

IPACS Benchmark Guidelines

Updated 28 April 2022, version 2

IPACS Benchmark D5 – The organisation has social responsibility and participation programmes targeting disadvantaged areas

Definitions

- Social responsibility programme within the UN Sustainable Development Goals framework – activity designed to bring benefit to a part of society which would not otherwise have the opportunity to be involved in sport; through social responsibility activity, wider ethical considerations are taken into account as well as financial or performance-related objectives; the organisation may partner with public sector or civil society organisations

See also the forthcoming IPACS sections on sustainability and human rights in relation to the Benchmark

Introduction to this Benchmark and its significance

- Involvement in sport can generate benefits for the whole of society and bring people together but access to sport is often restricted due to factors such as economic disadvantage, geographic location and discrimination
- By investing in social responsibility activity, sports organisations can demonstrate to stakeholders the positive role that they play in achieving wider social objectives, such as increasing physical activity, health and well-being, community cohesion and educational benefits

Commentary on the action to be taken

- The organisation should seek to provide opportunities for sports participation – as athletes or as spectators - to those who might otherwise not have the opportunity, such as those excluded by geography, economic disadvantage or discrimination
- The organisation should incorporate social responsibility in its overall strategy and decision-making and report on progress towards achieving targets
- The organisation should partner with one or more relevant public sector or civil society organisations that can assist in reaching social responsibility goals
- See also Recommendations C7 (stakeholder representation), C9 (promoting gender equality and diversity), D9 (anti-discrimination) and D10 (inclusive sport)

Investment requirement - the level of investment should be proportionate to the specific nature of the organisation, the domestic/regional context and the sport(s)

Guidance according to stage of organisation

Early stage

- The organisation has a reference to social responsibility (or equivalent language) among its objectives
- The organisation has ad hoc social responsibility initiatives

Developing

- The organisation includes specific social responsibility targets in its overall strategy
- The organisation has one or more partnerships with relevant public sector or civil society organisations that can assist in reaching social responsibility goals
- The organisation's governing body takes responsibility for social inclusion in a clear and visible way
- The organisation communicates with stakeholders on social responsibility goals

Advanced

- The organisation has a designated social responsibility strategy covering its full range of activity, influence and impacts

- The organisation monitors and publicly reports on social responsibility targets
- The organisation links its work on social responsibility to the UN Sustainable Development Goals and/or other recognised frameworks
- The organisation ensures that members and partners respect principles of social responsibility, by conducting due diligence checks and providing appropriate incentives, such as funding or public recognition

Good practice examples

International Sports Organisations (from 2020)

- World Taekwondo - [Annual Report](#) describes Sport for Social Development activity - see pages 84-90
- FIBA - Social responsibility work is covered in the [Activity Report](#) – see pages 82-3
 - There is also information about the [Basketball Without Borders](#) project

Overall standard among International Federations:

- 21 out of 31 members of ASOIF had a social responsibility programme in place with details published

National Olympic Committees

- French National Olympic and Sports Committee (CNOSF): An [online platform](#) is dedicated to the social responsibility of sports organisations
- Dutch Olympic Committee and Sports Federation (NOC*NSF): [Inclusive sport policy](#)
- Australian Olympic Committee: [Objective 6](#) – “To recognise the heritage, culture and contribution of our nation’s first people, and to give practical support to the issue of indigenous reconciliation through sport”
 - Update on community activity in the [Annual Report](#)

National Federations

- Italian Rugby Federation (FIR): [Solidarity programme for migrants](#)

Selected references

- [ASOIF GTF Questionnaire 2019-20, Indicator 5.5](#)
- Parliamentary Assembly of the Council of Europe, [Addendum to the report “Working towards a framework for modern sports governance”](#): Criterion 4.3: Environmental and social responsibility.
- Geeraert, A. (2018). [Sports Governance Observer 2018](#). An assessment of good governance in five international sports federations. Aarhus: Play the Game / Danish Institute for Sports Studies, p.11-15. Principle 48: The organisation implements a policy on social inclusion through sport.
- [Olympic Charter](#), Fundamental Principle of Olympism 4: “The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.”
- [IOC Agenda 2020+5](#), particularly Recommendations 10: “Strengthen the role of sport as an important enabler for the UN Sustainable Development Goals” and 13: “Continue to lead by example in corporate citizenship”.
- [UN 2030 Agenda for Sustainable Development](#)
- [Council of Europe Convention on an Integrated Safety, Security and Service Approach at Football Matches and Other Sports Events \(CETS No. 218\)](#)
- [UNODC - An Anti-Corruption Ethics and Compliance Programme for Business: A Practical Guide](#)

ASOIF indicator 5.5 – scoring definitions used in the 2019-20 assessment

- 0 – No
- 1 - At least some reference to social responsibility in official documents

- 2 - Social responsibility policy and programmes in place
- 3 - Social responsibility policy and programmes in place, evidence of implementation, details published
- 4 - State of the art social responsibility policy, monitoring in place, details published