

Good Practices

Implementation of Corporate Social Responsibility in sports



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1. Introduction to GoSport

Sport can play an important role in combating discrimination and promoting human rights, tolerance and social inclusion. In this context, it is crucial to enhance sports organizations' abilities to implement socially responsible behavior.

GoSport is a European initiative aiming to encourage **social inclusion and equal opportunities in sports** by improving **good governance within sports organizations**. In order to contribute to the improvement of good governance in sports organizations in Greece, Bulgaria, Croatia, Cyprus and Italy, GoSport aims at:

1. Enhancing the capacities and awareness of sports clubs/organizations, professional and semi-professional sports teams and clubs on implementing good governance principles through social responsibility, focusing on participation and inclusivity irrespective of gender, race, disability or age, and the promotion of human rights.
2. Improving knowledge on how sports organizations interpret, manage and prioritize social responsibility issues – especially in terms of combating violence, tackling racism, discrimination and intolerance, and encouraging social inclusion and equal opportunities – how organizational governance influences social responsibility and how social responsibility is communicated within the organizations.
3. Providing tools to sports organizations and professionals for understanding the relationships among the organizations, its stakeholders and society, and integrating socially responsible organizational governance practices.
4. Promoting the participation and inclusivity principles in sports through responsibility.

2. Introduction to the publication

The purpose of this document is to present to the readers and learners of the educational program of the project, good practices on the implementation of Corporate Social Responsibility activities by organizations in the partner countries and beyond.

This publication is expected to give inspiration and to promote the engagement and interest of European Commission's support for the production of this content does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

In this publication, we are presenting 10 good practices. The practices are presented by country, in alphabetical order. At the end of each practice you can find a link directing you to the webpage of each practice where you can find out more information.

3. The good practices

Bulgaria

Lokomotiv Plovdiv & the Regional Center for Support of the Inclusive Educational Process in Plovdiv



This highlighted practice emphasizes on the social responsibility of Lokomotiv Plovdiv football club through empowerment of vulnerable groups in the society. Kids with disadvantaged background had the unique opportunity to take part at the launching of a football game that was a unique experience for them, providing the participants with the chance to feel accepted and part of “big football”.

Timeframe

October 2020

Participating Organizations

- Lokomotiv Plovdiv
- Regional Center for Support of the Inclusive Educational Process

Replication

Another example is the “Together in Prevention” initiative with the Lokomotiv Plovdiv female team to raise awareness for breast cancer and the fight for its prevention.

Find out more [here](#)

Bulgarian Volleyball Federation & the Blood Center Varna



The practice aimed at raising awareness regarding the need of blood donation with the slogan - "Everyday people need to do good deeds - donate blood and save a life". The first 40 people who donated received a free ticket to watch the national team in its first qualification match for the Olympics.

Timeframe

August 2019

Participating Organizations

- Bulgarian Volleyball Federation
- Blood Center Varna

Replication

Another non-profit initiative is the Sports Federation for the Visually Impaired, which organizes numerous charitable events.

Find out more [here](#)

Croatia

Special Power League (SPL)



SPL is a sports league for children with disabilities. The goal of this initiative is to enable children with disabilities to play football and handball equally for their beloved club together with other children; help children with disabilities improve their energy, psychological well-being and quality of life by enhancing their ability to perform daily activities. Sport brings people with similar disabilities together; enable the individual to share their experience and make friends with people who understands his/her daily struggles.

Timeframe

Ongoing

Participating Organizations

- Association "Health Life Academy"
- Croatian Football Federation (HNS)
- Croatian Handball Federation (HRS)
- Mateo Kovacic Foundation
- SIlab Association
- Association "Veliko Srce"
- Association "Pogled"
- Association Sindrom Down 21
- Educational centers for children with disabilities
- Football and handball clubs from Croatia & abroad

Replication

Similar initiatives have been implemented in other sports and contexts, replicating this action.

Find out more [here](#)

Swimming training and therapeutic swimming for children with disabilities



. Disabled people actively participate in the club and most of the swimmers are Paralympic athletes and winners of numerous medals. By actively encouraging people to practice swimming and promoting the bio-psycho-social effects of swimming, the Natator Swimming Club makes a positive contribution to the local community. So far, more than 1,000 children have gone through their programs.

Timeframe

Ongoing

Participating Organizations

- Natator Swimming Club

Replication

There is a huge potential for the implementation of similar initiatives across Croatia. In that case, a successful cooperation would be mandatory that would be implemented through the transfer of know-how and communication on how to implement the joint initiative for potential replication.

Find out more [here](#)



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Cyprus

Welcome through Football



- . The Welcome through Football programme sought to reach out and work with young refugees from ages of 7 to 25 and It involved the collaboration of 5 football clubs. The clubs delivered their own different football-based community programmes to promote social inclusion, integration and acceptance of refugees. It involved the a three-step process to promote the integration of young refugees in society:
1. Socialization to sport – using football to help refugees to develop their language skills and address challenges they face e.g. trauma
 2. Socialization in sports – working on team structure, giving more responsibility to the participant and offering additional steps beside the sports training sessions
 3. Socialization through sports – supporting participants to develop skills and learn by taking part in different actions and events organized by the clubs.

Timeframe

2020

Participating Organizations

- Apollon FC
- KAA Gent Foundation
- FC Emmen
- Everton in the Community Foundation
- Werder Bremen

Similar Initiatives

Welcome through Football continues its implementation with its 2021 edition and more teams participating. The handbook released by the program allows more transferability and the implementation of similar actions in different contexts.

Find out more [here](#)



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Greece

Athens Marathon Charity Program



Charity organizations that choose to get involved with the opportunity to use the actual event and their participation in it can, through this practice:

- sensitize the Greek and international runners on their scope and at the same time
- collect money for the realization of their goals and aims.

Timeframe

2009-2021

Participating Organizations

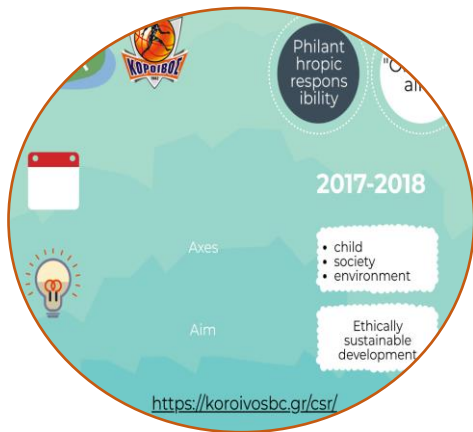
- Athens Marathon. The Authentic. - SEGAS
- Non-profit large-scale sports organization

This practice could easily be replicable in other big sport events as a side event.

Similar Initiatives

Find out more [here](#)

One for all



The practice “One for all” was implemented during the years 2017-2018 and several events took place. Their main axis were: children, society and environment. The aim was the ethically sustainable development. Examples:

- Athlete’s visits to schools in the area and distribution of invitations for basketball games to the students.
- Food collection for people in need. This practice did not have longevity and it is unclear for which reasons this practice stopped.

Timeframe

2017-2018

Participating Organizations

- Koroivos BC
- Small scale sports organizations

Similar Initiatives

Find out more [here](#)

This practice can be replicated, especially by small-scale organizations that cannot implement an overall plan, that would be more costly.

Italy

Gioca con me (Play with me)



. Gioca con Me (Play with me) created by Juventus in 2012 is an educational game programme that aims to facilitate access to the game for those who are denied the possibility of playing football because they belong to weaker or disadvantaged social groups, or who cannot afford the costs of sports. Furthermore, this project is committed to promoting a healthy and active lifestyle among children through regular physical activity. The basic idea is that sport is everyone's right and that football is one of the most effective tools to learn the rules and get out of isolation and socialize, to promote the principles of brotherhood, respect, sport loyalty and fair play.

Timeframe

Ongoing (since 2012)

Participating Organizations

- Juventus FC

Similar Initiatives

This practice is highly replicable. Of course, a giant sport society as Juventus FC will have huge funding and the scope of their actions will be very wide. However, the idea could be replicated by other sport society in their local city, or region, or country depending on the scale of the sport organization without having to invest a huge amount of money.

Find out more [here](#)

SAVE – Youth event



. A consortium made by European organizations (including sport universities) have implemented a European project called SAVE – Sport Against Violence and Exclusion. The Youth event was a sport day in which young people played together in the name of sport, friendship and inclusion.

The activity was carried out after coaches of sport institution were trained in how to deal with violence and exclusion when cases happen. The practice is promoting social inclusion of young individuals as well as social responsibility of coaches and people working with youth in the field of sport in preventing unwanted behavior leading to exclusion or discrimination.

Timeframe

2018- 2020

Participating Organizations

- Unipa

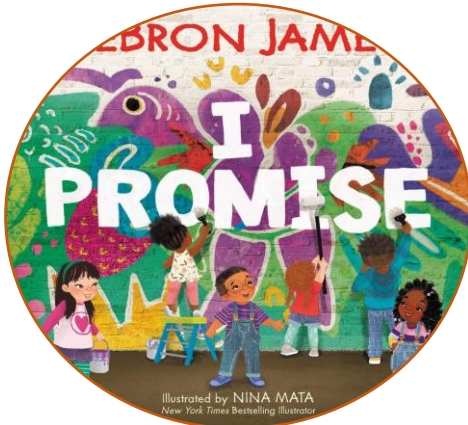
The event or training for coaches is easily replicable across Europe.

Similar Initiatives

Find out more [here](#)

USA

I Promise



The LeBron James Foundation, founded by NBA's superstar LeBron James, has roll out a comprehensive programme, entitled I Promise, under which it has founded a school in his hometown Akron. The school is dedicated to those students that are falling behind and are in danger of not receiving or completing their education.

The school implements specialized programming - from a longer school day, to its STEM curriculum with a "We Are Family" philosophy - tailored to these students that creates a culture conducive to social-emotional learning. IPS also provides wraparound supports that educate the whole person – with a focus on both academics and character building. Additionally, there is an intentional effort to engage the entire family with an on-campus Family Resource Center and regular events requiring parent participation in order to create a supportive environment both in the classroom and at home.

The programme is an expression of LeBron's commitment in having a positive impact to the lives of those around him . It provides resources, access to opportunities, supportive skill development while it also offers university scholarships to students of Akron public schools

Timeframe

Ongoing

Participating Organizations

- The Lebron James Family Foundation

Similar Initiatives

Sport organizations and athletes can take similar initiatives to support students in their community to finish their studies

Find out more [here](#)

4. Conclusion

This publication aimed at providing practical examples and inspiring cases of good practices in the field of Corporate Social Responsibility in sport organizations.

To find out more about the impact of Corporate Social Responsibility and strategies to implement similar initiatives you can consult the GoSport [website](#).



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