

EL Industry Days

Positive Impact of Sport

19 June 2024



**Sport and
Sustainability**
INTERNATIONAL



What is in it for you?

For the Benefit of Society

Showcasing Benefit to Society



**CONTRIBUTED
TO EU MEMBER
STATES' BUDGETS**



**OF INCOME
GENERATED BY EL
MEMBERS WENT**



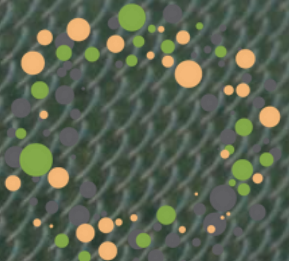
Sport is increasingly used as a social tool

A man and a woman are high-fiving on a sports field. The man is on the left, wearing a grey t-shirt, and the woman is on the right, wearing a black long-sleeved shirt. They are both smiling and holding water bottles. In the background, there is a soccer field with a goal and some trees.

Positive outcomes of sport
are only a **possibility**

A red starburst with a white exclamation mark inside. An orange arrow curves from the starburst towards the text below.

Funding sport can be as beneficial
as harmful to your brand!



What are the key factors for positive outcomes?



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Right
environment

Accessible & safe facilities

Good governance

Good
sports
provision

Good fit of
activities

Appropriate
delivery style

WE ARE

RISE FOR THE GOOD IN SPORT

RELEVANCE, INTEGRITY,
SUSTAINABILITY, EMPOWERMENT

BEGIN YOUR JOURNEY ➔



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TO KNOW
MORE
SCROLL
DOWN

PARTNERS

INTERNATIONAL PARTNERS



How to showcase benefit to society?



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Know your impact from
DAY 0



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People-centred impact-oriented project design

A tool to guide decisions
to maximise impact



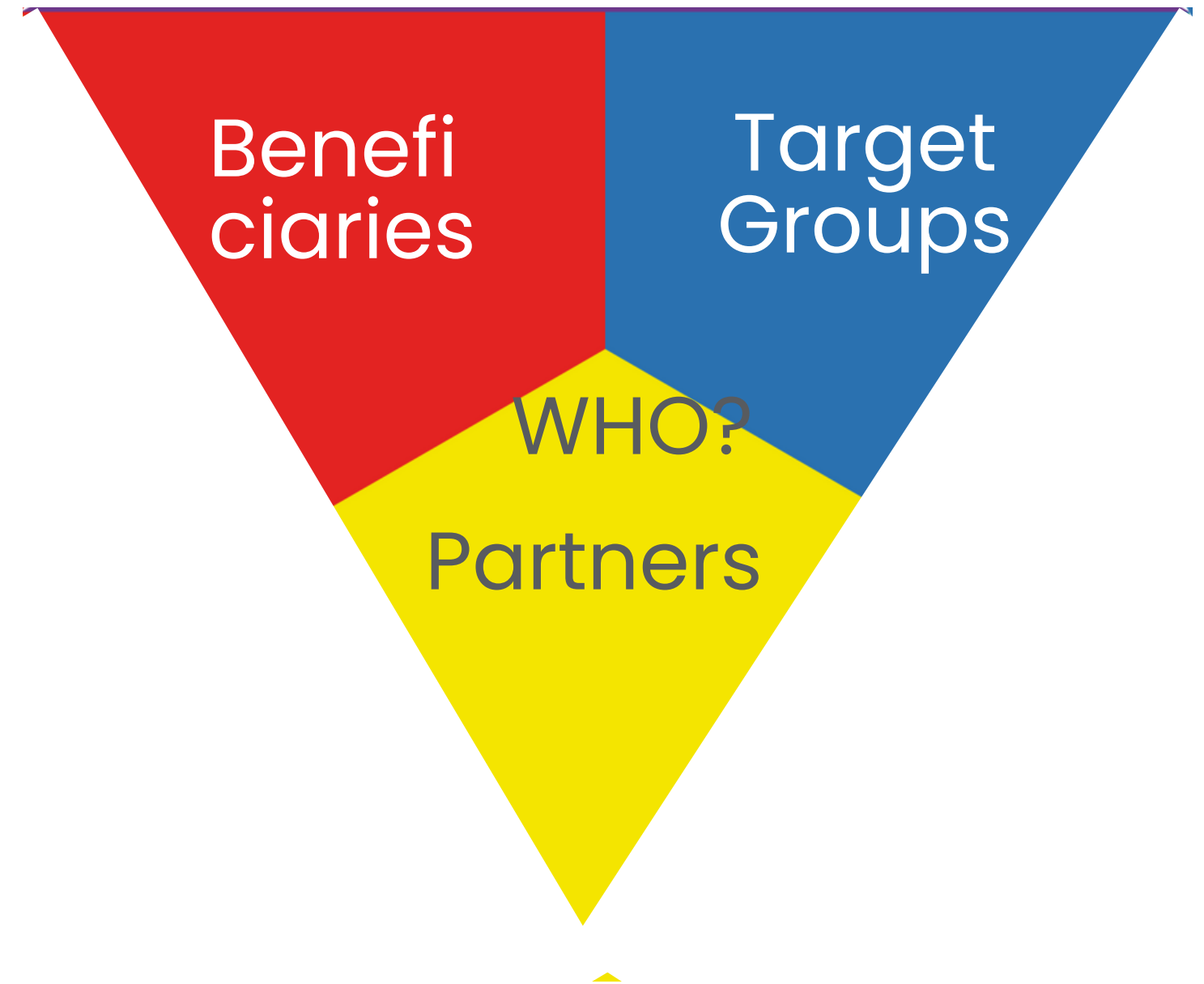
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WHO?

Who do you benefit to?

Who do you need to work with?

Who can you collaborate with?



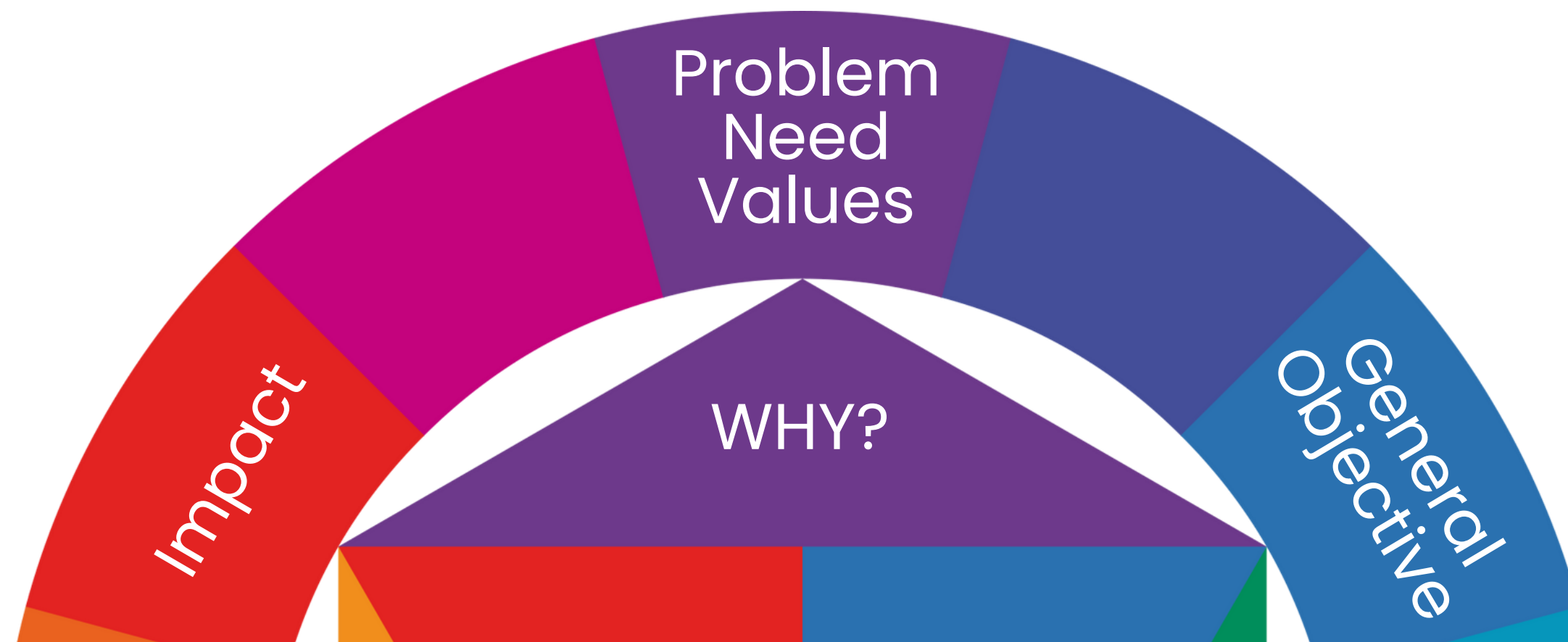
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WHY?

What is the problem/need? / How these align with your values?

What is the idealistic future/ the change you are aiming for?

What is your focus to get there?



WHAT FOR?

INTERMEDIATE OUTCOMES

How to:

- reach the expected impact?
- empower beneficiaries to change behaviour?
- change environment and sports provision?

IMMEDIATE OUTCOMES

How to:

- change resources (e.g. infrastructural, organisations, Human Resources)?
- raise awareness, educate and change mindset?



People-centred impact-oriented project design

A tool to guide decisions
to maximise impact



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Increased potential for social credibility

For the Benefit of Society

€21bn contributed

63% of income generated went
back to society

Showcasing Benefit to
Society

Increased physical activity levels / increased
perceived healthy lifestyles by X%

Better conditions /improved practices / more or
better quality of sports provisions at # of
organisations

of facilities renovated / # of sport equipment
donated

of people with raised awareness, knowledge,
skills, competences

of sports officials, coaches trained
of methodologies developed

ETC.



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Thank you

by

Sport and Sustainability International

Nonprofit association based in Geneva, Switzerland that
translates between policy and practice to help sustainability professionals
accelerate sustainability in and through sport

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