



TV & SPORT & HEALTH

2015 ACT Report on promoting physical activity via corporate social responsibility initiatives



ACT

Association of Commercial
Television in Europe

Commitment to the DG Health & Consumers' EU Platform on Diet, Physical Activity and Health

TABLE OF CONTENTS

1	INTRODUCTION	03
	by Ross Biggam, ACT Director General	
2	TOWARDS FIT AND HEALTHY AUDIENCE	05
3	COMMERCIAL TV'S CONTRIBUTION TO PHYSICAL ACTIVITY AND HEALTH	09
3.1	Media Content/Programming	11
3.2	Campaigns and other initiatives	19
	• Young people	19
	• Employees	33
	• Local Communities	39





1

INTRODUCTION

by Ross Biggam, ACT Director General



Television and sport. It's a great combination, one that works for viewers as well as for the media business and for sport itself. Pundits who had argued that the mass television audience was a thing of the past were made to look rather silly last year as record TV audiences were recorded all over the globe for matches from the FIFA World Cup in Brazil – proof that the relationship between sport and television remains as strong as ever.

Sports organisers love the coverage which television can offer. And broadcasters are of course delighted with the unrivalled ability of top sport to attract mass audiences – not just the big global tournaments but also sports strong in different parts of Europe – 2015 has already seen great audience numbers in the Czech Republic and Scandinavia for the Ice Hockey World Championships and commercial broadcasters in UK, Ireland, France, Italy and elsewhere are even now looking forward to the 2015 Rugby World Cup,

which kicks off shortly after the European Union Week of Sport.

There are many interesting aspects to television's relationship with sport: the commercial risk in investing in the broadcast rights, the technological innovation and entrepreneurial attitude which has given today's consumer a breadth and quality of coverage unimaginable a generation ago, the need to tailor the on-screen presentation to suit a local audience...

But instead, in this brochure, we are highlighting the deeper relationship between sport and television. Many European commercial broadcasters have chosen to take their involvement in sport beyond the financial commitment in acquiring rights, whether through encouraging healthy exercise schemes for their employees, encouraging viewers – particularly younger viewers – to take more exercise, or running mass participation sport events to tie in with our broadcast of major professional sports tournaments. What brings together all these grassroots initiatives is that we are seeking to engage and involve our viewers in sport, rather than regarding them simply as a passive audience.

These measures will not in themselves create a healthier society. But European broadcasters take seriously their corporate social responsibility to play our part.



TOWARDS FIT AND HEALTHY AUDIENCE



According to the Eurobarometer Physical Activity 2013 report, participation in sport and physical activity of Europeans is not improving, in some EU Member States it is even declining. The main reason for that is lack of time in 42% or interest in 20% of the cases. Sadly this has important consequences on the whole society. According to European Commissioner, Mr Tibor Navracsics, in charge of Education, Culture, Youth and Sport, lack of physical activity can cost EU over €31bn per year.¹

However, the **media sector is one of the top 4 sectors contributing to the sport economy**², therefore we are aware of the role we can play in encouraging people getting involved in sports, get better access to it and most importantly engage younger generations to be a part of it as much and as early as possible. As the European Commission acknowledges, *“Employers and business associations can play an important role in empowering employees to be active in the workplace, by improving access and providing incentives and opportunities through wellbeing programmes, and other simple initiatives.”*

Many TV stations take these goals seriously and responsibly as television in general plays a crucial role in informing and educating millions of EU citizens. Europe’s commercial TV sector entertains and informs over 500 million European citizens. No other media can reach as far as TV. With this in mind we prepared this report in which we will showcase our members’ practices that go beyond programming through which they do their best to promote the benefits of healthy and fit lifestyles for different generations whether at the working place or outside.

“Across the EU, our companies” support fitness through a variety of actions such as:

- Offering swimming classes for kids at an early age with the additional aim to reduce the number of bath accidents,
- Organizing intercultural street football league competitions,
- Offering free private lessons and joint sports activities for secondary school pupils in order to support the young population in the community,
- Collecting good examples of healthy living and time devoted to sport involving the entire country from kindergartens, schools and universities,
- Initiating numerous running initiatives that are changing and have already changed the culture of our employees and all involved who now run throughout the entire year and have become dedicated to this type of physical exercise on a regular basis,
- Participating and organising numerous cycling initiatives,
- Cooperating with different sport ambassadors in order to inspire young people to practice sport and help them build life skills,
- Promoting the worldwide day of play on shutting the channel and its website for a couple of hours, and supporting free play instead and many more.

“Sport helps people think, helps people listen, helps people to speak up and helps people work together. Different sports inspire different people but one thing is true: there’s a sport for everyone and it can change your life.” Darren Campbell, Sky Sports Living for Sport Ambassador

¹ Interview with Commissioner Tibor Navracsics, Euractiv, 16 June 2015

² Study on Contribution of Sport to economic growth and the employment in the EU, 2012



COMMERCIAL TV'S CONTRIBUTION TO PHYSICAL ACTIVITY AND HEALTH

How commercial broadcasters actively engage with their viewers through programming but also through a variety of campaigns and initiatives focused on kids, employees as well as social responsibility and charity are described on the following pages. Through different ways our members are taking action to promote physical activity and a healthier lifestyle in general. The countries include Belgium, Germany, France, Luxembourg, the Netherlands, Spain, Sweden, Slovenia and United Kingdom. For each initiative, you will find a short description, the number of people involved and goals achieved.



31.

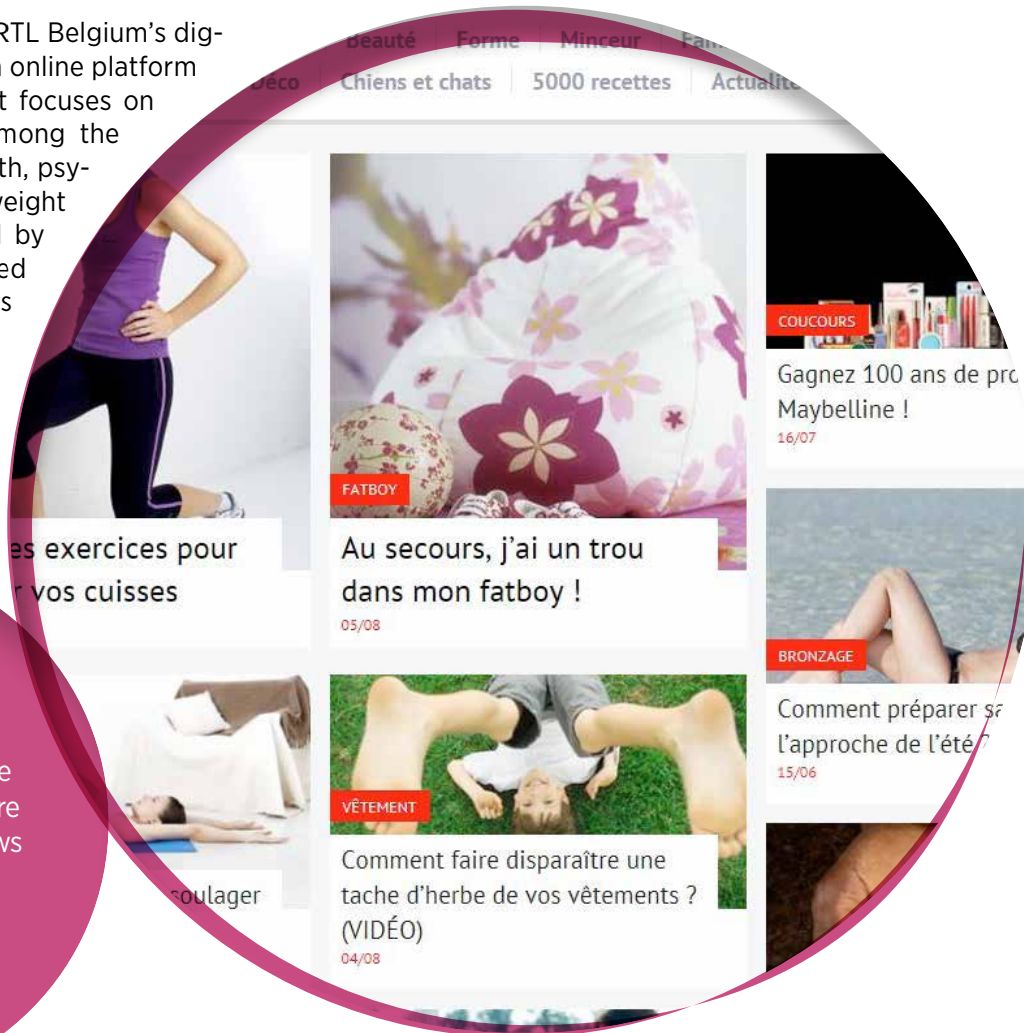
MEDIA CONTENT/PROGRAMMING



Gojimag : The well-being partner from RTL Belgium

In September 2014, RTL New Media, RTL Belgium's digital branch, launched Gojimag.be – an online platform aimed at both men and women that focuses on the well-being of Internet users. Among the wide range of topics addressed: health, psychology, beauty, family cooking and weight loss. The website's name is inspired by the Asian Goji berry which is associated with exceptional medicinal properties linked to the quest for immortality. It is this energy that Gojimag is looking to spread through advice, tips and other developments.

Every month, Gojimag.be generates an average of more than 408,000 page views (Jan.-Jul. 2015).



Gym Direct

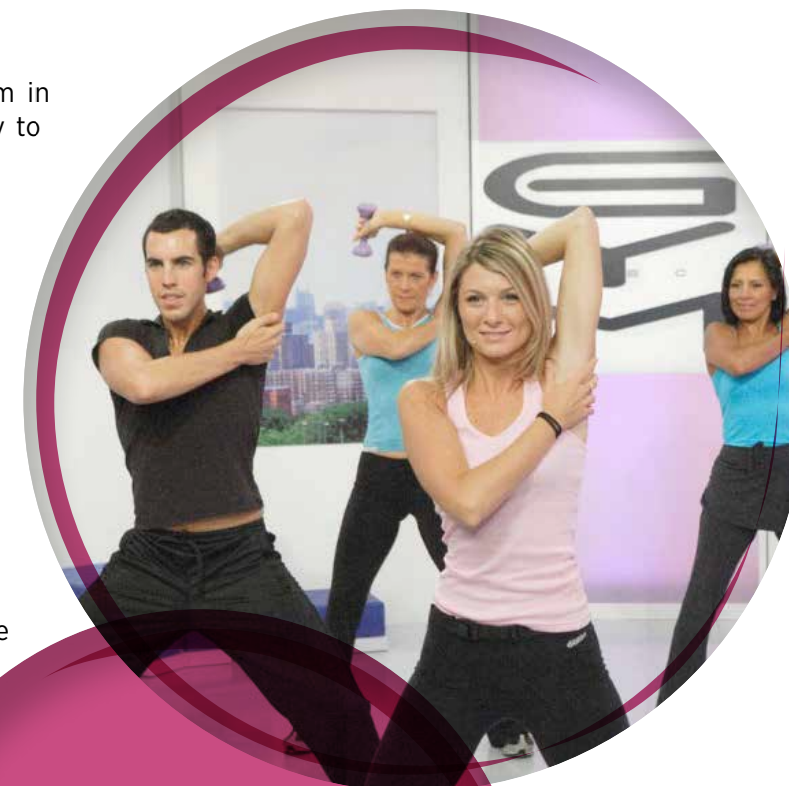
Since 2012 « Gym Direct » is the biggest live gym in France. From Monday to Friday there the only way to start your day is by working-out!

Sandrine Arcizet, a dynamic and energy coach, together with other three coaches, encourage the audience to get fit. Every morning the class starts with a warm-up exercise, and finishes with softer workouts. During the lesson, the audience has the chance to strengthen their muscles and abdominals, or move their bodies with some dance lessons, or even relax thanks to new yoga classes for beginners.

«**Gym Direct**» combines different exercises helping the audience to begin their day fit and healthy. The programme can be replayed via D8 Replay giving the audience the opportunity to repeat the work-out whenever they want.

«**Gym Direct**» encourages their participants to visit the French website www.mangerbouger.fr where they can find tips on how to get fit or how to prepare healthy menus. Following its goal to encourage the audience to have an active life, «**Gym Direct**» joined the European Obesity Day (23-25 May 2015) through a special programme day.

Thanks to this possibility, «Gym Direct» reached more than 6 million viewers via its internet platforms in 2014.



Peb & Pebber: the puppet nutrition heroes



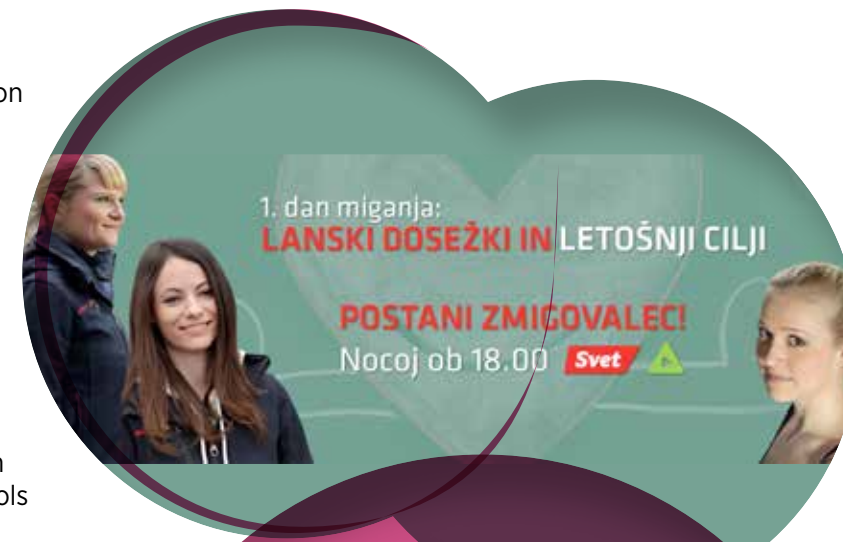
Whether it comes to food, drinks or exercises, the daily series Peb & Pebber aired on RTL Group's kids channel Super RTL it is always available to show kids in a vivid and playful way new sports or explain great cooking recipes. The puppet-heroes always surprise the audience with innovative ideas, curiosity and passion. Peb & Pebber – Helden privat is suitable for children aged three years and was first produced in 2006. In the target group (3-13), the series continues to score good ratings — with an average audience share of more than 20 per cent.

Become a winner + mover

This is a weekly section in news format SVET on Kanal A with the objective to encourage more people to exercise. The team of SVET was discovering answers to the following questions: what does more exercise bring to us and what does it mean for our budget, health, well-being, eagerness to work and generally to support a positive living environment. Good examples of healthy living are sought every week and to be able to engage as many people as possible, the company decided to involve the widest audience possible, ranging from kindergartens, primary schools, grammar schools and faculties.

Some private companies got involved by encouraging their employees to spend their breaks actively. The campaign was also embraced by number of healthcare centres, Sport union of Slovenia, Chamber of Commerce and Industry of Slovenia, Mountaineering Union, Institute for Kinesiology Research and many more.

The feedback gathered on a regular basis honestly showcases how much time the nation on every age level has devoted to exercising. The idea has generated nothing but a positive response for the past two years; therefore it will definitely be continued.



The goal is very simple and clear - encourage more people to exercise.

More than 15 kindergartens, primary schools and grammar schools were involved. The Faculty of Sport and Faculty of Social Sciences engaged both in sport activities and contributed their knowledge about health and active lifestyle.

Go Hard or Go Home

In this adventure challenge series, which started in early 2014, ordinary members of the public participate in some of the world's most extreme endurance races, in amazing locations, with only a couple of weeks to prepare. Groups with very different levels of physical preparation including doctors, members of the Women's Institute and pub landlords are involved, who have to make a serious commitment and huge changes to their lives even to be allowed to take part.

Hannah White, who knows all about endurance challenges, having sailed the Atlantic three times solo and is also a competitive long-distance cyclist, mountain biker and runner chooses the contestants from the British public to take part in this life changing challenge.



"Hanna's mission is to get her team to the start line of some of the world's toughest physical endurance races, ready for this amazing challenge. She will be mentoring unfit members of the public through the physical and mental pressures of tackling some of the most notorious sporting events on the planet."

There are 16 contestants per series, four per episode. All are ordinary members of the public, and in some cases very unfit. They are given 12 weeks to train and prepare for their endurance race with trainer Hannah White.

Milkshake Bop Box

It is a dance programme aimed at children, where they learn a routine and are encouraged to engage at the same time. "Presenters Derek Moran, Kemi Majeks, Jen Pringle, Amy Thompson and Olivia Birchenough are whisked into the fantastical world of the Bop Box, where they show viewers how to perform fun dance moves before being magically transformed into the songs' characters, who include astronauts, mermaids, pirates, superheroes and even a couple of wobbly jellies!"





Motivation Nation

An on-air campaign aimed at encouraging the country to make one small change a day to look better, feel great and lose weight. Broadcasting throughout a week the presenters of ITV's morning show 'Good Morning Britain' teamed up with fitness and wellbeing experts live across the country giving out tips on how to have a healthier lifestyle.

This is just one example of many campaigns featured across Day-time that encourage physical activity and sports. Across 2015 the momentum has continued on ITV with campaigns that include viewers signing up to pledge to fitness programmes and healthier life styles - supported by on-air editorial features, expert advice and tips on how to make a difference.





3.2.

CAMPAIGNS AND OTHER INITIATIVES

- Young people

Alba macht Schule

Run by the renowned basketball club Alba Berlin, this Sky Stiftung-supported project engages children and juveniles each week for at least 90 minutes of additional physical activity outside of their regular physical exercise lessons.

As Germany's number one sports television broadcaster, Sky Deutschland sees its prominent position as an opportunity to instill an appreciation for an active lifestyle in children and young adults. The company enlists the support of Olympians, prominent personalities and its flagship channel, Sky Sports News HD.

Over 1,500 secondary school students take part in the initiative supported and run by the renowned basketball club Alba Berlin.



Kids auf Schwimmkurs

Launched in Heidelberg in 2008, Kids auf Schwimmkurs now has 6,000 participants in six German cities and 40 different schools. Along with «... für Kinder e.V.», a club established by Olympic swimmer Franziska von Almsick and the City of Heidelberg, Sky Stiftung aims, with this initiative, to reduce the number of bath accidents by teaching children how to swim at an early age. In 2014 the programme was expanded to offer a course for special needs children. An initiative in cooperation with Special Olympics Germany, the course aims to teach these children about water safety, thereby giving them the tools to participate in swimming.

Children with special needs are still underrepresented in organised sports. This pilot project focuses on their specific requirements, thereby encouraging them to participate and be active," Nicole Zubayr, Sky Stiftung General Manager.

With the support of the city of Heidelberg and Olympian and Sky Stiftung Ambassador Franziska von Almsick, the project has grown to include 6,000 participants in six German cities and 40 schools in only seven years.



„All schoolchildren in Germany, regardless of their background or disability, must learn how to swim. We must reduce the number of children we lose to drowning to an absolute minimum.“

Franziska von Almsick, Olympic swimmer and Sky Stiftung Ambassador.





Neue Wege

Sky Stiftung supports the Munich-based climbing club Grüne Geckos in helping children with challenging backgrounds to integrate in society and learn problem-solving and teamwork skills. The club uses climbing to teach them responsibility and self-respect and guide them on their way to becoming confident young adults. Currently

20 young children are in the climbing club that fosters confidence by helping underprivileged children learn how to share responsibility and solve problems.

BuntKicktGut

A Germany-wide intercultural street football league supported by Sky Stiftung, BuntKicktGut fights against discrimination by encouraging children not only to play sports but also to manage leagues and organizational bodies together.

2,000 teenagers participate in this programme, which actively advocates the peaceful co-existence of children and juveniles from all cultural and social backgrounds, as well as the sustainable promotion of social values.



Active Learning Association

Together with well-known footballer Christoph Metzelder's foundation, Sky Stiftung supports the Active Learning Association, an initiative for secondary school pupils through which health and education are promoted in a holistic way by providing free lunch, private lessons and supervised homework, as well as joint group sports activities. The programme is arranged in a way that local partners such as schools and sports clubs can get involved easily and join the initiators in supporting their community's youth population.



For seven years now, the Sky Stiftung has focused on highlighting the importance of sport and health to children and young people, in particular developing programs to ease access to sports clubs for underprivileged children.

Commit Award 2014 for sport and volunteering

Under the headline "We're looking for young heroes", the seventh edition of RTL Television's Commit Award in Germany was set out to honour young people under the age of 29 who are not only active athletes, but also get involved in the community and get other people excited about sports.



The first place in the 'Individuals' category this year went to the 29 year old wheelchair athlete Kerstin Wolf who is a passionate volunteer in the integrative sports programme at the Wernsbach-Weihenzzell Sport Club where she coaches wheelchair sports groups in various popular sports. In the 'Audience' category, Sportpiraten Flensburg eV, a BMX and skating club that gives youngsters a fun and exciting way to spend their free time, received the award. More than 2,000 online voters took the opportunity to determine the winner of this category among the three best contestants out of every category ('Individuals', 'Groups', 'Audience' and 'Media').

Organised since 2008, the Commit Awards are presented every year in September. The panel of judges includes, among others, Head Anchor of RTL Aktuell Peter Kloeppel and RTL Sports Presenter Ulrika von der Groeben.

This year's Commit Award was presented on Tuesday 9 September at IFA in Berlin. First place at RTL's media award for sport and volunteering went to the 29-year-old rehab athlete Kerstin Wolf.

'Day of Play'

This day was organised for the 8th time in 2015, and it was the second time that VTMKZOOM participated. This initiative has proven to be extremely successful with 233 towns joining and organising activities in their town.

In this way children are encouraged not to only watch television, but find a good balance between viewing time and playing outside. Feedback of parents and children has been very positive since the beginning.

In 2014, VTMKZOOM sent one of its presenters to one of the towns to record the programme 'Olé Kongé' a game show that is shot on location.

As a result of this project, more than 100.000 children come out and play, while the main kids' channels stop airing.



Young Hopefuls

The Young Hopefuls project is aimed at young talented individuals who are still making their way to the top and thus find it difficult to obtain professional or sponsor funds to develop their talents.

For the third year in a row young hopefuls active in sports as well as the arts and science were invited to join the programme. The aim is to provide assistance to young persons with diverse talents, skills and ambitions, and contribute to development of their potentials more easily.

The winners are presented to the wider public at the final show entitled "Your Face Sounds Familiar". This year's winners were young athletes excelling in different sport disciplines, such as swimming, rhythmic gymnastics, contemporary dance, badminton, figure skating and rock climbing.

Every year, the Young Hopefuls project is more widely recognised and respected, and brings a brighter future to young talented individuals.

The company believes that any support provided to young hopefuls today shall result in added value to the overall society tomorrow

"The Young Hopefuls is one project which has had the greatest positive impact. This positive energy that was disseminated through the Your Face Sounds Familiar show was in perfect harmony with the energy, creativity and talent of the youths who presented themselves to the public during the show. They are beacons of a bright future, perseverance and progress, and we will certainly hear about them in the future. It was our honor and pleasure to have forged such a partnership with the "Vse bo v redu" institute,"

Darja Zajc, Marketing Director, PRO PLUS, d.o.o.



In 2013, POP TV together with co-organisers the Vse bo v redu institute of the main national insurance company Zavarovalnica Triglav, distributed supporting funds to 13 young hopefuls, while for the last two years there were 12 talented individuals who received the support.



"I hope the students continue to use the initiative to learn the value sport can have off the field, as well as on it. The values of sport are helpful in sport, but actually very, very helpful away from sport" **Johnny Wilkinson.**

"Our partnerships with sports bodies benefit fans, players and future talent alike. Since Sky began covering football, over 30 English clubs have rebuilt or substantially improved their stadiums." **Barney Francis, Managing Director, Sky Sports**

Sky Sports Living for Sport

Through this initiative, which exists since 2003, the company together with Youth Sport Trust uses the power of sport, and the support of ambassadors like David Beckham, Jessica Ennis-Hill, Jonny Wilkinson and many others to inspire young people and help them build life skills. It is a free initiative for all secondary schools in the UK and Ireland which uses sport stars and sport skills to boost confidence, change behaviours, increase attainment, and improve life skills. The project can be run as a new stand-alone project or it can add value to projects that schools are currently doing already.

Schools need to write their project plan by selecting a target group of students who they feel need support, including designing a series of weekly sports activities that they feel will help them develop the most, create an event, tournament or a movie and at the end organise a celebration or a trip for all the participants. They submit their project online and hopefully get selected to be able to spend visit by one of the celebrity mentors who then engage with the school through a variety of activities in order to increase the profile and impact of the initiative within the rewarded school. Recently this was done with Jonny Wilkinson and his Masterclass.

At the end of the year, the company gives out several awards, including the UK & Ireland Student of the Year, Project of the Year as well as Teacher of the Year award.

"Potential barriers to getting kids active are complex and multi-faceted, including access to facilities, the school curriculum and competition for leisure time"

Barney Francis, Managing Director, Sky Sports.

97% of Lead Teachers said the project was successful for participating students
86% improved their attitudes towards health and well-being. To date Sky has worked with over a third of schools in the UK and helped benefit over 74,000 young people through this initiative.¹

¹ Chrysalis Research, 2014, Sky



Fever Pitch

As part of ITV's summer of sport (2014), the Company created a free World Cup Fan Park in the North West, to give families and communities the opportunity to immerse themselves in the biggest football event in the world. At the heart of the park, 450 tonnes of sand created a Brazilian-style beach soccer stadium, which by day was used to inspire local schools and community groups to get active and take part.

The community programme was delivered in partnership with 'Join in' and hosted 250 community sports volunteers who gave up their time to carry out 5000 hours of volunteering.

This enabled 2000 local school children and members of diverse community groups to experience playing beach soccer with professional coaches during the tournament period.

3.2.

CAMPAIGNS AND OTHER INITIATIVES

- Employees



BRAVO À NOTRE #M6Team

Almost 100 Groupe M6 employees got into their sports kit and trainers for the first 6 km race for businesses in the heart of La Défense.

Run at Work 2015

In May 2015, Groupe M6's employees in France, including well-known faces from the flagship channel M6, took part in the first 'Run at Work' event — an inter-company sport initiative where over 80 businesses and 3,000 participants representing their company tried to successfully complete the 6 km run which started in La Défense business area.

The new initiative aimed to encourage employees to be physically active, while offering a festive gathering for socialising with colleagues outside of work.

Groupe M6's participation in 'Run at Work' complements other sporting events such as the Paris-Versailles race, the Boulogne half marathon and the Christmas Corrdia in Issy-les-Moulineaux, in which the company running club takes part each year.



Corporate Health and Well-being programme

The RTL Group Corporate Centre in Luxembourg continually improves its health and well-being programme structured around four main areas: **'Get Fit'**, **'Be Healthy'**, **'Eat Right'** and **'Be Zen'**.

Over and above compliance with occupational safety and health regulation, the company provides its employees with many incentives to encourage physical activity and healthy living among them. Some of these include:

- free access to corporate fitness room (and free fitness classes) to motivate employees to practice a sport on a regular basis,
- a variety of health initiatives to help employees to identify, prevent and reduce health risks related to our work environment and
- free fruits and largely subsidised restaurant meals — including health dishes — to encourage employees to eat a more balanced diet.

'Be Healthy' 2014

Most people know roughly how much they weigh, but few know whether this weight is healthy and why maintaining a healthy weight is important in the first place. In fact, even persons with a normal weight (as defined by the BMI¹) may have a lean/fat body mass ratio that puts them at higher risk for developing heart disease, high blood pressure, diabetes or other conditions.

Therefore, within the framework of its Health and Well-being programme, RTL Group's Corporate Centre in Luxembourg relaunched its successful 'Bio Impedance Analysis' (BIA) in September 2014. The BIA campaign offered all

employees on site the opportunity to get an accurate picture of their current weight by measuring their body composition in terms of water content, muscle mass, bone mineral content and fat mass.

The results were printed as a report with graphics that compared them to established benchmarks based on the employee's age, height and gender. Following the analysis, each participant had the opportunity to take action to improve their measurements and increase their fitness score.



RTL Group's BIA campaign 2014 reached over 110 employees, making it the most successful 'Be Healthy' campaign to date.

Télévie Challenge 2015

In March 2015, employees at RTL Group's Corporate Centre in Luxembourg got on their bikes to take up the traditional Télévie Challenge — a collaborative 'spinning' marathon organised by the company to raise donations towards cancer and leukaemia research.

The eleventh edition of this great non-stop sporting event lasted from 12:00 to 20:00.

After eight hours of non-stop pedalling on their bikes, the cyclists clocked up 8,929 kilometres (+308 km vs. 2014), a distance which the company converted into a total of €44,645 (€5 per km) and generously rounded up to €60,000. In all, since the launch of this charity cycling event in 2005, more than 95,000 kilometres have been completed. The total distance covered converted into a total of €540,000, with all the proceeds going to the National Scientific Research Fund (FNRS).

RTL Group's 34 teams and 230 participating employees also received welcome help from 150 external participants, including Luxembourg Minister for Sustainable Development and Infrastructure François Bausch and cross-country champion Pol Mellina.

In 2015, the RTL Group Télévie Challenge raised €60,000 for cancer and leukaemia research.



¹ Body Mass Index

Fit & Healthy Week

The Fit & Healthy week takes place once a year in October at RTL Nederland's premises in Hilversum. Every day, all employees can attend different workshops and activities devoted to nutrition and vitality, stress, performance, sport and exercise, relaxation. The workshops are based on the principle of "being healthy and staying healthy".

With this initiative, RTL Nederland aims to stimulate, motivate and increase the awareness of personal health and vitality. Since healthy and active employees have a positive impact on the success of each individual and the organisation, the company also intends to keep pace with current and relevant issues and developments in this field.

425 RTL Nederland's employees (85 per cent) attended the Fit & Healthy Week workshops in 2014.

3.2.

CAMPAIGNS AND OTHER INITIATIVES

- Local Communities

The First national Prison Games



During four days in September 2014, 346 participants gathered at the Centre for Resources, Expertise and Sporting Performance (CREPS) in Saint-Raphaël-Boulouris in the south of France to compete against each other in a wide range of sporting activities such as athletics, marathon running, football, boxing, tennis and many more. Fondation M6 was one of the partners supporting this all too seldom sponsored cause.

Organised by the French Penitentiary Administration, the aim of the initiative was not just to encourage the detainees' athleticism, but to get them back involved in a collective project that covered two areas: practising sports and fighting addictions. In fact both alongside the physical preparations for the Games and during the games, the inmates were given an opportunity to attend events that dealt with issues such as doping, substance abuse and other addictions.

The preparation lasted for 9 months and included training for the inmates and coaching by instructors and members of various sports federations. Groupe M6 was a financial partner and played a key role in promoting the project in the various establishments to encourage participation.



346 participants took part in the 2014 Prison Games – 184 of which were detainees, including 9 women. 39 prisons nationwide were involved.

Holger Stromberg, chef to the German national football team

To underscore its commitment to promoting a healthy lifestyle, Holger Stromberg, Head Chef for the German national football team, was appointed recently as Sky Stiftung Ambassador. He is author of the book "Germany – Eat Yourself Fit", and in his role he emphasizes the importance of providing your body with the correct "fuel" for health and fitness.

Holger's appointment showcases how important fitness and nutrition are to the company. In its programming Sky Sports also covers the visions of the Sky Stiftung and delivers reports on nutrition and exercise, having already broadcast a special feature 'Inside Report' on the chef's nutrition tips on our flagship channel Sky Sport



"I think it's great that the Sky Stiftung inspires children to be active. It's also important that we make our children aware that we also need proper "fuel" for our bodies. If I can communicate this to kids during my ambassadorship, I will be satisfied!"

Holger Stromberg, chef to the German national football team

Holger Stromberg, Head Chef for the German national football team appeared in a special feature aired on Sky Sport News HD as part of the series Insider Report to give the viewers a look inside the nutritional habits of professional footballers.



SLOVENIA

Small steps for a BIG GOAL

Running has become a way of life in today's world. Almost everyone can run, since you do not need much - just a pair of running shoes. Encouraged by the team of SVET, the employees of PRO PLUS joined forces in 2011 and started the project - **running across Slovenia** for a social cause.

Participation has grown every year as well as the funds donated for children with severe disease and deprived families with children.

Each year we have demonstrated our viewers of the SVET on Kanal A, how each cent of the collected amount was spent.



"We are running not just for ourselves but also for a higher god - to help others. With this campaign we connected people from all across Slovenia (individuals of all ages, professionals, non-professionals, many schools, kindergartens, as well as handicapped people).

With the employees we connect appetite and the desire to do something good."

**Darja Zajc, Marketing Director,
Pro Plus d.o.o.**

4 years - 3.715km - 259.465 EUR of donations - There is no way we are going to miss the run in 2015.

So far, we already ran Slovenia from north to south and from west to east and so carried the voice of the campaign to all corners, among the people and also on social networks.

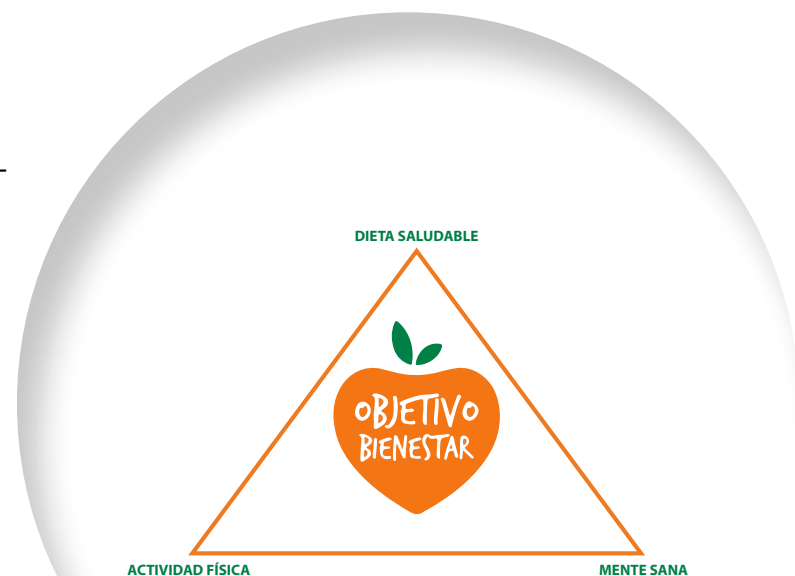


Objetivo Bienestar initiative ("Learn how to live better")

Antena 3 decided to launch an online portal that offers numerous tips how to live a healthy life as well as possibility to create your own profile through which you get personalised advice on healthier living or you contribute to the community with your experiences. You simply register and follow daily activities and advice in three main areas, healthy diet, regular physical activity and a healthy mind. Jorge Fernandez, one of the TV's channel stars together with the sports presenter Ainhoa Arbizu help encourage citizens to join the campaign and invite them to propose different healthy living challenges which they need to achieve personally. This nicely adds an extra funny and motivating element to the whole initiative.

The campaign lasts 365 days with every day offering one new piece of advice on how to improve the healthy living. In addition, one of the leading TV programmes Espejo Publico also covers it on a weekly basis by focusing on one of the campaign topics per week by including different interviews, sharing advice from various people as well as discusses true and untrue facts of a certain issue.

The campaign lasts 365 days with every day offering one new advice on how to improve the healthy living.



Sobre ruedas la vida me gusta más ("Life on wheels, I like it more")

The primary goal of this campaign, channelled through the MEDIASET ESPAÑA multi-award winning social initiative "12 MESES" (12 MONTHS), is to promote the physical and psychological benefits of cycling, and the use of bicycles as a mean of transport. The campaign consists on the screening of different promotional spots with the celebrities of the Mediaset España Group in leading roles. Those spots are also supported by the rest of the Group's TV programmes and news services.

Several documentaries and interviews are also broadcasted, on issues like the importance of helmet use by riders, going to work by bike, the need of traffic roads to be adapted to bicycles, bike as a trendy item, trips on green routes for bikers, or bicycle as a socially inclusive tool for people with disabilities, among others.

"Sobre ruedas la vida me gusta más" received the 2013 Sports Excellence Award.

Additionally, the campaign has acquired an international dimension as part of the "European Mobility Week" and the STARS Programme (an initiative to encourage students to use their bike to go to school), both promoted by the EU.



Tour de ITV and cycle challenge

As the world's focus shifted to Yorkshire for Grand Depart of the 2014 Tour de France, ITV leveraged the opportunity to host its own 'Tour de ITV', fronted by well-known celebrities to raise awareness of the need for more grass-roots community sports volunteers and raise money for the Tour's official charity - Marie Curie Cancer Care. The programme consisted of various cycle challenges for staff, the public and community groups to get involved - re-connecting ordinary people to cycling and the health benefits.

From a 60 mile celebrity soap to soap cycle challenge that highlighted the integral role volunteers play in putting on these big events, to a static cycle challenge at ITV hubs sites and the Festival of Cycling - the Ceremonial start of The Grand Depart 2014, a total of £21,070 was raised for the charity. The donation was achieved through a combination of celebrities, ITV staff and the public cycling a combined total of 4783 miles through the ITV hosted events.



"I was excited to be doing something at the heart of our local community, inspiring people to volunteer at sports clubs, which allows others to enjoy more sports and lead a healthy life. It's also great that we are raising funds for a great charity like Marie Curie Cancer Care. Gaynor Faye, Emmerdale Actress"

"The atmosphere in the marquee was electric with people from all walks of life taking part. We had sibling rivalry; parents vs. kids and even the army and police taking to the saddle to clock up the miles. It was such an honour to be part of it all".

Ben Wicks, Marie Curie Cancer Care



Text Santa

As part of ITV's flagship annual Christmas charity appeal, a physical challenge was included for the appeals' 24 hour launch programme. Over the allocated day 400 people made up teams of corporates, public services, celebrities and ITV staff cycled to collectively fundraise £110, 000 for Text Santa. During the 24 hour marathon challenge 9669 miles were cycled.



Over 80,000 viewers signed up to join the campaign and receive Motivation Nation tips and the campaign webpage received more than 400,000 hits.



Sky Ride

This initiative has proven to be very successful for the six years in a row. In partnership with British Cycling the company is providing ways for people to get involved in cycling at any level. One strand of this initiative is called Ride Social which main goal is to connect like-minded cyclists in their area and allow them to arrange rides online on their own. Only in 2014, it hosted 14 city events and 2,100 local rides with a total of over 170,000 participants. Since its beginnings, the number of people participating in this exercise reached more than a million in total.

Only in 2014, it hosted 14 city events and 2,100 local rides with a total of over 170,000 participants.

ITV Local Heroes campaign

A joint initiative between ITV and 'Join In' launched during ITV's summer of sport 2014. The campaign, championed by former professional football player - Ian Wright MBE, aimed to channel national pride and emotion around large sporting events into local sports; generating more volunteers in grassroots community clubs. The campaign advert played out on-air across the summer as well as being promoted at local community events. Every volunteer within a community sports club enables up to 12 more people to enjoy sport locally.



"Join In are thrilled to be working in partnership with ITV, putting sport at the heart of communities by encouraging thousands of people to volunteer at local sports clubs and groups across the UK. We believe that this collaboration with ITV Local Heroes will inspire new volunteers to lend a hand and in turn encourage more people into sport and ultimately leading happier and healthier lives."

Rebecca Birkbeck, CEO of Join In

Across the summer ITV helped generate the equivalent of £80 million worth of potential well-being by those who registered their interest in becoming volunteers.





The Association of Commercial Television in Europe

Rue des Deux Eglises, 26
1000 Brussels - Belgium

+32-2-736 00 52
@ACT_eu

www.acte.be