

Good Governance & Social Responsibility

Warsaw - 16/04/2018



Ministerstwo
Sportu i Turystyki



INSTYTUT SPORTU
PAŃSTWOWY INSTYTUT BADAWCZY



Structure of this topical workshop (Spis treści)

- Introducing myself (why here?) [5min]
- Sport Federations today: a brief background [5min]
- Good Governance and the role of **Social Responsibility** dimension [20min]
- Implementing Social Responsibility in Sport Federations: some key considerations [30min]
- **Task-in-class:**
 - Designing a Social Responsibility Programme [60min]
 - Presenting the programme [15min]

About me (i)



**Ass. Professor in Sport Management
(Molde College University & UCLan Cyprus)**

**Visiting Professor in
Vistula University (2017-2019)**



**Elected Board Member of the
European Sport Management Association (2017-2020)**



About me (ii)



Consulting

Code for Good Governance (2018)



Strategic Plan (2018-2024)



About me (iii)



Current Challenges for Sport Federations



Increased institutional pressures for battling:

- Corruption
- Doping
- Match-fixing

Increased institutional pressures for promoting:

- Equality
- Diversity
- Gendered balance

Increased commercialization of sport:

- 'New players'
- New / different services
- More complex decision-making processes

**Increased
commercialization of sport**

**Increased institutional
pressures for battling**

**Increased institutional
pressures for promoting**



Scientifically proven

**Available
sources**



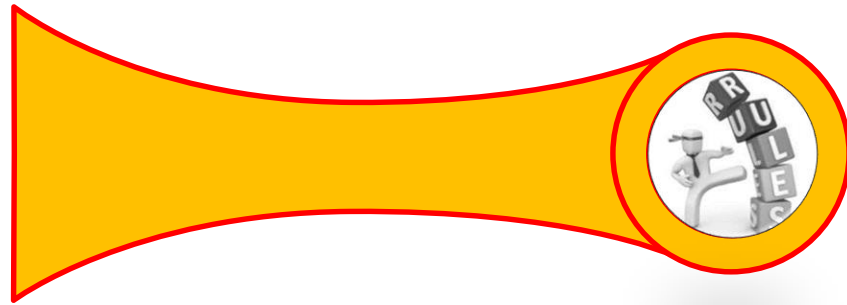
Workload

Good Governance

The framework and culture within which a sports body sets policy, delivers its strategic objectives, engages with stakeholders, monitors performance, evaluates and manages risk and reports to its constituents on its activities and progress including the delivery of effective, sustainable and proportionate sports policy and regulation.

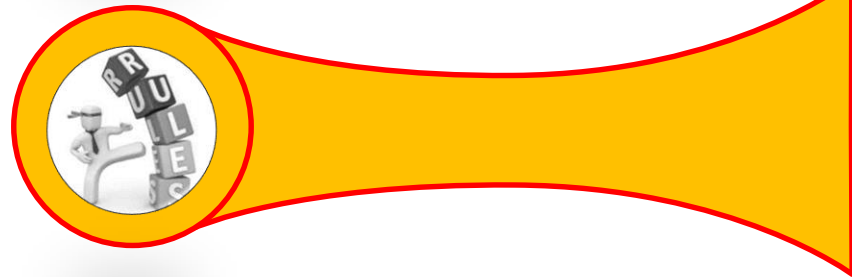
Source: EU Work Plan for Sport: 2011-2014 - Expert Group on Good Governance (XG GG)

Sources/Reasons for non-compliance



**Unwillingness
to comply**

**Inability to
comply**



Sources/Reasons for non-compliance

(Tallberg, 2002; Börzel, 2003)



*Logic of
consequences*



*Material
capacity
limitations*

Voluntary non-compliance

Involuntary non-compliance



*Logic of
appropriateness*



*Rule
ambiguity*

Compliance mechanisms

4: Rule interpretation / Specification

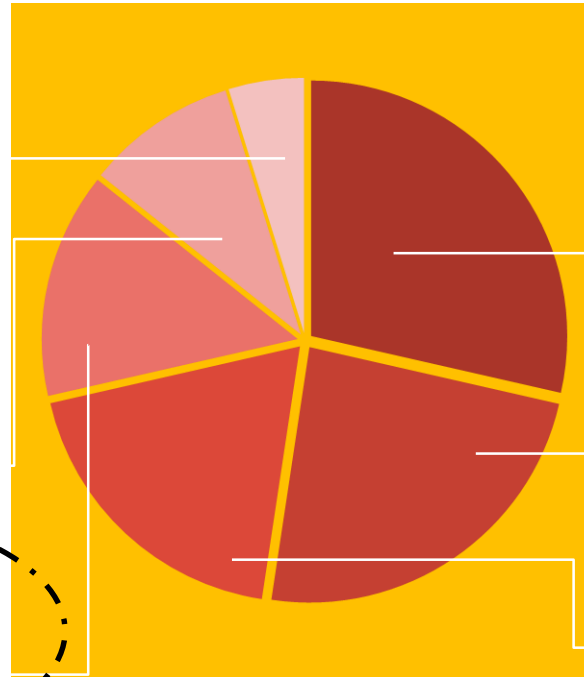
It is necessary that clarification of rules is given and specification of implementation obligations is explained

5: Capacity building

The provision of financial and technical assistance

6: Social learning

Ideas and experiences are shared among actors



1: Monitoring

Monitoring decreases the likelihood that non-compliance will go unnoticed

2: Sanctioning

Sanctions should imply a cost greater than the benefit of non-compliance

3: Persuasion

Argumentation about the effectiveness and the legitimacy of the rules

TODAY

Basis of Code for GG

DIMENSION 1	DIMENSION 2	DIMENSION 3	DIMENSION 4
Transparency	Accountability & Control	Democratic Processes	Social Responsibility



Basis of Code for GG

DIMENSION 1	DIMENSION 2	DIMENSION 3	DIMENSION 4
Transparency	Accountability & Control	Democratic Processes	Social Responsibility



Social Responsibility

Social responsibility refers to deliberately employing organisational potential and impact to have a positive effect on internal and external stakeholders and society at large.

Consider the following:

- ...how the sport organization can be a leader in policies combating (a) doping; (b) match fixing; (c) discrimination and (d) sexual harassment in sport?
- ...how the sport organization develops and implements a policy on promoting the dual career of athletes?
- ...how the sport organization harmonize its activities with appropriate measures of environmental sustainability?

**How can social responsibility programmes
become relevant to your sport?**

<https://www.youtube.com/watch?v=N84cPUNnDZU>

Social Responsibility ⁽ⁱⁱⁱ⁾

A social issue = anything that is found wrong with society.

4 factors to consider:

- I. Social issue = not an individual issue (many people must recognise that something is wrong or that there is a problem);
- II. Social issue = not a universal issue => located within a particular social context at a particular point in time
- III. To say something is wrong => assuming there is an idea of the way things should be
- IV. If there is an idea => the social issue can be tackled by some means (program(s))

Exercise in class

Inspired by EFDN Social Responsibility Practitioners Guide

In teams of # 5/6

An effective starting point to analyse the social issues is the D.E.S.T.E.P. model

D--**Demographic** trends (family income, ageing, gender, diversity)

E--**Ecological** trends (energy, nature conservation, waste management, climate change, sustainable technologies)

S--**Sociological** trends (lifestyle, mobility, youth culture, refugees)

T—**Technological** trends (Information technology, communication, emerging technologies, use of technology in the community)

E--**Economic** trends (employment, standard of living, labour costs, work-leisure relationship)

P--**Political** trends (policy, labour laws, European directives)

Potential social challenges / Issues

Pollution	Physical inactivity (youth population, senior population)	Green areas in a neighborhood	Waste policy
Energy consumption	Participation in leisure activities for disadvantaged groups	School absenteeism	Disease prevention
Involvement of member-clubs	Problems with language and study	Social work	Social integration
discrimination	Healthy eating	Homeless individuals	Unemployment

| What to do:

Choose one social issue and then describe:

- The target groups
- The objectives
- The appropriate indicators
- A suitable measurement method

The following questions can inspire / guide you:

- What social challenge(s) is your federation / sport faces? [or] what social challenge will your federation address?
- Who are the relevant target groups?
- What will the programme look like?
- How long will it take to deliver the programme?
- Which measurement techniques will you utilise before, during and after the programme?

An example: *‘Walking Football for Ages 50+’* ⁽ⁱ⁾

1. What social challenge(s)/issue(s) will the federation/club address?

- (i) Physical activity of seniors
- (ii) Participation in sport and
- (iii) Social isolation

2. What are the target groups involved?

- (i) Supporters or fans who have a low degree of physical activity who are ages 50+
- (ii) Supporters or fans who are experiencing social isolation who are ages 50+

3. What are the objectives?

- (i) Improved physical health of participants ages 50+
- (ii) increased participation in sport of participants ages 50+
- (iii) decrease feelings of social isolation in participants ages 50+

An example: ‘Walking Football for Ages 50+’ ⁽ⁱⁱ⁾

4. What will the programme look like?

Participants will engage in ‘Walking Sport’ training practice once per week followed by a ‘social activity’ (for 12 weeks)

5. What measures/actions you are going to take?

- (i) Informing and raising awareness
- (ii) newsletters & announcements during match days
- (iii) invitation to attend an information session

5b Participant questionnaires:

- (i) before/during/after the programme/ aims to capture how each participant perceives any changes in their physical and social/emotional health

5c Change in BMI and physical fitness

- (i) (test, before, during (6 weeks) and after)

Dziękuję za uwagę

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