

# Sport and Citizenship

Sport serving society



# Sport et Citoyenneté

Le Sport au service de la société

*Sport and Citizenship* is the only Think tank dedicated to the social aspects of sport in France and in Europe.



[www.sportetcitoyennete.com](http://www.sportetcitoyennete.com)





# WHO ARE WE ?

For more than 15 years now **the Think tank has been independent and multidisciplinary.** Our objective is threefold:

- ⌘ **Advocate for integrating Plea sport and physical activities** as transversal tools for **public policies** (health, social cohesion, gender equality, ending all forms of discriminations, inclusive society, diplomacy)
- ⌘ Make sport a **tool for social innovation**, currently underused
- ⌘ « **Bring sport out of sport** » and surpass the only prism of competition

## Our Values

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General Interest



Independence



Expertise



European approach and benchmarking





# A PIONEER AND A KEY THINK TANK

A **scientific content** on social and civic issues with over than 10 years of experience

A developed **French and European** network

A preference for **partnership and sponsorship**

Targeted and strategic **lobbying**

**Communication** and **dissemination** actions

A comprehensive and **unique** offer for our sponsors

A unique offer **on the social impact of sport**



## A FORCE OF PROPOSALS

around sport as a vehicle for education and citizenship



## A BODY FOR REFLEXION

on the role and place of sport in society



## A PLATFORM OF REFERENCE

for national and European public authorities





# SPORT AND CITIZENSHIP IN THEME



**Social Inclusion**  
through sport



**Measuring**  
the social impact



**Sport** serving society



**Education**  
through sport



**Citizen athlete**  
serving society



**Active cities** serving  
society



Physical activities  
and **health**



Sport serving  
**sustainable development**





# WHY ARE WE MEASURING?

## MEASURING IMPACT AT THE HEART OF SPORT AND CITIZENSHIP OBJECTIVES

- Demonstrating the positive impact of sport on our society
- Supporting and guiding public policy on sport

Justifying the use of public money

## EXTERNAL FACTORS

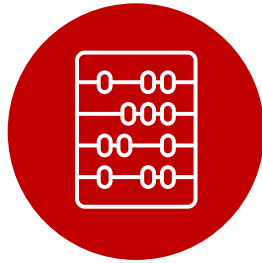
- Sport increasingly used as a social tool
- Europe to host many major international sporting events in the coming years
- Intensification of CSR policies by companies and federations

Advancing the social issues that are important to us





# OUR TOOLS



## QUANTITATIVE

- Existing database (internal resources)
  - Questionnaires
- Surveys (opinion polls)



## QUALITATIVE

- Observations (participants)
  - Exploratory interviews
  - Semi-structured interviews
- Documentary analysis (internal or external)

*The tools deployed are adapted to each study depending on the context and the nature of the data required*

*Quantitative and qualitative methods are not mutually exclusive*





# OUR JOINT WORK : PROPOSAL

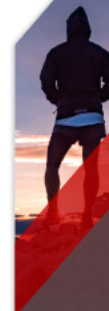
## SOCIAL IMPACT MEASUREMENT 2024-2025

*This study aims to support you in the implementation and promotion of your purpose:  
'for the benefit of society' thanks to your commitment to sport.*

- From an **environmental point of view** how a popular sports event, can ultimately be a vehicle for educating people about eco-responsibility issues through the behavior of participants.
- On a **social level**, to study the effect of a popular sports event on the feminization of sports and how this event can be a showcase for gender diversity, as well as being a springboard for the promotion of physical activity as a whole.

### The study will be carried out in two stages by the Sport and Citizenship Team:

- before the event, by helping you to set up actions to promote the two environmental and social measures mentioned above.
- after the event, by carrying out an impact assessment to evaluate the positive effects of the measures implemented and the resulting prospects for improvement.





# A STUDY WITH A EUROPEAN DIMENSION

## The European Week of Sport : a key time for announcing our work

The methodology and objectives of this study will be presented in greater details during the **European Week of Sport in September 2024**, under the Hungarian Presidency of the Council of the European Union. A year later, we will be glad to present the results of this social impact assessment during **the EWOS 2025**.

## A measure directly linked to the EU Work plan for Sport objectives :

Our impact assessment will contribute :

- To raise awareness of the environmental footprint of sport and encourage the transmission of good eco-responsible practices
- To promote gender equality in cycling at a local and European level
- To support the development of sports policies and offer bases on evidence of their impact







# OUR EUROPEAN PROJECTS AS LEADING ORGANISATION



Launched in 2018 as a direct follow-up to the PASS project, **PACTE** aims to find solutions to give tools to turn the European municipalities into active cities and fight against a growing sedentary lifestyle in Europe.



Launched in 2023, the **OSES** project - Ocean Sustainability through education and sport - aims to promote sport as an educational tool for protecting marine environments.



Launched in 2024, the **PLANET BALL** project focuses on the development of tools for federations and local sports actors to educate youth in eco-responsible actions and to raise environmental awareness from an early age through football

