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SEARCH

SPORT EDUCATION FOR ACTIVE
AND RESPONSIBLE CITIZENSHIP
THROUGH HEALTH CARING



MODULE 4

Economic induction related to sport



SEGMENT 9

Corporate Social Responsibility (CSR)

Corporate Social Responsibility

- The Green Book of the European **Commission** published in 2001 defines corporate social responsibility as the *"voluntary integration of corporate social and environmental concerns in their commercial operations and in their relations with the parties concerned"*

- EC, 2001: Business Integration of Social and Environmental Concerns in Business Operations and Relationships with Interested Parties

- CSR (Corporate Social Responsibility) is increasingly appreciated by companies: the achievement of an economic profit which generates profit also on a social and environmental level.
- The impact of the company on a wide range of audiences: employees, suppliers, shareholders, customers, public administration, training bodies, trade associations, local associations, media and even future generations.
- Companies adopting such an approach create value for the whole community with significant advantages in terms of competitiveness, as they reduce risks, increase reputation and develop better relations with their employees and clients.

- New vision of the economy
- Not only economic, but also social and environmental profit
- Business impact on different audiences
- Community approach > significant benefits

The Barcelona case

https://www.researchgate.net/publication/332082576_Corporate_social_responsibility_in_FC_Barcelona_as_Carroll's_CSR_pyramid_in_practice

- A club that has always been attentive to social policies and disadvantaged groups: collaboration with UNICEF
- "*Catalan pride*" & "*mès que un club*": conveying history, traditions and values of the territory and connecting to the local and global community

- Barcelona: "*Catalan pride*" and "*Mès que un club*"
- History, values, club tradition
- Connection with local and global community

The Barcelona case

- 36 academies on five continents: commitment in developing and growing children and young athletes
- More than 1500 children from 20 different countries within the "*Escuela internacional*" in 6/12 years
- Stakeholders expect ethical behavior, even if this is not one of the objectives.
- Spreading values and specific conduct that will be taken as an example: respect, effort, ambition, teamwork and humility

The Barcelona case

- 36 Academies around the world
- 1500 children aged between 6 and 12
- Ethical behavior expectancy
- An example for everyone
- Respect, effort, ambition, teamwork, humility

CSR / Barcelona



CSR/ The Barcelona case

- Developing every human relationship with diligence, responsibility and professionalism
- Fighting corruption, sports betting and unauthorized expenditure
- Project Hope and Hospitals Project: during the Christmas period visit, signed t-shirts, autographs and budget for over 1000 hospitalized children
- Private invitations to trainings or matches: joy and dreams for less fortunate children

CSR/ The Barcelona case

- Each relationship: diligence, responsibility and professionalism
- Fighting corruption, betting, unauthorized expenditure
- Visit and gifts to less fortunate children hospitalized



The Barcelona case

- Philanthropy not aimed at improving image, but at fostering social change.
- Unicef for 5 years on the jerseys, giving up the possibility of rich sponsorships
- Project visibility for new contracts and donations
- New contract: 2 million per year for 10 years, for training and sports, but also for children's rights and the fight against AIDS



The Barcelona case

- Social change
- Unicef: 5 years without rich sponsorships
- New contracts and donations
- Training, sports, children's rights and AIDS

The Barcelona case

- FootballNet 8 to 21 years old young people: events encouraging participants to cooperate with local organizations
- Fighting social exclusion: how people with disabilities can join the Program and participate in activities
- Oman, Saudi Arabia: giving women the opportunity to train under defined conditions
- A program for 4,000 refugee children and support to cancer hospitals in fighting cancer

The Barcelona case

- FootballNet: local events and cooperation
- People with disabilities part of the program
- Fighting against social exclusion
- Women and refugees
- Fighting cancer

CSR / Crema Basketball

- The sports club is sponsoring an awareness-raising campaign against violence against women, by choosing the pink color on the players' jersey, along with a 10 euro donation from the players for each basket scored
- Sponsors agree not to appear on the jerseys
- *"stop violence against women"* is the only slogan



CSR / Crema Basketball

- Pink jerseys, 10 euro donation for each basket scored
- No sponsors on the jerseys
- *"Stop violence against women"*

Teddy Bear Toss: an initiative born in the USA and quickly spread throughout Europe

- In a match just before Christmas, all the fans, especially the youngest ones, are invited to bring a new soft toy to the arena. It will be thrown on the parquet floor during the first action basket (or score) of the match. At the first useful occasion, the players will deliver the soft toys to the hospital, to bring a smile, during the holidays, to the less fortunate children.



- Teddy Bear Toss, in USA and Europe
- During the Christmas season
- First goal or basket hit teddy bear toss



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