

DRIVERS BEHIND CORPORATE SOCIAL RESPONSIBILITY IN THE PROFESSIONAL FOOTBALL SECTOR: A CASE STUDY OF THE GERMAN BUNDESLIGA

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In this presentation a case study of corporate social responsibility in one major European professional football league is conducted. An empirical analysis of the German Bundesliga investigates the social and environmental measures that were implemented by the 18 clubs and discusses the drivers behind them. Common examples for social initiatives are regional operating foundations and school projects. Societal drivers such as re-establishing local roots and serving as a model for society as well as economic motives such as strengthening customer retention and capturing sponsors' interest were identified. The comprehensive climate protection initiatives such as photovoltaic plants and environmental management systems in German stadiums might be unique in European professional sport. The main reasons are political factors such as a favourable legislative framework for renewable energies and the Green Goal programs for the FIFA World Cups in 2006 (men) and 2011 (women) in Germany.

The methodology for the empirical analysis of this work was a review of the clubs' CSR programs based on their websites by January 2012. The clubs usually publicize well about their societal activities. However, some more specific information such as the existence of combined tickets for stadium entrance and free use of public transport as well as environmental management systems (EMS) in the stadiums were not in all cases available online and had to be generated via emails and phone calls to the clubs.

For the explanatory part of this work the academic debate on CSR in sport was reviewed. Furthermore, some interviews with representatives of the clubs and the German Football Association as well as with academics were conducted.