BREAKOUT SESSION 2

FIFPRO/ NISO

BENEFITS OF PLAYER INVOLVEMENT IN CSR
Professional football players CSR commitment - and impact on society
Background

• How to develop players as employees in modern football?

• FIFPro report (Gouttebarge, 2013) shows significant challenges for mental health among football players in Europe.
Øyvind Kvalnes
Associate Professor
Department of Leadership and Organizational Behavior

Arne Carlsen
Professor
Department of Leadership and Organizational Behavior
We search for pro-social effects

*Prosocial behavior* refers to "voluntary actions that are intended to help or benefit another individual or group of individuals" (Eisenberg and Mussen 1989).
Want to elevate your happiness, satisfaction and self-esteem?

VOLUNTEER 2 HOURS A WEEK!!

We consider social responsibility work from players as a kind of “forced volunteering” – which have same positive effects as volunteering, as long as the players don't experience pressure to do CSR work (Stukas, Snyder, Clary, 1999)
Fame as an asset for CSR
Preliminary findings

• Easy to succeed, very low risk of failure.
• CSR activities is an “energy booster” for many players.
• Committed players.
• Some deeply meaningful stories from players.
• Every player report that they feel they can make a significant difference
• Team building effects. As a whole and within groups.
• ”You become happy by doing this, by giving”.
• Brings players out of bad mood. Perspective change.
• Players report to prefer this to normal market initiated activities.
• The learning aspect of meeting “other sides of society”. Especially young players?
• Clubs need to be aware of religious or cultural reasons for not wanting to participate.

• Gratitude => helping behaviour
• Self disclosure => high quality connections.
Feedback from players

- Lots of positive effects from doing CSR activities *together* with other players.
  
  "It was nice to meet him [player] outside the dressing room.."
  
  "I had no idea he was that good with children, he’s really not acting that way in the dressing room"
  
  "I didn’t even know he had a brother who struggled with drug abuse"
The beneficiaries
We search for three different responses:

- Emotionally
- Cognitive / reflection
- Behavioral

Time frame:

- Before
- During (and within 2 days)
- After
Early stage findings

• “...made me feel like i was part of the club”
• “didnt know I shared so much with the player”
• “im better than him in Playstation.”
• Presence vs message
• Mental/physical disabilities : huge impact. To be seen.
• Children 8th grade: impact, but do the words get through?
• People with drug related problems: family feeling, ”we belong to the same family, me and you”
• Nervous players have same value. Students report it to be ”interesting”/recognizable.
Thank you!