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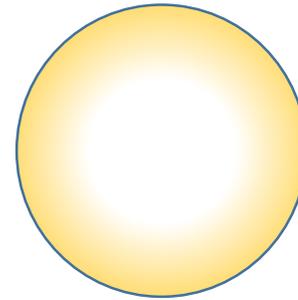
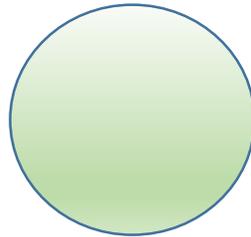
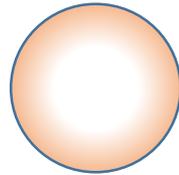


SEARCH
SPORT EDUCATION FOR ACTIVE
AND RESPONSIBLE CITIZENSHIP
THROUGH HEALTH CARING



MODULE

3



THE SOCIAL FUNCTION OF SPORT

SEGMENT 8

**How to create a “social impact” by
planning and creating sports events**

Sport events generate positives and negatives effects at the locality where they take place.

POSITIVE EFFECTS

- Economics impact:
 - Direct
 - Indirect
- Construction or renovation of the facilities
- Promotion of the locality

NEGATIVE EFFECTS

- Environmental Impact



POSITIVE EFFECTS

DIRECT

Boosting Local Economies. Sport Events attract different visitors to the locality, depending on the characteristics of the event (sport modality, type of competition, geographic scope...), participants (age, sex, sport category...), capacity of the facilities...

INDIRECT

The knock-on effect produced because of the circulation of money, derived from the initial pump in the economy.

This could be translated as the production and employment generated in the sectors that benefit indirectly from the investment and expenditure.

CONSTRUCTION OR RENOVATION OF THE FACILITIES.

- **Help regenerating marginal areas**, in the aesthetic aspect as well as in the economy development.
- **Social impact**, boosting the sport involvement, social relationships and healthy life practices.

PROMOTING THE LOCALITY THROUGH MEDIA AND VISITORS.

The examples of events executed periodically in the same locality are countless (Rally Jerez City, Rafting Río Sella in Asturias,...). Also, a lot of the annual competitions take place in different cities or countries every year, like the Olympic Games or National Championships.

NEGATIVE EFFECTS

Its important here to talk about the **Enviromental Impact**.

- We need to support **sustainable sports**.
- Big sport events leave a deep print in the environment hard to erase, the Environmental impact of the audience.

For example, the runners from the London Marathon left in 2019 a quantity of 350.000 plastic bottles around the city streets.

Here we need to mention all of the events celebrated in the natural surroundings like rafting, running.

STAKEHOLDERS INVOLVEMENT

The celebration of an event requires the support of different organizations in order to be organized:

- Establishments.
- Security services.
- Media.
- Citizens.
- For- Profit Entities.
- NGO.

Establishments

- Administrations
- Governments and Town Halls
- Key to obtain the right permissions, licenses and authorizations.

Security Services

- Police and/or private security and Health Services

Need of setting up an emergency plan that ensure the security of participants and the crowd. For example a health structure, evacuation system...

Media

The media can make millions in profit when they broadcast a sport event. The television and digital media have evolved in different ways.

Important to mention the continuous interaction through streaming in social media, or the web page, creating a stronger sense of belonging and immediate feedback through surveys and comments.

Citizens

- Federations
- Clubs



For-Profit Entities: Sponsorships

The sponsorship of sport event generates multiple benefits for companies.

- Boost the sales.
- The views and positive publicity.
- The promotion of a healthy lifestyle is part of the Corporate Social Responsibility.
- Differentiation from competitors.
- Empathy with the target, more when the events have charitable purposes.

GNO

The participation of a NGO in the organisation of a sport event is key in order to reach a successful event and for the stakeholders around it:

- The Citizens
- The City
- The sponsors
- Other events related



KEYWORDS

Economic impact

Boosting local economies

Sustainable Sport Event

Stakeholders

Administration

Security

Streaming

Sponsorship

Business Promotion

Corporate Social Responsibility