



**ΕΙΝΑΙ
ΩΡΑΙΟ ΝΑ
ΣΥΜΜΕΤΕΧΕΙΣ**

LG HELLAS

CSR Program: LG Athletes of Tomorrow

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Εταιρική Υπευθυνότητα στην Πράξη VI

LG Athletes of Tomorrow

The Fundamentals

Life is good
when you embrace sports and active lifestyle!

· VISION ·

INSPIRE future generations towards the culture of physical exercise to embrace a joyful life

· MISSION ·

MAKE ACCESS to physical activity, as an easy and daily practice

· GOAL ·

SUPPORT, INSPIRE & NURTURE Future Athletes



The CSR platform

(society, environment, innovation, sports)



Στηρίζοντας τη νέα γενιά αθλητών

The LG “Athletes of Tomorrow” identity


Our strategy

Sports Initiatives with a focus on:
Basketball – always a loved sport in Greece
Running/ Swimming – new sports' trends
to be combined with **CSR** angle


Introduction of **Sports Ambassadors**

Engage with **local** communities







In 2017 we introduced the **LG CSR platform “Είναι Ωραίο να Συμμετέχεις”** which incorporates all the CSR activities of the company. We built an **integrated visual identity** of the LG CSR platform “Είναι Ωραίο να Συμμετέχεις” and **“LG Athletes of Tomorrow”** program.



The first steps of the newly born program included **3 stops** for 2017: Giannakis Academy, LG AegeanBall Festival and Spetses Mini Marathon. We collaborated with 4 mentors.



We launched the **“LG Athletes of Tomorrow”** program that aims to inspire children towards the culture of physical exercise, inform and educate them about the values and the benefits of sports, as well as encourage them to play a sport of their interest.



In 2018, we continued the 3 collaborations we started in 2017 by offering additional value to children. We also expanded our activities by launching **the first “LG Athletes of Tomorrow” - Eurohoops Academy team.**

The Initiatives



Στηρίζοντας τη νέα γενιά αθλητών

Our Mentors



Panagiotis
Giannakis



Giannis
Drymonakos



Giorgos Printezis

Giannoulis
Laretzakis



Christos Charatasos



Dimitris
Diamantidis



Panagiotis
Fasoulas

Georgia & Markella
Damasioti,
Apostolos
Papastamos

Thodoris Papaloukas

Giannakis Academy - June –July 2017

Athens & Chalkidiki



- LG sponsored 30 scholarships for children to participate in the Giannakis Academy summer camps of Athens and Chalkidiki.
- During the last day of Athens' camp, LG awarded the young athletes and distributed the program's manifesto. **Mr. Giannakis** acted as a truly inspirational ambassador of “LG Athletes of Tomorrow” and he embraced the goal and the values of the program.

Giannakis Academy – July 2018

Athens, Chalkidiki and Crete



- In the 2nd year of the partnership with Giannakis Academy and with Mr. Panagiotis Giannakis another camp was added in Crete reaching to more than 600 children.
- This year, **LG incorporated Technology** to their training sessions. During the training, the young players through a display could see live their attempts for shoots, dribbles etc improving immediately their skills.

LG AegeanBall - July 2017

Syros



- LG awarded the winning team of the 4th category of kids under 16 tournament with the “LG Athletes of Tomorrow” cup.
- After the awarding ceremony a meet-and-greet session with Giorgos Printezis took place as the ambassador of the program, with all the 4th category participants.

Highlight: The excitement of the children when listening the famous basketball player sharing his experiences and talking about the values of the program.

LG AegeanBall Festival – July 2018

Syros



- The **LG Athletes of Tomorrow** program repeated its presence for the second consecutively years during LG AegeanBall Festival in Syros.
- LG renamed the U16 category to ‘**LG Athlites tou Avriou**’ and covered all participations.
- LG sponsored all entries in the 12-17 year age category
- After the awarding ceremony a meet-and-greet session with **Giorgos Printezis** and **Giannoulis Laretzakis** took place as the ambassador of the program.

Spetses Mini Marathon – October 2017

Spetses



- LG gave the opportunity to the students of Spetses Primary School, the children that participate in Spetses Navy Club and “Bouboulina” Football Team to meet with **Mr. Panagiotis Fasoulas**, the experienced former basketball player, and **Mr. Christos Charatasos**, the young award winning swimmer of Iraklis Thessaloniki.

Highlight: The two ambassadors inspiring all children towards a more active and healthy lifestyle by sharing their point of view.

Spetses Mini Marathon – October 2018

Spetses



- LG sponsored all entries in the 12-17 year age category, both for the 5 km Run and the 1.5 km Swimming
- LG gave the opportunity to the students of Spetses High School to meet their sports idols
- Moreover, as last year LG gave the opportunity to the teenagers for Spetses to meet with Ioannis Drymonakos, Apostolos Papastamos and Georgia & Markela Damasioti who shared their experiences and vision.

Eurohoops Academy - November 2018 – July 2019

Athens



- In collaboration with Eurohoops Academy, LG created the “LG Athletes of Tomorrow” team by offering **26 full training scholarships** for the period November 2018 - June 2019.
- LG Skills & Drills contest – We called the young talented athletes to take part in try-outs sessions and enter the “LG Athletes of Tomorrow” team.

Our achievements until today



3500+ Children

9500+ Contacts

5

Strategic Partnerships

5

Locations

11

Ambassadors

3

Sports

72

Scholarships

1.200

Clippings

1M+

Digital impressions

Thank you!

Georgia Stavropoulou



Georgia Stavropoulou



@georgiastavropoulou



Georgia Stavropoulou



ΑΘΛΗΤΕΣ
ΤΟΥ
ΑΥΡΙΟ

A red silhouette of a person with their arms raised, standing on a blue graphic element that resembles a podium or a set of steps.

Thank
you!