



## SCHOOLYARD14 COMMITMENTS

### 1. Goal

- The school endorses the social objective of Schoolyard14. Visit [this page](#) for more information.
- The school will promote compliance with the 14 rules of Johan Cruyff by the pupils, specifically on the school playground and at times at which they participate in sport and games activities under the school's responsibility.
- The Cruyff Foundation and the school will periodically evaluate the impact of Schoolyard14. The Cruyff Foundation supports this evaluation.

### 2. Completion

- Schoolyard14 is based on the assumption of gifts and cofinancing by the school and its partners.
- The Cruyff Foundation provides a clear and transparent indication of the costs of completion and maintenance of a Schoolyard14. Visit [this page](#) for a statement of the costs and example calculations. The 'own contribution' item is the amount for which the school is responsible. This 'own contribution' can be raised from local sponsorship.
- The Cruyff Foundation supports the schools in raising funds and finding sponsorship for Schoolyard14 in a number of ways, like holding meetings with municipal authorities and local social partners, and by providing sponsorship and fundraising packages.
- The Cruyff Foundation works closely with the school on the completion of the Schoolyard14 and assists the school in working out the design.

### 3. Use

- The school is responsible for organising the sporting and game activities for the pupils.
- As from the moment the Schoolyard14 is completed, the school is responsible for its use and maintenance.
- The school monitors the use of the Schoolyard14 (during school hours).
- All intellectual property and trademark rights of any kind in regard to Schoolyard14 remain held by the Cruyff Foundation.



## **What is the process that leads to completion?**

1. The school registers for a Schoolyard14 on the Schoolyard14 website. The headmaster filing this request declares acceptance of the principles listed above.
2. The Cruyff Foundation evaluates the request.
3. In this evaluation, the Cruyff Foundation also evaluates whether the municipality in question or a particular social partner has expressed a willingness to finance/co-finance the individual facility.
4. The Cruyff Foundation sends the school a reading package that the teachers and pupils then work through to arrive at a proposal for the layout of the Schoolyard14; this is accompanied by a confirmation form for the school to complete.
5. Here the Cruyff Foundation will make clear what contribution the school will be expected to provide, and will also offer direct fundraising support (sponsorship package) if the school so requests.
6. The school goes to work with these materials and feeds back the results of the completion of the Reading Package to the Cruyff Foundation. The Cruyff Foundation receives this feedback and checks to make sure that all the required information is provided. If anything is missing, the school is notified; when all required information is in hand, the Cruyff Foundation then assigns a Designer to turn the school's draft blueprint into a definitive design. This definitive blueprint is then sent to the headmaster of the school for approval. After approval, the contractor can begin installing the Schoolyard14 and the sports package is delivered to the school.
7. The school and the contractor define a timeline for completion.
8. The school and the Cruyff Foundation discuss the plans for PR surrounding the new Schoolyard14 and for the grand opening.
9. The Cruyff Foundation sends invoices to the school, the municipality (if involved), and the local and social partners, and then ensures that the designer's and contractor's expenses are reimbursed.