



YLEISURHEILU

Sport is never just sport
Social responsibility in the sport community
Sami Itani / Finnish Athletics (SUL)

9/9/2021 LTS Webinar

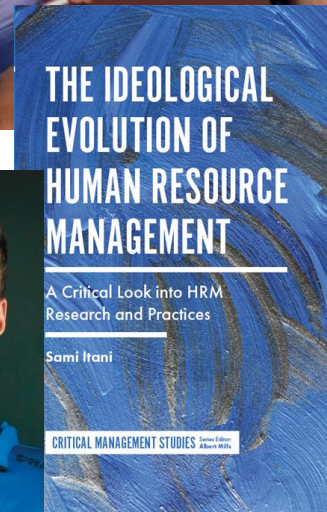
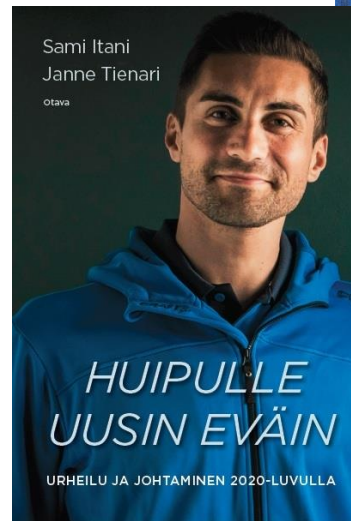


Agenda

- Who am I in brief
- Social responsibility in sports: what and why
- From federations to club level
- Q&A

Professional background

- Former decathlete (-2015)
- Dual career in studying business
- Corporate executive
- Family guy
- Finnish Athletics Federation
 - Board member 2018
 - President 2019 - 2021
- Volunteering and positions of trust in several organizations





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A new era has already begun

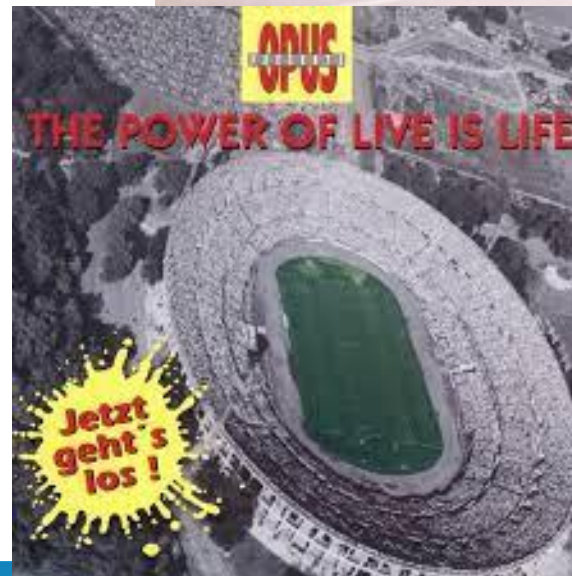
Social responsibility in sports: what and why?

What?

- - E.g. good governance
- - Safe environment
- - Equality in its all forms
- - Social, cultural & ecological
- - Antidoping
- Value management

Why?

- Normative reasons
- Pragmatic reasons



Global megatrends shape the
environment of sport and
highlight social responsibility

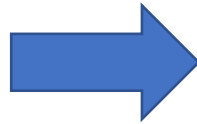




A black and white cartoon illustration of a person from the waist down, wearing a dark t-shirt, jeans, and sneakers. The person is standing with their back to the viewer, and the word 'GÉNÉRATION' is written in a stylized font to the left. The signature 'BranPet 2008' is visible in the bottom right corner.



Engaging the crew in the 2020's



From federations to club level

- Values & community
- Transparency
- Professional management
 - People, stakeholders, finance, environment
 - Fear of bullshit
- Co-operation & clear roles
- Data & analytics



Responsible club level management is balancing between...

- Strategy & Passion
 - Professionals & volunteers
 - Long-term & experiments
 - The old & the new
- JKU, Kärpät, HIFK, Bayern München, Golden State...



Questions & comments?

Thank you all!

