

Athletes As Role Models & Corporate Social Responsibility

"My favorite Olympic athlete is also a role model for me."

68%

Likable characteristics of Olympic athletes

The athlete is a **positive example** to others

The athlete shows **fair play and respect**

The athlete shows sincere **appreciation** for his/her fans and spectators

The athlete is among **the world's best** in his/her sport

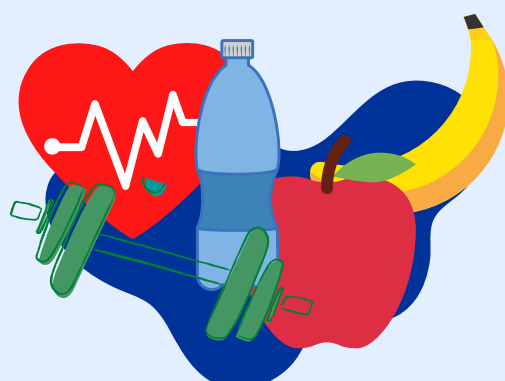
The athlete is in very **good physical condition**

The athlete's top matches against their biggest opponents are very **exciting**

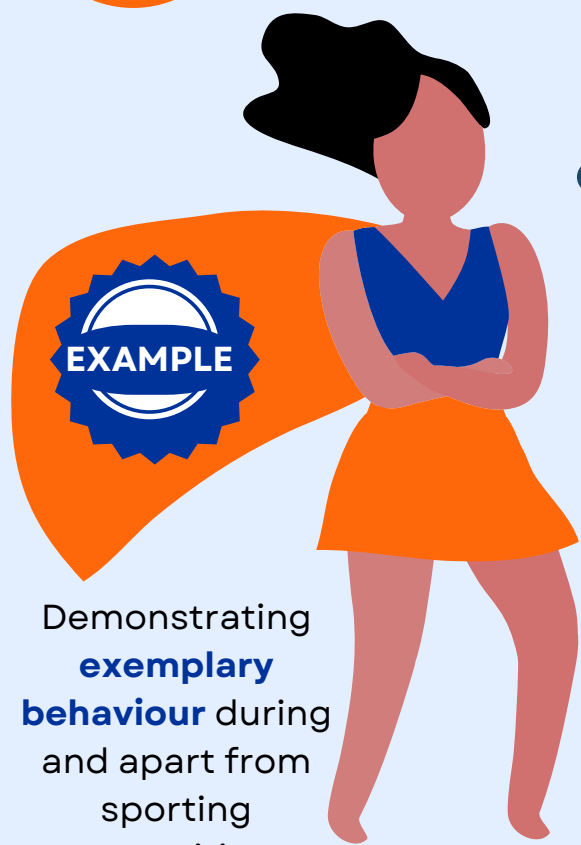


Likable behaviours of Olympic athletes

Maintaining a **healthy lifestyle**



Demonstrating **exemplary behaviour** during and apart from sporting competitions



Sport policies and programmes

National sport organisations have to engage in:

Promoting ethical conduct and fair play



Stimulating social equality and inclusion

Providing inspiring role models that activate young people



Elements that national sport organisations should implement are:

Ethical behaviour



Respect for human rights

Transparency

