

# BEC Members Forum Malta, 8 April 2022

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**SOCIAL RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT  
ITALIAN BADMINTON FEDERATION EXPERIENCE**



# AGENDA

1. The scope of the **FIBa Sustainability Strategy** and its main objectives
2. The elaboration of **FIBa Sustainability Strategy**
3. Main expected results and method to measure the results
4. The action plan we have elaborated to collaborate with the different stakeholders
5. What else we can do?



# 1. The scope of the FIBa Sustainability Strategy and its main objectives



# THE REASON WHY

- Take responsibility for our role and impact in the global society, local communities and all People that we collaborate with
- Operating a socially, ethically and environmentally sound sport business across our value chain
- Bring a significant contribution to the Sport Sustainable Development



# 5 FOCUS AREA



1

LEADERSHIP  
IN GOOD GOVERNANCE

2

SPORT  
ACTIVITY

4

SOCIAL  
IMPACT

3

ECONOMIC  
SUSTAINABILITY

5

ENVIRONMENTAL  
PERSPECTIVE



# 1 LEADERSHIP IN GOOD GOVERNANCE

- ✓ Creation of an ethical management model
- ✓ Promote Corporate Social Responsibility for Sustainable Development
- ✓ Ensure delivery showcases best practice
- ✓ Visible commitment and credible evidenced action across a range of sustainable targets

## 2 SPORT ACTIVITY



- ✓ Maximizing the contribution of Badminton Talent Development in order to reach High Level Activity
- ✓ Promote Badminton as an instrument of psychophysical well-being in all its forms
- ✓ Protecting the integrity of Badminton
- ✓ Supporting athletes to their sporting career with education or work: “dual career” for development and to advance their potential in sport and in society

## 3 ECONOMIC SUSTAINABILITY



- ✓ Effective resource management for the best performance
- ✓ Calculation of the added value created by the Federation
- ✓ Ability to satisfy stakeholders that provide valuable support, insight and resources
- ✓ Transparency in the management of the resources

## 4 SOCIAL IMPACT



- ✓ Establish multistakeholder partnerships and accountability culture
- ✓ Foster quality physical education and active schools
- ✓ Enforce gender equality/empower girls and women
- ✓ Foster education, empowerment and inclusive participation

## 5 ENVIRONMENTAL PERSPECTIVE



- ✓ Minimise carbon emissions across Badminton Activities
- ✓ Minimise Impact of Events and venues on local environment
- ✓ Ensure sustainable consumption and production patterns and take urgent actions to combat climate change and its impacts
- ✓ Make cities and settlements inclusive safe, resilient and sustainable



## 2. The elaboration of FIBa Sustainability Strategy



# THE HOUSE OF SUSTAINABILITY



**A**AWARENESS

**A**CCOUNTABILITY

**A**LIGNING







# BUILDING OUR IDENTITY

## MISSION

The institutional effectiveness of the FIBa is to be noted not only in structural economic-patrimonial terms but also in ethical-social terms, in relation to the realization of the mission permeated by the culture of social responsibility.

In 2017 we  
Included social  
responsibility in  
the federal statute





# OUR VALUES

The Italian Badminton Federation places social responsibility towards people, the community and the environment at the center of its actions and responds to the expectations that stakeholders want to meet by drawing inspiration from the following values:

**Excellence**, we want to pursue the quality of all services and products offered;

**Innovation**, we intend to embrace new formats and modern technologies to offer unique experiences capable of enhancing entertainment by attracting above all the new generations;

**Integrity**, we ensure the utmost commitment as long as ethical behaviors are adopted and respected for a clean, fair and transparent sport;

**Universality**, we guarantee that Badminton is a sport accessible to every person of all ages, abilities, origins, origins and aptitudes,

**Sustainability**, we consider the expectations of future generations and we are aware of having to account for our sporting, economic, social and environmental impacts.



In 2018 we wrote the charter of values with the involvement of all employees



# FIBa STAKEHOLDERS MAP

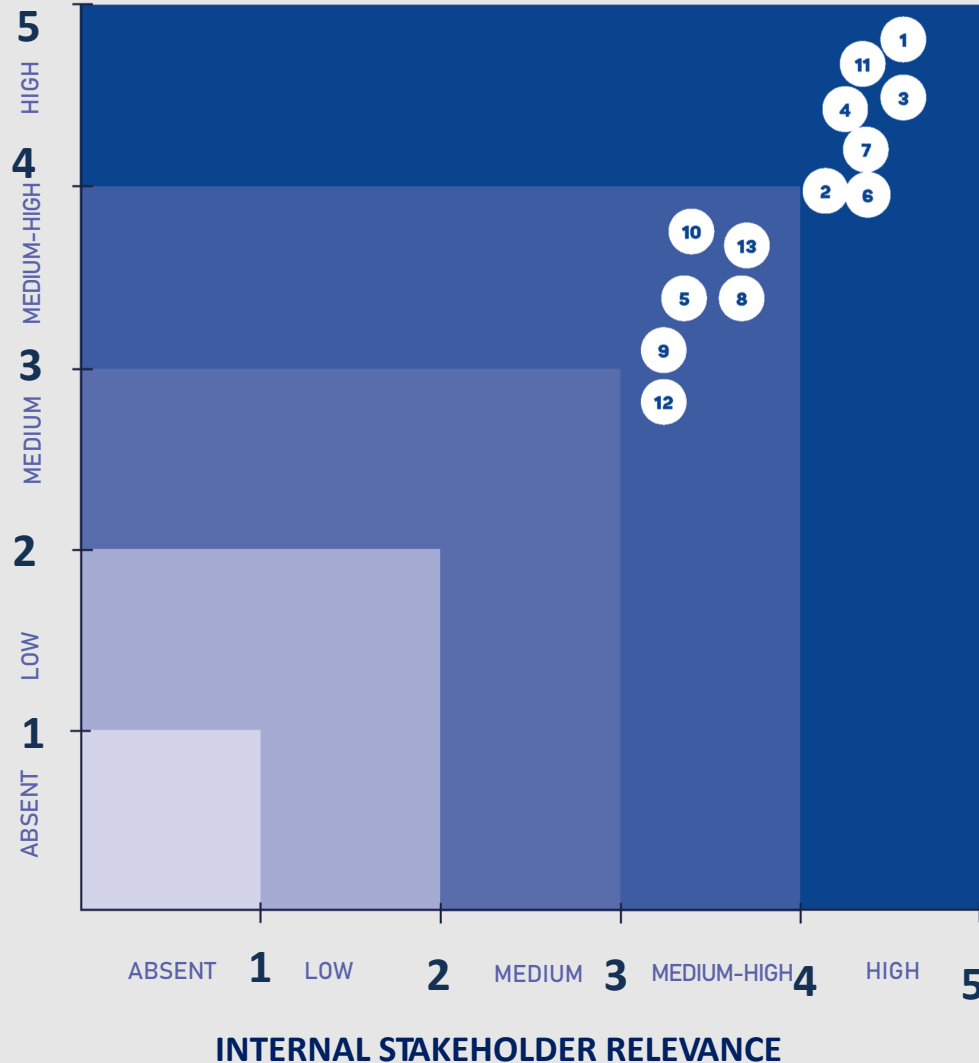


In 2019 we wrote the Stakeholders Map with the involvement of all employees



# MATERIALITY MATRIX (2019)

EXTERNAL STAKEHOLDERS RELEVANCE



1. Youth Activity
2. Support to High Level activity
3. Coach Education
4. Management Training
5. Relationships with Sports Governing Bodies
6. Economic, financial and assets management
7. Supports to affiliated clubs
8. Sports Facilities
9. Badminton for All
10. Supports to Territorial Delegates
11. Health protection and doping prevention
12. Organization sustainable events
13. School promotion activities



### 3. Main Expected results and method measure the results



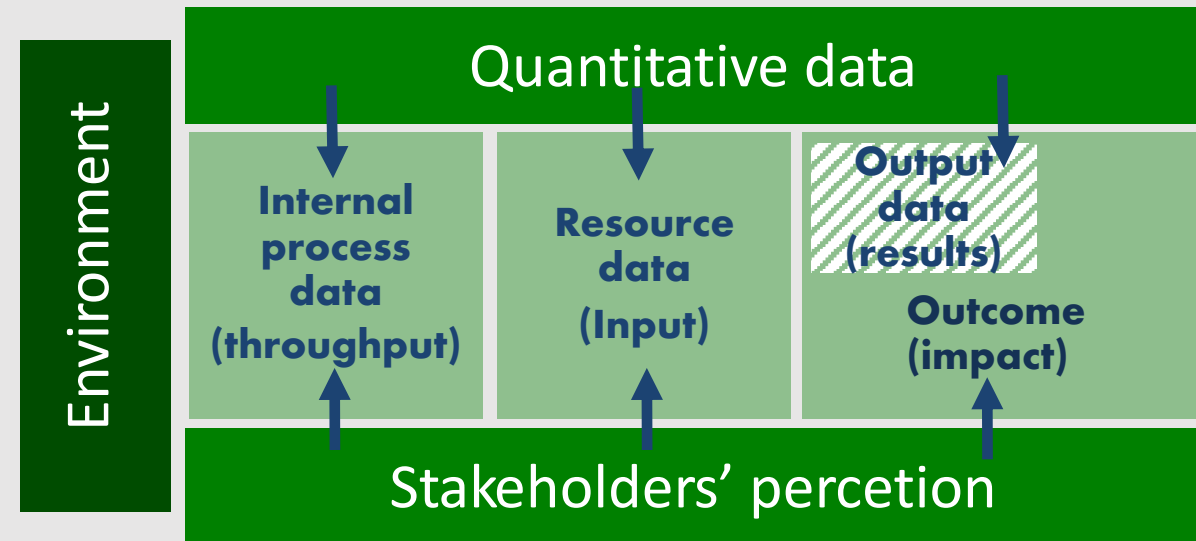
# MAIN EXPECTED RESULTS

1. A sustainable change in the way to manage the organization in a multidimension ethical prospective of performance.
2. Spread of Badminton as a sport activity accessible to all in compliance with a modern vision of sport.
3. The capacity to generate resources in order to create a shared value.
4. To create new partnerships and to share ethical sport frameworks with our stakeholders.
5. Preserve the global environment and give our news generation the possibility to play Badminton in the future.

More than **100**  
**KPI's**



# METHOD TO MEASURE THE RESULTS



In 2020 we have published the first Social Report 2019



## SUSTAINABLE DEVELOPMENT GOALS



In 2021 we have published the Social Report 2020





# EXAMPLE 1



## PROJECT

### «IT'S TIME FOR BADMINTON FREE» VOUCHER 2021 - 2022



Reward of a Voucher of the value of euro 30,00 for each new beginner member, to involve in free didactic activities with the aim of developing access to sport for young people, between 5 and 17, by breaking down economic barriers, to encourage participation in women and people over 65, as well as the access to people with physical and mental fragility. The project is realized in collaboration with Sport e Salute SpA.

GOALS	TARGET	EXPECTED RESULTS	OBTAINED RESULTS
<ul style="list-style-type: none"> <li>Development of access to sport for disadvantaged people.</li> <li>Encourage participation in sport on an ongoing basis</li> <li>Promotion of psychophysical well-being through the practice of sports activities</li> <li>Development and enhancement of new sports realities in cities</li> </ul>	<ul style="list-style-type: none"> <li>Young people 5 - 17 years</li> <li>Women</li> <li>Over 65</li> <li>Physically and/or mentally disabled people.</li> </ul>	<p>2021:</p> <ul style="list-style-type: none"> <li>Increase of 5% in the number of new members of the referred categories: + 1648 NEW MEMBERS (on 32.1965 total players in 2020)</li> </ul> <p>2022:</p> <ul style="list-style-type: none"> <li>Membership renewal</li> <li>Sport activity:               <ul style="list-style-type: none"> <li>Schools of Badminton</li> <li>Participation in competitive tournaments</li> </ul> </li> <li>Increase of 10 % of the member associations + 13 NEW CLUBS (su 132 ASA affiliate nel 2020)</li> </ul>	<p>2021:</p> <ul style="list-style-type: none"> <li>+ 2079 NEW MEMBERS VOUCHER BENEFICIARIES</li> <li>1759 YOUNG PEOPLE 5-17 YEARS OLD</li> <li>254 WOMEN</li> <li>39 OVER 65</li> <li>27 Physically and/or mentally disabled people</li> </ul> <p>(Resource : FIBa's Membership office)</p>



## EXAMPLE 2

### 1 LEADERSHIP IN GOOD GOVERNANCE

2 SPORT ACTIVITY

3 ECONOMIC SUSTAINABILITY

4 SOCIAL IMPACT

5 ENVIRONMENTAL PERSPECTIVE

### EVENT

## DECATHLON PERFLY ITALIAN INTERNATIONAL 2021

Event organized with the support of the Sports Department of the Presidency of Councils and Sport e Salute Spa



**373** Players entered **214** men **159** women  
**42.6 %** women  
**20** Referees  
**44** Volunteers  
**3.392** hours of sports volunteering  
**13** Suppliers with environmental and ethical and certification, for the respect of the rights of worker's right.  
**10** Sponsorships  
**8** Institutional and commercial partners  
**1** Media partner  
**6** Clubs, **1** School, **1** University involved

### OUR PROGRESS

#### MOBILITY MANAGEMENT:

**100** public transport tickets distributed (The Sport hall PalaBadminton is reachable by public transport)  
**8** Dedicated Buses **87** seats available  
**174** Transfers made by the transport service dedicated from the Official hotel - Sport hall (8 km) and Sport hall - Linate airport for a total of **1612** km done  
**Event Hub**, heated structure of **200 m<sup>2</sup>** attached to the sporthall to reduce transfers to official hotel and back.

#### SUSTAINABLE USE OF RESOURCES

**10** kit for separate collection of waste (glass,, plastic, aluminium and residual waste)  
**4800** Shuttles used during the tournament and redistributed to the Technical Federal Centre of Milan and technical territorial centres for 6 months trainings.  
**321 m<sup>2</sup>** of "standard" set-up materials (banners and banners, tnt) reused  
**Plastic free** reduction in the consumption of disposable plastic packaging and articles (glasses, plates, cutlery)

#### DIGITAL COMMUNICATION

**8** Infographics sent by email list, website and federal social network  
**2** newsletter dedicated with logistical content with the introduction of new communication processes . Qr code eliminating the printing of paper materials such as folders, posters and brochures  
**20** video clip of the tournament and storytelling with the sustainability policy adapted to the Federation.  
**36** hours of Live streaming



4. The action plan we have elaborated to collaborate with the different stakeholders



## OUR STAKEHOLDER ENGAGEMENT

INTERNAL	
STAKEHOLDERS	WAYS OF ENGAGEMENT
AFFILIATED CLUBS	Sport activities, educational and promotional activities, Financial statements, e-mail, certified e-mail, newsletters, memos, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.
MLITARY SPORTS CLUBS	
SPORTS GROUP MEMBERS	Sport activities, educational and promotional activities, Financial statements, e-mail, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report
PLAYERS	Sport activities, educational activities, Financial statements, e-mail, certified e-mail, newsletters, memos, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.
COACHES	
TECHNICAL OFFICIALS	
MEDICAL STAFF	
TERRITORIAL DELEGATE	Operating activities, services to the territory, Financial statements, mail, certified e-mail, Badmania magazine, website, social network, the Social Report
JUDICIAL AUTHORITIES	
EMPLOYEES	Institutional activity, sport and educational activities, meetings and dedicated workshops, Financial statements, e-mail, newsletters, memos, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.
ASSOCIATES	Events, educational activities, meetings and dedicated workshops, e-mail, newsletters, memos, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.
VOLUNTEER	Events, educational activities, meetings and dedicated workshops, Financial statements, e-mail, newsletters, memos, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.



## OUR STAKEHOLDER ENGAGEMENT

EXTERNAL	
STAKEHOLDERS	WAYS OF ENGAGEMENT
IOC	Institutional communication, Financial statements, the Social Report.
NOC - NPC	Participation at the National Board, participation and adhesions to projects and events, Financial statements, e-mail, certified e-mail, Badmania magazine, website, social network, meetings and dedicated workshops, the Social Report.
SPORT E SALUTE SpA	
NATIONAL SPORTS FEDERATIONS ASSOCIATED SPORTS DISCIPLINES	Institutional communication and cooperation, partnership in projects, Financial statements, e-mail, certified e-mail, Badmania magazine, website, social network, meetings and dedicated workshops, the Social Report.
ARMED FORCES	
MERITORIOUS ASSOCIATIONS	
SPORTS PROMOTION ENTITY	Agreements, Financial statements, e-mail, certified e-mail, Badmania magazine, website, social network, the Social Report.
BEC	Annual meeting, participation to committees, European projects, Financial statements, e-mail, certified e-mail, Badmania magazine, website, social network, meetings and dedicated workshops, the Social Report
BWF	
MINISTRY OF EDUCATION SCIENCE AND CULTURE	Promotion projects, sport activities, sport for all, Financial statements, e-mail, certified e-mail, Badmania magazine, website, social network, the Social Report.
SCHOOL AND UNIVERSITY	Educational and promotional activities, research, Financial statements, e-mail, certified e-mail, website, social network, the Social Report.
COMMUNITY (FAMILY)	Member association's projects , events, Badmania magazine, website, BadmintonitaliaTV (streaming channel), social network, the Social Report.
SUPPLIERS	Institutional activities, Member association's projects , events, meetings and dedicated workshops, Financial statements, e-mail, certified e-mail, website, social network, the Social Report.
SPORTS FACILITIES MANAGEMENT	Sport activities, educational and promotional activities.
INSTITUTIONAL BUSSINESS PARTNERS	High level sport activities and events, meetings and dedicated workshops, Financial statements, website, social network, the Social Report, BadmintonitaliaTV (streaming channel).
OTHER BODIES AND ENTITIES	Institutional communication, patronages, partnerships, Financial statements, e-mail, certified e-mail, website, the Social Report.



5. What else we can do?



# WHAT ELSE WE CAN DO?

1. Continue to invest in this topic in a structural way
2. Spread the good conduct of social responsibility to sustainable development
3. Improve the Sustainability Strategic Process
4. Start implementing the SROI (Social Return On Investment) model at least in single projects



# ***A BETTER WORLD THROUGH BADMINTON***



***Thanks for the attention***

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