

4



FERRERO

SHARING VALUES TO CREATE VALUE

THE DECALOGUE OF KINDER+SPORT

Kinder+Sport is Ferrero's educational programme whose purpose is to facilitate and encourage physical activity amongst children and teenagers, with the aim to prevent and tackle obesity.

I. STRATEGIC

Kinder+Sport is a project of high strategic and institutional value, designed to encourage the habit of an active life style and to sponsor the practice of physical exercise among children and youngsters.

II. GLOBAL

The project Kinder+Sport is a synergistic global programme. For its proper diffusion, it must receive support from sport institutions in the countries in which it operates at both national and international level.

III. COHERENT

Kinder+Sport identifies a specific project which exposes children to the importance of exercising and tackles their inclination to a sedentary life style.

IV. EDUCATIONAL

Kinder+Sport has no generic philanthropic mission. Rather, it focuses on the physical education of young people, from pre-schoolers to teenagers; thus it is open to everyone, without distinctions of any kind, in order to ease social inclusion and sociability through the practice of sports.

V. MULTIDISCIPLINARY

Kinder+Sport delivers a wide range of sports, all accessible, nonviolent, without preclusion of gender and with the involvement of families. These activities aim to support the joyful growth of children.

VI. LOCAL

Kinder+Sport projects must always be developed through partnerships with national and local sports' institutions and/or with independent sports' centres. All must be specialised, qualified and effective in promoting sports, as they will be in charge of the organisation of the activities and of the relationship with participants.

VII. VALUABLE

The Kinder+Sport project is supported by athletes capable of embodying positive values and being role models for children, thus providing testimonials and becoming "ambassadors" of the project.

VIII. NON-COMMERCIAL

The brand and the concept of Kinder+Sport cannot be used – for any reason – to market Kinder products nor can promotional activities of these products take place (i.e. collection of points or prizes).

IX. DISTINGUISHABLE

The Kinder+Sport project has a distinctive graphic branding, easily detectable, well defined and globally binding. Such a system has to be adopted in all communication activities.

X. CLOSE TO PEOPLE

In order to comply with its institutional and educational criteria, communication of the Kinder+Sport project is mainly dependent on concrete actions and word-of-mouth from people involved in the activities. No advertisement investments are planned. It is highly recommended to pursue low-cost communication projects not focused on single events, but able to convey the positive value of sports.

KINDER+SPORT

Here are some statistics on the activities of Kinder+Sport, in 2011/12:



Kinder+Sport events

- ▶ **20 countries are involved** (in addition to Europe: Brazil, China, Hong Kong, Mexico in testing, Russia and Taiwan).
- ▶ **12 million children took part** in the events.
- ▶ More than **14 sports are practised** including: Volleyball, Basketball, Athletics, Golf, Sailing, Fencing, Tennis, Skiing, Water Polo, Orienteering and Swimming.
- ▶ More than **30 champions gave their support** to promote sporting events and an active lifestyle, including: Tomáš Dvorák (Decathlon), Ludmila Formanova (Athletics), Andrew Howe (Athletics), Josepha Idem (Canoeing), Alessia Trost e Josè Bencosme (Juvenile Athletics), Alessandra Sensini (Sailing), Valentina Vezzali (Fencing).



- ▶ **20 national Federations** sponsored, including the Italian Federations of Volleyball, the Italian Foundation of Track and Field, the Spanish and Portuguese Athletics Federations, the Polish Volleyball Federation and the Belgian Tennis Federation.
- ▶ **2 Olympic Committees** (CONI – Italy, DOSB – Germany) are involved.



Furthermore, in 2011/12, Kinder+Sport helped fund various activities in the countries involved, including the activities detailed below:

- ✓ Collaboration with the Italian Federation of Volleyball: “1,2,3 Minivolley” and “Volley”, volleyball activities and tournaments in schools; and the organisation of “Summer Camps” and “Kinderiadi” events.



- ✓ Collaboration with the Italian Athletics Federation: "K+S Cup" (Youth, Junior, and Adult National Championships) and student sports games.



Kinder+Sport events

- ✓ Collaboration with the Italian Fencing Federation: "fencing-at-school" project.
- ✓ Collaboration with the Italian Tennis Federation: a national tournament involving children aged between 9 and 16.
- ✓ Collaboration with the Spanish and Portuguese Volleyball Federation: "Pequevoley" (Spain) and "giravolei" (Portugal) education programme with 2,500 centres involved.
- ✓ Collaboration with the Federations of Athletics and Aquatic Sports in Spain and Portugal: an educational programme

involving 600 centres in Spain and 3,000 in Portugal in which Ferrero was the official Sponsor of the Federations and supporter of the sporting activities at the centres.

- ✓ Partnership with the German Olympic Committee DOSB: organisation of the "K+S Sportabzeichen - Tour", with events in 10 cities.
- ✓ "Kinderiada" event and "Teacher's Project" in the Czech Republic and Slovakia: organisation of athletics competitions with 649 teams coming from all over the country; kit for teachers including manual and tools to promote sports at high schools.
- ✓ Collaboration with the Volleyball Federation of Poland: promotion of the sport in elementary schools and distribution of teaching materials and information.
- ✓ Collaboration with the Tyrolean Ski Federation: "Regional Ski Schools" and sponsorship of the "Regional Kids Racing Series".
- ✓ Collaboration with the Lugano School of Sailing: activities and sailing races with children.
- ✓ Collaboration with the Hungarian Water Polo Federation: sponsor for the development of events.



- ✓ Collaboration with the Belgian Tennis Federation “VTV & AFT Kids”: sport awareness programmes to teach tennis to children (VTV – recruitment), “Welcome to the Club: Tennis Discovery Days” (AFT– Recruitment), “Kinder Tour: Tennis Competition” (AFT + VTV).
- ✓ “Youth Sport Games” in Croatia and “School League” in Slovenia: organisation of various summer sports events; organisation of the game “prison dodgeball” in schools.
- ✓ “Russian Winter Junior Sporting Competition” under the sponsorship of the Russian Athletics Federation (IAAF Programme of World Indoor Championships).

Our annual investment in Kinder+Sport, in connection with the said activities, amounts to 7.7 million Euros.

MONITORING THE RESULTS OF “KINDER + SPORT”

Since 2009, the Medical Sports Institute of Turin has been monitoring the effect of body mass index (BMI) reduction in children of school age taking part in the Kinder+Sport Programme “**1,2,3... Minivolley – Federazione Italiana Pallavolo – FIPAV e KINDER+SPORT**”.

The FIPAV-KINDER+SPORT programme involved more than 2 million schoolchildren in Italy. In order to promote physical exercise in the context of the programme, more than 20,000 school kits were distributed, consisting of two mini-volley and volleyball fields, elastic nets and balls selected as appropriate for children. Our partners in this initiative were: The Italian Ministry of Education (MIUR), The Institute of Sports

Medicine of Turin, the Italian Volleyball Federation, the Italian Olympic Committee (CONI) and various local institutions.

The Institute of Sports Medicine’s research compared the data gathered from children in the final year of primary school (*quinta elementare*) with the data of the children in the first year of secondary school (*prima media*), in order to compare those who had benefited from one year with those who had benefited from two years of sporting activities. The research will conclude by comparing the data gathered so far with data from elementary school children who did not take part in the Kinder +Sport programme.

The “1,2,3... Minivolley FIPAV e KINDER+SPORT” programme has reached the fourth consecutive year of research and 15 classes have been monitored in elementary schools (5 in the third year of elementary school, 5 in the fourth and 5 in the fifth year).

The data collected in 2012 confirm and build upon the positive trend observed in 2011, indicating that the children taking part in the Kinder+Sport-FIPAV programme have better coordination and speed skills than children of the same age who were not involved. In particular, the monitoring of 2012 was not limited to the evaluation of the BMI results but also incorporated skinfold measurements as a further medical test.

Ferrero has dedicated 250,000 Euros on this research over the period 2009-2013. The complete results will be available in 2016, related to the school year 2014/15.

THE EPODE PROGRAMME

In line with the work set out in the previous CSR Report, Ferrero confirmed its support in 2012 for:

- ▶ the **EPODE project** (a French acronym that stands for “*Ensemble, prévenons l’obésité des enfants*” (Together let us prevent child obesity) – www.epode-european-network.com) for the period 2012-2015 and for its **European Epode Network**;
- ▶ a **new European project** co-financed by the European Commission and called “**EPHE: EPODE for the Promotion of Health Equality**” aimed at reducing obesity among socio-economically disadvantaged population. In particular, the project focuses on reducing inequalities in health and access to health services, proposing the adoption of the EPODE approach,



Thao Programme event in Spain



PAIDEIATROFI Programme event in Greece

based on local initiatives with the active involvement of all stakeholders (families, schools, local communities etc.) The main partners of the EPHE project are: the European Regional Office of the World Health Organisation, the Free University Amsterdam (NL), the University of Gent (BE), the University of Windesheim (NL), the University of Zaragoza (SP), the University of Iasi (RO), the Bulgarian Association for the Study of Obesity and Related Diseases (BU), the University of Porto (PT), the University of Athens (GR) and the Directorate General of Saude (PT). By 2015, further possibilities will be explored for supporting the development of similar projects using structured funds from EU organisations.

During 2012, Ferrero has also continued to support the **national EPODE projects** of the following European countries:

- » **BELGIUM:** through the **VIASANO** project, with very encouraging results on the trend of Body Mass Index reduction (BMI: the ratio of body weight to height);
- » **FRANCE,** where Ferrero retains its status of

“Golden Partner” of the **“Vivons en Forme”** project and has renewed its commitment for the next five years;

- » **GREECE:** through the **PAIDEIATROFI** programme, which publicises the concept of the balanced diet;
- » **SPAIN,** through the **THAO** programme which aims to reduce infant obesity.

FERRERO'S CONTRIBUTION	PROGRAMME	CITIES AND PEOPLES	WEBSITE	YEAR	EUROS
France	VIVONS EN FORME	250 cities with about 3,500,000 people involved	www.vivons-en-forme.org	2012	250,000
Belgium	VIASANO	16 cities with about 670,000 people involved	www.viasano.be	2012	100,000
Spain	THAO	95 cities, 9 communities independently involved, 2,937,563 people and 267,218 children involved	www.thaoweb.com	2012	90,000
Greece	PAIDEIATROFI	14 cities involved	www.paideiatrofi.org	2012	75,000 (since 31.12.12)
EU	EUROPEAN EPODE NETWORK	4 Member States involved	www.epode-european-network.com	2012	150,000

