

## **PUMA, XBOX AND RED BULL AMONG 11 BRANDS INDUCTED INTO 'LAUREUS SPORT FOR GOOD INDEX'**

- **Launched in 2021, Laureus Sport for Good Index (the Index) recognises brands using sport to drive positive social and environmental change**
- **New honourees represent multiple industry sectors, including sports goods and apparel, technology and consumer products**
- **More than 70 brands have now been recognised in the Index since its inception**

**LONDON, November 11, 2024** – **Laureus**, the global movement that uses the power of sport to transform the lives of children and young people, and **SportsPro**, the leading sports media and events company, are delighted to unveil the brands that have been inducted into the Laureus Sport for Good Index, which spotlights the businesses leading the way in delivering positive social or ecological impact through sport.

Launched in 2021, the Index, which can be viewed and downloaded in full at **laureussportforgoodindex.com**, celebrates brands that, through collaboration, innovation and creativity, are making significant contributions across the 17 Sustainable Development Goals (SDGs) as laid out by the United Nations, as well as aligning their business output with their sports investments and activations.

This year, an additional 11 brands have been added to the Index, including Puma, Xbox, Lidl, Eon, Tentree and Dove, taking the total number of honourees recognised in the Index since its inception to 76.

Determined by an independently adjudicated judging process overseen by a panel of industry experts, the purpose of the Index is to shine a light on organisations that are having the clearest and most meaningful impact, and to provide compelling evidence for the role that sport can play in driving sustainable change.

With headquarters spanning six different countries, the new brands included this year represent multiple industry sectors, including sports goods and apparel, technology, consumer products and energy. The new honourees for 2024 include:

**Sports goods and apparel:** Decathlon, Puma, Tentree

**Consumer products:** Dove, Lidl, Red Bull

**Energy:** Enedis, EON

**Technology:** Minute Media, Xbox

**Manufacturing:** Novelis

The above brands feature in the Index for their best-in-class sport for good campaigns and purpose-led initiatives implemented over the past 18 months.

For example, supermarket chain Lidl, which was an official partner of Uefa Euro 2024 and now sponsors the Uefa Europa League and Uefa Conference League, has been recognised for its efforts

to promote healthy living through nutrition and physical activity, while personal care brand Dove features for its work with Nike, another Index honouree, to empower girls to participate in sport.

Vancouver-based clothing company Tentree is included in the Index for using sports like trail running, hiking and cycling to raise awareness and funds for its reforestation efforts, while Minute Media has been recognised for its Here to Stay campaign around the 2023 Fifa Women's World Cup.

Other brands that already feature in the Index include Athleta, DHL, EA Sports and Gatorade, as well as Google, New Balance, Patagonia and TikTok.

This year's ten-member judging panel included: **Guy Laurent-Epstein**, Marketing Director, **Uefa**; **Nicole Jeter West**, Co-Founder, **Vanguard Maven Group**; and **Omar Mitchell**, VP, Sustainable Infrastructure and Growth Initiatives, **National Hockey League**.

The panel also consisted of senior representatives from a diverse range of organisations, including: **5Tool Sports Group**, **Ikigai Partners**, **Nature Positive**, **In Common Consulting**, **Centre for Sport & Human Rights**, **Chase the Squirrel Consulting** and **Pledgeball**.

Astin Ewington, Head of Partnerships, Laureus: "We are thrilled to unveil the 2024 Laureus Sport for Good Index, which continues to showcase the immense potential of sport as a force for positive change. The brands featured this year are leading the way in addressing some of the world's most pressing social and ecological challenges through innovative, purpose-driven initiatives. By highlighting their efforts, we hope to inspire more companies to leverage sport as a platform to create meaningful impact and contribute to a more equitable and sustainable future."

Katie Preston, Head of Projects, SportsPro, added: "The fourth edition of the Laureus Sport for Good Index dives further into the commitment, impact, and commercial viability that these brands display through their sport for good work.

"Not only are we recognising those that have recently invested in honourable initiatives, but we are also continuing to spotlight our alumni of 65 brands to showcase how they are implementing their sustainability strategies, the growth of their sport for good initiatives, and lessons they have learned along the way.

"We are delighted that more and more businesses are investing in the sport for good space and continuing to use their influence to foster positive change."

#### **Editor's Note:**

Brands featured in the Index were assessed according to a set of seven key criteria, including: (1) Each company's impact through sports-related Corporate Social Responsible (CSR) and environmental, social, and corporate governance (ESG) activities; (2) Innovation and creativity during purpose-led campaigns; (3) Commitment to environmental, social, and corporate governance; (4) Level of investment in 'sport for good' causes and the extent to which those investments align with the United Nations' (UN) Sustainable Development Goals (SDGs); (6) Their commercial viability; (7) An overall assessment of their commitment towards building an equitable society, reducing sport's ecological footprint, and growing the sport's industry's economy through sport for good campaigns.

## **About Laureus**

Laureus' purpose is to change the world through the power of sport. Its vision is to end violence, discrimination and disadvantage against young people and children. Built on a unique, end-to-end purpose platform – Laureus combines the storytelling power of its global marketing platform with the delivery of measurable social impact on the ground through its charitable foundation, Laureus Sport for Good. Working on a Global and National level, Laureus funds and supports over 300 programmes in more than 40 countries that use sport to deliver social change measured through a framework aligned to the United Nations Sustainable Development Goals (SDGs). The most credible entity of its kind, Laureus has been delivering on its purpose for over 20 years and has positively changed more than six and a half million young lives to date.

## **About SportsPro**

SportsPro Media launched in 2008 to connect and inspire the business world of sport. Our mission is to provide powerful storytelling and insightful commentary that connects, educates and inspires the industry. Sportspromedia.com and our website platforms generate nearly 6m views annually, with content central to everything we do. Our editorial and multimedia team produces the latest news, in-depth features, special reports, and exclusive interviews, with supporting contributions from a network of carefully curated external partners and prominent industry figures. Our platforms are underpinned by our unique audience of senior decision-makers, sector specialists, industry-steering innovators, and ambitious sports professionals; all of whom rely upon SportsPro, through its global reach and ever-expanding network of influence, to serve them with the content and connections that matter.

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