

The role of companies in sport and development





A business-led, non -profit organisation

Promotes responsible business leadership and partnerships for sustainable development

Working with the world's largest corporations

First to address Business and HIV/Aids:

We don't work in the UK The Business Response to HIV/Aids' with UNAIDS (1997)

Demonstrated that collective action by business can raise labour standards:

We don't look at philanthropy The Vietnam Poverty Reduction Partnership is acknowledged by the World bank as a model partnership

First to address business and human rights:

'Human Rights: Is it any of your business?' with Amnesty International (1999)

Recognised for expertise in the 'social dimensions' of business practice

by UN Secretary General, World Bank, WHO, ILO, UNEDO, World Economic Forum, etc



IBLF
THE PRINCE OF WALES
INTERNATIONAL BUSINESS
LEADERS FORUM



Business has a role in development



Business cannot afford to be part of the problem. Rather it must work with governments and all other actors in society to mobilize global science, technology and knowledge to tackle the interlocking crises of hunger, disease, environmental degradation and conflict that are holding back the developing world

Kofi Annan



Findings



- Business understands the value of sport
- Sport is an excellent vehicle for business partnerships in development
- Business can add value to sport and development projects
- There is a particular role for the Sport Industry



Business understands the value of sport



- Reputation
 - Delivery of community responsibilities
 - Employee development
 - Employee health
 - License to operate and community engagement
 - Peaceful, stable environment
 - Economic development
- Jim Wynn, Microsoft
- Sport is a uniquely powerful way for us to live up to our commitments and to reach and engage young people and excluded groups**



Sport is a vehicle for partnerships



- Beware of using sports projects to promote what may be **harmful or unhealthy products** and follow international standards on marketing to children
- Beware of being seen to **exploit young people**, especially by over-branding sport projects
- Beware of **individuals or groups who use sport to bully or exclude**
- Beware of running sport-based development **projects that don't tackle a real community need**



Business can add value to sport projects



- Mentoring and transferring of management skills
- Innovation
- Volunteers and facilities
- Partnerships



Questions for the sport industry



- Governance and transparency

- Preserving competition

- Labour standards

- Participation vs consumption

- International relations

Sport has a phenomenal influence in the world today, particularly in the growth of worldwide communication. As business leaders, our job is to make society more inclusive, and, hopefully, too help bring about and maintain peace

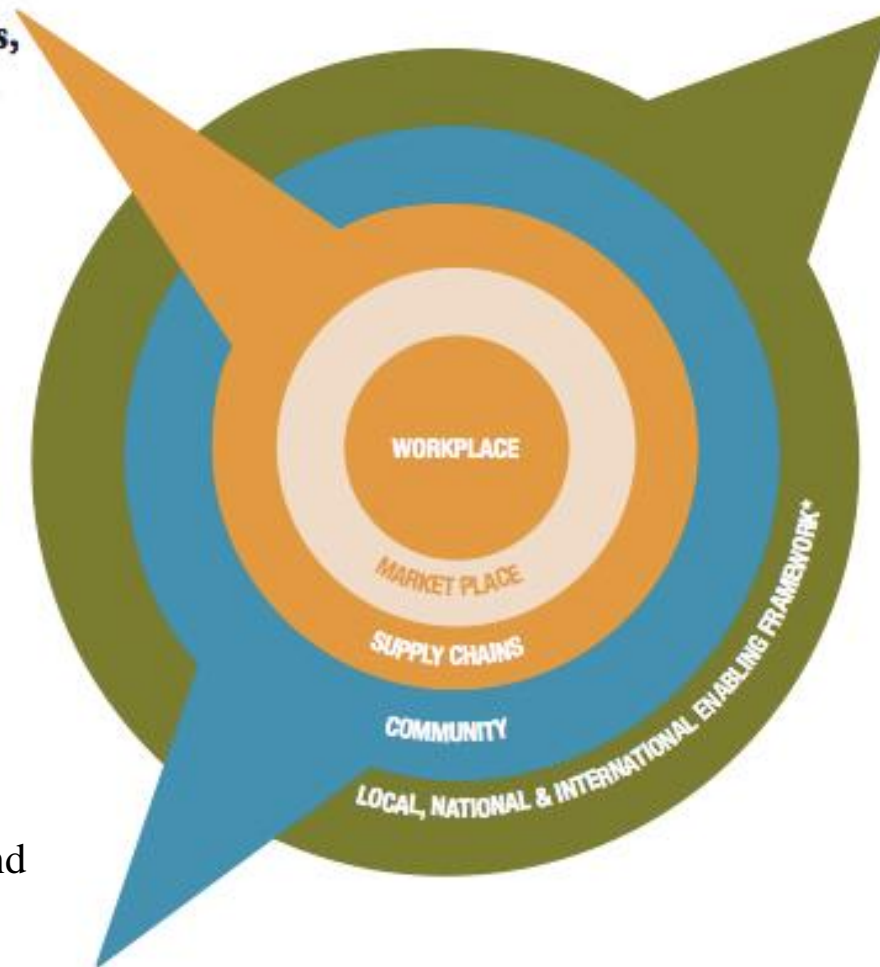
Stephen Rubin, Chairman,
Pentland Plc and the World Sports Forum



The corporate contribution to development

Core business activities, by developing responses in the workplace, the marketplace and along the supply chain.

Policy dialogue and advocacy, by taking individual and collective action to support systemic change at local, national and international levels.



Social investment, by mobilising core competencies and resources to support and strengthen local communities



