



2024

Championing the brands making a positive impact through sport

The Laureus Sport for Good Index shines a light on the brands that are having a meaningful societal impact through their work in sport.

The Index celebrates collaboration, innovation, and creativity by brands across the 17 Sustainable Development Goals (SDGs).

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“Launched in 2021, we’re proud that the Laureus Sport for Good Index has become a global collective of brands addressing societal and ecological issues around the world through the power of sport. Over the past three years, it has been inspiring to see an incredible range of honourees from across sectors placing sport for good at the heart of their campaigns in diverse and powerful ways.

We are thrilled to welcome another exciting list of brands to the Index in 2024, each of which are leading the way in addressing some of the world’s most pressing challenges through innovative, purpose-driven initiatives. By highlighting their efforts, we hope to drive the conversation forward, encouraging more companies to leverage sport as a platform to create meaningful impact and contribute to a more equitable and sustainable future.”

Sean Fitzpatrick, Chairman, Laureus World Sports Academy



Purpose

The Index celebrates those 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. Determined by an independent judging panel of industry experts, it is the product of a rigorous assessment of brand activities against five key selection criteria.

The purpose of the Index is to shine a light on those organisations that are having the clearest and most meaningful impact, celebrate their successes and learnings, and provide compelling evidence for the role that sport can play in driving sustainable change.

For all brands investing in sport, whether or not they feature in the Index, there is still much work to do to deliver against sport's potential to instigate change. But for now, let's celebrate the impact that has been achieved to date.



The 2024 Index

Click on the logos below to read a summary of why the brands have been included.



Decathlon

Decathlon’s efforts to remove barriers to participation are delivered by the Decathlon Foundation, through which the French sporting goods retailer provides funding to social impact projects around the world that enhance wellbeing, reduce inequalities, and promote environmental stewardship.

Launched in 2005 in response to an employee survey, the foundation was involved in 118 new projects in 2023 which supported people from disadvantaged neighbourhoods, those with mental and/or physical disabilities, and individuals with diseases, as well as senior citizens and refugees. Last year alone, the foundation helped nearly 45,000 people across 22 countries practice a sport regularly.

Recent projects include Sport Pour Tous in Mons, Belgium, where the Decathlon Foundation helped to renovate an old gymnasium which was then used by disabled and vulnerable primary school students for physical activities. Other notable initiatives range from the ‘Miratus’ project in Brazil, which has been using badminton to socially integrate youngsters from favelas since 2008 to the construction of the first public skatepark in Lebanon in 2022.

From an environmental standpoint, Decathlon is also striving to minimise its carbon footprint, and last year sold more than one million second-hand products and repaired a further 2.78 million items.



SECTOR

Sports goods and apparel

COMPANY SIZE

10,000+

HEADQUARTERS

Villeneuve-d’Ascq, France



Dove

Unilever personal care brand Dove is working to address the dropout rates of girls from sports by promoting positive body confidence and inclusivity.

In October 2023, Dove teamed up with sportswear giant Nike and academic experts to launch its ‘Body Confident Sport’ programme. The evidence-based initiative was informed by input from 2,000 adolescents across markets such as France, India and the US, with 74 per cent of girls saying their coach was the reason they felt more confident.

As a result, the programme saw coaches deliver in-person body confidence coaching sessions to girls aged between 11 and 17 in PE classes and after-school programmes, while interactive online training modules are available for those who want to become a ‘coach’, which can be anyone from a volunteer or teacher to guardian or sibling.

The campaign has been supported by tennis icon Venus Williams, who took part in coaching high school girls in a flag football game prior to Super Bowl LVIII, before an advert promoting the initiative was broadcast during the first quarter of the match with the hashtag #KeepHerConfident.

Dove’s original target was to reach one million young people around the world to improve their body confidence. As of February 2024, the brand had already reached more than 100 million people globally across 150 countries. It now has a revised aim of impacting 250 million young lives by 2030.



SECTOR
Consumer products

COMPANY SIZE
501 - 1,000

HEADQUARTERS
London, England

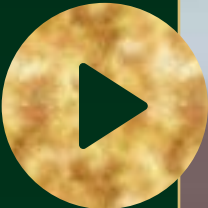


E.ON UK

Energy firm E.ON UK champions positive societal change through strategic sports partnerships that unite sustainability, diversity and community engagement. Working with The Football Association, Veloce Racing and Nottingham Forest FC, E.ON delivers initiatives that create lasting impact.

From launching a nationwide grassroots soccer decarbonisation programme with The FA, to inspiring the next generation through Kids in Motorsports events with Veloce Racing, and implementing sustainable solutions at Nottingham Forest FC, E.ON demonstrates how sport can drive meaningful environmental and social progress. Their commitment to inclusivity is exemplified through initiatives such as the Women in Sport Forum, which brings together influential figures from soccer, rugby and motorsport to inspire future generations and showcase diverse career pathways in sport. By uniting professional athletes, media personalities and industry leaders, these events create powerful platforms for dialogue about breaking down barriers in sport.

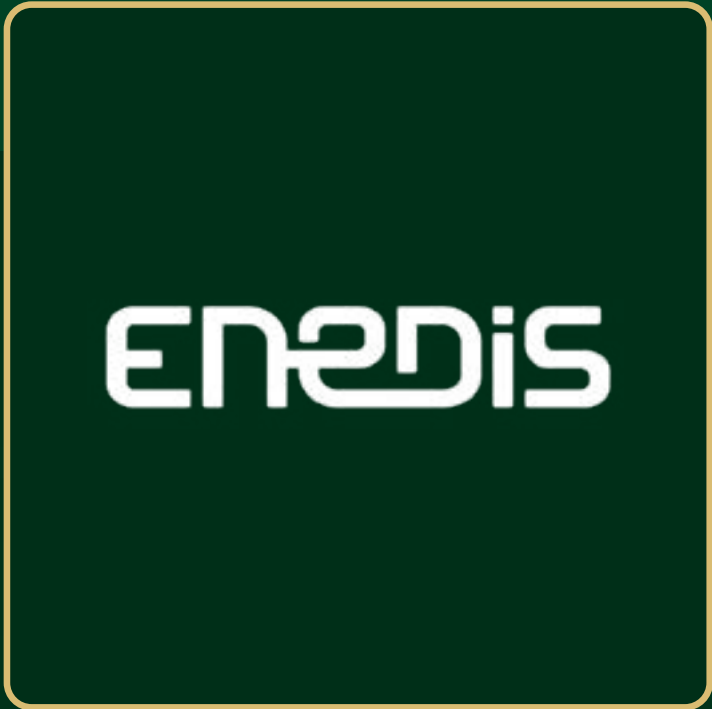
Through these partnerships, E.ON is actively shaping a more sustainable and inclusive future for sport whilst empowering communities to participate in positive change.



SECTOR
Energy

COMPANY SIZE
10,000+

HEADQUARTERS
Essen, Germany



Enedis

Sustainability was a core focus of the Paris 2024 Olympic and Paralympic Games, which leant on several brands to ensure the event made a positive social and environmental impact.

One of those companies was electricity network Enedis, whose role at Paris 2024 came on the back of its work promoting greener stadium operations through ‘The Stadium SOS’ campaign, which aimed to raise awareness of the carbon emissions produced by diesel generators during big events. The centrepiece of the initiative came during a Ligue 1 match between Paris Saint-Germain and Olympique de Marseille, where the pitchside advertising hoardings glitched, revealing a ‘SOS, plug me in’ message communicated in morse code.

The campaign sparked a huge response on social media and triggered conversations about the use of diesel generators. This was noticed by organisers of Paris 2024, who then decided to use the public electricity network to power the event instead.

In its role as an official supporter of Paris 2024, EDF subsidiary Enedis helped build advanced infrastructure, including installing electric terminals at event sites, which helped cut down the Games’ carbon footprint by 50 per cent compared to previous Olympics. Post-event, Enedis is focused on turning Olympic venues into sustainable urban districts, which it estimates will benefit over 12,000 residents.



SECTOR
Energy

COMPANY SIZE
10,000+

HEADQUARTERS
Puteaux, France



Lidl

Supermarket chain Lidl has grown its presence in sport over the past 12 months to promote health, sustainability and community engagement.

For example, at the 2023 UCI World Championships, the German company leveraged its sponsorship of the cycling event to highlight the benefits of a balanced diet and active lifestyle, while also moving away from the traditional event catering model. All fresh food provided to 8,000 participants from 120 countries was sourced sustainably, with a focus on local, organic and seasonal produce, while any leftovers were donated to local food banks.

Also in the last 12 months, Lidl created a new campaign to boost attendances for the 2024 National Football League season as part of its long-running partnership with the Ladies Gaelic Football Association (LGFA). After commissioning research which found nearly 60 per cent of Irish people had never attended a women’s sports event, it launched the #GetBehindTheFight hashtag to encourage fans to go to a game and film their highlights, with one like on social media earning them €1 off their next Lidl shop.

All told, Lidl has now committed more than €10 million to the development and promotion of ladies Gaelic football since first partnering with the LGFA in 2016.



SECTOR
Consumer products

COMPANY SIZE
300,000+

HEADQUARTERS
Neckarsulm, Germany



Minute Media

Now just over a decade old, global technology and content company Minute Media leverages the reach of its various media platforms to make a positive social impact.

During the 2023 Fifa Women’s World Cup, it used brands such as The Players’ Tribune, 90min and FanSided to launch the ‘Here To Stay: It’s Not Just a Year, It’s a Movement’ campaign. The initiative was not only designed to amplify the tournament through editorial and commercial content, but also called on other brands and media outlets to commit to covering women’s sport more regularly. The campaign generated over 74 million impressions across all partner brand content, as well as more than 58,000 social engagements.

Elsewhere, Minute Media is a partner of the Special Olympics to generate awareness for athletes with intellectual disabilities, push for more inclusion in sport, and address unconscious bias. In 2024, the two organisations worked together on Unified Reporting at Super Bowl LVIII, which saw a Special Olympics athlete paired with a FanSided reporter to cover the game side by side.

Overall, the coverage generated 60 million views, with 23 hours of live streamed content accumulating more than 500,000 minutes watched.



SECTOR
Technology

COMPANY SIZE
501 - 1,000

HEADQUARTERS
New York, NY, USA



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Novelis

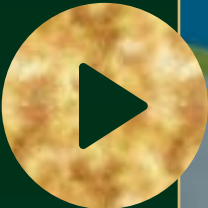
By processing over 82 billion used beverage cans every year, Novelis is the world’s largest recycler of aluminium and is using its involvement in sport to promote greater sustainability within the industry.

In 2017, the American firm launched the ‘Recycle for Good’ initiative alongside AMB Sports and Entertainment (AMBSE), which owns the NFL’s Atlanta Falcons and MLS franchise Atlanta United. For every three million cans recycled at the Mercedes-Benz Stadium (MBS), the programme has pledged to build a new home, each of which costs roughly US\$80,000 to construct.

Sustainability and community development are at the core of the initiative, which the company believes is a model for how sports venues and businesses can work together to deliver positive environmental and social impact.

So far, over 14.5 million aluminium cans have been collected as part of the project, resulting in four new homes being built through a partnership with Atlanta Habitat for Humanity. The most recent new home was completed in 2023 and plans for a fifth are already underway.

Moving forward, Novelis and MBS plan to expand the Recycle for Good initiative by increasing the volume of recycled aluminium and the number of homes being built.



SECTOR

Manufacturing

COMPANY SIZE

10,000+

HEADQUARTERS

Atlanta, GA, USA



Puma

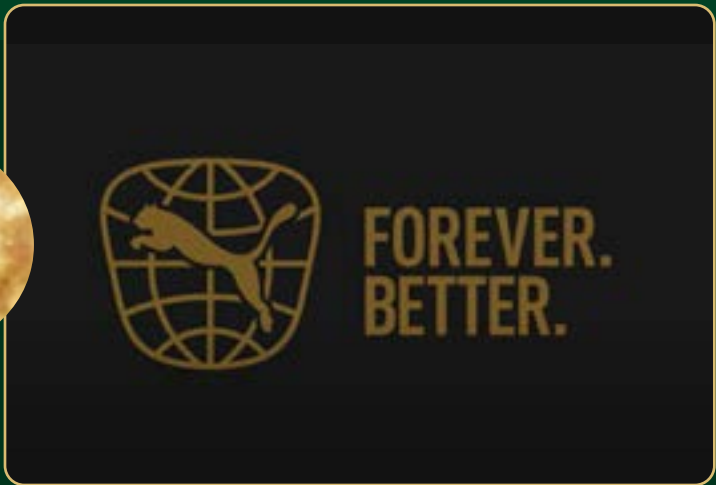
After commissioning research which found that young people want brands to make more sustainability commitments, better communicate their goals and be more transparent in the space, German sportswear brand Puma launched the Voices of a Re:Generation campaign.

The initiative saw the company engage four young sustainability advocates who not only produce social content that helps raise awareness of Puma’s sustainability targets among younger consumers, but also actively feedback to senior figures at the brand about how it can improve its ‘Forever. Better’ sustainability strategy and business practices.

Meanwhile, as one of the world’s largest producers of soccer kits, Puma encourages its customers to return and recycle their used items through its ‘RE:FIBRE’ programme, which aims to reduce textile waste and make the company less reliant on plastic bottles for the recycled polyester used in its products.

All told, 46,000 RE:Fibre garments were produced in 2023, including for athletes competing at the elite level. The Swiss national team played in RE:Fibre jerseys during last year’s Fifa Women’s World Cup, while Puma’s club partners relaunched the initiative by deploying new take back bins in additional locations.

Then, from the start of the 2024/25 soccer season, millions of official Puma replica soccer jerseys were made using RE:FIBRE recycled polyester textile waste, further spotlighting a more circular business model for kit manufacturing.



SECTOR
Sports goods and apparel

COMPANY SIZE
10,000+

HEADQUARTERS
Herzogenaurach, Germany



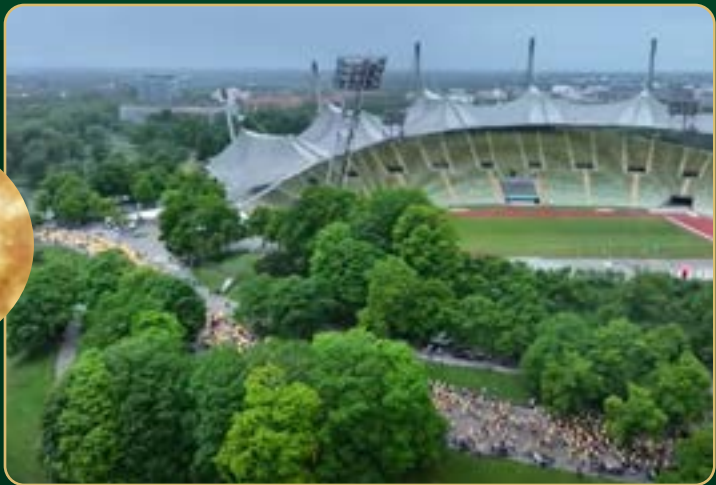
Red Bull

Best known for its energy drinks, creative advertising campaigns and being the owner of several high-profile soccer clubs, Red Bull is also running several initiatives to drive positive social and environmental change.

Last year marked the tenth anniversary of the Austrian company’s Wings for Life World Run, which sees participants race until they’re overtaken by a virtual catcher car. Taking place simultaneously around the world, the event saw a record-breaking 206,728 people from 195 countries compete in 2023.

The purpose of the run is to fund spinal cord injury research, with 100 per cent of all entry fees and donations directed to the Wings for Life foundation. Over the past year, the event raised more than €4 million for research focused on finding a cure for spinal cord injuries, while over €51 million has been generated since its inception, directly funding 299 projects in 17 countries.

Red Bull also empowers university students to develop solutions for social and environmental issues through its Red Bull Basement programme. In the last 12 months, more than 4,000 students from over 60 countries took part in the initiative, which produced several sport-related solutions, including virtual coaching platforms, a mental health app for athletes and a programme geared towards increasing accessibility to sports for those with disabilities.



SECTOR

Consumer products

COMPANY SIZE

10,000+

HEADQUARTERS

Fuschl am See, Austria



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Tentree

From planting ten trees for every item it sells to prioritising responsibly sourced materials, Vancouver-based clothing brand Tentree places sustainability at the heart of everything it does.

In the last year, sustainable fibres accounted for 99 per cent of Tentree’s used materials thanks to the introduction of spandex and regeneratively grown cotton – almost 30 per cent of which was Fairtrade Organic certified. The company has also expanded its recycling and resale programme, which saw over 5,200 items returned by customers in 2023, keeping around 795 kilograms of textiles out of landfills.

Meanwhile, Tentree has used events in sports like trail running and cycling to amplify its Following Wildfire initiative, which was launched in response to the impact of wildfires on Canadian ecosystems and communities.

Launched earlier this year and developed in partnership with Dentsu Creative Canada, Following Wildfire uses a proprietary algorithm to scan social media for posts featuring the campaign hashtag, before AI scans the images to detect early signs of a wildfire, such as smoke or flames. The social media user is then instructed to contact their local fire authority, encouraging Canadians to play their part in safeguarding communities, forests and wildlife.

As part of its broader reforestation efforts, Tentree has now planted more than 100 million trees as it moves towards its goal of one billion by 2030.



SECTOR
Sports goods and apparel

COMPANY SIZE
51 - 200

HEADQUARTERS
Vancouver, British Columbia



Xbox

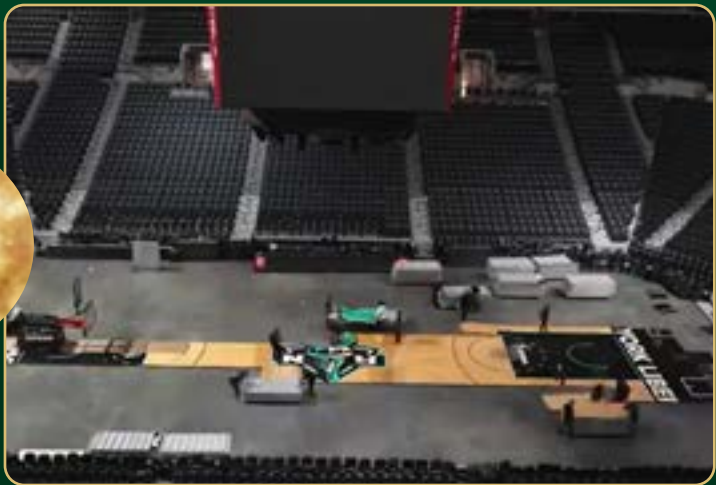
Microsoft-owned video game console brand Xbox is aiming to make the gaming and sports industries more inclusive and accessible for women and girls through its ‘Power Her Dreams’ campaign.

The latest initiative within that was its collaboration with Roblox and the New York Liberty, which led to the creation of the first gaming-inspired basketball court. Initially unveiled in 2022 and updated in 2023, the real-life court incorporated elements from popular Roblox game ‘Starfield’, with interactive features integrated into the design. Roblox then developed a digital version of the court for millions of fans to use within its digital environment.

The objective was to create greater visibility for women’s sports, as well as encourage younger audiences to engage with WNBA players and learn more about the league. As of 2023, the initiative had reached 1.2 billion users and generated 11 million social impressions, as well as three million video views.

As well as making a positive social impact, the initiative has also delivered financially for the Liberty, contributing to a 330 per cent year-on-year increase in the team’s partnership revenue.

As part of their broader partnership, Xbox and the WNBA have also hosted educational events for girls and young women about careers in the STEM industry.

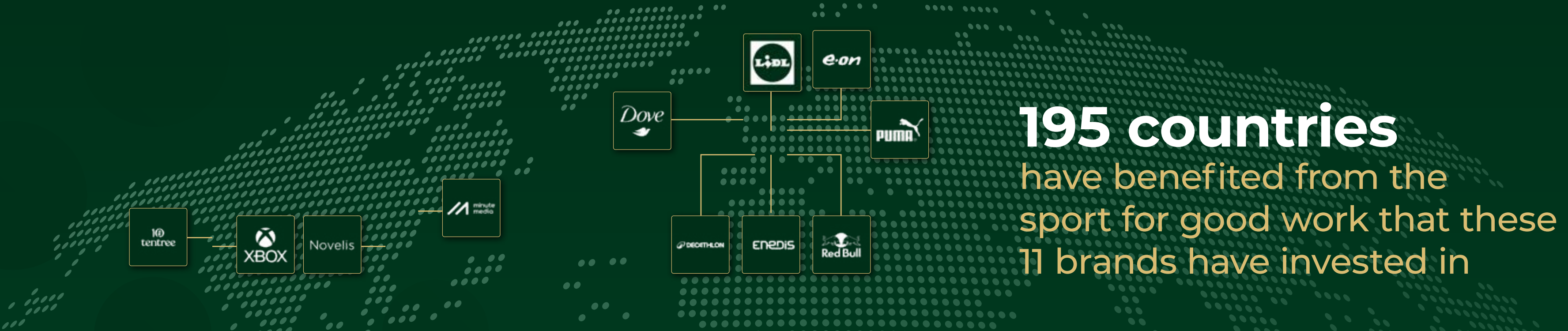


SECTOR
Technology

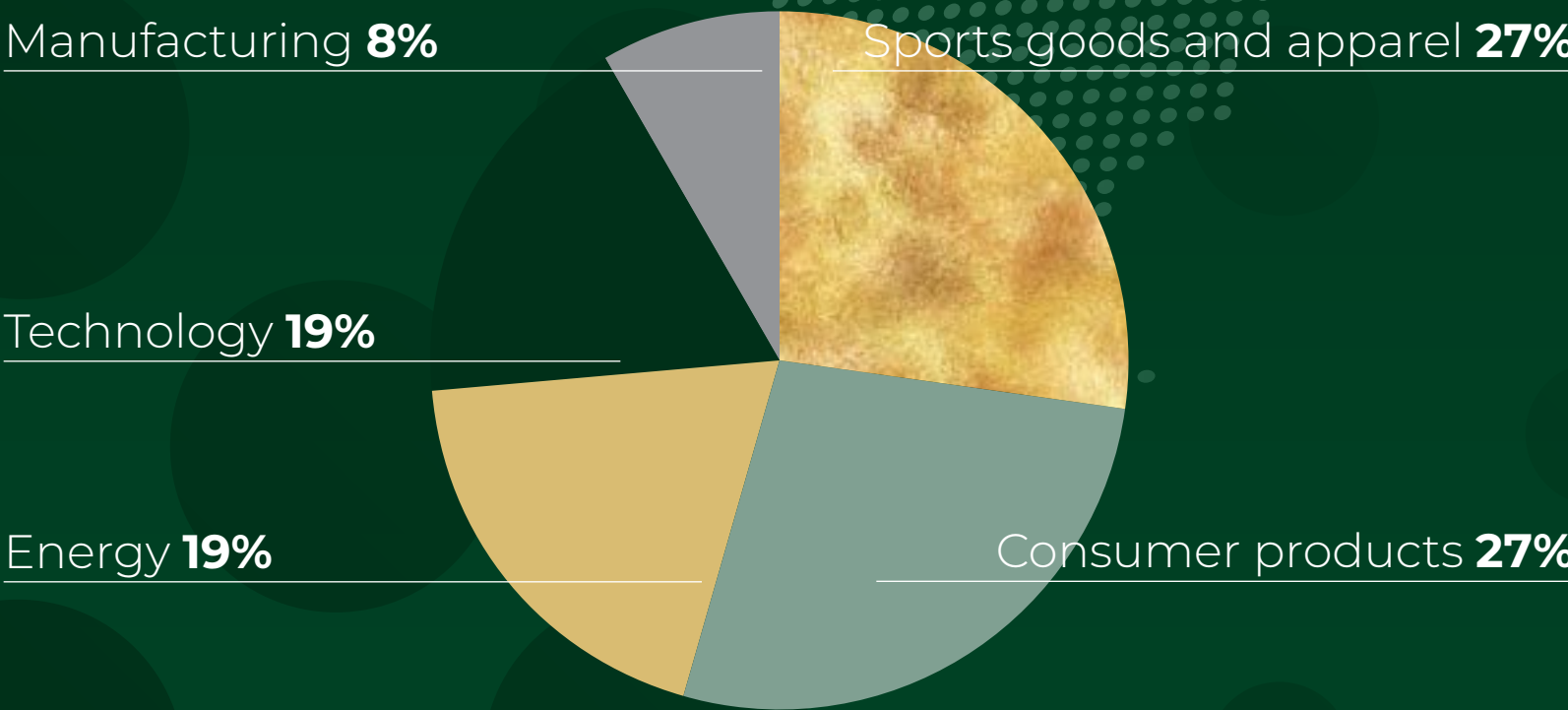
COMPANY SIZE
10,000+

HEADQUARTERS
Redmond, WA, USA

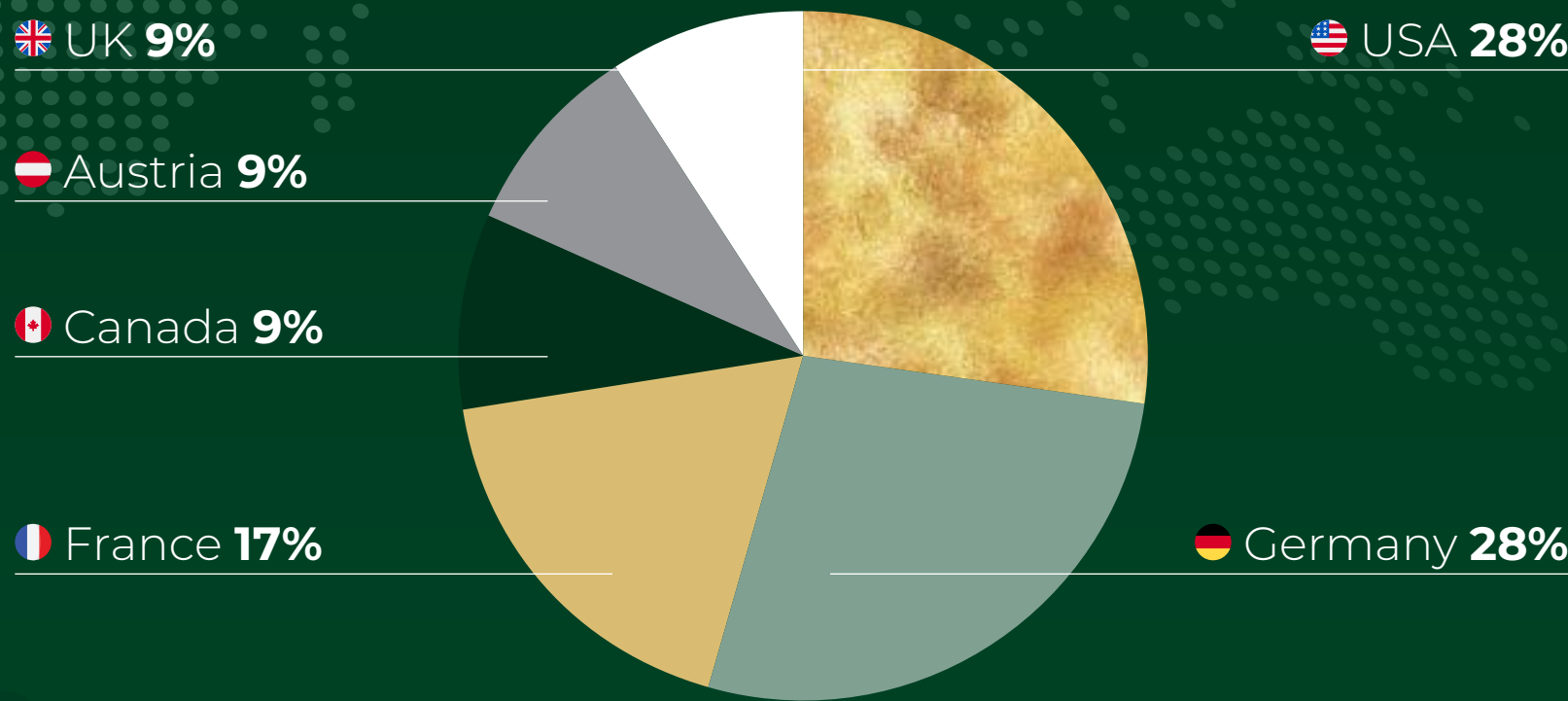
2024 brand summary



Sector



Regions





“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.”

Katie Preston, Head of Projects, SportsPro



Methodology

Each brand underwent a comprehensive and independent judging process according to carefully considered criteria. The 2024 criteria was as follows...



Impact

Evidence of measurable impact and tangible results derived from their sport for good initiatives.

Original objectives for the initiative's impact did not need to be met or exceeded. Judges scored based on an honest reflection of the impact achieved.



Commitment

Commitment to, and evidence of, the highest standards of environmental, social, and corporate governance throughout the sport for good initiatives and sports partnership, including alignment with the Triple Bottom Line.



Commercial Viability

Extent to which sport for good investment links to a valid and identifiable business metric.

Precise investment and return figures did not need to be specified, but any tangible evidence which demonstrated that the initiatives became a profitable business asset was encouraged.



Innovation

Evidence of creativity, innovation and ambition in ongoing projects and purpose-led campaigns.



Sustainable Development Goals

Evidence that the sport for good initiatives align with the United Nations Sustainable Development Goals.

Meet the judges

Each brand included in the Index undergoes a thorough vetting inspection via the carefully considered judging criteria. Our 2024 esteemed judges included...



Guy Laurent-Epstein
Marketing Director
UEFA



Nicole Jeter West
Co-Founder
Vanguard Maven Group



Omar Mitchell
VP Sustainable infrastructure and Growth Initiatives
NHL



Aileen McManamon
Founder
5Tool Sports Group



James Williams
Founder and CEO
Ikigai Partners



Katie Cross
CEO
Pledgeball



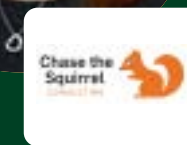
Jim White
Principal Environmental Consultant
Nature Positive



Katrina Galas
Principal Consultant – Sport, Brand & Purpose Strategy
In Common Consulting



Marzena Bogdanowicz
Founder
Chase the Squirrel Consulting



David Grevemberg
Chief Innovation & Partnerships Officer
Centre for Sport & Human Rights



View from the judges

We asked some of our judges for their reflections on determining this year's honourees as well as their expertise on what it takes to truly use sport for good.

Are you seeing signs that more brands are starting to invest in sport for good campaigns and initiatives?

JAMES WILLIAMS: Absolutely. While the number of brands incorporating sport for good initiatives is still relatively low, there has been a noticeable shift. More brands are rethinking their approach to sports sponsorships, moving beyond traditional advertising to integrate purpose-driven campaigns. These efforts, while sometimes subtle and not always highly visible, are growing, with more brands exploring how sport can play a role in broader societal good.

MARZENA BOGDANOWICZ: Yes. We are seeing more brands partnering with sports organisations where they can align on purpose and help with meaningful support of programmes in communities focusing on access, inclusion etc. Brands are also working with sportsmen and women who are increasingly using their platforms to champion social causes and amplify messages around mental health, equality, and environmental sustainability, among many others.

How can you tell if a brand's investment in sports-related CSR activities is an authentic one, or if they're simply doing it to distract from more questionable business practices?

GUY-LAURENT EPSTEIN: Brands that integrate social initiatives into their core strategy and communicate openly about their goals and progress tend to be seen as genuine. Transparency and consistency between what a brand says and what it does are key indicators of authenticity. On the other hand, if initiatives feel disconnected from the brand's core business or lack clear communication, they may be perceived as superficial efforts to divert attention from other practices.

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KATIE CROSS: It's very difficult to tell and sadly, more often than not, it seems to be a distraction tactic. I think signs that it is more authentic is longer-term commitments (rather than chasing trends) and deep engagement. In other words, showcasing work done together rather than just announcing an investment and then never checking back in.

What were some of the things you were looking out for during the judging process for this year's Laureus Sport for Good Index?

GUY-LAURENT EPSTEIN: The key elements I was really looking for were ambition and scalability, authenticity and creativity. Authenticity is the starting point as we cannot support green washing that would be implemented only for image or commercial rationales. In addition, the scalability of an ambitious project is obviously extremely important to make a difference. On that basis, creative projects would stand out from others and deserved to be supported and rewarded.

KATIE CROSS: I was really looking for originality. For example, around climate, offsetting schemes are becoming more sophisticated while still not being a scalable solution to climate mitigation. Therefore, if brands want to be seen as positive actors on climate, I was looking out to see more authentic and deeper ways of engaging with problems.

MARZENA BOGDANOWICZ: I wanted to see a long-term commitment from the brand in terms of resource or financial and business support rather than a short-term campaign with high media value but less longer-term impact.

What impressed you the most about this year's entries and were there any trends you noticed?

JAMES WILLIAMS: The level of maturity in how brands are approaching sport for good initiatives is what stood out most. We're seeing fewer one-off campaigns

and more long-term commitments, which is promising for the future of sport and its potential for broader societal impact.

KATIE CROSS: What stood out to me was the diversity of brands and business models put forward for selection. It's interesting that so many brands are trying to engage in CSR and also want to be credited for it. It did make the judging process more difficult because there were some that were perhaps better designed or more authentic but were from a much smaller brand. Then others weren't as good but had a much more scaled impact due to the larger support. It's difficult to pick a winner in these circumstances.

GUY-LAURENT EPSTEIN: I was impressed by the number of entries and the variety of projects. You can really tell that companies are truly and genuinely embracing ESG activities that are now fully integrated in their core strategic objectives.

What role do you think social impact initiatives will play for brands actively involved in sports marketing moving forward and how can businesses improve their work in this space?

KATIE CROSS: It may soon become a minimum requirement for brands to engage in social impact work. My hope is that they take some of what they learn during these efforts and apply it to their own ways of doing business and maybe even try to empower their customers to reflect on their own actions, assuming it's something of substance and not a gimmick.

JAMES WILLIAMS: Social impact initiatives are likely to become increasingly crucial for brands as part of their sports marketing strategies. The key difference will be between brands that view sponsorship as just a marketing tool and those that see it as an opportunity to make a meaningful impact. The real winners will be the brands that embrace the broader potential of their sponsorships - balancing both marketing goals and positive societal outcomes.



Past honourees



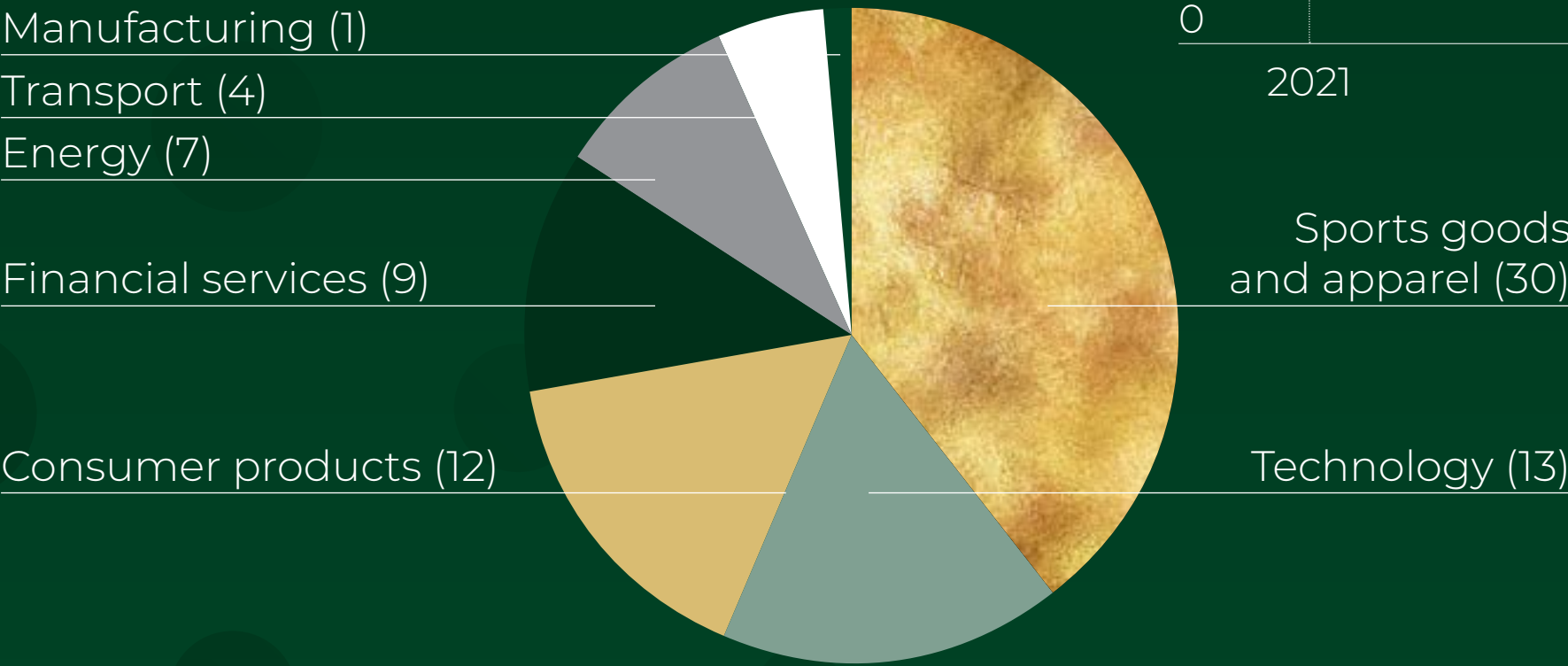
The Index to date

Nations represented

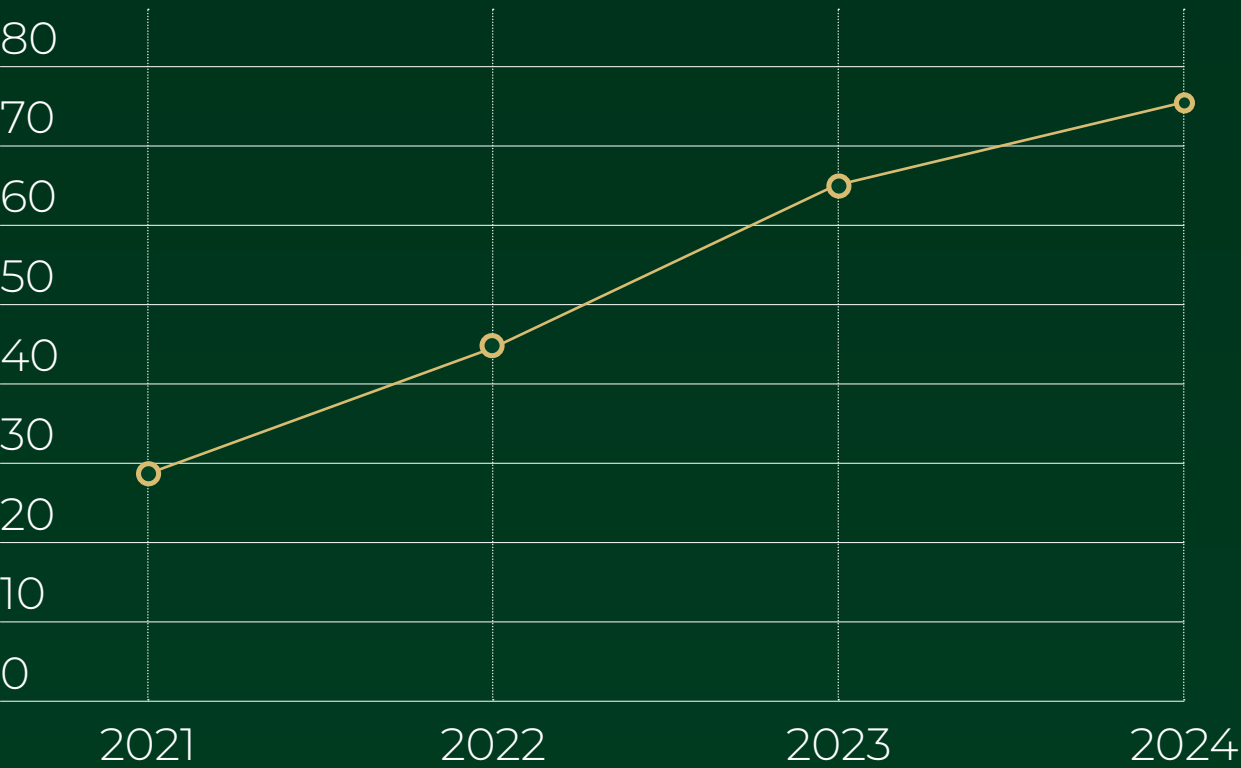


1/3 initiatives highlighted have been directly linked to promoting women and girls inclusion in sport

Sectors represented



How the Index has grown



76 brands



Sport for Good Playbook

Read our series outlining how brands are using their investments in sport for good, drawing on best practice and case studies featuring honourees from the Laureus Sport for Good Index.

Click on each of the buttons below to read the playbook on sportspromedia.com.



Allianz



EA Sports



Hylo



Xero



Rapha



Laureus is global sports organisation built on the belief that ‘sport has the power to change the world’.

The famous words of our Patron, Nelson Mandela spoken at the first ever Laureus World Sports Awards in 2000, have become the mantra by which we operate. Today Laureus brings together the power of storytelling and advocacy, through our global network of over 300 athlete ambassadors with the sport for development work of our charitable foundation, Laureus Sport for Good.

Laureus Sport for Good funds and supports over 300 programmes in more than 40 countries and territories, each using the power of sport to support young people from under-served communities. Laureus works with our partners to delivery tangible social change – impact that is measured through a framework aligned to the United Nations Sustainable Development Goals.

**SportsPro**

SportsPro

Whatever your next move, SportsPro takes you where you need to be. Through our editorial content, world-class events, and business intelligence tools, we are the number one business that connects, educates, and inspires the international sporting community. Whether you are seeking insights, connections, or innovation, SportsPro has the content, reach, and credibility, to help you navigate the changing business of sport.

Your next insight:

We're one of the most trusted and consumed international sports business publishers, and simultaneously one of the largest platforms for those looking to hear and learn from thought leaders.

Your next connection:

SportsPro reaches more people, more often, than anyone else in the international sports industry. Our audience represents a true melting pot of business leaders and decision makers, all of whom rely on SportsPro to build meaningful relationships and better navigate the industry.

Your next innovation:

From AI and streaming to e-commerce, Web3 and immersive experiences, SportsPro is uniquely positioned to bring technology and business closer together to advance the sports industry.

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Contact



SportsPro
Katie Preston
Head of Projects
kpreston@sportspromedia.com



Laureus
Astin Ewington
Business Development Lead
astin.ewington@laureus.com