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Case Study

Johan Cruyff Institute

Company & Country

Cruyff institute, the Netherlands

Start Up/SME, Employees

SME with 150+ employees

Category of Industry

Higher education, sport, sport management

Website Address

https://cruyffinstitute.nl/en/

CSR Strategy

https://cruyffinstitute.nl/en/corporate-social-responsibility/

CSR Ready

green, fair & competitive businesses

The Johan Cruyff Institute educates athletes, sports and business professionals to become Leaders in Sport Management. The Institute is a powerful blend of professors, staff and partners who share a passion for educating the next generation of leaders in the sports business for the benefit of all athletes, sports partners, organisations, and the students themselves. Johan Cruyff Institute offers onsite and on-campus worldwide learning programmes in Sport Management, Sports Marketing, Sponsorship, Coaching and Football Business. They are the next generation of leaders ready to manage sports organisations all over the globe.

Benefits of CSR

- Development of responsible leaders of the future, through the teaching of Corporate and Social Responsibility in their programmes.
- Contribution to the achievement of Sustainable Development Goals through responsible management education.
- Safeguard of ethical conduct in the sports business.

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We are convinced that only through ethical business conduct will the interests of professional sport be safeguarded in the long term. The development of socially responsible leaders in the sport business is essential for achieving this goal. This is what the Johan Cruyff Institute stands for.

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Johan Cruyff Institute Corporate Social Responsibility (CSR) program focuses on three pillars: (1) the social engagement of the institute's partnering sports entities and ensuring that athletes are able to develop their careers through (2) The Cruyff Athlete Fund, and (3) the Johan Cruyff Foundation.

Any potential partner, an associated entity, sponsor, ambassador or representative is screened for moral conduct and alignment with the institute's corporate values before they can take part in any of their projects. Johan Cruyff Institute's employees, students, faculty, collaborators, and associates endorse and respect the Johan Cruyff Institute Code of Conduct.

Another important pillar of Johan Cruyff Institute's CSR programme is The Cruyff Athlete Fund, enabling professional minority sports athletes, and those athletes about to make the transition to the management of sport, to study any postgraduate or master's programme at Johan Cruyff Institute. For each new course, the academic admissions committee of The Cruyff Athlete Fund selects several candidates (who meet the defined admissions requirements), supporting them with study grants of up to 100 per cent. The goal is to educate leaders in the sports industry who will best defend the interests of the sport, regardless of their race, religion, gender, national origin, sexual orientation, age or income level.

The third pillar of the CSR programme is the Johan Cruyff Foundation. The foundation helps children and young people improve their quality of life through sports and movement. The institute supports the Johan Cruyff Foundation through volunteering, support services, and funding of special projects. Furthermore, the institute is a member of the Principles for Responsible Management Education (PRME). PRME is a United Nations-supported initiative of higher education institutions committed to transforming business and management education, working to develop responsible leaders of the future and obtaining Sustainable Development Goals through responsible management education.

Disclaimer: All the information used comes from the Cruyff Institute website (https://johancruyffinstitute.com/en/)

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