

OBJECTIVE
Indicating CSR
Building brand
Developing leadership

PERSPECTIVE
CUSTOMER
EMPLOYEE

COMPANIES

VALUE
economic
social
symbolic
emotional
functional

OBJECTIVE
Promoting health & wellbeing
Inclusive & participative society

PERSPECTIVE
CONSUMER
TAX PAYER

PUBLIC SECTOR

**SPORT as a platform
for VALUE CO-CREATION**

SUPPORTER & FAN
CO-CREATOR

PERSPECTIVE
VOLUNTEER

THIRD SECTOR

Special features of sport
-high level media interest, global coverage
-irrational fans & strong emotions
-high levels of brand loyalty
-appraisal of tradition
-sense of community 'tribalism'
-optimism & vicarious identification
-co-opetitive behaviour
-positive health impacts

OBJECTIVE
Empowering individuals
Strengthening communities

FOURTH SECTOR

PERSPECTIVE
CITIZEN

OBJECTIVE
Promoting meaningful life
Increasing human capital