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# National report – Bulgaria



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## Introduction

### 1. National legal framework in regards to discrimination/ violence and human rights protection in sports

In Bulgaria, the research team has implemented desk-research on the national legislative framework in regards to discrimination/violence and human rights protection in sports and the findings of the research has been highlighted in the present research report:

#### 1.1. National regulatory framework:

##### Law for protection of discrimination<sup>1</sup>

This law for protection of discrimination, adopted in 2003, regulates protection against all forms of discrimination and helps to prevent it.

The purpose of the law is to provide every person with the right to:

1. Equality in front of the law;
2. Equality in the treatment and in the opportunities for participation in the public life;
3. Effective protection against discrimination.

Based on the mentioned legislative act is prohibited any direct or indirect discrimination based on sex, race, nationality, ethnicity, human genome, citizenship, origin, religion or belief, education, beliefs, political affiliation, personal or social status, disability, age, sexual orientation, family, position, property status or any other features established by law or in an international agreement to which the Republic of Bulgaria is a party. The act provides comprehensive information what is and what is not discrimination and the measures that can be undertaken if an individual or organization is subject of potential discrimination.

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<sup>1</sup> <https://www.lex.bg/laws/ldoc/2135472223>



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## National Strategy to promote equality of women and men 2016-2020<sup>2</sup>

The implementation of the Gender Equality Act of Bulgaria provides another step forward towards achieving equality of women and men. It regulates the institutional mechanism for equality between women and men in Bulgaria and provides for guarantees of equality through the implementation of long-term government policy.

Contribution to eliminating gender differences and preventing discrimination, there are also a number of strategic and operational documents of Bulgaria such as: National Program for Prevention and Protection against Domestic Violence, National Roma Integration Strategy (2012-2020), National Prevention Program and combating human trafficking, etc.

Bulgaria has a comprehensive institutional mechanism for preventing and combating discrimination, with gender being one of the nineteen characteristics, for which the Anti-Discrimination Act provides protection. Civil society and interaction with the social partners plays an essential role in the development of this process in Bulgaria. These processes are also reflected in the latest issue of the equality between women and men of the European Institute for Equality between the genders by 2015, according to which Bulgaria is making progress and moving up to 4 positions ahead of the previous issue in 2012. Under the special laws, the Ombudsman Institution was established in 2005, the Anti-Discrimination Commission in 2004 and the National Commission for Combating Trafficking in Human Beings in 2003.

### The Ethics Committee

The Ethics Committee is the main functional body of the Bulgarian National Council for Self-Regulation, and its task is to analyze commercial communications for compliance with the provisions of the Code of Ethics.

The members of the Ethics Committee fulfill their duties in their own conscience and beliefs in compliance with the principles of legality, impartiality, transparency, fairness, predictability, confidentiality, ethics and lack of conflict of interest. They do not represent the interests of the members of the NIS (National Investigation Service) who adopt the Code of Ethics or the organizations that proposed them.

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<sup>2</sup> <http://www.strategy.bg/FileHandler.ashx?fileId=9257>

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In case of a conflict of interest, each member of the Ethics Committee has a moral obligation to recuse himself. In case of a conflict of interest, the parties to the appeal may request the dismissal of a member of the Commission. All information, written and oral, obtained in the course of the work of the Ethics Committee is a professional secret and the members of the Committee and the experts involved must keep it confidential.

The Ethics Committee has a term of office of 3 years and consists of 13 persons: Chairperson - expert, elected by a qualified majority of the members of the committee for a term of three years, who directs the work of the Ethics Committee and represents it before third parties; and Members - distinguished professionals from the advertising industry and other professions and from various scientific communities and non-governmental organizations.<sup>3</sup>

## **1.2. International regulatory framework:**

### **European Convention on Violence and Bad behavior at Sports events and in participation on football meetings**

The member States of the Council of Europe and the other States Parties to the European Cultural Convention, which have signed this Convention, bearing in mind that the aim of the Council of Europe is to achieve greater unity between its members, concerned about acts of violence and bad behavior among spectators of sports events and especially at football matches and their consequences;

In order to prevent and control the violence and misconduct of spectators at football matches, the Parties undertake, within the framework of their respective constitutional provisions, to take the necessary steps to enter of the provisions of this Convention. The Parties shall apply the provisions of the Convention to other sports and sporting activities which present a risk of violence or

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<sup>3</sup> <https://www.nss-bg.org/about-ek>

misconduct to spectators, such as take into account the specific requirements for these sports or sporting events.<sup>4</sup>

## Beijing Declaration and Platform for Action in the context of the 2020 Beijing + 25 Global review

Over the last 5 years, the Republic of Bulgaria achieved a number of milestones in its progress towards gender equality and women's empowerment. In the area of legislation, the Gender Equality Act (GEA) was adopted in 2016 in Bulgaria as a framework for the national policy for gender equality.

Between 2014 and 2019, the Protection against Discrimination Act was amended by introducing provisions such as: the shift of the burden of proof in cases of discrimination, the inclusion of transgender cases in the definition of gender-based discrimination, the definition of indirect discrimination, unfavourable treatment and provisional promotional measures (which, under this law, shall not constitute discrimination).

At the same time, Bulgaria continues its commitment to combat domestic violence. Amendments to criminal law were introduced, regulating the protection of the rights of the victims of violence, including domestic violence. These legislative changes are intended to improve the Bulgarian legislation and help prevent and adequately and fully counteract these forms of criminal behaviour and adopt the relevant international standards. The amendments were passed by the National Assembly and will be promulgated in the State Gazette.

Eurostat data show a continuous closing of the gender pay gap in Bulgaria — from 15.7% in 2015 to 13.8% in 2017 that should be recognized as a positive sign that the adopted actions are relevant.

The policy of the Ministry of Health is consistently focused on creating better conditions and ensuring equal access for all Bulgarian citizens to health services regardless of their gender, age, ethnic and social background. Some of the general strategic documents based on this principle in the healthcare area include the National Health Strategy 2014–2020, the updated National

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<sup>4</sup><http://mpes.government.bg/Documents/Documents/Konvencii/EK%20za%20nasiliето%20i%20loshoto%20povedenie%20na%20zriteli%20pri%20sportni%20proqvi.pdf>

Demographic Strategy until 2030, the National Health Strategy for Disadvantaged Ethnic-Minority Persons, which has become an integral part of the Republic of Bulgaria's National Strategy for Romani Integration 2012–2020, the National Child Strategy (2008–2018), the HIV/AIDS Prevention and Control Programme, financed by the Global Fund to Fight AIDS, Tuberculosis and Malaria, the National HIV and STI Prevention and Control Programme (2017–2020), the National Mother and Child Health Improvement Programme (2014–2020), the Mother Healthcare and Child Healthcare programmes financed by the budget of the National Health Insurance Fund, the National Cervical Cancer Prevention Programme, etc.<sup>5</sup>

## 2. Specific projects and policies on social responsibility issues that have been implemented by sports organizations and other relevant stakeholders:

### *a) (C)SR policies of sports organizations and relevant stakeholders concerning actions and objectives aiming at improving social, cultural, educational and psychological circumstances of marginalized communities:*

#### **"Promoting cross-border cooperation for the development of social sports infrastructure in the municipalities of Pravets and Pirot"**

Sport is a growing social and economic phenomenon with making a significant contribution to the European Union's strategic objectives for achieving the solidarity and well-being. Sport is attractive to citizens from the cross-border region on the Bulgarian-Serbian border and many of them regularly participate in sporting activities. He creates significant values such as team spirit, solidarity, tolerance and fair play, that contribute to personal development and realization. It encourages the active the contribution of the citizens of the region to society, thus contributing to the strengthening active citizenship. Sport has an essential role to play the inhabitants of the region.

However, the development of sport in the cross-border region also faces the new threats and challenges that are emerging in European society, such as trade pressure, exploitation of young players, doping, racism, violence, corruption and money laundering.

The municipality of Pravets and the municipality of Pirot are the organizations with the highest priority responsibility for the conduct of sporting activities in the cross-border region, such as a central role is given to sports organizations and clubs located on their territory. Creating conditions

<sup>5</sup> [https://www.unece.org/fileadmin/DAM/Gender/Beijing\\_20/Bulgaria.pdf](https://www.unece.org/fileadmin/DAM/Gender/Beijing_20/Bulgaria.pdf)



for exercise and sport from the population is an integral part of the social policy of the municipalities of Pravets and Pirov for their constituent settlements.<sup>6</sup>

### **Bulgarian Football Union gets involved in combating discrimination in sport with a special scarf**

Football is a game that is equal for everyone, regardless of their race, gender or religion. "Thus, the BFU presented a special scarf to include in the fight against discrimination in sport.

The presentation of the scarf coincides with the match with Paraguay on 13. November 2019, which is also the first match for the national team since the racist scandals surrounding the duel with England in October. "The creation of this charity product is part of a series of steps that the BFU will take in response to what happened during the European Qualification between Bulgaria and England on 14. October 2019", BFS added.

**The Scarf of respect** has been released to all fans of the national team and the proceeds will be donated to an organization that fights against discrimination in football.<sup>7</sup>

### ***b) (C)SR policies of sports organizations and relevant stakeholders on combatting discrimination in sports:***

#### **Bulgarian National wheelchair basketball players and the inspiration they left behind**

A para-basketball section has been set up at the Bulgarian Basketball Federation in accordance with FIBA policy. On 31. July 2020 a group of players, along with their team, made basketball fans and all Bulgarians feel proud, showing how hard work and, most of all, the will to live and win are always rewarded during the 2019 European Wheelchair Basketball Championships – Division C. The Bulgarian National Wheelchair Basketball Team won the first official match in its history. In the Triaditsa Hall, which was literally spraying at the seams, our boys, led by Vladimir Iskrov and Margarita Marinkova, overcame Hungary with 50:33 on the opening day of the European Championship - Division C. The success was followed by a very equal match, during which little did

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<sup>6</sup> <https://pravets.bg/data/pages/files/1426005476.pdf?%D0%B0=46>

<sup>7</sup> [https://www.dnevnik.bg/sport/2019/11/14/3991955\\_bfs\\_se\\_vkljuchi\\_v\\_borbata\\_s\\_diskriminaciata\\_v\\_sporta/?fbclid=IwARONDcwYWFyUO-c-CoNS-bppS\\_2wFW\\_hrDawFs8FXS-MaGgu\\_7nggciuP8w](https://www.dnevnik.bg/sport/2019/11/14/3991955_bfs_se_vkljuchi_v_borbata_s_diskriminaciata_v_sporta/?fbclid=IwARONDcwYWFyUO-c-CoNS-bppS_2wFW_hrDawFs8FXS-MaGgu_7nggciuP8w)

our boys make a comeback against the strong Czech team. They had a chance to return to the match after a 21-point break, but lost by 37:46.<sup>8</sup>

**The Bulgarian Football Union is determined to counteracts the arrangement of football matches and fight the ugly face of a wonderful game.**

For this purpose, an Integrity Expert was appointed in the Bulgarian Football Union, who fully assists the law enforcement authorities of the Republic of Bulgaria in this fight and serves as a liaison between UEFA, BFU, the Ministry of Interior, the Prosecutor's Office and the court of law. A special e-mail address: [integrity@bfunion.bg](mailto:integrity@bfunion.bg) has been set up to receive alerts for scheduled football matches. After analysis, the data may be transmitted to any of the BFU and / or Ministry of Interior.

On its web site you can find excerpts from regulatory documents of Bulgaria, FIFA, UEFA and BFU, as well as news and video related to the topic.<sup>9</sup>

**c) (C)SR policies of sports organizations and relevant stakeholders on promoting gender equality:**

**European Institute for Gender Equality: Gender equality in the field of sports**

Sport is developing in two main directions, which is all more consideration is given at EU level: professional sports and recreational sports. And in both cases, sport is a large and rapidly developing sector of the economy and makes an important contribution for growth and jobs. Sport promotes interaction between different social groups, which is important for young and old alike women and men, and improves physical and mental health. It can also promote education, communication, negotiation and leadership skills, which are crucial for women's participation in political and economic life.

Creating a level playing field for both genders: Equality between women and men is a fundamental principle of the European Union. In the Charter of Women and in the Strategy for Equality between Men and Women (2010-2015). The European Commission expresses its commitment to address and eliminate inequality gender in terms of leadership positions.

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<sup>8</sup>[https://m.offnews.bg/news/Drugi\\_18773/Nacionalite-ni-po-basketbol-na-kolichki-i-vdahnovenieto-koeto-te-ost\\_710603.html](https://m.offnews.bg/news/Drugi_18773/Nacionalite-ni-po-basketbol-na-kolichki-i-vdahnovenieto-koeto-te-ost_710603.html)

<sup>9</sup> <https://www.bfunion.bg/i/36>

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Following the 2013 EU conference on gender equality in sport, the proposal for strategic action on gender equality in sport (2014-2020) was approved.<sup>10</sup>

### **AIBA Gender Equality Forum hosted in Sofia**

Ever since the end of the last century, the International Olympic Committee (IOC) has maintained a policy of ensuring equality between men and women on the Olympic scene. To a large extent, this wave has come under the influence of the American concept of the 1980s for the equalization of social rights and opportunities between the two sexes. The IOC's efforts have also shifted to international sports federations in individual sports. And the result is not only the unification of disciplines, but also the remuneration, there are also requirements for a minimum quota of women appointed to senior positions.

The International *Boxing* Association (AIBA) event was the first edition of the international organization on the topic and hosted in Sofia and 40 women of 30 countries and 5 continents took. The event was opened by the Bulgarian minister of youth and sport Krassen Kralev, who said that Bulgarian boxing federation can be an example, showing great sport results both in man and woman categories and he is convinced gender balance achievement is the direction all sport movement in the world should be heading to.<sup>11</sup>

### **Application program for a call for proposals for distinguished achievements in the effective implementation of the gender equality policy**

According to Art. 16 of the Bulgarian Law on Equality of Women and Men, the Ministry of Labor and Social Policy (MLSP) creates a hallmark of significant achievements in the effective implementation of the policy on equality between women and men.

The hallmark is a moral reward, a symbol of prestige and an incentive for institutions / organizations to improve their governance, in line with achieving a level of equality for all. The mark is a material medium of moral value in the form of a plaque and a logo with the year of receipt, which the distinguished institutions / organizations will be able to use in the promotion of their activity.<sup>12</sup>

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<sup>10</sup> <https://eige.europa.eu/sites/default/files/documents/mh0215937bgn.pdf>

<sup>11</sup> <https://www.24chasa.bg/sport/article/7059909>

<sup>12</sup> <https://www.mlsp.government.bg/index.php?section=CONTENT&l=292>

#### ***d) (C)SR policies of sports organizations and relevant stakeholders on promoting and safeguarding human rights***

##### **COMPASS: A Human Rights Training Manual for Youth**

Sport is a universal element in all cultures, which is why it has been chosen as a Compass theme. Sport is particularly popular with young people; statistics show that 61% of young people in the EU between the ages of 15 and 24 are regularly engaged (at least once a week) in sports activities. Another reason why we have included sport is that it gives young people opportunities for social contacts through which they can acquire the knowledge, skills and attitudes necessary for their full participation in civil society. In 2018, the Compass manual was translated in Bulgarian by the Centre for Educational Integration of Children and Students from Ethnic Minorities (CEICSEM), that is providing free trainings and copies of the Manual for youth and sport organizations in the country<sup>13</sup>.

There are no human rights in terms of culture and sport as such - in the same way as rights in life and in the right to work. However, we do have the right to enjoy a cultural life, and sports rights are about education and health.<sup>14</sup>

##### **Diplomats play football in support of human rights**

A charity football tournament with the participation of employees of the diplomatic missions in Sofia, institutions and non-governmental organizations was held on May 11, 2019 on the fields of the National Football Base "Boyana". The tournament was organized by the United Nations Association in Bulgaria, in partnership with the Bulgarian Football Union and under the patronage of the Minister of Foreign Affairs of the Republic of Bulgaria. The funds raised during the competition are used to conduct human rights training for children and youth in the country.

The main goal of the football tournament "Ambassadors' League" was to gather on the sport pitch the representatives of diplomatic missions and Bulgarian institutions, as well as non-governmental organizations and to promote cooperation between them, on the model of diplomacy through sport and in the spirit of Goal 3 and Goal 17 of UN 2030 Agenda for Sustainable World Development. The competition was attended by the teams of Armenia, the United Arab Emirates, Romania, The

<sup>13</sup> <http://coiduem.mon.bg/2017/05/23/%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D1%81/>

<sup>14</sup> <https://www.coe.int/bg/web/compass/culture-and-sport>

Republic of North Macedonia, Turkey, Ukraine, the Netherlands, as well as representatives of the UN High Commissioner for Refugees in Bulgaria, UNICEF Bulgaria, the International Organization for Migration, Study for the Study of International Relations and the United Nations Society in Bulgaria<sup>15</sup>.

### 3. (C)SR policies' evaluation and results

Sport is a perfect example of a bottom-up kind of pressure on the national legal systems where certain members of the society in result of their activity transcending national borders choose by themselves the kind of law they wish to apply. In sport the simultaneous application of legal norms at different levels of governance (global, European Union (EU), national, regional) without rules regarding the hierarchy of those norms, would result in confusion with judges and consequently a threat to undermine fundamental principles of national or international legal systems depending on which rules would ultimately take precedence.

The present country analysis on the Bulgarian sports practices and the implementation of CSR policies also invokes quite interesting and challenging issues for future discussions as the topic is not widely explored and there is great floor for further development.

### 4. Objectives, plans and future policies at a national level

The renewed sports policy of the Republic of Bulgaria includes the following main priorities and highlights:

General Principles of the Physical Education and Sports System. Article 3 of the Physical Education and Sports Act lays down the general principles of the system of physical education and sport that are determined as:

- 1) Interaction and coordination of the efforts of the State and public institutions for establishing and efficient functioning of the system of physical education and sport;
- 2) Overall binding of physical education and sport to health care, holiday activities, education and culture, so that a united functional system is established for the purpose of increasing its balanced impact with respect to all strata of the population;

<sup>15</sup> <https://gong.bg/bg-football/drugi/diplomati-igraiat-futbol-v-podkrepa-na-pravata-na-choveka-541751>



- 3) Providing democracy and self-governance to the associations of citizens and providing choice of means and methods for practicing physical exercises, sport and tourism;
- 4) Applying regularity, a scientific and differentiated approach with respect to practicing physical exercises and sport during the entire human life cycle;
- 5) Complying with the generally recognized worldwide principles of the physical education and sport and the international sport cooperation.<sup>16</sup>

### **Methodology of the national landscape analysis**

For the purposes of the project landscape analysis in each partner country, has been implemented 21 (twenty one) focused interviews with representatives of sport entities. All the interviews were implemented face-to-face, applying equal approach and question set to each one of the researched experts. For the purposes of the present research the interviews has been recorded on audio files, accompanied by consent forms from each one of the analyzed sport individual.

### **Timeframe of GoSport interviews – Bulgaria**

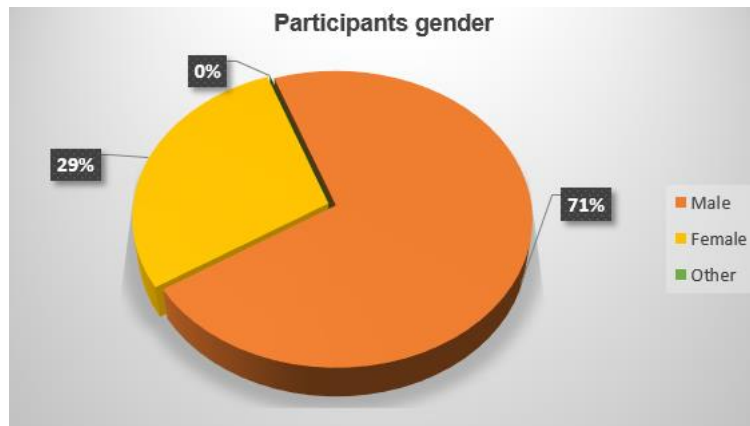
The research was implemented in the period 04/06/2020 – 30/06/2020.

### **Results of GoSport interviews - Bulgaria**

The 21 (twenty one) participants that has been interviewed are representatives of 20 different sport organizations, working on national, regional or local level in Bulgaria. The average experience of the participants in the research is 7.9 years and the entire interviewed group are at management position in their sport organizations. The average age of the sport experts included in the analysis is 37.61 years. Gender participation includes 15 male and 6 female representative of sport clubs and federations.

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<sup>16</sup><https://books.google.bg/books?id=0o2WDwAAQBAJ&pg=PT14&lpg=PT14&dq=1.+National+legal+framework+in+regards+to+discrimination/+violence+and+human+rights+protection+in+sports+in+Bulgaria&source=bl&ots=E-BuVwxFqe&sig=ACfU3U1->



The majority of the analyzed sport structures are focused in one particular sport and very few of them are multi-sport delivery entities.

During the discussion has been highlighted important findings regarding the implementation of social responsibility strategies and assessment how the sport organizations interpret, manage and prioritize social responsibility issues, especially concerning discrimination, social inclusion and human rights, how the organizational governance influences social responsibility and vice versa and how social responsibility is communicated. Based on the participants' answers the analyzed topics are prioritized as follows:

Topic	Importance
Awareness of what CSR and sustainability policies are:	76.19%
Healthy and active lifestyle through sport	71.42%
Youth education and engagement	66.66%
Social and cultural inclusion	61.90%
Social inclusion	57.14%
Governance, compliance and anticorruption	57.14%
Accessibility and safety of venues	52.38%
Women in sport	47.61%
First team player behaviour	42.85%
Violence	38.09%
Growth and safeguarding of young athletes	38.09%
Fans dialogue and entertainment	38.09%
Discrimination	33.30%
Institutional influence and sustainability leadership	23.80%
Marginalized communities	19.04%

Corporate citizenship	14.28%
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Participants stated that they have interest to learn further which are the companies, interested in CSR investments in sport, how sport can be further used to help society, funding of CSR programmes in sport, how a sport organization can plan and implement CSR policies, funding for CSR activities in sport sector, reaching more people that can be interested in such activities, state strategies and policies in the field of CSR, CSR impact measurement. Different information has been provided about the implementation of CSR policies in sport sector until the moment, with various target groups such as minorities and persons with disabilities, but the information is highly limited. Most of the analyzed structures (66.67%) are not implementing such programmes and activities themselves as they lack either knowledge or support to create and put on practice such activities. 7 of the analyzed 21 sport entities are implementing social programmes with different groups such as: free trainings for kids with social challenges, gypsy minorities, persons with physical/mental/sensor impairments, girls involvement and ect. The results of those activities are difficult to be analyzed as there is lack of collected data that can be used for further analysis.

Most of the interviewed sport structures declare that they cooperate mainly with another sport structures within their sport (including international cooperation) and apart of those entities, they work with the state/municipality structures, including applying to state funding opportunities for the implementation of their sport activities.

All analyzed entities share the information that they are not receiving any state support for such activities and they do not work with European funding either. Three of the sport organizations has declared that through the state funding for sport clubs they are able to supply some of the social activities they are running, but this is not the main aim of the funding instruments they are using through the Bulgarian sport clubs-funding programme.

85.72% of the participating in the GoSport research sport structures has declared that would be happy to implement CSR programmes if they have more information and support for such activities. Some of them are already implementing such while 3 organizations (14.28%) are not ready to create CSR possibilities.

Main problems in Bulgarian sport are defined by the interviewed sport experts as follows:

- Lack of material base and sport facilities – highlighted by 9 of the participants;
- Lack of sufficient funding – stated by 7 of the researched experts;
- Insufficient motivation to join sport activities – 3 representatives of sport organizations;
- Qualification of coaches and sport staff – pointed out by 2 persons;
- Development of school sport – declared by 2 sport experts;
- Lack of good governance in sport, gender balance in sport governance, lack of centralized training programmes and lack of state support has been declared as problems by one participant for each of the problems.

Most of the participants stated that they definitely need further training and additional knowledge in the field of social responsibility in sport, while two of them were doubting and one have declared that is already well aware about the concept and the practices of SR in sport.

Based on the presented topic that might raise interest in the participants for additional training opportunities, the expressed high demand is recorded by 10 or more of the sport experts, defined by highest to lowest interest:

- Good governance in sport, compliance and anticorruption;
- Youth education and engagement;
- Healthy and active lifestyle through sport;
- Accessibility and safety of venues;
- Social and cultural inclusion;
- Women in sport;
- Violence;
- First team player behavior.

Regarding the learning methods that the participants would prefer to attend, the answers are divided in two big groups with almost equal answers – 50% of the interviewed would like to attend a seminar/conference, while the other half find it more suitable to have online educational options. Very few has pointed out that a platform for networking might be useful. All participating sport experts expressed their willingness to participate in such training or event.

52.38% (11 persons) of the interviewed sport experts stated that they have never witnessed incidents of racism or discrimination in sports. The remaining representatives of sport entities has

observed single or repetitive cases of racism and/or discrimination, mainly towards different ethnic groups or minorities, different skin colour, both at all levels or focused on players, none of them in their own structures.

12 of the analyzed sport organizations stated that they are carrying and implementing anti-discrimination policies, while the other 9 declared that they do not have such as there is no need for the mentioned policies as either the particular sport does not have any cases of discrimination, or they are applying a non-discriminative policy naturally as part of their overall organization policy for fair play and non-discrimination. Following the sport principles, the organizations participating in the research find the application of such policies a basic and regular activity and not something separate to be implemented in a different way or to different groups. All of them implement positive discrimination measures if such are needed, but at the state of development of sport ecosystem in Bulgaria and the particular analyzed entities, such are not highly needed as the sport principles are applied at all levels.

10 of the interviewed sport specialists have declared that they haven't witnessed violence in sport themselves either in their or other sport organization. The other 11 respondents have provided a positive answer, mainly in sports different than their own and with a main focus of verbal violence, violence to players, fans and officials, during sport events and some single cases of parents and/or coaches violence to athletes.

Only one representative of sport entity is not aware where such events can be reported, while the majority of the rest would either contact the unified number for emergencies 112 or the police department in the respective location of the sport event. It has also been mentioned that it can be reported to the Ministry of Youth and Sport, the judges/referees of the sport event itself or the event organizers and even through media publications highlighting the expressed violence and raising awareness that such activities are not suitable for the sport sector.

33.33% of the interviewed declare that they do not have specific anti-violence policies or such are not applicable as their organizations do not organize sport events themselves, while the rest of the entities provided information that they do implement such strategies and have specific procedures in place. All have stated that they are not aware if other organizations are carrying such policies.



Asked to provide recommendations on the most effective initiatives/practices that might support the elimination of discrimination and violence in sport, the participants in the field research has shared very interesting ideas as follows:

- Creation of state award for CSR in sport (and state policy as well);
- Raising awareness regarding CSR in sport, including through cooperation with local/regional media and launching campaigns on the topic in cooperation with state authorities and sport sector;
- Development and implementation of specific educational programmes for sport experts and administrators;
- Promotion of good practices in the field of CSR in sport;
- Empowerment of cooperation between sport (and other) structures that can create and implement CSR policies together;
- Educational programmes for young athletes raising awareness about CSR in sport;
- Printed materials about CSR that can be provided to sport organizations to promote the topic;

Regarding the information about social inclusion and human rights through sport events and/or policies, 61.91 % of interviewed sport specialists declared that they are implementing such, including several of them stated that this is one of the main and natural roles of sport itself. 38.09% are not implementing or are not aware if such are implemented, few of them stating that there is no need for such campaigns and events as the overall goal of sport itself is to supply such activities.

Generally, all the participants in GoSport field research declared that CSR policies are extremely important pillar of the work and the regular activities of sport organizations. All of the representatives stated the high importance and as well added that social responsibility can be powerful educational tool and its importance and value are critical not only for sport sector, but for all structures in our society.

## Conclusions

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Bulgarian participants in GoSport field research declare high importance of the CSR and sustainable policies as 76.19% of them highlight those aspects of our society as extremely important. Sport entities representatives shared with the research team that they have interest to learn further which are the companies, interested in CSR investments in sport, how sport can be further used to help society, funding of CSR programmes in sport, how a sport organization can plan and implement CSR policies, funding for CSR activities in sport sector, reaching more people that can be interested in such activities, state strategies and policies in the field of CSR, CSR impact measurement. Different information has been provided about the implementation of CSR policies in sport sector until the moment, with various target groups such as minorities and persons with disabilities, but the information is highly limited. Most of the analyzed structures (66.67%) are not implementing such programmes and activities themselves as they lack either knowledge or support to create and put on practice such activities. 7 of the analyzed 21 sport entities are implementing social programmes with different groups such as: free trainings for kids with social challenges, gypsy minorities, persons with physical/mental/sensor impairments, girls involvement and ect. The results of those activities are difficult to be analyzed as there is lack of collected data that can be used for further analysis.

85.72% of the participating in the GoSport research sport structures has declared that would be happy to implement CSR programmes if they have more information and support for such activities. Some of them are already implementing such while 3 organizations (14.28%) are not ready to create CSR possibilities.

Sport experts defined their point of view to the main problems in Bulgarian sport that includes lack of material base, sport facilities and funding, insufficient motivation to #BeActive in the overall population and school sport underdevelopment, challenges in the field of sport experts qualification and significant governance problems in sport structures, including state support in all mentioned fields. Most of the participants stated that they also definitely need further training and additional knowledge in the field of social responsibility in sport, while two of them were doubting and one have declared that is already well aware about the concept and the practices of SR in sport.

52.38% (11 persons) of the interviewed sport experts stated that they have never witnessed incidents of racism or discrimination in sports. The remaining representatives of sport entities has observed single or repetitive cases of racism and/or discrimination, mainly towards different ethnic

groups or minorities, different skin colour, both at all levels or focused on players, none of them in their own structures.

12 of the analyzed sport organizations stated that they are carrying and implementing anti-discrimination policies, while the other 9 declared that they do not have such as there is no need for the mentioned policies as either the particular sport does not have any cases of discrimination, or they are applying a non-discriminative policy naturally as part of their overall organization policy for fair play and non-discrimination. Following the sport principles, the organizations participating in the research find the application of such policies a basic and regular activity and not something separate to be implemented in a different way or to different groups. All of them implement positive discrimination measures if such are needed, but at the state of development of sport ecosystem in Bulgaria and the particular analyzed entities, such are not highly needed as the sport principles are applied at all levels.

33.33% of the interviewed declare that they do not have specific anti-violence policies or such are not applicable as their organizations do not organize sport events themselves, while the rest of the entities provided information that they do implement such strategies and have specific procedures in place. All have stated that they are not aware if other organizations are carrying such policies.

Interesting recommendations on the most effective initiatives/practices that might support the elimination of discrimination and violence in sport has been provided by the participants that can contribute to the further development of CSR in sport sector. Generally, all the participants in GoSport field research declared that CSR policies are an extremely important pillar of the work and the regular activities of sport organizations. All of the representatives stated the high importance and as well added that social responsibility can be a powerful educational tool and its importance and value are critical not only for sport sector, but for all structures in our society.

### Differences between desk and field research

Both desk and field GoSport research are highlighting the further need of focused development of CSR field in Bulgaria, especially in the field of sport. Although there are some good practices in the researched field that have been included in the desk research, they were quite challenging to be found by the research team. This has been somehow confirmed in the field research that shows that even CSR is somehow present in the national reality, it is either not clearly defined as such or it is accepted as a natural activity of sport organizations itself to be devoted to social responsibility.

issues. Importance of CSR policies has been highlighted multiple times by the sport experts, that took part in the field research and based on their participation, it has been clarified that many of the activities they are already implementing are actually CSR, even though they are considering them as part of their regular activities.

Both in the field and desk research is visible that raising awareness on social aspect of sport is very important and not that developed that should be. Based on the findings, in this process might take part mainly media through wider coverage of such events/policies, state authorities through adequate national CSR policy (including in sport sector) and promotion of social responsibility importance at all levels and the sport sector as main provider of such activities with the support of the respective authorities and institutions.

## Recommendations

1. Structured approach need to be further developed and implemented toward CSR on national level, including the involvement of sport sector in such policies and activities;
2. Specific legislative framework that empowers CSR in the field of sport as an addition to the existing overall national legislation;
3. Empowerment of cross-sectoral approach with main aim to ensure the development of sustainable CSR policies and cooperation;
4. Actions to improve good governance in sport in all its aspects that will lead to bigger social impact of sport entities;
5. Increased focus on using sport beyond sport and ensuring quality state/municipality support for developing the full potential of sport and physical activity as education, inclusion and social change provider.

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