



Stakeholders feedback on Green Play methodology and its implementation

1. How do you think our context could benefit from the Juga verd methodology for both team and individual sports?

Our stakeholders think that the Green Play methodology suits the Italian context, where too often, especially in the case of football - the most popular sport here – there is little fair play and respect for referees even in youth competitions. Sometimes, also the families of the athletes behave disrespectfully towards the referee or the opposing team/players. This makes it evident how such a project can help to reverse this trend.

Most of them think that the methodology is very useful and a good starting point but they deem that it can bring improvements mostly in team sports because of its structure.

Someone finds it difficult the application to individual sports, as the “actors” do not always “match” in all the individual sports (for instance the referee in swimming; the commissaire in cycling does not take immediate action ...etc)

However, it has been noted that in some team sports, although the implementation of the methodology could be easier, it is difficult to act disrespectfully towards the opposing players/team. For instance, in volleyball teams remain separated in the two halves of the court.

Some stakeholders believe that the implementation of the methodology can be more successful if applied in the first years of sports activity (football schools, minibasket, minivolley, minirugby...) and in grassroots sports, in non-competitive contexts.

One of our stakeholders focuses on the social value of the methodology: according to him, it can help to foster socialization aspects that currently appear to be put in the background. As a matter of fact, with this methodology (and its criteria) attention is drawn not only on sports loyalty and fair play in the strict sense, but also on a more genuine system of values aimed at bringing sport back to the social welfare sphere.

All the stakeholders agree that the methodology is very valuable because it works on creating people/athletes educated to the real values and spirit of sport.

One of our stakeholders said that Green Play is a good initiative and then he quoted Aristotle: “Dignity does not consist in possessing honors, but in the consciousness that we deserve them”.

2. How do you think the Juga verd methodology for both team and individual sports could be implemented in our context? Do you think we need to tailor some parts to our context? If yes, which parts, why and how?

Generally speaking, most of our stakeholders think that given its structure, the methodology already suits the Italian context, but someone underlines that some of the “actors” involved could not be objective in their judgement (audience, parents/families...).



One stakeholder suggests to prepare a “brochure” emphasizing the importance of the families’ behaviour on the stairs and explaining in detail the Green Play methodology and how families’ behaviour could affect the competition and their children’s attitude.

Most of the stakeholders highlight that the promotion of the project within the National Federations could be interesting: they could spread the word and launch the implementation of the methodology in some youth championships.

Some stakeholders think that the methodology could be applied not only to competitions, but also to training sessions. However, it should be noted that in some training situations not all the actors (foreseen by the methodology) are present. This means that the methodology should be adapted and remodeled to the training context. Anyway, considering “training + competition” we could get a global overview of behaviours and a more precise outcome.

Some institutional stakeholders point out that in order to adapt and implement in the best way the methodology, it could be useful to list in detail all the types of fair and unfair behaviours and associate them with the different stakeholders. To this aim, it is crucial to take into account that some fair/unfair behaviours are verbal, other ones are physical. Moreover, each behaviour should be listed according to its severity/praiseworthiness. Within physical aggressive behaviours, it is necessary to rank aggressions against people or things and split them into two different lists. Within verbal aggressive behaviours, it is important to define and appropriately classify all the types of protests (for example, protests against the result/referee decisions, insulting words towards the referee, personal attacks to referees, coaches or players, etc...)

Only one stakeholder is skeptical about Green Play. He thinks that young people must be prepared to real life and they have to confront reality. Young people must know the “bitterness” of unfair defeat, also due to unsportsmanlike conducts. We should not try to change the “reality of things”.

3. Do you think the methodology fits better certain team and individual sports in our context? Which ones and why?

All the stakeholders find that the methodology best suits to team sports, mainly because of the presence of all the actors involved in the scoring system and because unfair behaviours are more widespread in the above-mentioned sports and the audience has usually a less neutral role. Within team sports, it seems that the methodology could be applicable foremost to sports such as football and basket. In rugby, unsportsmanlike conducts are less common. In football, instead, the “group dynamics” giving rise to unfair conducts are more widespread (for instance, organized fans).

Many stakeholders underline that the implementation of the methodology could be more useful in the team sports where there is “direct physical contact” among players, because in these cases violent physical actions are not only more frequent, but they can also be considered normal sports actions and consequently can be underestimated.

Moreover, someone draws the attention to the fact that in some individual sports it is complicated to vote immediately after an individual performance, because some actors (referee, audience...) have to follow other athletes, one after another. In team sports, instead, the collected data can be more coherent and true, because there are fewer sports events and the actors have time to think about the event immediately after its end.



Some stakeholders stress that the methodology must be implemented in sports followed by a large audience and where media and economic interests are higher, because only in that context it can bear fruit and meet its objectives.

4. In your opinion, are the main target groups identified by the Juga verd methodology (teachers, coaches, children, referees, parents) suitable to our context? Can you explain why? Otherwise, can you indicate on which additional or different target groups we have to focus on?

Almost all the consulted stakeholders believe that the main target groups identified by the Juga verd methodology are suitable to our context: they all affect the development of the sports phenomenon and they are clearly identifiable in all the sports events.

Someone points out that the involvement of managers could be interesting, while other stakeholders deem important to involve organized groups of fans, which are very common in sports such as football for instance: they follow precise rules and they influence individual behaviour both in a positive and negative way.

Most of our stakeholders are firmly convinced that National Sports Federations should be involved: the adoption of the Green Play criteria at Federation level, would ensure the success of the project and it would make it clear the work of everyone, beyond the scoreboard result in a strict sense.

Many stakeholders are confident that the regular application of this methodology to youngsters today, would mean educated-to-fair-play supporters and parents tomorrow.

One of our stakeholders suggests to include in the scoring system some points for the organization of the “third half-time”.

5. How many persons in the identified target groups do you think could participate in the testing of the methodology Juga verd for both team and individual sports?

Our stakeholders have not given numbers, but they all stress the importance of a broad participation.

Wide participation in the testing will enhance its ability to meet its objectives and to present clear and true results.

Moreover, they find that the more regular is the testing the more accurate are the results.

In addition, some institutional stakeholders underline that even if in non-competitive contexts testing would be easier, attention should be focused on competitive contexts, because in that situations fair conducts are more at risk (stakes are high in terms of visibility, economic return, etc...).

To this respect, there are different opinions, because, as answers to this “interview” demonstrates, many stakeholders advise to implement the methodology in non-competitive contexts where there is a greater level of objectivity because actors can experience more serenity in assigning points.



6. Which do you think are the most relevant actors we should involve in the adaptation and implementation of the Juga Verd methodology for both team and individual sports?

According to all our stakeholders, this methodology should be addressed to all the already foreseen actors, with particular emphasis on families and parents, whose conduct can often be cause of tension and lack of fair play and as a matter of fact, athletes are often influenced by their parents.

Many stakeholders stress the importance of the coach, who is a key figure in the development of young people and who has to contribute to the promotion of sports values, even before the search for the competitive result.

Other stakeholders highlight the role of the referee, the actor who is more able, along with the coach, to convey the proper mentality/attitude to all the other categories.

Most of the stakeholders are firmly convinced of the usefulness of the involvement of sports Federations which can contribute in spreading the message, codify the rules and efficiently/effectively control the implementation of the methodology.

Someone thinks that also managers of the sports Clubs should be involved in the adaptation and implementation of the methodology: they must accept the evaluation of aspects that go far beyond the scoreboard result in the strict sense.

BARRIERS AND OPPORTUNITIES

7. In your opinion, are there any risks we could face in the implementation of the the Juga verd methodology for both team and individual sports? If yes, which are? What should we do in order to prevent/limit them?

In the opinion of most of our stakeholders, the greatest risks are linked to the lack of objectivity. Some individuals are less “used” to sports ethics than others and in some categories objectivity is naturally less widespread (for instance, this is the case of parents and audience).

In this regard, it is essential to “educate” and inform people about the importance of a fair behaviour and make sure they internalize the Green Play message and apply it anytime.

From this point of view, they advise to implement the methodology in non-competitive contexts where there is a greater level of objectivity because actors can experience more serenity in assigning points.

Some stakeholders stress the significance to avoid the creation of *ad hoc* evaluators. In this sense, it could be interesting trying to change the individuals involved in assigning points by creating a “rotation” mechanism. This suggestion refers mainly to spectators/parents.

Furthermore, most of the stakeholders are worried about the use of the app. Some individuals could find not easily understandable the smartphone/desktop application and for this reason it is crucial to inform people about it and explain to them how to use it. In order to avoid poor participation, disseminating information about the methodology and the smartphone/desktop application is crucial.

8. Are there any opportunities we could exploit in implementing the Juga verd methodology for both team and individual sports?



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Almost all the stakeholders think that the methodology is very interesting and useful to stimulate fair play. They find it valuable to prevent negative behaviours that can affect youngsters' growth, not just as athletes, but as people. Moreover, thanks to the regular implementation of the Green Play methodology, sports Clubs can enhance their motivation to work at grassroots sports level. From this point of view, Green Play contributes to widen the base of the sports pyramid.

Someone suggests to create a *ad hoc* tournament to test the methodology. Other stakeholders suggest to involve schools in testing and to create a multisport scholastic tournament.

Institutional stakeholders deem that Green Play methodology is a good opportunity. They hint to organize, at the end of the testing phase, focus groups with people involved, trying to understand if they had some reservations about some particular aspects of the methodology/the app and how they experienced the initiative (before, during and after).

Lastly, one stakeholder hints to separate, during the award ceremony, the winner-according-Green-Play from the winner-according-to-the-scoreboard. This could make clearer that there is a different evaluation (Green Play methodology) and it would enable people to better develop the ability to think over their choices and the consequences of their choices. During this hypothetical award ceremony, how could the two winners (and coaches, fans, families...) feel like?

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