of the existing projects. Working together with a number of renowned institutes, the Cruyff Foundation has developed a method to measure the effect of the use of the Cruyff Courts periodically. The owner of the Cruyff Court will also be asked periodically to fill in a questionnaire and hand over the usage figures of the Cruyff Court. Moreover, the account manager will make an appointment once a year to evaluate the situation.
7. Doing more with the environment surrounding the Cruyff Court

The Cruyff Foundation tries to stimulate municipal authorities to make the area surrounding a Cruyff Court multifunctional and thus create a sports pitch for the entire neighbourhood, meaning the court will attract more target groups than just footballers. This ensures greater social control and more safety. Due to the greater variety, the court also stimulates people to try more different sports and means of exercise and offers more possibilities for sports professionals to offer a wide and varied assortment of sports and activities. It also gives teams other than football or hockey teams the opportunity to offer their sport in the neighbourhood.

The Cruyff Foundation offers municipal authorities the opportunity to file a request for financing from the Johan Cruyff Foundation. To be eligible for a budget from the Cruyff Foundation, they must meet the following requirements:

- The municipal authorities have shown that there is enough support and need by local residents and potential users of the facilities.
- A minimum of 50% of the total costs must be co-financed before the Cruyff Foundation will invest.
- The Johan Cruyff Foundation has a maximum of 20,000 euros available per application.
- The Cruyff Foundation places a lot of value in the Cruyff Foundation style when they are co-financing the expanded area. This means that the Cruyff Foundation logo should be clearly visible and that the colours blue, orange and yellow should be used. These colours could be used for the fencing, ground colour, or sports equipment such as baskets.
8. Cruyff Court cost analysis

A Cruyff Court is always co-financed by the municipal authorities. The Cruyff Foundation finances the artificial grass and the infill material and the municipal authorities pay for the rest of the installation. Contracts with third parties, such as commercial partners who would like to contribute to the installation of the Cruyff Court, must always be presented to the Cruyff Foundation for approval first.

An indication of the costs:

**Installation costs**:  

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>5,000</td>
</tr>
<tr>
<td>Substructure (cunette, drainage, etc.)</td>
<td>15,000</td>
</tr>
<tr>
<td>Artificial grass (including infill)²</td>
<td>19,000</td>
</tr>
<tr>
<td>Installation of artificial grass</td>
<td>10,000</td>
</tr>
<tr>
<td>Fencing</td>
<td>50,000</td>
</tr>
<tr>
<td>Surrounding area (benches, tiled path, etc.)</td>
<td>7,500</td>
</tr>
<tr>
<td>Layout and production of signage</td>
<td>1,000</td>
</tr>
<tr>
<td>Other (sales tax, etc.)</td>
<td>15,000</td>
</tr>
<tr>
<td>Inspection by Kiwa ISA Sport</td>
<td>2,500</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>125,000</td>
</tr>
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</table>

**Activation costs (annually)**:  

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening ceremony</td>
<td>5,000</td>
</tr>
<tr>
<td>Minimum of 6 hours of activities a week TBA</td>
<td>TBA</td>
</tr>
<tr>
<td>Cruyff Foundation Coach Course</td>
<td>750 excluding VAT</td>
</tr>
<tr>
<td>± 50 hours spent on the Heroes of the Cruyff Courts project</td>
<td>TBA</td>
</tr>
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</table>

**Maintenance fees (annually)**:  

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance (fencing and artificial grass)³</td>
<td>5,000-10,000</td>
</tr>
</tbody>
</table>

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¹ This is an estimate that can vary per Cruyff Court  
² Made available by the Johan Cruyff Foundation  
³ This is an average. The true costs will depend on the type of material and the amount of use and vandalism.
9. Steps in Cruyff Court installation process

9.1. Application

The installation of a Cruyff Court starts with an application. The application form is filled out by a local party; and based on that, an appointment with an account manager of the Cruyff Foundation is or is not made.

Important subjects in the application form are:

- Neighbourhood Analysis
- Motivation
- Budget
- Maintenance and Management
- Cooperation
- Participation
- Evaluation

Click on the link below to fill in this application form. **Please note!** The checklist cannot be saved in between sessions.


The checklist will also help write the social agreement, which will be provided to you by the account manager of the Cruyff Foundation.

9.2. Fundraising

It may be necessary to raise additional funds to be able to realise the installation of the Cruyff Court. This can be done through fundraising efforts within the community or by connecting commercial parties to the Cruyff Court. This should always be done in consultation with the Cruyff Foundation and is tied to certain principles and guidelines. You can find these guidelines in Appendix 6 of this manual.
9.3. Resident meeting

9.3.1. Organisation of residents meeting
Organising the resident’s meeting about the Cruyff Court is the responsibility of the municipal authorities. The municipal authorities are responsible for inviting the residents of the neighbourhood where the Cruyff Court is going to be located. The municipal authorities will find the right location and are responsible for the costs of the location. The topics to be discussed during the residents meeting must be communicated to the Cruyff Foundation beforehand.

9.3.2. Inviting the residents
The municipal authorities are responsible for inviting the local residents who live near the area where the Cruyff Court will be located. This group should give a clear image of the population living in the neighbourhood where the Cruyff Court will be located. The municipal authorities are free to choose in what manner they invite residents for the residents meeting. This could be by a letter for all the residents, the use of flyers, and/or social media.

9.3.3. Contents of the residents meeting
The contents of the residents meeting are to be determined by the municipal authorities. During the residents meeting, the plans will be presented to the residents. A preliminary design will be shown and a presentation about the plans will be given. There should also be plenty of time for questions and input from the residents. If at all possible, the Cruyff Foundation will be present to give the presentation.

Example of a residents meeting
6:45 PM-7:00 PM Residents come in
7:00 PM-7:30 PM Presentations
7:30 PM-8:00 PM Time for questions from the residents
8:00 PM-8:15 PM Conclusion of the residents meeting by the municipal authorities

The Cruyff Foundation will make a presentation available that will give residents a clear impression of the Cruyff Foundation and the Cruyff Courts. If at all possible, someone from the Cruyff Foundation will be present to give the presentation. This will feature:

- General information on the Cruyff Foundation
- General information on the Cruyff Courts
- Process leading up to the installation of the Cruyff Court
- Process after the installation of the Cruyff Court
- Effects of Cruyff Courts

Go/no go moment
An important criterion for the Cruyff Foundation is that there is a suitable amount of interest by the residents in the neighbourhood. The residents meeting is an important reference point for this and
thus a go/no go moment for the proceedings of the Cruyff Court. Depending on the results of the residents meeting, a decision will be made on whether or not to continue with the process.

9.4. Agreement

The Cruyff Foundation always signs an agreement with the local owner of the court. In general, the owner is the municipal authorities where the Cruyff Court is being installed. But it could also be a school or a foundation. The agreement that is made is for a time period of at least ten years.

Important subjects in the agreement are:

- financial agreements between both parties
- the local owner is responsible for the maintenance and management
- agreements concerning intellectual property
- commitments the local party must make concerning activation and social management
- accountability
- communication concerning the Cruyff Court

A concept of this agreement will be sent by the account manager.

9.5. Conditions/Standard specifications

The municipal authorities are to make specifications for the project based on the specification system for works of civil engineering constructions. The Cruyff Foundation will supply the technical drawing and has included the standard specifications and other details in 'The Installation,' the standard specification for the Cruyff Courts. The standard specifications describe the exact specifications. Amongst other things, it describes the specifications for the measurements, substructure, drainage, installation, and fencing. 'The Installation' can be found in the appendix.

After the account manager has checked the specifications, the municipal authorities can start the tender procedure and find the best offer.

9.6. Social agreement

An important part of the creation of the Cruyff Court is the social agreement. The social agreement contains the agreements between the parties involved and is the basis of the social program of the Cruyff Court for the next ten years.

A concept for the social agreement will be sent by the account manager.
10. The opening of the Cruyff Court

During the festive opening (organised by the municipal authorities, along with the neighbourhood residents and community organisers) with a local party as the theme, the social agreement will be signed. This is a festive way to celebrate the opening of the Cruyff Court.

Organisation

Organising the opening of a Cruyff Court is the responsibility of the local partner. The account manager of the Cruyff Foundation will help guide the process.

At all times, all decisions must be submitted to the Cruyff Foundation for approval first.

Program opening

The program for the opening is to be decided by the municipal authorities. There are a lot of options, as long as the following points are taken into account:

- The opening is a celebration for and with the neighbourhood and of course the children. VIPs do not take priority, but can play a role.
- Try to get young people involved in the organisation of the opening whenever possible through Heroes of the Cruyff Courts.
- During the activities, Johan Cruyff’s school/street football rules will be followed (6 on 6).

Example program:

10:00 AM-12:00 noon Preparations
12:30 PM-1:00 PM Reception on or near the Cruyff Court
1:00 PM-1:15 PM Interviews/speeches: Interviews with mayor/councillor, a representative of JFC, representatives of the court’s users (and possibly a representative of the local professional football club)
1:15 PM-1:30 PM Opening of the court through the kick-off of an opening match or other act to signify the opening*
1:30 PM-3:30 PM Start tournament
3:30 PM-3:45 PM End tournament & prize ceremony

*The opening act could be:

- Penalty shot against a mascot or VIP
- The kick-off for the first match, one between VIPs and the local youth team
- Releasing balloons
- Revealing the name sign

The focus of the tournament is always Respect. It is also important that more than one target group can join in, so it must appeal to children and teenagers and boys and girls. It is important that the opening makes clear that the Cruyff Court is for everyone.

The municipal authorities will create an action plan for the opening, and everyone will work towards the opening based on this plan.
**Side Events**
In addition the tournament, there are countless of other activities that could be held during the opening: healthy snacks and catering, activities for the youngest children (face painting, drawing, etc.), a bouncy castle, or other activities. As long as the activities contribute to a fun afternoon for the children, there are endless possibilities. This should also be organised in discussion with the Cruyff Foundation.

**Host**
The opening should be led by a host who has sufficient experience in this field.

**Communication**
The communication about the opening from the municipal authorities must always be done in consultation with the Cruyff Foundation.

Press releases and other mentions in the media or on social media must be submitted to the Cruyff Foundation beforehand and cannot be publicised without approval.

The municipal authorities are responsible for inviting the local media.

**Invitations**
The municipal authorities are to draw up the invitations and they must submit them for approval to the Cruyff Foundation before sending them out. A guest list is drawn up in close consultation.

**Planning**

<table>
<thead>
<tr>
<th>Time until opening</th>
<th>Action</th>
<th>By</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>First meeting</td>
<td>All</td>
</tr>
<tr>
<td>5 weeks</td>
<td>Making action plan</td>
<td>Municipal authorities</td>
</tr>
<tr>
<td>5 weeks</td>
<td>Approving action plan</td>
<td>Cruyff Foundation</td>
</tr>
<tr>
<td>3 weeks</td>
<td>Notifying neighbourhood</td>
<td>Municipal authorities</td>
</tr>
<tr>
<td>1 week</td>
<td>(if necessary) Last meeting</td>
<td>All</td>
</tr>
<tr>
<td>1 week</td>
<td>Sending out press releases</td>
<td>Municipal authorities</td>
</tr>
<tr>
<td>1 day</td>
<td>Supplying materials</td>
<td>Municipal authorities</td>
</tr>
<tr>
<td>Opening ceremony</td>
<td>Opening and social media posts</td>
<td>Municipal Authorities and Johan Cruyff Foundation</td>
</tr>
<tr>
<td>After opening</td>
<td>Sending press release with photograph</td>
<td>Municipal authorities</td>
</tr>
</tbody>
</table>

**Costs**
The costs for the opening depend on the program. The local partner/partners are responsible for the costs.
11. Refurbishment

After approximately ten years, the Cruyff Courts are likely to have worn as a result of everyday use such that the quality of the field may not be guaranteed any more, and the older Cruyff Courts may be in danger of falling into disrepair. Together with the municipal authorities and others involved, the Cruyff Foundation aims to prevent this from happening.

During the replacement process, a new partnership agreement is made and the social agreement will be re-evaluated and renewed.

The costs of a ‘regular’ renovation are €45,000 excluding VAT. A ‘regular renovation’ means replacing the top layer of the artificial grass. The actual costs of the entire renovation will depend on the state of the field. The degree of subsidence, the need to repair the fencing, and the need to repair the paving will vary per Cruyff Court.

The Cruyff Foundation strongly advises setting aside funds specifically for replacement of the Cruyff Court as well as the yearly maintenance.
12. Timeline installation Cruyff Court

- First contact: local partner
- Filled out request: local partner
- Review request & contact local partner: JCF
- 1st Meeting and visit site(s) (if possible)
- Filled out application: local partner
- Review application: JCF
- Fundraising (could take longer) local partner
- Consult community: local partner
- Draft agreement ready: JCF/partner
- Sign agreement: JCF/Partner
- Design/work specifications (JCF specs) local partner
- Activation agreement: local partner
- Review work specifications: local partner
- Input logo's for signs
- Design signage final: JCF
- Permits in place: local partner
- Tender the project: local partner
- Issue the work to contractor: local partner
- Set final opening date: JCF/Partner
- Set up event scenario opening: JCF
- Build: contractor
- Make guest list: JCF
- Finish comm. plan
- Invitation final: JCF/partner
- Invite guests (VIP/Community): JCF
- Press invite to media: JCF
- Sign activation agreement: JCF
- Opening: local partner
- Send press release: JCF
- Maintenance: local partner
- Yearly evaluation: JCF

Legend:
- green: project
- blue: communication
- yellow: fundraising
- red: go/nogo
13. Appendices

Appendix 1 Standard specifications 'The Installation'