

ANALYSIS OF CSR OF PKO BP EKSTRAKLASA CLUBS FOR THE 2023/24 SEASON


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InPost strengthens its position as a leader in sports sponsorship in Poland through its ongoing projects. We are committed to the development of the local market, and we are pleased to see the consistent growth in the performance of Polish clubs, as evidenced by this year's results in European competitions. As a company strategically engaged in the ESG domain and a strategic sponsor of the Polish national team, we are proud to support this report.



Marek Szkolnikowski
Director of Sports Sponsorship

Prepared for the sixth time, the report provides insights into the actions undertaken by football clubs in the realm of broadly understood organizational responsibility in sports. It is to be hoped that in an era of growing interest and increasing importance of ESG topics, also in this industry the awareness of both the key challenges in this area and the benefits of a strategic approach to sustainability will continue to rise. This is particularly significant in the context of sustainability reporting regulations, which directly or indirectly apply to the largest sports clubs in Poland.



Miłosz Marchlewicz
Communications Director

PKO BP Ekstraklasa is a competition that serves as an example and inspiration for other sports organizations both in our country and abroad on many levels. In terms of the attractiveness of the spectacle, the matchday atmosphere, and attendance at the stadiums, it ranks among the top tier of European leagues. However, the report on CSR activities in Ekstraklasa, prepared by the Institute for Sport Governance, highlights how much Polish clubs still need to accomplish in addressing socially and environmentally significant issues. As SportMarketing.pl, we aim to be a platform actively engaged in educating and raising awareness within the entire football community about the growing importance of and necessity for addressing ecological and social responsibility. This report, for which we are a media partner, is a publication that thoroughly and analytically presents all these aspects. It is an absolutely essential read for everyone in the football and sports community in Poland.



Piotr Biedrzycki
Content Director

The CSR activities of sports clubs are becoming one of the priorities of their operations. Polish football clubs are also contributing to the development of this phenomenon. Understanding the potential of Polish football in this area is crucial for the entire football community—and beyond. The Institute for Sport Governance report provides an important analysis of the progress in this field and delivers essential insights into which clubs are leading the way. In the near future, CSR will become the foundation of sports organizations' operations, and it is encouraging that there is a publication summarizing the top-tier football league in Poland.



Polski Instytut[®]
Dyplomacji Sportowej

Mieszko Rajkiewicz
Board Vicepresident

CSR initiatives in Ekstraklasa reflect good intentions but often lack groundbreaking solutions. Clubs remain too defensive in this regard, preferring small, safe projects over risky social innovations. Local initiatives targeting specific needs of small communities are particularly noteworthy. Programs aimed at youth from small towns, where football can serve as a springboard for life changes, are of true value. While Ekstraklasa is gradually transforming from a sports league into a platform for social impact, it still lags far behind Western European league giants in terms of the comprehensiveness of its CSR efforts.



Damian Jursza
Portal Founder

CSR-related issues are becoming increasingly popular, and Polish clubs are achieving better results in studies year after year. I am particularly pleased that a significant part of the research team consisted of members of "Ius et Sport," and the Circle became a patron of good practices. Sport is no longer just entertainment—it is also a major industry that can serve as a platform for social change. By engaging in the promotion of good practices, students are shaping not only their own futures but also the future of society as a whole. I hope this report will continue to promote the idea of social responsibility and good governance within the country's most important competitions.



Mateusz Przybycin
President

INTRODUCTION

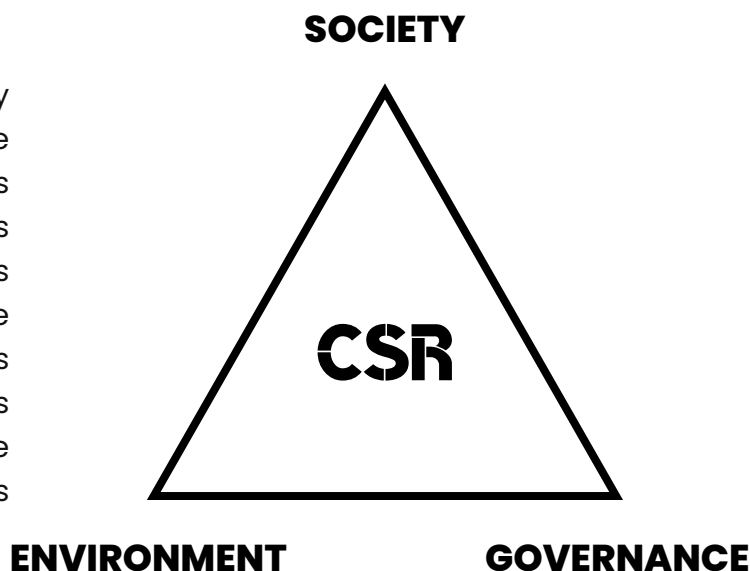
This report presents the results of a CSR analysis of PKO BP Ekstraklasa clubs for the 2023/2024 season. In the context of this analysis CSR is understood as the **impact** of a club's **processes, products** and **activities** on the **environment** and **surroundings**.

This is the **sixth** edition of a study focused on better understanding the social responsibility trends of clubs in Poland's top football league. The study is carried out by the Institute for Sport Governance and Sportimpakt, with The Faculty of Management at the University of Warsaw as a partner.

In the study, we analyze the activities, processes and regulations of sports clubs based on a standardized tool. In this tool, CSR is divided into three areas: **society, environment** and **governance** (corporate governance). Within each of these areas, we characterize between 6 and 13 manifestations of responsibility. In turn, each of these manifestations is defined by several dichotomous questions. The tool was developed specifically for professional sports clubs. We collect data based on publicly available information and documentation of the clubs, which also have the opportunity to provide feedback on preliminary results.

IMPORTANT

A high score obtained in the survey is indicative of the wide range of activities, processes or regulations that an organization implements and good communication in this area. However, it does not indicate the "quality" of its CSR. Nor does it mean that an organization that has earned a higher rating is "more responsible" than one that has a lower rating.



Specific areas and examples of CSR analysis of sports clubs

SOCIETY

Promoting and supporting voluntary work

Conducting programs promoting healthiness among children, young trainees or players

Promoting grassroots sports

Publishing information on the mechanisms or policies used to protect the health and safety of children and young trainees

Using technology to reduce water consumption (e.g., second circulation, use of rainwater)

Educating fans on reducing their environmental impact

Providing information on the possibility of getting to organized sports events by means of transportation other than a car

Collaborating with other organizations to reduce the environmental impact of sports events or activities

ENVIRONMENT

Showcasing on the club's website the profiles (experience, education) of the organization's board members

Balanced gender composition of the management and supervisory boards

GOVERNANCE

Publishing a code of ethics or referring to a specific code of ethics on a club's website

Publishing the regulations of the academy or participation in the club's training programme

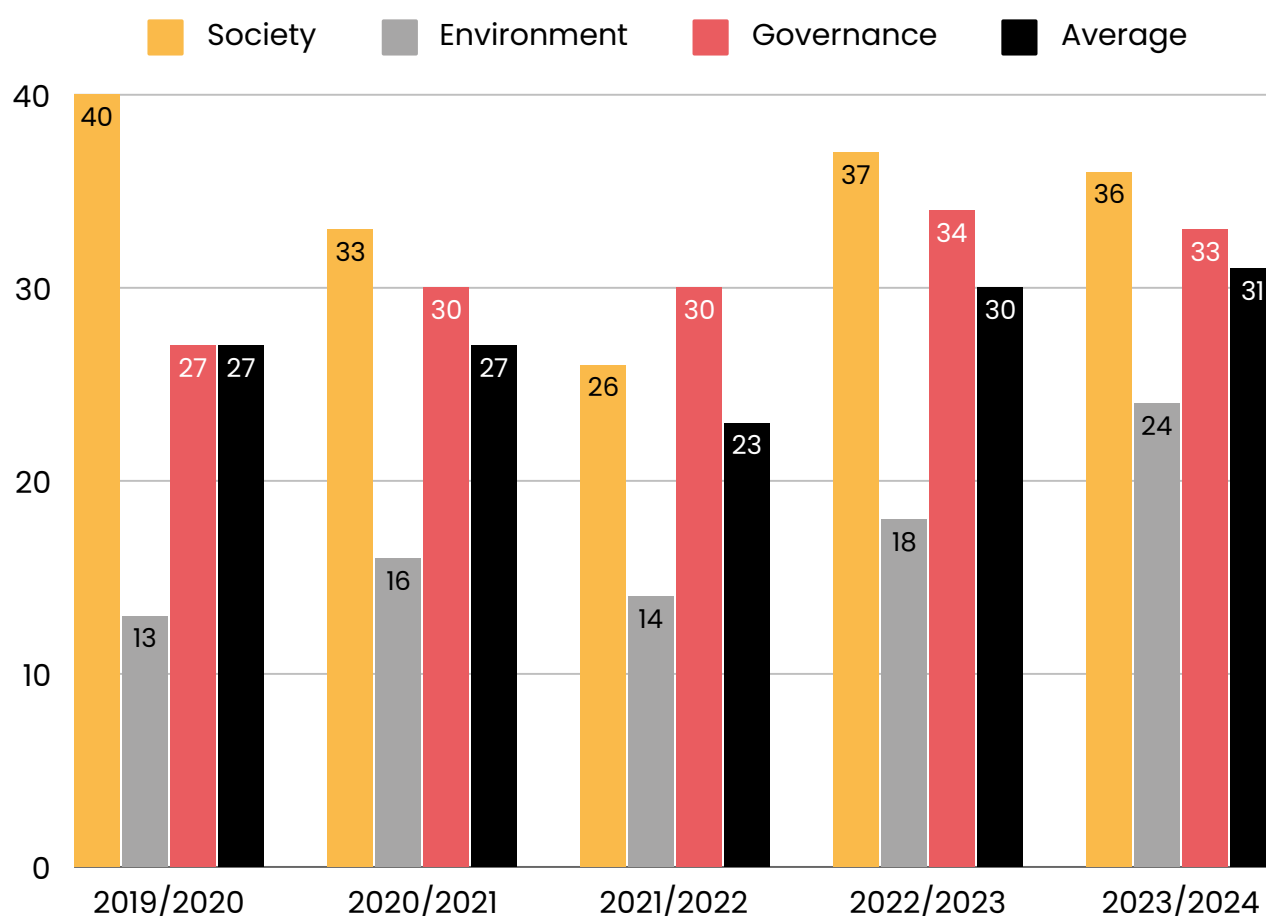
RESULTS OF CSR ANALYSIS OF PKO BP EKSTRAKLASA CLUBS


Average Results

Season	Society	Environment	Governance	Average rating
2023/24	36%	24%	33%	31%

Average social responsibility ratings of PKO BP Ekstraklasa clubs for 2023/24 season

In the social responsibility (CSR) analysis for the 2023/2024 season, PKO BP Ekstraklasa clubs received an average score of **31%**. The scores in each area were: **36%** for **society**, **24%** for **environment** and **33%** for **governance**.





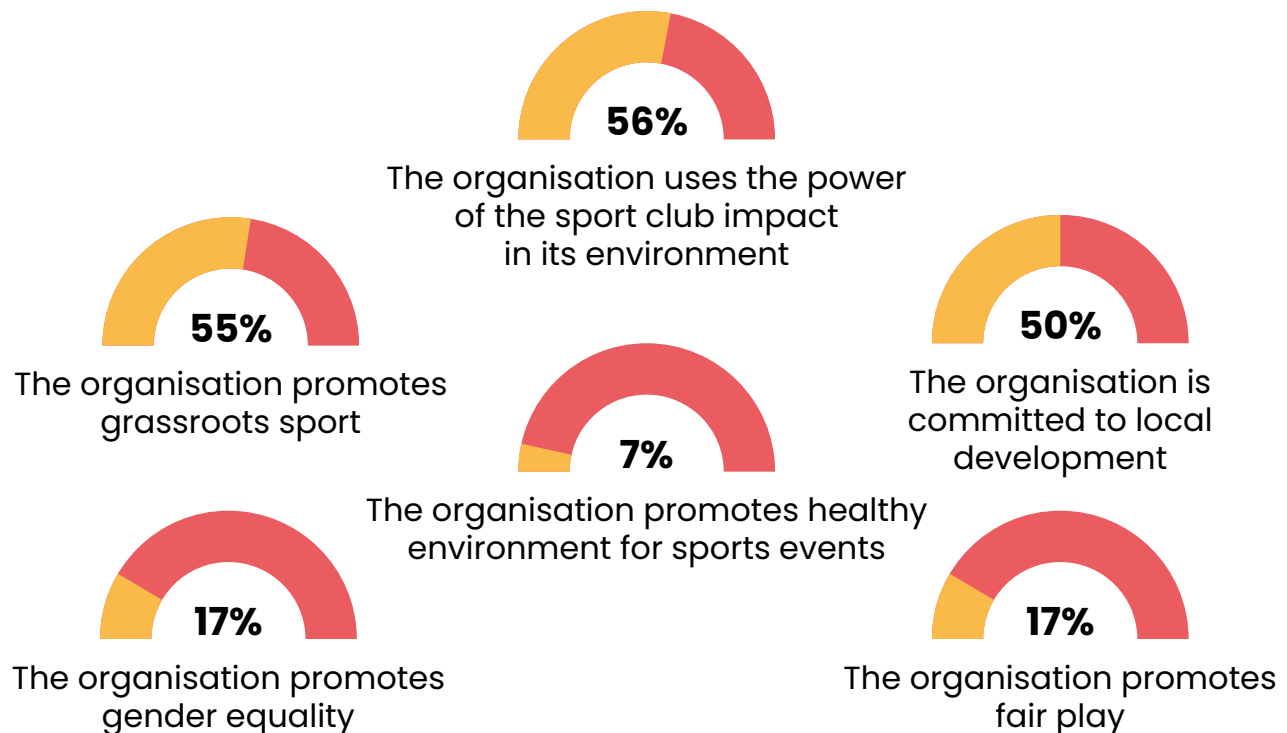
Considering the average score of the clubs, it is **the highest in the history** of this study and one percentage point higher than in the 2022/2023 season. Meanwhile, the following can be observed in the individual areas: minimal negative changes in the area of society and governance, and clear progress in the area of the environment..

In general, throughout the last five seasons of the study, an **increasing interest in the topic of the environment** can be seen among clubs. In the current edition of the study, all manifestations concerning the environment were rated higher than in last year's analysis. Involvement in the area of society is returning to higher ratings, after the pandemic. The area of governance seems to be the most **static** - it includes, among other things, the public availability of documents and information about the organization, which usually does not change from season to season.

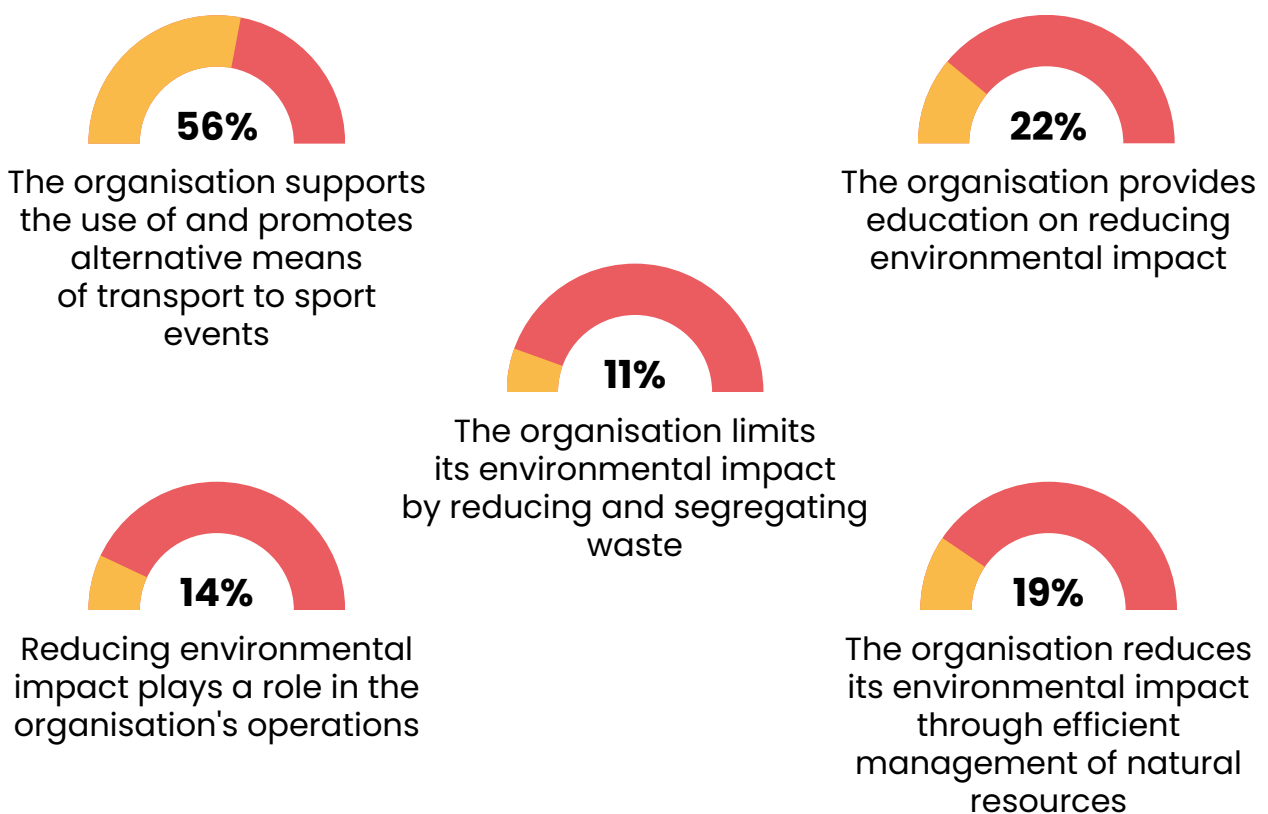
The table above can be used to analyze the manifestations of social responsibility that received the highest and lowest average ratings in the three areas. Clubs commonly use their image and resources to support **important social topics** (projects, policies, public awareness campaigns), in the area of the environment they promote the idea of using means of transportation other than cars, and in the area of governance transparency club academies stand out. On the other hand, it is **uncommon** to think about the healthy environment of sports events (e.g., the presence of healthy food options), limited attention is paid to reducing waste at sports events, and rarely does any club use a/have it's own code of conduct.

The manifestations of social responsibility with highest and lowest average ratings of PKO BP Ekstraklasa clubs

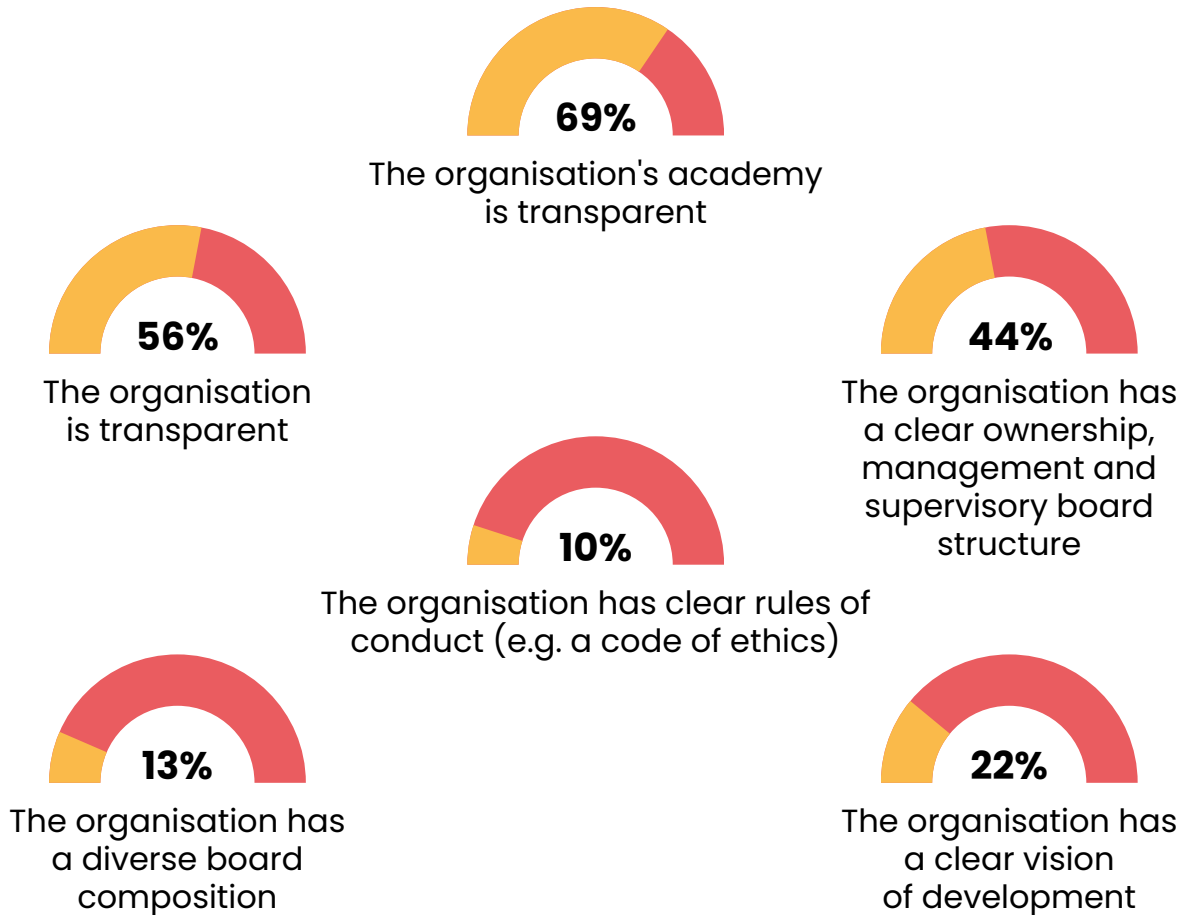
SOCIETY



ENVIRONMENT







GOVERNANCE





In relation to the previous season, it is more common, among other things, to think about mechanisms for children's safety, a healthy environment for sports events, to engage in education on mitigating negative environmental impacts, or to have (and publish) a clear development vision. Rarer, on the other hand, are activities in the area of promoting grassroots sports and reporting on the (current) ownership, management and supervisory board structure.

The most significant changes of average ratings of the manifestations of responsibility in relation to the previous season




SOCIETY

- The organisation provides information about mechanisms of protection of children and youth health and safety (current rating 20%, highest ever);  **+8%**
- The organization helps with combining a sports career with education (current rating 46%, highest ever);  **+6%**
- The organization creates conditions for professional development of employees and volunteers (current rating 30%);  **-11%**
- Organizacja promuje równowagę płci (aktualna ocena: 17%).  **-8%**

ENVIRONMENT

- The organisation provides education on reducing environmental impact (current rating 22%);  **+11%**
- The organisation limits its environmental impact by reducing and segregating waste (current rating 11%).  **+7%**

GOVERNANCE

- The organisation has a clear vision of development (current rating: 22%, highest ever);  **+8%**
- The organisation has a diverse board composition (current rating: 13%, highest ever);  **+4%**
- The organisation has a clear ownership, management and supervisory board structurej (current rating: 30%).  **-9%**

Clubs' Results

Among the PKO BP Ekstraklasa clubs, **Widzew Łódź** scored highest in the social responsibility analysis for the 2023/2024 season. The second place in terms of average score went to **Lech Poznań**, and the third place to **Legia Warszawa**. When it comes to specific areas, the standouts were: **Widzew Łódź**, **Śląsk Wrocław** and **Pogoń Szczecin** in the area of **society**; **Widzew Łódź**, **Warta Poznań** and **Legia Warszawa** in the area of environment, and **Widzew Łódź**, **Lech Poznań** and **Piast Gliwice** in the area of governance.

Club	Society	Environment	Governance	Average
Widzew Łódź	80%	64%	73%	72%
Lech Poznań	45%	27%	46%	39%
Legia Warszawa	38%	48%	31%	39%
Warta Poznań	26%	48%	40%	38%
Pogoń Szczecin	47%	33%	29%	37%
Śląsk Wrocław	48%	23%	33%	35%
Piast Gliwice	42%	10%	45%	32%
Zagłębie Lubin	31%	23%	40%	31%
Raków Częstochowa	42%	17%	30%	30%
Jagiellonia Białystok	34%	28%	19%	27%
Cracovia	33%	10%	37%	27%
Radomiak Radom	32%	15%	33%	27%
Stal Mielec	32%	0%	43%	25%
Ruch Chorzów	26%	22%	23%	24%
Górnik Zabrze	26%	19%	18%	21%
Korona Kielce	20%	18%	23%	20%
ŁKS Łódź	22%	15%	21%	20%
Puszcza Niepołomice	18%	18%	17%	18%
Średnia wyników	36%	24%	33%	31%

Results of the social responsibility analysis of PKO BP Ekstraklasa clubs for the 2023/2024 season

Leaders

For the second year in a row **Widzew Łódź** is the undeniable **leader** of the PKO BP Ekstraklasa social responsibility analysis. It also achieved the highest score in the history of the study. The club, in relation to the previous year, has further developed the range of activities and procedures it implements. In the area of the environment, where it recorded the greatest change, it uses rainwater, implements a policy of minimizing the amount of waste produced and supports fans' access to matches using railroads.

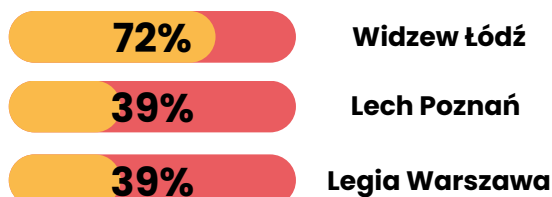
The organization publishes its sports **strategy** or a summary of its CSR activities and policies that fit into this area. Through programs and initiatives, it addresses the needs of a great amount of groups surrounding the club, including the wider community it affects.

Lech Poznań defines its CSR thinking, as well as the academy's mission. It indicates the requirements for parent and child in the training process. The club also engages in many initiatives to promote grassroots sports.

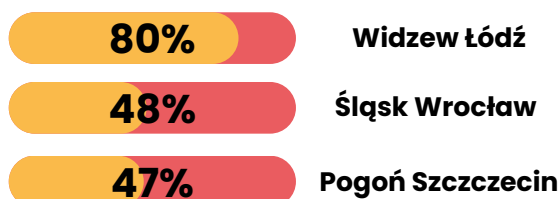
Legia Warszawa is distinguished by the activities of the Legia Foundation, whose initiatives effectively use the club's potential to influence its surroundings. The activities carried out include education, preventive healthcare, aid activities or drawing attention to social problems. The Foundation was honored with the More Than Football Award for its activities in support of refugees from Ukraine.

Warta Poznan is a sports club that is most focused on its impact on the environment. The club was the first sports organization in Poland to publish an environmental policy

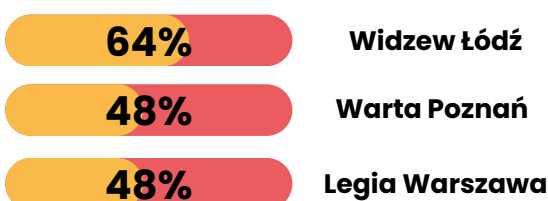
Highest average results



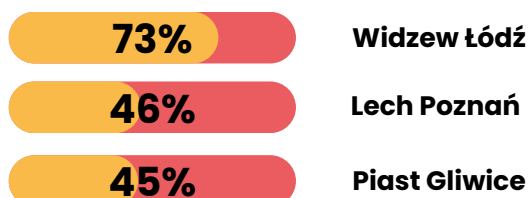
Society



Environment



Governance



based on an audit of its environmental impact, the ESG strategy, and is already presenting its second holistic strategy document with clear references to its responsibility.

Clubs that deserve a special mention for their progress in relation to the previous season (2022/23) in the PKO BP Ekstraklasa are: **Lech Poznań**, **Widzew Łódź**, **Jagiellonia Białystok** and **Radomiak Radom** (the largest absolute changes at the average rating level).

ANALYSIS OF THE RESULTS

- Paweł Zembura, PhD

In relation to the previous season, the **changes** of average ratings of sports clubs in the 2023/24 season were **minimal**. However, in terms of specific areas of responsibility, **significant improvement** can be observed in the area of the **environment** - which has been the most neglected topic since the beginning of the study - and **slight declines** in terms of **society** and **governance**.

The aforementioned improvement in the area of environment can be assigned to a greater "minimal" interest in this area from more clubs than before. While it might be surprising, Polish sports clubs **often stand out** among others in terms of reducing their environmental impact. This is because they regularly cooperate with local government units or public transportation entities, supporting sports fans in choosing alternative means of transportation (other than a car) for attended matches. In turn, it is the means of transportation to sporting events that are usually the source of the clubs' biggest emissions.

What's next?

Positive changes at individual clubs might create a **snowball effect leading to the involvement** of a higher number of clubs. Clubs that already seem to see the value in the project and are consistently engaging in CSR are Widzew Łódź, Lech Poznań, Legia Warszawa and Warta Poznań. These are also clubs that can show internationally interesting practices in their areas of interest. On the

other hand, the widespread rapid change of opinion about CSR is primarily related to regulations. Formally, such regulations are present in PZPN's processes (the licensing process), but the issue of their consistent enforcement remains. However, it is already apparent that more and more clubs are sharing the scope of their CSR activities on easily accessible subpages or in separate documents, which may be related precisely to the need to collect this information for the licensing process.

A more defined CSR / ESG mindset would certainly help clubs in communicating and being transparent. This would mean, for example, defining **measurable indicators** describing CSR goals embedded in the organization's strategies and **non-financial reporting**. A precursor to this step is more extensive CSR reporting in board reports.

Such an approach would also support clubs in dealing with large companies. Some clubs also often already have specific regulations that fit with CSR, but for some reason do not present them on the website - where they are most accessible. This is the case, for example, with training attendance regulations or child safety policies. This is primarily a matter of **educating specific organisations** that similar information can be of value to stakeholders.

What has the presence of Social Responsibility Criteria changed in the licensing process?

Since the 2023/2024 season the PZPN licensing process includes the Criteria for Social Responsibility in Football, which indicate, among other things, the implementation of a social responsibility strategy in line with the UEFA Football Sustainability Strategy 2030 and relevant UEFA guidelines. Such a strategy must address issues of:

- a) equality and inclusion;
- b) anti-racism;
- c) protection and well-being of children and young people;
- d) accessibility of soccer for the disabled;
- e) environmental protection.

In terms of average ratings among the manifestations and indicators that fit into the requirements mentioned above, changes in clubs over the past year have varied. Significantly more clubs report on **health and safety mechanisms for children and adolescents** (an increase of 8 percentage points) – clubs publish policies concerning child safety, among others. On the other hand, we recorded lower ratings for **accessibility and adaptation of events to the needs of all fans** (-3), and taking action against undesirable behavior and promoting desirable social attitudes (+3) is still sporadic (average rating is 22%).

However, the limited impact of the regulations does not apply to environmental protection, which has noted a significant improvement in the last year (the entire area +6 percentage points). The licensing handbook guidelines that fit into accountability (and our study) go beyond the Social Responsibility Criteria to include

prevention of corruption, anti-doping and women's soccer (Sports Criteria). However, clubs rarely report publicly on their activities and processes in these areas.

What's next for clubs' responsibility?

A positive trend these days is a greater exposure of clubs not only to the requirements of **CSR or ESG** in soccer but also to education on the subject. The European Football Development Network conference co-organized 2024 in Warsaw by the Legia Foundation played the role of such an educator, and the sustainability event organized by the Polish Football Association (PZPN) has similar potential. The obligation to appoint people in clubs who are in charge of social responsibility is also such an opportunity. The fact that there are specific employees in clubs who have CSR topics among their duties can be a stimulus for the development of their competencies and gives them a stronger mandate for "internal" work in organizations.

Another chance for CSR to gain more attention might be the upcoming **CSRD**-related regulations (and the non-financial reporting obligation) which will apply to the first clubs in the PKO BP Ekstraklasa in 2026 (in the 2025 report). In addition, currently being implemented are UEFA's expanded requirements relating to clubs' financial stability. However, the number of regulations, which, with limited awareness and knowledge in most clubs, can lead to apparent compliance with regulations instead of real organizational change, still pose an issue.

Factors potentially affecting the social responsibility of PKO BP Ekstraklasa clubs positively and negatively



Factors potentially affecting positively

- **PZPN licensing requirements** in line with UEFA's responsibility and its increasing involvement in ESG issues;
- **CSRD**-related non-financial reporting requirements involving a growing number of companies in Poland - including potential club sponsors;
- Greater involvement of Polish clubs in terms of collaborating with **organizations uniting clubs** from foreign leagues and the flow of knowledge and attitudes associated with it. Examples include the Legia Foundation's co-organization of the European Football for Development Network event in Warsaw in 2024, the participation of more clubs in the European Club Association (ECA) network;
- Clubs opening to **fans particularly interested** in the matters of responsibility, and, in exchange, a growing interest of fans in the aspects of club organization (the requirement for transparency)

Factors potentially affecting negatively

- **Low involvement** of sports fans in CSR, specifically their lack of interest and high scepticism in the matters of environment;
- **Little to no pressure from PZPN** regarding the implementation of criteria of responsibility in the licensing process, for example, the lack of a requirement for transparency (publication of policies), which might result in clubs pretending to meet the requirements;
- **Greater scepticism** of political leaders in the matters of sustainable development, which might result in less pressure to implement sustainable development goals.





GOOD PRACTICES

1 Radomiak Futbol Plus

Club – Radomiak Radom

Area – Society

Practice – Promotion of sport for people with disabilities within Radomiak Futbol Plus

Manifestation – The organisation undertakes specific activities to promote sporting activity among groups underrepresented in mainstream sport (e.g. women, senior citizens, people with disabilities)

The organisation, through a foundation that works at the club, runs Radomiak Futbol Plus section aimed at people with various disabilities, who want to participate in sports. The section gathers people of all ages, and just as recently as in 2024 a dedicated girls' section was created. The players are provided with both an open environment in which to develop their skills and the care of qualified coaching staff. Through these activities, the club communicates the importance of sport for people with disabilities and shows that football can be played by everyone.

2 Promoting preventive healthcare

Club – Piast Gliwice

Area – Society

Practice – Social campaigns promoting preventive healthcare

Manifestation – The organisation makes use of the sports club's influence on its surroundings

Piast Gliwice is committed to using the potential of the sports club to promote important social topics. Among its activities is a collaboration with the Kapitan Świątełko Foundation for the campaign , “Mosznowładcy” focused on testicular cancer prevention. The club does not only help to inform the public about the event, but also uses its resources (e.g., players) to make the campaign interesting and reach a wide audience. Another example of the club's promotional activities is its involvement in the #ZauważOznaki campaign about violence against women. As part of their involvement in the campaign, Piast Gliwice football players played a match in unusual pink and black jerseys(?), which were supposed to encourage people to pay attention to actions or behaviors that may indicate that their loved ones might be victims of violence.



3

Green access to an away match

Club - Raków Częstochowa

Area - Environment

Practice - A dedicated train for an away game

Manifestation - The organisation supports and promotes the use of alternative means of transportation to sports events

Thanks to a partnership with Koleje Śląskie, then fans of Raków were provided a dedicated train to Sosnowiec for the away game of the club in the UEFA Europa League. The train ticket cost only 1 PLN. Additionally, the fans were provided a free bus from the train station to the stadium. This project resulted in reduction in carbon emissions that would otherwise be generated by transportation.

4

For fans

Club - Pogoń Szczecin

Area - Environment

Practice - A subpage for Pogoń fans "First time at the stadium"

Manifestation - The organisation supports and promotes the use of alternative means of transportation to sports events

On the website of Pogoń Szczecin, specifically on the subpage "First time at the stadium", one can find detailed information on how to get to the stadium using public transport or city bikes. Such information helps spread the use of alternative means of transportation (other than a car) when going to the stadium.

5

Symbolic exchange of sapling

Clubs - Puszcza Niepołomice and Warta Poznań

Obszar - Environment

Practice - The exchange of saplings between captains

Manifestation - The organisation communicates sustainable development

During a face-to-face meeting between two teams, in addition to the customary exchange of pennants, the captains also symbolically exchanged oak saplings, as a way to promote club values and emphasize both clubs' commitment to environmental issues. Similar small gestures might help sensitize clubs' surroundings to environmental values in the long run.

6

CSR evaluation

Club - Cracovia

Area - Governance

Practice - A recap of activities that are part of CSR

Manifestation - The organisation has a clear development vision

Cracovia has collected all of their activities regarding CSR on a subpage available on the front page of their website. This allows for easier tracking of goals and understanding of responsibility from the club's perspective. Some of the activities that are part of the organization's CSR are also described in the management's report.

8

Code of ethics

Club - Zagłębie Lubin

Area - Governance

Practice - Code of ethics

Manifestation - The organisation publishes a code of ethics on its website or refers to a specific code of ethics

Zagłębie Lubin refers to a specific code of ethics of its owner, KGHM, which lists its mission, vision and values. The task of the code of ethics is to ensure the consistency of attitudes and behaviours, which are based on issues of: safety, cooperation, result-orientation, responsibility and courage. The code unifies ethical standards regarding the behavior of club employees, the organization and stakeholders. In addition, the club publishes the Code of Conduct of Zagłębie Lubin, and the Anti-Corruption Policy. The documents address definite topics that are part of employee ethics code and relations with other entities.

7

Long-term strategy of development

Club - Warta Poznań

Area - Governance

Practice - A development plan for 2024-2027

Manifestation - The organisation has a clear development vision

Warta Poznań produced a multi-year document concerning the club's development strategy for 2024-2027, which is the club's second such document. The strategy of the club includes an ESG policy with an executive plan, which consists of, among other things, a 20% reduction in carbon emissions generated by the club. This is a rare case of a sports organization in Poland adopting measurable environmental goals. The club also publishes the Club's Environmental Policy 2022-2025 document, for which it conducted an environmental audit (illustrating key environmental impact issues).

9

Reports' Transparency

Club - Piast Gliwice

Area - Governance

Practice - Structured reports

Manifestation - Klub jest transparentny

On their subpage about licensing requirements, Piast Gliwice publishes financial statements, management reports or information on intermediaries' salaries from the last five years. Management reports include the most relevant plans for the following year and a summary of actions already taken. This helps stakeholders assess the effectiveness of the management.



METHODOLOGY

Steps in the analysis

The study is conducted by means of analysis of the clubs' practices, products and other activities on the basis of the data they provide, which is the starting point for assessing the clubs with the use of 127 **indicators** (in the form of binary questions). The analysis of each club was carried out independently by at least two researchers using a specially developed **tool**. For the second stage of the study, the initial evaluation sheet was sent to the clubs, who were given the opportunity to send suggestions for changes in the evaluations, together with their justification (e.g. additional material). Club representatives were also invited to be **interviewed** about social responsibility in their organisations. The spreadsheet and the materials sent by the clubs were analysed again by the researchers in order to arrive at a final club score.

We collected data from the PKO BP Ekstraklasa clubs for the 2023/2024 season for the period from **August 2023 to August 2024** inclusive. In the analysis, we used a tool that characterises the social responsibility of clubs, which consists of three **areas**: society, environment and governance. Each area was described by forms of social responsibility, of which there are 26 in total. Each form of responsibility is assigned with between two and ten dichotomous (yes/no) questions acting as indicators with which it could be assessed. In the analysis, areas of responsibility are equivalent, and within areas – all forms are equivalent. In summarising the clubs' ratings, we drew averages for the individual forms of responsibility and then for the areas into which these **manifestations** fell.

The tool is based on the **specific characteristics of CSR** in sports organisations. The indicators that were used relate to both activities and mechanisms present in the clubs. The data collection formula was the following: in order for a club to be credited for a form of responsibility, it had to provide evidence of it in writing, in the form of published documents or content on the website or social media. Therefore, an organisation that scored well in the analysis had to be **open in communicating** its CSR or good governance activities. Due to the reliance on good practice, a low score in the analysis does not mean that the club is irresponsible, but rather that the range of activities undertaken may not be extensive or that the club communicates relatively little about its activities.



Relevant definitions

By **club** we meant an association or company, a training entity (if there was a clear relationship between the organisations) and possibly a foundation attached to the club (but not a supporters' association). In the case of a multi-section club, we tried, where possible, to separate the football section.

In the analysis, particularly with regard to activities in the area of society, we distinguished initiatives that we characterised as **programmes**. We defined programmes as: purposeful activities of a long-term nature (lasting at least one year or planned for such a period) not occasional, in which at least three of the following elements were defined in the characterisation: target group; reason for running the programme; objective; characteristics of the activities used to achieve the objective; indicators characterising the achievement of the programme objectives; budget of the activities; institutional partners. The purpose of introducing such a definition was to appreciate club projects that were long-term, purposeful and therefore – potentially more influential than incidental activities.

Institute for Sport Governance

Institute for Sport Governance (ISG) is an independent think tank specializing in sports reform, with a particular focus on good governance and fostering international cooperation among sports organizations.

ISG emphasizes the professionalization of sports management, promoting social responsibility, and shaping future sports leaders. The team consists of experienced experts who combine academic knowledge, practical project management experience, and a passion for sports.

The think tank collaborates with renowned partners, including the German Sport University Cologne, Vrije Universiteit Brussels, Paris University, and Lunex University. Among its partners are also government institutions such as ministries responsible for sports in Greece, Malta, and Bulgaria, as well as international non-governmental and sports organizations like the Organizing Committee for the Paris 2024 Olympic Games and the European Football for Development Network.

ISG is also committed to nurturing young talent by supporting student research groups focused on sports and creating a platform for building a community of future leaders in Polish sports.

Sportimpakt

Sportimpakt is an organisation that promotes the social responsibility of sports organisations, CSR through sport and achieving social impact through sport. It supports sports organisations to manage and exploit the potential of sport more responsibly. It was initially established as a summary of the activities of the Centre for Social Challenges at the University of Warsaw in the area of sport. It included the first analysis of the social responsibility of professional sports clubs published in 2018. Currently, Sportimpakt provides, among other things, training on the social responsibility of sports organisations and research on the social impact of sport.

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