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# Course for Intermediary Organizations

Module 4

## Introduction to building the capacity of Intermediary Organizations

Corporate Games

25.10.2021



# General Objective

Sport is a great tool for social integration as :



# General Objective



# Barriers in participation



**Social**



**Environmental**

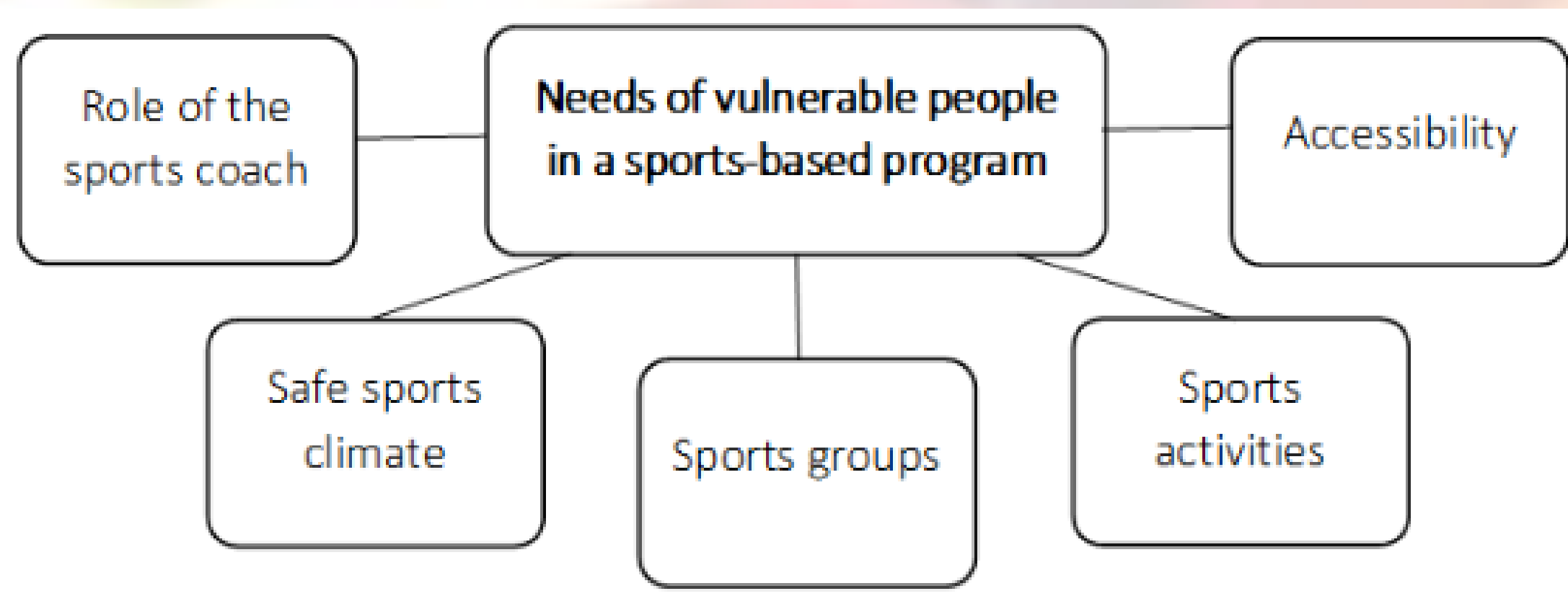


**Personal**



**Low income**

# Tackling barriers for sport participation



# Sport clubs and schools working together



**Win - Win**

**Clubs get talents**

**Clubs  
membership**

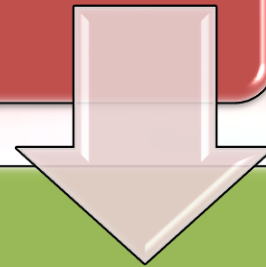
**School is  
enhanced**

**Alumni bring  
value**

**Better use of  
resources**

# How can sport clubs enhance school programs?

Sharing the use of sport facilities



Provide coaching part of an  
come-and-try program



Offer expertise in PE teachers  
activity & events



# What can schools do?



Consider engaging an athlete to speak at school presentations, ensuring their message and delivery is appropriate to the audience, aligned with school values and promoting sport values for all.

Community-based sport programs can increase the usage of school facilities outside of school hours.



Offer opportunities to encourage community involvement and increase participation at sport clubs through events

Discuss with clubs, internally or with parents about how schools and community sporting clubs can work together to improve sporting opportunities for young people in the area.

# Public administration as intermediary organization

Main interest is to serve the local community in such a way that

they get reelected.

## Motivation



Loading...

### Public

(state, municipal etc)

### Independent

(IOC, federations etc)

### Private

(commercial corporate)

### Management

by non-institutionalized participants

# NGO's as intermediary organizations



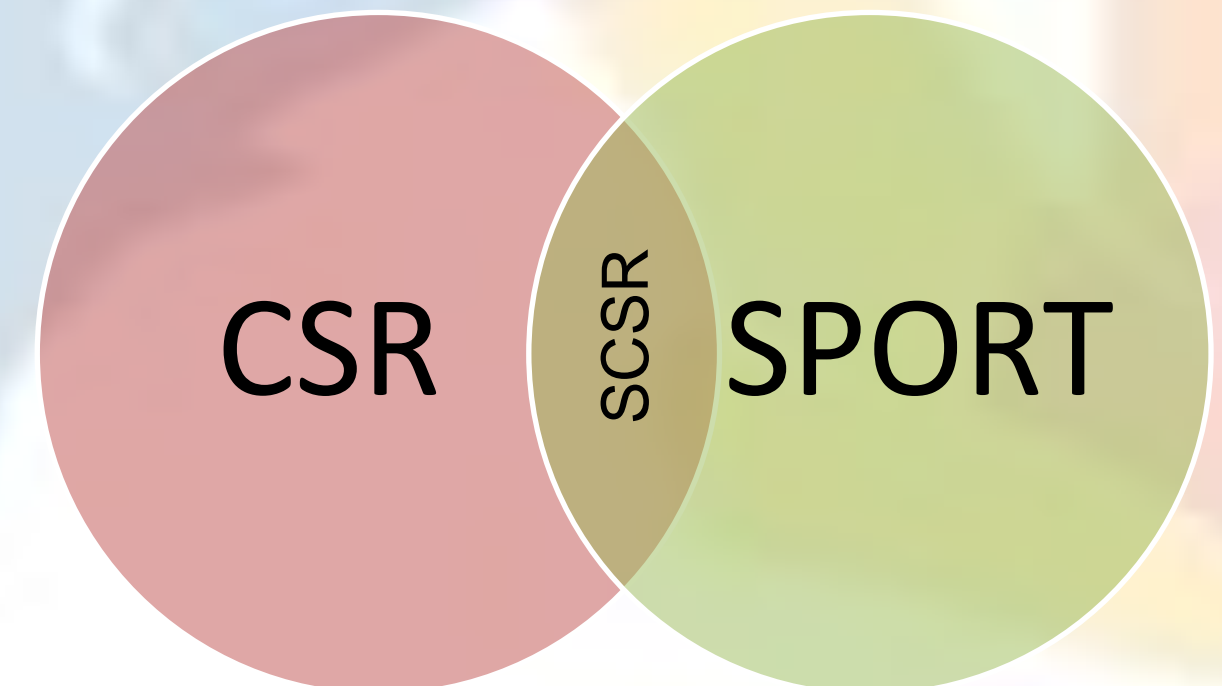
# Companies as intermediary organizations



Three key drivers of implementing CSR were identified:

1. The core value systems by which the company feels responsible not only for wealth creation but also for social and environmental good;
2. CSR as the key to strategic development of a company;
3. Public pressure from key stakeholders: consumers, media, government, public bodies, demanding companies to be more socially responsible

Smith and Westerbeek (2007) call the intersection between CSR and sport “sport corporate social responsibility” (SCSR). According to their research, sport-based CSR can be pervasive, youth-friendly, health-oriented, socially interactive, environmentally aware, culturally liberating and fun.



# How can sport and CSR go together



Implementation of sport project through CSR can be applied in two ways:

- ✓ **For non-sport organizations**, as a vehicle to implement the CSR strategy, simultaneously aiming to attract customers and other stakeholders through sport to enhance reputation and improve public perception of the brand.
- ✓ Sport and CSR can be implemented by **sport-related organizations** themselves (e.g., The Football Association). They also aim to influence positively on wide area of stakeholders, including sponsors. Sport-related organizations can decide to do sport-based CSR because of benefits such as reputation building, expansion of fan base, positive team image and sponsor attraction.

# The action plan



Presenting the  
benefits  
(demonstrations,  
assessment)



Creating a budget  
and justifying the  
actions  
(questioning,  
discussions)



Establishing a  
calendar for  
implementation  
(project,  
milestones)



Defining how to  
measure the  
results (key  
indicators,  
reports)



# Outcomes

Cooperation and link to organizations/clubs/schools is established.

Sport facilities necessary for the implementation of the program become more available to social inclusion activities.

Development of training programs for PE teachers and coaches for the social inclusion of children from vulnerable social groups through sport

Development of social sports activities between schools - sports clubs and the municipality with the aim of social inclusion of children from vulnerable social groups through sport

Increase funding for the organization of sports activities aimed at the social inclusion of people from vulnerable social groups