

# Fair Play Social

Strategic Management of Corporate Social Responsibility (CSR) and Sustainability.





## • Objectives:

- Promote social responsibility as a strategic management tool for foundations and clubs.
- Encourage the systematic methodology of measuring and evaluating social impact in foundations and clubs.
- Generate synergies between foundations and clubs for mutual awareness of activities.

## • Development and Results:

- Gradual incorporation of strategic social management.
- Effective promotion of the culture of measurement and social impact.
- Streamlining and modernisation of daily CSR management.
- Bringing clubs and foundations closer to their main stakeholders.
- Promoting mutual understanding between foundations and other departments within the clubs.
- Technical support for the professionalisation of social activities.
- Implementation of a balanced scorecard for CSR management.

### Target Groups and Impacts:



Launch of two streamed webinars in collaboration with the European project "More than Football."  
Target audience: LALIGA clubs and foundations.  
Aimed at showcasing best practices from other industries outside football. Webinar 1: "Sustainable Event Management" – 70 participating clubs/foundations (70 connected). Webinar 2: "Social Intervention" – 33 participating clubs/foundations (25 connected).



13 training activities involving five club foundations.



Creation and launch of a Training Repository on the FUNDACIÓN LALIGA website.  
It is aimed at systematically facilitating the various training activities developed by the Foundation on strategic CSR and SD management, as well as other training on social project methodologies.  
Target audience: all LaLiga clubs and foundations.