

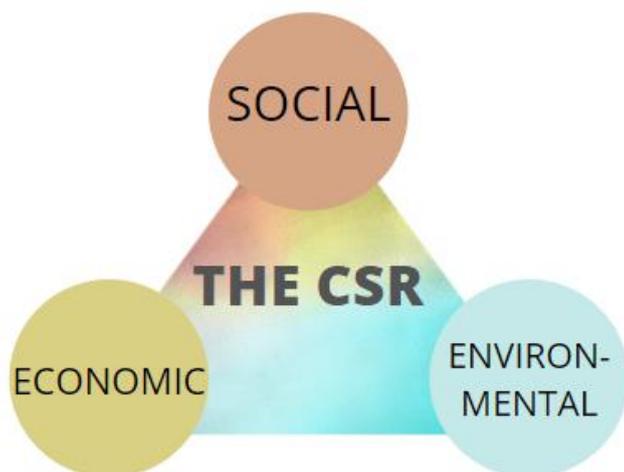
Currently, worldwide concern for business sustainability in its triple economic, environmental, and social aspects and even more aggravated by the situation experienced by Covid-19 has resulted in the good management of Corporate Social Responsibility (CSR) on the part of sports organizations, it represents an indicator of quality and a great facilitator of business success, becoming one of the main attributes of competitive organizations in the 21st century. In this Itik genera, the issue of CSR in sports entities is discussed, bearing in mind the coherence of applying these policies due to the very essence of the service they offer. In addition, the characteristics of the SGE21 standard are detailed, which, at the same time, is positioned as a fundamental system for the development of companies in the field of CSR.

CSR and sports organizations

Corporate Social Responsibility (CSR) is a way of managing an organization by integrating respect for ethical values, people, the community, and the environment into its management system. In the sports field, companies in the sector with characteristics and its connection with the social fabric and the local economy, have greater ease and strength to make CSR emerge in your entity.

This definition establishes that CSR revolves around three basic pillars:

Figure 1: The three basic pillars of CSR



Social dimension

As society increasingly attaches greater importance to leisure, health, well-being and quality of life, sports facilities have become true centres of social interaction. That is why the company must align its policies with current demands to support social values and use CSR to establish common ground between the organization and the agents involved.

Economic dimension

Every company must be economically sustainable. Therefore, good planning and making forecasts as tight as possible is key. In these, the company must take into account that more and more, customers prefer the purchase of products and services from organizations that adopt a responsible model with society and the environment in their management.

Environmental dimension

It is possible to mention numerous advantages for those organizations that sustainably manage their business. There is a clear connection between the practice of physical activity and sport and the environment since this is practised both outdoors and using infrastructures that will have a direct impact on the ecosystem.

Business benefits and CSR

- ❖ The application of communication and marketing strategies aligned with policies that take CSR into account will improve the **reputation and image of the corporate brand with society**.
- ❖ Improved **customer** attitude regarding their **satisfaction and loyalty** with the organization, as well as the influence on the **purchasing behaviour** of future clients.
- ❖ From the point of view of **human resources**, socially responsible policies make it possible to improve the **worker-company organizational identification**, as well as for the worker staff to perceive higher levels of justice in the organization, thus improving their **behaviour** and increasing their **loyalty and satisfaction** towards it.
- ❖ The application of good CSR management **influences the customer's purchase** and consumption decision; therefore, this will positively affect the organization in the economic sphere.

- ❖ Including in the management policy considerations related to the use of energy, waste management, reuse and recycling policies, as well as measures for the prevention of CO2 emissions help to reduce the amount of CO2 production in order to collaborate with the protection of the environment. In addition, causing a considerable **decrease** in the **economic cost** allocated to these aspects.
- ❖ Public administrations offer **incentives** for the implementation of measures under socially responsible policies, and **sanctions** for those who do not comply with the established legal requirements.
- ❖ Good prior planning can improve the **energy performance** of sports facilities, for example, a correct location, orientation and distribution through a correct selection of material resources that have energy efficiency certifications.

What is the SGE21 standard?

The **SGE 21 (Ethic Management System)** is the first European standard that is used to implement, audit, and certify ethical and socially responsible management system. Its choice of application is voluntary, and it is completely compatible with other already consolidated models, such as those of ISO 9001 quality, among others.

This standard was created in 2000 and has undergone several revisions in subsequent years to adapt to international trends. Undoubtedly, it constitutes a very important tool to integrate social, environmental, and good governance aspects in the management of companies and organizations, involving the different areas and coordinating specific actions.

Business success relationship and SGE21 standard

- ✓ Easy integration with other management systems.
- ✓ It fosters a responsible culture in the company.
- ✓ It allows better risk management.
- ✓ It helps to demonstrate the company's commitment to the management of Corporate Social Responsibility.
- ✓ Build trust and credibility in people interested in the organization.

Management areas systematized by the SGE21

Applying the SGE21 standard will favour the achievement of CSR objectives in the 9 management areas of an organization. The areas involved are the following ones:

Table 1: The 9 Management Areas of the SGE21

| Internal | External | |
|----------------------------|--------------------|------------------------|
| Organization address | Environment | Customers |
| Organization workers | Social environment | Reversed |
| Suppliers and supply chain | Competence | Public administrations |

How can I obtain the SGE21 standard certificate?

- In the first place, organizations must acquire a sustainable commitment in the economic, social and environmental fields, as well as demonstrate the application of ethical values.
- Second, the certification process will be carried out, with a duration of three years with several audits by Forética.
- Finally, if the audits are positive, the certificate of recognition in the SGE21 standard may be received.

Corporate social responsibility (CSR) is a management approach that has been established in society for several decades, becoming a cross-cutting concept that takes on the importance and affects all management areas and all the agents involved in the organization, both internal and external.

Increasingly, the perception that citizens have of the organization regarding its practices and the management of CSR, therefore, today it is essential to take CSR into account when managing an organization to achieve business success. CSR is a great important tool in the sports sector, due to certain intrinsic factors and the type of service it offers, as well as due to the nature of the sector. Therefore, it seems an obligatory condition, to continue working to be more socially responsible every day through planned and continued actions over time.

