

Corporate social responsibility in sport

The way of exemplarity



Sports events in France

Ministry of sports - June 2015

2 500 000	per year
208 000	per month
52 000	per week
7 440	per day

Exceptional sports events with an international influence

Regular sports events with an international influence

French championships and territorial competitions (regions and districts)

Regular sports events with a territorial influence

The olympic games, a great acceleration for sustainability

- A major event doesn't make eco-friendly and social responsibility practices last
- A major event has low long-term impact
- But can potentially initiate a great movement
- Thanks to the IOC 2020 agenda

The CNOSF's actions

- 2005 : French sport movement's Agenda 21 for sustainable development
- 2009 : the label « sustainable development, sports gets involved »
- Since 2014 : the guidelines for sports organisations' social responsibility

3 great goals for these guidelines

- Structuring the organisation in order to earn and share with its stakeholders
- Diversifying its practices and operate in a safe and clean environment
- Acquiring a good image in harmony with the expectations and the needs of the territories

Integration of social responsibility at the heart of organizations

3 main principles

- An approach initiated by an influential individual or group
- Using an integrated approach
- Set in place through a « baby step » tactic

Integration of social responsibility at the heart of organizations

9 majors phases of integration



