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National Report – Italy



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1. Desk research

1.1 Introduction

The Italian Ministry of Health provides an official and valid definition of the concept of physical activity in Italy, explaining on their official website that states, " Daily moving is good for health". The concept is very broad and includes all forms of movement made in various spheres of life, not relating specifically to sport only.

The passage of Corporate Social Responsibility (CSR) into the European Union's formal agenda began with steps taken at the March 2000 European Council Summit in Lisbon. (C)SR was held to be a strategic instrument for creating a more competitive and socially cohesive society, while also modernising and strengthening the European social model.

The Osservatorio Socialis, a vocal (C)SR proponent, eighth report on corporate social responsibility in Italy states that: in 2017, 1.412 billion euros of investments were made in (C)SR projects in Italy, up 25% on the previous year. The number of companies lending their attention to their own (C)SR has doubled, from 44% in 2001 to 85% in 2017. The average spends or investment in 2017 per Italian company was more than 200,000 euros (209,000 to be precise), which is an increase of 18.7% on the 2015 figures of just 176,000 euros per company. The spending projections per company in 2018 go up to 267,000 euros (a 27.8% increase). Report findings show that 35% of companies say they want to contribute to sustainable development, 32% want to fulfil responsibilities towards future generations and 29% want to improve their relationship with the local communities.

Principles and practices of (C)SR have been adopted by many sport organisations and there is a growing evidence of, and interest in, professional sports organisations engaging in (C)SR in different countries. According to Babiak and Wolfe (2009), there are four features that make professional sport organisations unique with respect to (C)SR, these being: passion, economics elements of the sport industry, transparency and stakeholder management.

When examining (C)SR in sport in Italy, research shows that the concept has gained increasing interest and familiarity over the last decade and more specifically advancements have been made over the last five years. Large football clubs in the Italian Serie A such as FC AS Roma seen as one of the pioneers of (C)SR in sport in Italy, FC Juventus and FC Internazionale Milano in Serie B which won the (C)SR Award for INTER CAMPUS investing in social initiatives through football not only benefits the Inter brand but also shows how sport can be used as an education tool, contributing to the development of local communities and social integration. Such organisations have provided great examples and best

practices for the sports sector to adopt and emulate. However, despite this, within the sport culture, there is a widespread lack of awareness about social responsibility and related practices and tools. Many organisations see (C)SR as a trend or only to be done by large professional clubs and federations and not the responsibility of smaller semi-professional clubs and organisations, Furthermore, without clear goals, strategies or financial support, the sustainability of such (C)SR initiatives is not maintained. The role and background of managers and key staff that can lead on such initiatives are not identified nor the adequate skills, information and knowledge invested in.

The desk-based research carried out in Italy provides a review and analysis of relevant data and resources in relation to sports organisations governance and social responsibility issues, priorities and tools. It also includes a review of the (C)SR policies of a profile of sports organisations, federations and Committees in Italy in order to analyse their objectives and initiatives in combatting marginalised communities, combatting discrimination in sport as well as promoting gender equality and human rights.

1.2 National legal framework

Regarding the legal aspects of sport provision, within the Italian legal system, compared to the copious anti-discrimination, non- violence and human rights protection legislation that mainly refers and regulates employment relationships, there are very few regulatory interventions concerning exclusively sports activities.

The Italian Constitution, before the 2001 reform, did not even contain an explicit reference to sport. After this reform, it has been established that as regards to the organisation of sporting events, in reference to a judgment issued by the Constitutional Court in 1987, the organisation of competitive sporting activities is the responsibility of the **Italian National Olympic Committee (CONI)** while the organisation of non-competitive sports activities is the responsibility of the Italian regions.

Focusing more specifically to discrimination and violence and human rights protection in the field of sports, the Italian regulatory production does not pay particular attention to these values, with the exception of the legislative decree n. 242 of 23rd July 1999, with which CONI was reorganised.

Furthermore, the legislative decree in art.1 defines the CONI as "*legal personality of public law*" and following in the art. 2 expressly states that: "*it takes and promotes appropriate initiatives against all forms of discrimination and violence in sport*". The CONI can therefore be defined as a public body responsible for organising and strengthening national sport, promoting the maximum diffusion

of sports practice with consequent consideration and the enhancement of these values. In its statute, in the art.2 “Discipline and regulation functions” CONI states that: “[...] *in the context of the sports system, it dictates principles against exclusion, inequalities, racism and discrimination based on nationality, gender and sexual orientation and it takes and promotes appropriate initiatives against all forms of violence and discrimination in sport*”.

Another relevant point underlined by the statute in art.4 is that: “*CONI performs its functions and duties with autonomy and independence of judgment and evaluation, in harmony with the deliberations and guidelines of the CIO, the International Olympic Committee*”.

According to this, CONI therefore cannot ignore the evaluation of existing relationships with the world sports system, which strongly influences the provision of all national systems relating to sport. The Olympic Charter provides precise indications to the national Olympic committees, specifying that, among the tasks of the individual committees, it is relevant to promote actions against any form of discrimination and violence in sport field.

The observations made up to this point are also reflected in the statutes of many national sports federations, associated sports disciplines, sports promotion bodies and meritorious associations, although with partial diversifications. Despite their being extremely varied, they all share a certain uniformity determined by the common supervision of CONI itself.

Since 2014, CONI wanted to undertake a path aimed at reporting its sustainability performance, through the annual publication of its (C)SR “Sustainability Report”, in order to communicate transparently and share its work with the stakeholders.

The approach in sports justice, therefore in Italian sports law, makes use of the statutes and requirements from both publicist (such as those from CONI) and private institutions (i.e. individual federations or national associations). Sports law disputes fall into four categories¹:

- technical justice, regarding the correct conduct of competitions;
- disciplinary justice, aimed to sanction the violation of rules and ascertaining any non-correct purchases;

¹ Blog article of the Italian lawyer Luca Salvatore Pennisi “What is sport law”

- economic justice, regarding for example the property relations between the athlete and the company and etc.;
- administrative justice, the so-called "residual" category, which includes issues of membership, participation in championships, etc.

The achievement of these results are mainly linked to some initiatives. A great example of these are the *Rivista di Diritto Sportivo (Sports Law Magazine)*, founded in 1949, who thus intends to give a contribution to the scientific reflection and critical updating on sports law, and afterwards in 1966, the *Scuola Centrale dello Sport (Central Sport School)*, an higher education institution aimed at all those who intend to invest in a technical and managerial qualification in the field of sports law. Both were founded by Giulio Onesti, a famous Italian sports executive manager and lawyer and today the magazine is led by a scientific committee, which includes a plurality of scholars from different schools and who embrace the multiplicity of knowledge that crosses sports law.

These achievements highlight that sport is an activity that goes beyond the playing field. In this way, sport in its universal dimension mobilized translating itself into a modern social tool. Sporting citizenship, belonging to that community which shares a specific code of values, it is therefore a universal citizenship.²

1.3. Specific projects and policies on social responsibility issues

In today's society, it has become relevant to have effective management of sport clubs and companies, accepting challenges and making strategic market choices. As a result, partnership building offers significant financial opportunities, and at the same time, collaborating with public institutions allows for social integration, legitimation of profit and mutual support. However, nowadays, in order to take advantage of these resources, club leaders, sport leagues and associations have had to learn to define and give relevance to their (C)SR objectives as an integral part of their corporate strategy and use it as a tool to measure their performance. (C)SR allows organisations to overcome also problems of internal organisational aspects, increasing the transparency of operations and providing a credible communication with its public, its customers and external stakeholders.

² Antonella Stelitano "Sports ethics as the foundation of universal citizenship"

The collaboration between **ItaliaCamp** and **AS ROMA** football team is a great example of how social impact has been measured from a social, employment, environmental, cultural and economic point of view. With the active support of students from LUISS Guido Carli University, an innovative (C)SR format has been created as a “*new product compared to the traditional Social Report*”³, called “**The Impact Report**”. The report was aimed to an economic and quantitative evaluation of results and changes generated in the concerned market, a model that wants to encourage companies about the dissemination of good practices of transparency and sustainability. Furthermore, by moving the analysis from the outputs to the outcomes of the implemented actions, it represents a new monitoring tool with a strategic value, which can be replicated for other organisations that intend to adopt it. The data analysis focused on four areas: educational and training activities for young people, club history and brand identity, relationship with fans and the role of the AS ROMA sports club as city ambassador.

From the report came to light that using different KPI (*Key Performance Indicator*), the value of the prospective impact produced by AS ROMA football club activities at the end of the two-year implementation (period 2015 - 2017) using the new model was estimated between 10 and 15 million euros.

Within Italy, there have been several studies and projects to strengthen the importance of such values as fighting discrimination, violence and promoting human rights protection in sports on different levels. In the following chapters, the examples have been chosen and categorized, according to each topic and project aim, taking into account the most valid and relevant. Therefore, they are by no means exhaustive, but used as good examples within the different fields.

1.3.1 (C)SR policies of sports organisations and relevant stakeholders on combatting discrimination

Social inclusion is acknowledged as a fundamental step in improving the situation of disadvantaged people, and sport is beginning to gain attention as a viable tool to promote this empowering process fostering cultural, psychological and re-educational support in those communities in which those residing there have fewer opportunities than others.

The **Italian Juventus football club** in its last (C)SR report, recognises football as one of the sports industry’s most important resource that potentially has the greatest social impact, as indicated in the 2030 Agenda for United Nations Sustainable Development, expresses its will to play an important role to redefine its own rules according to this new method and help drive this change.⁴

³ <https://www.west-info.eu/italiacamp-measures-the-social-value-of-soccer/as-roma-luiss-guido-carli-italiacamp-srl-comunicato-stampa/>

⁴ CSR report 2018/2019 by Juventus

The project **“Play with Me”**, launched by Juventus in 2012, is an educational and recreational initiative that aims to facilitate access to football to those who are denied the possibility due to social and economic barriers. Furthermore, this project is committed to promote, among the children involved, a healthy and active lifestyle by doing regular physical activity.

The **Italian Swimming Federation** in its 2018 (C)SR report presented the initiative **"To avoid a sea of trouble"**, a three-day event held in June, offering a moment of sharing, fun and reflection. The project, now in its 13th edition, has the goal to improve the education and the promotion of the safeguarding of human life through the diffusion of the water culture and of swimming disciplines, organising trainings and workshops of water sports for those who work in the security field of the Italian coasts.

A relevant stakeholder in Italy for social and educational improvement that uses sport as a tool is the Italian multinational company specializing in confectionery products is **Ferrero**, founded in 1946. In its last (C)SR published in 2018 the **“Kinder + Sport Joy of Moving” project**, first launched in 2005, and it has inspired and positively affected millions of children worldwide. Aiming mainly to promote an active lifestyle among the young generation and their disadvantaged local community and families, this initiative operates through several partnerships established with different sports federations.

“Vincere da grandi”⁵ (Win as adults) it is a sports, educational and social project, that started in 2015 from the collaboration between CONI and Lottomatica (the Italian lottery and betting company) with the aim to spread the culture of legality in areas of hardship and high risk crime and social exclusion using sport as a tool for social cohesion and development. The initiative provides a 360° sportive, educational and emotional experience for children between 5 and 14 years old belonging to disadvantaged families or those facing difficulty in accessing sport, concretely declining the principle of the right to sport for all, offering a real service to the community and less well-off families with multi-sport courses for children, supplying of sportswear kits, training paths to support talent and redevelopment of sports facilities.

The implementation at national level of the project was held in many problematic neighbourhoods around the country such as the local district San Filippo Neri (ex Zen) in Palermo, Italy. Since 2015 and through the local support of the amateur sports association **“Atletica Berradi 091”**, more than one hundred children took part, twice a week for six months, in courses of athletics, badminton, sailing, volleyball, basketball, football and karate.

⁵ <https://www.coni.it/it/progetti-nel-sociale/vincere-da-grandi/progetto.html>

1.3.2 (C)SR policies of sports organisations and relevant stakeholders on promoting gender equality

The **European Institute for Gender Equality (EIGE)** 2016 report titled “Gender equality in sport”⁶, argues that sport is traditionally a sector dominated by men and the progress made in gender equality in this field are held back by the social conceptions of femininity and masculinity, which often associate sport adjectives like “masculine” to skills as physical strength and endurance, speed, combative spirit, if not aggressive.

Women who engage in sports can be seen as masculine, while men not interested in sports can be considered “not very virile”. Gender stereotypes of this type influence participation of women not only in decision making in the sports organisations, but also their participation in sports.

In its last (C)SR strategy, **AC Milan football team**, states that “[...] we identify the most appropriate lines of development and we adapt them to meet the girls’ needs; at the base of the teaching / learning process there are moments of dialogue, reflection and co-responsibility. [...] The assessment of the performances takes place within a multi-year training course, during which we pay particular attention to the girls’ personality and the different stages of growth (childhood and adolescence)”.

In January 2020, an amendment of the Italian Stability Law boosted women's professionalism, at least for sport such as football, rugby, volleyball and basketball, by allowing each female player to upgrade from the amateur level to professional level.

During an interview, the team captain of the Italian female football team **Sara Gama** specified that is not something only related to salaries but more to taxes for future retirement, economic support during maternity leave and similar rights as every regular employment should have the right to these benefits.

20 million Euros of state contributions have been allocated for the next 3 years to those sports clubs that choose to make professional contracts to their female athletes. This innovation is very relevant since Italian sports professionalism is regulated by law 91/1981, which in its art.2 only refers to male athletes.

For the LGBTQ+ community in the sports field, similar situations have been highlighted. Sports fan culture and chants, especially in football matches, utilise LGBT+ stereotypes to emphasise poor performance and failures of players and teams, and there is an increasing pressure on professional players from the LGBTQ+ community to speak out despite a lack of support from the

⁶ <https://op.europa.eu/s/n2fz>

industry. A strong line should be taken in terms of fan culture and abuse that involves derogatory LGBT+ terminology. These offences have to be punished in accordance with the governance of sports and the institutions can be better educated about “*allyship*”, a new terminology that represents that lifelong process of building relationships and support of a cause of another individual or group of people. A straight ally, for example, is an individual outside of the LGBTQ+ community that supports their fight for equality and rights.⁷

The national report published in November 2019 for the European project “**OutSport**”, the Italian partner The **Italian Culture Sport Agency (AICS)** in 2019 offered recommendations that included a list of specific goals such as the “*Introduction of clear disciplinary rules to contrast homophobia and transphobia in sport and in supporters at federation and CONI levels, asking to include in the Statutes of all federations and sports promotion bodies a reference to sexual orientation and gender identity as a case of discrimination, already present in the Statute of CONI from 2015 only for sexual orientation*”.

1.3.3 (C)SR policies of sports organisations and relevant stakeholders on promoting and safeguarding human rights

In the promotion and safeguarding of human rights, the **Italian Bridge Game Federation** statute aims to “fight and reject any violation of human rights, and similarly, the 2017/28 (C)SR report of **Italian Volleyball Federation** talking about the Men's World Volleyball Championships 2018, it has represented a moment of reflection on social heritage of the sports reality related to volleyball. “*In this sense, attention to needs and expectations become of great importance of all stakeholders, accessibility to disabled people, promotion of local products and the choice of suppliers that operate in compliance with the law, human rights and health and safety in the workplace.*”

The **Centre for Sport and Human Rights**, in which its official website has made available a **mega-sporting event lifecycle platform** with a downloadable guideline book⁸ that promotes 8 key practices that should be embedded at each phase of a sport event to minimise risks and maximise opportunities for positive impacts taking care of such important values such as human rights.

A recent innovation, developed in cooperation with the Sport and Rights Alliance, was the inclusion of human rights criteria in UEFA’s social responsibility bidding chapter for UEFA EURO 2024 and the UEFA club competition finals from 2020.⁹ The aim is to address the role that sport-governing bodies play in safeguarding human rights, with a focus on major sports events.

⁷ <https://www.dictionary.com/e/gender-sexuality/ally/>

⁸ <https://www.sporhumanrights.org/en/mse-lifecycle#mse-lifecycle>

⁹ RESPECT report UEFA

1.4. (C)SR policies' evaluation and results

As explored in the previous examples, the majority of the (C)SR strategies and statutes of the Italian sports federations provide, an almost equal re-proposal of the indications taking a leaf from paragraph 3 of art. 20 of the CONI Statute regarding the "principle of participation in sports by anyone in conditions of equality and equal opportunities" and "in harmony with national and international sports regulations".

As an example of results achieved, the **Italian Volleyball Federation** in its 2018 (C)SR collected information through a survey on the activities carried out by the regional affiliated companies in their local area. The questions, all closed-ended, investigated the activities carried out along many aspects like sports and civic education, health protection, social inclusion and integration, equal opportunities, etc.

The results showed that the activities most carried out by associated clubs were those relating to the protection of health, the management of relationships with the parents of the athletes and the spread of civic education through sport (> 50%) and activities regarding social inclusion and integration, education to correct and healthy nutrition, the fight against bullying and obesity (30-50%).

On the same wavelength, **the Italian Football Federation (Federazione Italiana Giuoco Calcio; FIGC)** in its last (C)SR showed an increase of +35% membership born abroad by continent in the period between 2007-2018; in this way Italian football system represents "*an important tool of social integration*".

1.5. Objectives, plans and future policies at a national level

At local level, the previous example of "*The Impact Report*" of AS Roma football team, with the support of ItaliaCamp and LUISS Guido Carli University, will continue to develop the measurement methodology mapping of impact of future activities, with the aim of drawing up an *Impact Integrated Report* capable of return a complete view of all the activities carried out.

At national level, CONI's path towards sustainability is also supported by the commitment to achieve the Sustainable Development Goals (SDGs) launched by ONU in 2015. CONI, through individual

projects and activities, undertakes to implement actions in its program plan and to integrate these objectives into its own strategy and sustainability reporting processes.

These future objectives are divided into three macro areas and listed in the 2018 report:

- Sport and social development:
 - Intervene in situations and areas of social and economic hardship through sport as an element of development and social growth;
 - Encourage the construction of a multicultural, inclusive and integrated society, using sport and its values as a terrain for meeting and dialogue.
- Sport, youth and school:
 - Encourage participation in physical and sports activities, inside and outside the school;
 - Supporting talents in their sporting and educational path;
 - Support professional/amateur athletes in their school and post-school education.
- Sport, health and community:
 - Promote correct lifestyles and sport as a prevention tool to improve mental and physical well-being at all ages;
 - Develop and enhance sports facilities at national level as a tool for aggregation in peripheral areas.

2. Field research

2.1 Methodology

Twenty representatives of sports organisations and relevant stakeholders in the sports sector were involved in the field research in Italy. Based on the research methodology, target groups of the field research in Italy were representatives of different for-profit or non-profit sports organisations including professional sports clubs, sport associations, multisport clubs, sports academies, relevant stakeholders, research institutes, individuals that are involved in the provision and delivery of sports activities. Due to the restrictions of the COVID-19 pandemic and the restrictions faced by sports organisations, for many of the sports organisations contacted for the field research, it was not possible to organise focus groups as it was planned in the application. The majority of participants contributed to the research through an online questionnaire and two interviews with participants were conducted online. Most of the participants who participated in the research were the responsible representatives of sports organisations and relevant stakeholders in the field of sports and semi-sport clubs in Italy. Online questionnaires were sent to the target group through different channels. Firstly, CESIE used its contact list of sport organisations that collaborated within CESIE's projects related to sports. Secondly, different individuals in the sports field were contacted by email and telephone.

Relevant consent was presented in the first part of the questionnaire, after reading the consent form, participants could decide either to participate or reject participating in the survey. Regarding the one to one interviews conducted online, the interviewer read the consent and explained the purpose of the research informing them about the use of the research results in the internal report of the project. After agreeing with the participants, interviews were audio recorded for the further analysis of the data.

2.2. Field research results

CESIE involved 20 sports professionals for the field research of the project from a wide range of sports disciplines, including; football, basketball, cricket, kick boxing, gymnastics, dance, pilates and

yoga. Among the participants, seven organisations work for multiple sports mostly fitness clubs, six participants are the manager or main responsible person of the professional and semi-professional football organisation. Three representatives who participated to the research are from kick boxing and fitness club. Other four participants are the manager, main person responsible, or instructor of smaller sport organisations specialised in only one sport, such as (Cricket, Zumba and dance). Regarding the working experience in the organisation among the representatives who participated in the survey, an average duration of 6.5 years was recorded and most of them are working in a managerial position.

2.2.1. Knowledge, views and attitudes on (C)SR

Regarding knowledge on (C)SR and sustainability policies, different opinions were received regarding the knowledge on (C)SR, such as one participant mentioned that she is familiar with the concept of corporate social responsibility but she doesn't know what sustainability policies specifically consist of. Seven participants stated that they are familiar with the topic. Four respondents had little awareness about the concept, some participants mentioned that they are not sure if it's related to profitable organisations and seven respondents were not aware about the topic of (C)SR and sustainability policies. Overall, the majority of the respondents were not familiar with the topic. Seventeen participants mentioned that they have not received any training regarding (C)SR and only three respondents stated that they have worked in the sports field for a long time. Nevertheless, they show their positive interest for the project and the provision of training on (C)SR. All the participants agreed that (C)SR policies are a very important pillar of the work and activity of sports organisations, especially in the context of Sicily.

Regarding the topic of (C)SR and sustainability policies, most of the respondents expressed that they would like to participate in such kind of programmes that work for social responsibility. Nine respondents showed their interest to learn more about Racial inclusion, whilst two respondents were interested to learn more about link between emotions and movement in the work with young people from different backgrounds. Five respondents didn't show their interest to learn these arguments for the moment due to a lack of time being the main reason.

Participants of the research agreed that (C)SR policies are an important pillar of the work and activity of sports organisations. Twelve participants agreed that it is important to promote the activities within the sport association for the growth of the association and its members. They also mentioned that corporate social responsibility policies are important for the work and activities promoted by

sports associations, as they aim to meet the needs of the client and at the same time manage the expectations of other people such as staff, suppliers and local communities and development of companies. Only three participants stated that they are not an important pillar for sport organisations.

2.2.2 Actions and initiatives on (C)SR

Nine (9) members of sports clubs/organisations mentioned that they have been implementing over the years such kind of programme within their organisation. Some representatives from small organisation stated that they have not implemented this kind of initiatives in wider level but they try to adopt such programme inside the organisation. Eight (8) representatives mentioned that they don't implemented such kind of programme in their organization. Reason for that some of them mentioned that lack of funds, lack of knowledge on the topics.

The actions that they implement cover different areas and have different target groups.

- Arguments that are important for inclusiveness, the fight against racism.
- Social activities
- Sports promotion bodies, federation and CONI
- Collaboration with the faculty of motor sciences in projects on preparation and rehabilitation of pre- and post-operative subjects
- Programme related to build spaces of social well-being and inclusion with organisation Libertas "Centro Regionale Sportivo Libertas Sicilia"-
- Participation in the programme with "Italian Kickboxing Muay Thai Savate Shoot Boxe Federation".

Overall, the initiatives they implement are generally to promote social inclusion, the delivery of social activities and to foster collaboration with sport originations that work to promote such topics. Some of the members of the sports clubs/organisations mentioned that they have not organised such activities but they do participate in many events organised by other organisations. However, majority of them are interested in the topics related to social inclusion and gender equality at work.

Main objectives of the initiatives they participated in are:

- Physical and mental development of children and specially person with physical disability
- Involvement of all categories of people in sport

- Projects related to rehabilitation and the insertion of women in sport
- Programme related to anti-discrimination and racism
- Promotion of events related to social responsibility
- Involve different age groups in sport

Overall, the initiatives they implement are mostly related to involvement of different target group in sport, supporting women with difficulties, arguments that are important to bring good governance in sport clubs (racisms, equal rights, social well-being and inclusion etc.). Interesting point to notice is that most of the semi organisational sport clubs are collaborating with bigger sport intuitions to promote such initiatives. Participants mentioned that the COVID-19 pandemic ad greatly affected the continuation of their initiatives and capacity to plan future programmes to support their local communities.

2.3 Difficulties and barriers faced by sport organisations in Italy

From our research, we find out different opinions regarding the main problems/difficulties that sport and semi-sports organisations face in the case of Italy. Most of the participants (thirteen) stated that the main problems they are facing are those related to economic issues. Regarding the economic situation, two participants mentioned that they are risk of closing their activities because they are facing problems to maintain staff because of COVID-19 pandemic situation and the restrictions imposed concerning sport. Two respondents mentioned that another problem is not having enough resources and not being well informed about the opportunities that governments provide for the sports sector. Another main problem for sport institutions that works with minors, is not having enough support from the government.

2.4 Experiences of racism, violence, discrimination, social inclusion and human rights

Eleven participants stated that they have not faced or witnessed incidents of violence or racist behaviours at their academies and clubs. Some of the participants who didn't witness any incidents,

stated that in their organisations they have the policies regarding this and they promote such kind of awareness activities within their organisation. Nine participants who mentioned that they have witnessed some kind of violence, racist behaviours in their club, especially those who work with young people from different nationalities mentioned that it usually happens in football. One participant who participated in the online interview mentioned that he witnessed during a football game a friend who was discriminated against because of his sexual orientation. Another participant who was interviewed for the survey mentioned that, in her organisation, once she saw one boy discriminating against another boy because of the colour of his skin. Another witness retold that one participant from the cricket association of Italy mentioned that he observed discrimination towards Italian cricket players, because there are less than 2% of Italian athletes in the team. Overall, most of the cases happened within the football sector and the reason is due to nationality. None of the representatives mentioned if they have reported to the police about the incidents they had observed.

Regarding the most effective initiatives/practices to eliminate discriminations and racism, seventeen out of twenty respondents mentioned that they promote initiatives for anti-violence / anti-discrimination / anti-racism policies. In one example, a participant from a football club for young people, mentioned that they teach the concept of “team” inside the organisation and they try to make the children at the club understand that they must respect their team members. Two representatives mentioned that they do not have a policy but they have always promoted social inclusion in all its aspects with working with children. One participant mentioned that they often organise tournaments between the sport clubs to fight against racism. One participant mentioned that they mostly work for the inclusion of disabled people in sport. Lastly, one participant stated that their association promotes inclusion through body movement. Participants mentioned education, respect and socialisation as important factors within sport organisations as well as campaigns in particular through social media and especially through information which plays key role to reduce the discrimination in sports. They also mentioned that it’s very important to provide training for employees. One representative from a sports club for children mentioned that it’s important to educate from a young age about racism, discrimination and support for human rights.

2.5 Future plans

Most of the representatives (nine) mentioned that they have not planned such kind of initiatives for the future, the main reason being the uncertainty of their resources due to the COVID-19 pandemic. Two participants stated that they have planned something, but their plans were cancelled because of COVID-19. A part from current situation of the pandemic, two participants mentioned that due to a lack of budget, they cannot afford to organise such type of programmes. Some participants stated that they are not aware about this topic and showed their interests to participate in such kind of events organised by other organisations.

Six representatives shared their different plans for the upcoming month and for next year. Some of them stated that “it would be nice even if we probably do it automatically and spontaneously all the time in association”. One representative mentioned that they are planning to support events aimed at making the disciplines known to everyone. One participant mentioned that they have been already implementing such programmes for a long time and they not affected by the current situation.

2.6 Results from the questionnaires

Regarding the concept of (C)SR, participants showed their priorities for the following arguments and about the topic they would like to deepen more. 18 participants replied to the online questionnaire, which can be shown in the following graphs.

Table A: Priorities on the following topics according to their importance of (C)SR activities can be shown in following table. (note: the table also includes the survey from online interviews)

TOPICS	Not important	Slightly important	Neutral	Important	Very important
Discrimination and Racism	0	0	0	2	18
Violence	0	0	1	2	17
Social Inclusion of marginalized communities	0	0		2	18
Health and physical activity promotion	0	0	1	4	15

Participation of women in sports	0	0	3	4	13
Accessibility/safety of participants	0	0	1	5	14
Good governance/Anticorruption	0	1	3	9	7
Sustainable development and leadership	0	1	1	7	11
Youth education/engagement	0	0	0	4	16
Provision of opportunities/safeguarding of young athletes	0	0	0	5	15

The majority of participants agreed on most of the arguments that are very important for (C)SR activities. The topics that the majority of participants prioritised as “very important” are “Discrimination and racism”, “Violence” and “Social Inclusion of marginalised communities”. The topics that they prioritised as “important” are “Good governance/Anticorruption” and “Sustainable development and leadership”. Participants results can be presented also in the following figure A.

Figure A: Priorities on following topics according to their importance of (C)SR activities can be shown in following Figure.

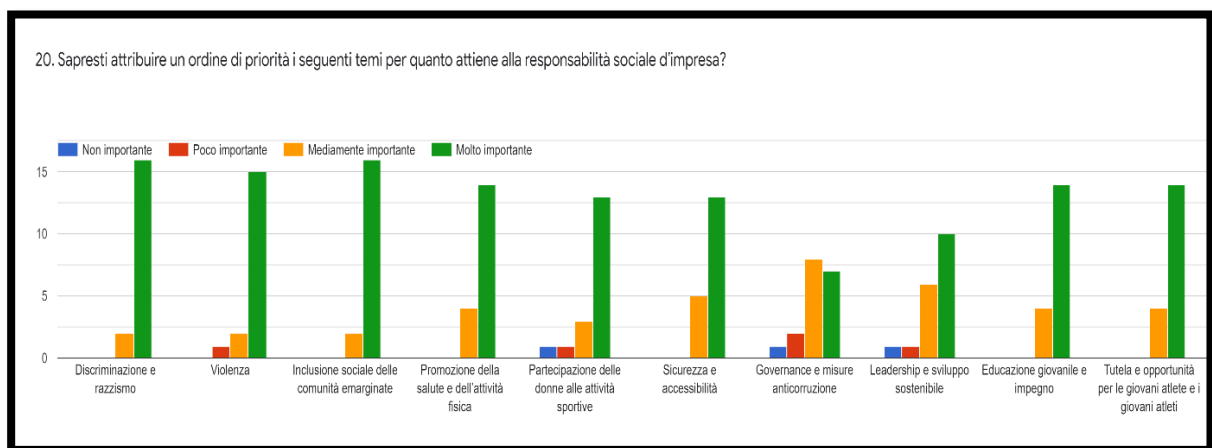
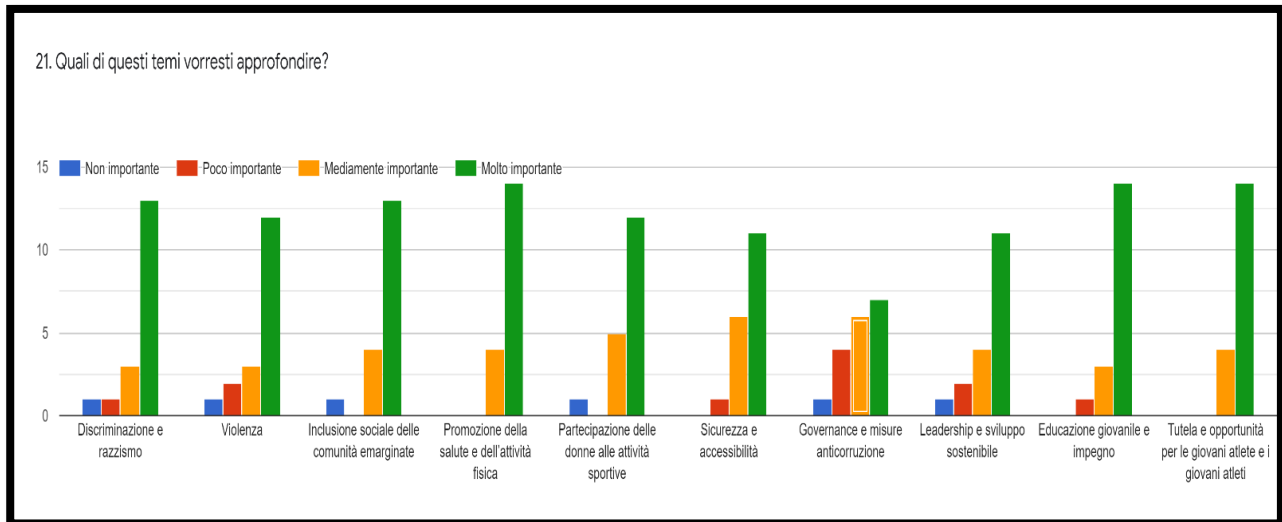


Table B: Priorities on following topics of (C)SR activities that they are more interested to learn can be shown in following table. (note: in the table included also the survey from online interviews);

TOPICS	Not interested	Neutral	Very interested
Discrimination and Racism	2	4	14
Violence	1	4	15
Social Inclusion of marginalized communities	1	5	14
Health and physical activity promotion		4	16
Participation of women in sports		6	14
Accessibility/safety of participants	1	7	12
Good governance/Anticorruption	5	7	8
Sustainable development and leadership	3	4	13
Youth education/engagement		4	16
Provision of opportunities/safeguarding of young athletes	1	4	15

Figure B: Priorities on following topics of (C)SR activities that they are more interested to learn can be shown in following Figure.



The topics that they would be more interested to learn more are the following: “Discrimination and Racism”, “Violence”, “Social Inclusion of marginalized communities”, “Health and physical activity promotion”, “Participation of women in sports”, “Accessibility/safety of participants”, “ Sustainable development and leadership”, “Youth education/engagement” and Provision of opportunities/safeguarding of young athletes. As we can noticed, a part from Good governance/Anticorruption, majority of participants are interested to learn more about.

2.7 Conclusions

To summarise, CESIE involved twenty professionals from the field of sports in order to conduct the field research in Italy. The research was based on online questionnaires and interviews, which helped us to understand more about (C)SR within sport organisations from a local and national point of view. In the case of Italy, it was very difficult to reach the target, especially for face to face interview. Nevertheless, through the online questionnaire, we can say that we received very positive responses and availability of participants. most of the organisations and individuals who contributed to the

survey, showed their positive interest on the project objectives. They showed their interest to learn more about the CRS.

The questionnaire involved a wide range of target groups from sports organisations in Italy including the following sectors; football, basketball, cricket, kick boxing, gymnastics, dance, pilates and yoga. Most of the participants had a long working experience in the sport field.

Most of the respondents mentioned that there is a lack of knowledge, lack of support economically or educational support from the government. Other issues they mentioned was that, because of a lack of funds from government bodies, they don't have enough human resources to organise such kind of awareness activities. Another important point they highlighted was that there is lack of collaboration between sports organisations, most of the smaller organisations are not aware about (C)SR policies/actions.

Regarding the incidents of racism and discrimination, the majority of participants mentioned that they didn't not faced such kind of incidents at their work places. Although, some participants mentioned that they have experienced such events. We find out that mostly incidents of racism and discriminations happened in the field of football. The main reason of discriminations is because of nationality, during the game sports between teenagers, sexual orientation etc. None of the participants reported to authorities for such incidents.

Another important aspect is that many of the participants were worried about not being able to continue with their activities because of the COVID-19 pandemic. They also mentioned that they have planned some future activities but they are not sure if they will be able to implement them because of the COVID-19 situation.

Most of the participants showed their interest to learn more about (C)SR policies/actions. They would like to participate in seminars in present or online webinars, and some of the participants have also showed their interest to collaborate in future projects related to sport.

3. Differences between desk and field research

Our desk and field research for Italy has presented positive and well-known exemplary actions in (C)SR but when reviewing the field research findings we see that there is the need for further development particularly for small grassroots organisations to adopt (C)SR goals and initiatives requiring support from federations and local Government in order to support their capacity, particularly during the COVID-19 pandemic.

The professional sports clubs mentioned in the desk research such as FC AS Roma, FC Juventus and the Italian Volleyball Federation provide best practices for implementing (C)SR initiatives. There have been many advancements in the field and sports organisation have a greater awareness of the importance of (C)SR goals and initiatives. Within national legal frameworks, CONI provides an insightful overview of the Italian sporting context showing its own (C)SR actions and the organisations involved and how this context can be understood in terms of social responsibility topics within health and community, youth and school and social development.

Whilst the desk research findings offer examples from large sports organisation that carry out activities at local level, and does show significant advancements in actions such as the insertion of women in professional sports teams from the field research results, there is a definite gap between access to such support. The incidents retold by the Italian respondents of the questionnaire and interviews show that while at national level there are procedures to be followed, there is still an issue for combatting discrimination and racism in sport at ground level with the fans/supporters/players themselves and also a long way to go before smaller clubs and organisation have the capacity to efficiently address such issues through future programmes.

4. Recommendations

From both the desk and field research, the following recommendations have been developed:

- Greater transparency in CSR strategies and more active promotion among stakeholders and other organisations that can be supported by more dedicated staff that can lead on corporate communications;
- More support to amateur grassroots clubs given by larger professional clubs on raising the awareness of corporate social responsibility and sustainability policies;
- To promote activities within the sports organisations/association for the growth of the association and of those who are part of it;
- Greater investment among both non-professional and professional sports organisation in the promotion of knowledge of key areas within CSR priorities in particular e.g. gender equality and anti-racism in sport;
- More diverse staff, diverse management structures and recruitment processes promoting diversity representing key principles of CSR policies and strategies;
- Better communication strategies that can raise the awareness and the overall visibility of sports organisations CSR social impact and value among other organisations, sponsors and the general public, by involving the general public, influencers ambassadors and high-profile sponsors;
- In order to implement (C)SR policies/actions, local, regional and national government is required to support sport organisations' actions;
- Reinforcement of the representation of women in the management boards of sports clubs;
- Involvement of (C)SR policies/actions and social responsibility in school curriculum and encourage young people in physical and sports activities, inside and outside the school;

- Support from the government for the sport organisation that are working to encourage the construction of a multicultural, inclusive and integrated society, using sport and its values as a terrain for meeting and dialogue;
- Create network between professional and semi-professional sport clubs.

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European Parliament resolution of the 18th of December 2019 on public discrimination and hate speech against LGBTI people, including LGBTI free zones in the art n5. “ [...]LGBTI-phobia at sporting events remains common and that measures to combat it are lacking; calls on the Member States to pay special attention to how homophobia in sport is affecting young LGBTI people in order to improve inclusion and raise awareness”.

6. Annex

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