



FC BARCELONA

STRATEGIC PLAN 2021-2026

May 2023

Purpose & Objective

PURPOSE AND IDENTITY

Transforming the world through sport

“MORE THAN A CLUB”

STRATEGIC OBJECTIVE

Increase the value of the Club so that it remains competitive, free and independent

BRAND NARRATIVE

- Territory
- Point of view
- Values
- Personality
- Identity
- Brand assets

Strategic Pillars



FC BARCELONA

Frontrunner

Leader, innovative and fan-centric

- Fan-centric growth model
- Sporting excellence
- New Espai Barça

Sustainable

New way of working, balancing long and short-term visions

- Economic and financial stability
- Modern and agile organization
- Environment

Social

Social structure with impact on society

- Members and Communities
- Diversity, Equity and Inclusion
- Foundation

Strategic Initiatives

Strategic Initiatives

01 **Espai Barça** as a key element of the Club's transformation

02 **Revenue Maximization** (traditional and new business lines)

03 **Cost Optimization** and sports teams cost streamline

04 **Audiences** acquisition and **monetization**

05 **Sports Excellence Center:** the base of sporting talent

06 **Digital and organizational transformation** (hard & soft)

07 **Social: Bring the Club closer to the member**

08 **Environmental sustainability, DEI & Foundation**



FC BARCELONA

MÉS QUE UN CLUB