

**FERRERO**

# KINDER JOY OF MOVING

Ferrero Group  
Global Results 2019



Kinder Joy of moving is our international Social Responsibility Project dedicated to promoting an active lifestyle for children and their families through a joyful approach to physical activity.

Now in its 14th consecutive year, the project has proved highly successful throughout the world in cooperation with accredited partners and experts: Institutions, 4 Olympic committees, 138 Sport Federations, Associations such as the renowned ISF (International School Sport Federation), Ministries and Universities.

The initiatives of this project are inspired by Joy of moving: an innovative, scientifically recognized educational method.

**The Joy of moving** methodology aims to get children moving, through play whilst also developing key skills in four major areas: physical fitness, motor coordination, cognitive function and creativity, life skills.



## Introduction and key results

**Started in 2005, Kinder Joy of moving has been part of our Group's Social Responsibility program since this was launched in 2013 attesting to the Company's commitment towards the well-being of the younger generation.**

**D**uring 2019 the project has widened its boundaries towards a new perspective, more focused on movement (that means sport but not only) lived in a unique way: easy, engaging and joyful. An evolution that has brought to a name change from Kinder+Sport, the original project name, to Kinder Joy of moving, underlining a progressive

transformation in line with its proximity to the Kinder Vision and Purpose that supports joyful growth. And just as Kinder is committed to offering little but important moments of joy to children and families around the world, it is also committed, through the Kinder Joy of moving project, to another important objective: bringing joy to children through moving, encouraging their natural inclination to be active, move and play.

Promoting the joy of movement from an early age helps to root the importance of sports practice in younger generations, for this reason at the heart of the project is the strong belief that a positive attitude towards movement will make today's children, better adults tomorrow.

In light of its outstanding results, the Kinder Joy of moving program will continue consolidating its activities, with the aim of increasing not only the time dedicated to physical activity by children and teenagers but also the quality of this time never losing sight of its original Vision, Mission, and Goal: its Vision is to inspire future generations to adopt a culture of exercise, movement and wellbeing, lead to a joyful and fruitful adult life; the program's Mission is to promote and encourage physical activity as a simple, daily practice for children around the world; finally, its ultimate Goal is to make the largest number of children in the world move and play with joy.

In a spirit of continuity and constant development, the natural evolution of the Kinder Joy of moving project now brings its core principles – friendship, fair play, family and fun – into a larger perspective, beyond competition and towards a more joyful approach: whatever the game, let joy win. Joy of moving instinctively shifts the focus from performance to fun, from competition to collaboration. Irrespective of the sports discipline, the playing field and the level of performance or ability of the child, Kinder Joy of moving lets the joy of movement win.

This is why Kinder Joy of moving organizes and supports physical education programs in and out of schools, sporting events for children, and school competitions, with a single goal: to guarantee that movement is above all a joy for children. Kinder Joy of moving also runs multidisciplinary events to bring children closer to sport, collaborates with athletes and champions to inspire, and supports research projects focused on the benefits of an active lifestyle.



## Introduction and key results continued

### The latest global results for the Kinder Joy of moving project confirm once again the growing success of the initiative:

36 active countries were involved, together with 138 partners (high profile and qualified, including institutions, ministries, universities, four Olympic Committees, sporting federations and associations, and the ISF ) 4.6 million children took part in the program's activities (physical education programs, sports events, student championships, multidisciplinary camps), thus helping to push forward the project's ultimate goal: to inspire children around the world to get active, enjoy Moving, and develop life skills in an engaging and joyful way.

Thanks to an €12.9 million overall investment, several different activities and events were organized for the children and their families.

Among the initiatives there are some worth mentioning:

- One which is directly related to the Joy of moving methodology pilot project, developed in USA through the partnership with Save the Children through the activation of the methodology games within the project Summer Boost camps in Morongo and Barstow, California. Save the Children and Ferrero believe this partnership is a natural extension of their commitment to supporting families and children in need through education and well-being programs.
- Russia in which the project kicked off with partner STARKIDS through a special event for kids from Ironstar, one of the most popular organizations for cyclic sports and its aim is to promote healthy and active lifestyle for adults and kids. STARKIDS created the race for the youngest athletes.
- In Italy, following the initial, nationwide replicability evaluation report, the Joy of moving method has become a program officially promoted by the Italian Ministry of Education, University and Research, with about 11.000 classes all over Italy taking part in the educational offer during the 2018/2019 school year, involving a total of 269,250 children - considering an average of 25 children per class - and 540,000 family members.

# 36

Countries

# 4.6m

Children moved

# €12.9m

Total investment

# 138

Federations and Associations



## Guidelines for social responsibility

Kinder Joy of moving put our commitment into practice strengthening its actions by expanding year after year the project through 5 guidelines for responsibility that the program adopts in all its operating Countries:



### SHARED GOALS

The establishment of shared goals and processes at global level allows us to communicate a common vision, as we strive towards ambitious goals.



### SOLID PARTNERSHIPS

Kinder Joy of moving operates in collaboration with expert partners and authoritative ambassadors.



### EDUCATIONAL APPROACH

Kinder Joy of moving helps children to absorb and embrace the essential values and ideals of sports and life in general.



### GLOCAL DEVELOPMENT

Kinder Joy of moving has a standard world format, but single initiatives are tailored to suit local customs.



### MEASURABLE RESULTS

Kinder Joy of moving adopts a sophisticated global monitoring programme to enable the constant evaluation of its results.

#### Shared goals

Delineating and defining shared goals on a global level allows to convey a common vision, guiding the project towards ambitious objectives. Working together under the same banner makes all the Kinder Joy of moving initiatives stronger and more effective.

#### Solid partnerships

Kinder Joy of moving actively collaborates with national and international partners, such as Institutions, Ministries and Universities as well as 4 Olympic Committees, 138 Sporting Federations and Associations, sports champions, who are models of positive behaviour, share the same values and become ambassadors of the project. Special attention was dedicated to consolidating our partnership with the ISF, a true point of reference for school-level sports throughout the world.

#### Educational approach

Education is the core element of the project, which encourages the natural predisposition of children to move and play and fosters the values of friendship, honesty, trust and integration, in the belief that a positive attitude towards movement and sport can make today's children better adults tomorrow.

It was during the Expo Milano 2015, together with our partners CONI and MIUR, that Kinder Joy of moving presented the innovative method known as Joy of moving, a motor skills and physical education program for children that is centered around playing games.

#### Glocal development

The Kinder Joy of moving program globally shares a common format, which is then activated at country level with initiatives that always take into account specific local conditions and circumstances, adapting a global approach to regional features without losing track of our overall method and principles.

#### Measurable results

A worldwide monitoring program has been established in order to ensure that all results of the project's many different initiatives are globally tracked and analysed. This allows for a constant and timely evaluation of the project and assessment of its impact.

## The right to play

**Helping children to grow into healthy adults through fun, games and social interaction is the ultimate goal of the Kinder Joy of moving program. But playing should also be a fundamental right of all children, throughout the world, this is why we strongly support the Children's right to play as specifically recognized in article 31 of the United Nations Convention on Children's Rights.**

### Children's right to play

#### Article 31 of the United Nations Convention on Children's Rights (Resolution 44/25 of 20 November 1989)

- States Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.
- States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity.



### Promoting the sustainable development goals of the UN 2030 agenda

Children are our future, therefore it is only natural for Kinder Joy of moving to evolve in line with the Sustainable Development Goals (SDGs) outlined in the UN 2030 Agenda, which isn't only a crucial and urgent call to action for sustainable development: it also provides a shared blueprint for peace and prosperity. In particular, Kinder Joy of moving strongly supports two of the SDGs at the heart of the 2030 Agenda: numbers 4 dedicated to Quality Education and 17 about Partnerships for the Goals.



**Quality Education:  
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.**

This goal is mirrored in the Joy of moving's scientific method supported and spread through Kinder physical education programs in and out of schools as well as sporting events for children and school competitions, all in a spirit of joy and fun.



**Partnerships for the Goals:  
Strengthen the means of implementation and revitalize the global partnership for sustainable development.**

Here is where Kinder Joy of moving extensive partnership program comes into play: operating around the world with high profile, qualified and expert partners, including Institutions, Ministries, Universities, Olympic Committees, Sporting Federations and Associations and private players sharing the same social responsibility values and sustainable development goals. In this context, meaningful partnerships are those with Costa Cruises and a pilot project with Save the Children in the US.

## Our rules

**No program could be universally effective without a shared set of rules. Kinder Joy of moving is no exception, and throughout the years all of its initiatives have been abiding to the following rules:**

### RESPONSIBLE

Kinder Joy of moving is a Social Responsibility project that respects children, their families and their communities.

### GLOBAL

The program is proactive worldwide, in cooperation with local institutions as well as national and international sports federations.

### CONSISTENT

It has the specific and consistent goal of encouraging the younger generations to embrace an active and healthy lifestyle.

### EDUCATIONAL

It teaches children to socialize, integrate and trust themselves.

### MULTIDISCIPLINARY

It is based on a variety of activities, popular sports and active games. It is never violent or aggressive, never gender exclusive, and always family friendly.

### ON THE FIELD

The program runs in local communities with the aim of incorporating physical activity into the daily lives of families.

### FULL VALUE

It instills the true values of sportsmanship, following the good examples set by positive role models and sporting champions.

### NOT COMMERCIAL

It is absolutely non-commercial and not geared towards profit.

### UNIQUE

It is globally recognized for its clear identity and unique approach to sports.

### CLOSE TO THE PEOPLE

It is capable of involving and engaging a large number of people.

## The Joy of moving

**Kinder Joy of moving, the educational model based on play, fun and movement and dedicated to the all-round growth of children, is inspired by the science-based Joy of moving method.**

**T**his innovative method has been developed in collaboration with the Foro Italico University in Rome, the MIUR (Italian Ministry of Education, Universities and Research), the Piedmont Regional Office of Education and the Italian National Olympic Committee (CONI). It was first conceived by Caterina Pesce, associate professor in Sport Sciences under the department of Human and Sport's Movement of the Foro Italico University, and her team. It builds on the interconnected development of physical fitness, motor competence, cognition and life skills and uses physical activity games specifically designed to promote this joint development, thus contributing to children's wellbeing and increasing their future citizenship skills.

Three years of extensive research and field trials, starting in 2012 and involving over 1,000 kindergarten and primary school children from Alba at the Village Lab, turned out to be highly engaging and successful. First outcomes, evaluated under the supervision of an International Scientific Committee (composed of P. Tomporowski and Avery Faigenbaum, USA; A. Saakslati, Finland; Marios Goudas, Greece) have provided encouraging evidence. For example, it has been shown not only that the Joy of moving method stimulates motor development, but also

that it is precisely by stimulating the ability to coordinate movements that children manage to develop their cognitive efficiency as well. But these results should only be considered as the first steps in an ongoing validation process that we will continue to carry on with all concerned parties and institutions at national and international level.

Overall, the results show that the method is efficacious in promoting the development in the physical, cognitive, emotional and social development of children, converting scientific evidence into replicable good practices. Beyond the method's efficacy in child development, its effectiveness has also been proven: the process of adoption and implementation of the Joy of moving method in preschools and primary schools has been evaluated in a nationwide translational research commissioned by the Italian Ministry of Education (described in a pertinent section below). The didactics manual and subsequent online materials for schools are based on the experience and feedback of this Joy of moving research, which was introduced to the world during Expo Milano 2015.

### The method

Joy of moving, the innovative program centred on child development through play and movement in a variety of different practices, has one ultimate goal: to promote body movement and the life skills of junior citizens by way of children's innate joy of Moving.

Physical fitness, motor coordination, cognitive functions and creativity, and life skills: these are the four pillars on which the method is based. Notably, the program supports a fun and non-competitive approach to physical activity, enabling kids from all kinds of



different backgrounds, including those with disabilities, to participate in both cognitive and physical activities without any of the anxieties that competitive sporting induce in some children. Competition, if present in the Joy of moving games, is conceived as an enjoyable challenge with oneself and others and an opportunity for self improvement with no primary focus on winning.

The Joy of moving method has been scientifically validated as an educational model in physical activity with innovative features. Its approach is substantially different from all previous systems, as it integrates in a unique way up-to-date evidence from different disciplines to tailor education around physical activity games.

Furthermore, the model's comprehensive features and the authoritative international network of its Scientific Committee, which have been instrumental in establishing partnerships with local Federations and Institutions, allow it to be replicated in schools and government programs across different countries.

### The manual

A detailed description of the Joy of moving educational method, first developed at Rome's "Foro Italico" University by Caterina Pesce and her team, can be found in the manual "Joy of moving. MindMovers & ImaginAction. Playing with variability to promote motor, cognitive and citizenship development", first published in Italian by Calzetti Mariucci in 2015. This publication allows this ground-breaking didactic tool to be fully available to institutional, sports and private players, including physical education teachers in kindergartens and primary schools; it is available to be shared and applied at international level in collaboration with multiple private and institutional partners, and can also be purchased online. The Joy of moving manual doesn't only include a comprehensive theoretical section describing its philosophy, methodology and practical approach: there are also 80 different physical activity games divided into the four pillars of child development promotion: physical efficiency, motor coordination, cognitive function and life skills. Thanks to its success, it is not only available in Italian, but also in English and German, as well as online at: [www.joyofmovinghandbook.com](http://www.joyofmovinghandbook.com)



## The Joy of moving continued

### The method and the Italian institutions

The successful legacy of Expo 2015 in Milan, where Kinder Joy of moving was first introduced at a global level and where 1,000 primary schools visiting the Expo participated in the “Experience the Joy of moving” educational project, is reflected, among other things, in the ongoing partnership with the Italian Ministry of Education, University and Research (MIUR).

The joint Memorandum of Understanding signed by Ferrero Group, MIUR and the Italian Olympic Committee (CONI) in December 2015 to promote the development of good educational practices for a better lifestyle in schools provided continuity to the project after Expo 2015. In 2016/2017, the 1,000 primary schools that had taken part in the Expo activities further experienced the method within the Italian public school system through the educational play project Joy of moving. The success of the initiative paved the way for an even closer collaboration with the institutions. At the end of 2017, the same players from the first 2015 regional agreement protocol met again and signed a new protocol, recognizing the Village of Alba as a “permanent testing and research-action laboratory. This laboratory focuses on shared interests and is tied to the necessities of schools and their related sport organizations, with the purpose of turning scientific evidence into good and replicable educational practices, based on the uniqueness and innovative features of the Joy of moving program”.

During this last year, the Joy of moving program achieved another, significant recognition with the positive results of the participative evaluation expressly commissioned on the adoption, implementation and replicability of the Joy of moving process. The meaningful results presented in the report, which actively involved important institutional entities, are provided in the next section.

Following this initial, nationwide replicability evaluation report, the Joy of moving method has indeed become a program officially promoted by the Italian Ministry of Education, University and Research, with about 11.000 classes all over Italy taking part in the educational offer during the 2018/2019 school year. The initiative included the distribution of educational kits, "Joy of moving" manuals, access to the online method platform with 20-hour primary and secondary level training programs certified by the Ministry, and face-to-face training sessions with Village trainers. More in detail, 10,700 free kits were distributed (one kit for every classroom) with specific tutorials certified by the MIUR, involving a total of 269,250 children - considering an average of 25 children per class; furthermore, since the kits included a special folder for families that the children brought home, 540,000 family members were involved in all.

Several regions also offered their teachers continuous professional development in the Joy of moving method with on-site sessions provided by trainers from Alba's Village+Sport and certified by the Ministry of Education, University and Research, including Campania, Emilia-Romagna, Trentino-Alto Adige, and Piemonte. Finally, the Joy of moving program was also mentioned as a good practice by the Ministry of Health in the 'Guidelines on physical activity for different age groups - 2019'.

### Scaling up the Joy of moving at national level: a participative evaluation

A major driver for establishing these crucial institutional partnerships has been an extensive research carried out by Caterina Pesce (University of Rome “Foro Italico”), Rosalba Marchetti (Higher Education Institute, Via Silvestri 301, Rome), Anna Motta (Piedmont Regional School Office, Ministry of Education), Mario Bellucci (Farnesina Science Oriented High School, Rome). The Italian research group worked in cooperation with an International Scientific Committee composed by: Caterina Pesce, ITALY; Hal Lawson (State University of New York) & Spyridoula Vazou (Iowa State University) USA; Celia Alvarez-Bueno & Vicente Martinez-Vizcaino (University of Castilla-La Mancha) SPAIN.

The main issues at hand addressed the fundamentals of the project: its effectiveness and its replicability.

While it is true that having children play physical activity games seems quite simple enough, having an educational model aimed at educating future citizens in a holistic way through a deliberate use of well-designed physical activity games is a highly complex process. This effectiveness study - which actively involved, at a local level, educators, teachers, school principals, families, PE coordinators and children – posed a series of questions related to the implementation of the Joy of moving program, such as: is the method actually effective? Can it be extended in different contexts? Can it be successfully replicated? Is it sustainable? The highly positive responses highlighted the pathways through which a successful implementation works and future maintenance can be ensured. An exhaustive report of the results has been shared through the online platform with all institutions and national, regional, local actors involved.



Find out more at:  
[www.joyofMovingeducation.com](http://www.joyofMovingeducation.com)

## Village Joy of moving Lab

**Village Joy of moving Lab isn't only a state of the art, 20,000 m<sup>2</sup> sports facility with seven different sports fields, attracting around 3,500 attendees every week, including children from Alba schools who adopted the Joy of moving ministerial program as well as athletes from the local sports clubs, high school students, and a broad array of sports and fitness enthusiasts.**

It is also a research centre and permanent experimentation laboratory dedicated to innovation and education in motor sciences, under the expert supervision of a dedicated Scientific Committee. It is a leading training centre, where instructors, educators and activity coordinators are trained in the Joy of moving method through one of the most advanced and sophisticated programs of its kind. But most of all, it is the place where all the different Kinder Joy of moving games and initiatives are field-tested and applied in practice, and where children and their families can enjoy and benefit from activities specifically designed for them. Here are just a few of the many different initiatives, including several new ones, implemented and put into practice at the Village.

After its birth in 2012, the Village Lab has since become a model of functionality and sustainability, whose features may be successfully replicated throughout different countries and cultures. One of the drivers behind the Kinder Joy of moving program was actually to export this educational method worldwide; since 2015, the Village Lab team has brought the Joy of moving all over the world, enhancing the lives of countless children and their families. In a matter of just a few years, the Village Lab has passed from being a pilot project to becoming a “permanent testing and research laboratory” officially recognised by MIUR and CONI and exporting the Joy of moving method worldwide.

### **Village LAB Alba: promoting new research related to multi-sport training**

The Kinder Joy of moving method promotes the individual development of each child through multiple objectives (the so-called “whole-child” development). To verify and analyze the program's efficacy and long-term value, we have entrusted the Department of Sciences of the Human Movement and Sport at the University of Rome “Foro Italico” to carry out a research project, “Diversification in educational sports: intervention study on the effectiveness of multi-sport Physical Education (school environment for children aged 8-11)”.

The sample group for the research includes part of the primary school classes in Alba schools that participated in the original project – about 100 children in all. These classes participated in the multi-sport Physical Education program after being among the first to test first-hand the Joy of moving model; the other half of the sample group is made up of classes that have undergone a three-year period of traditional Physical Education. In order to complete the crossover design, two subgroups of control classes were created; these did not carry out any multi-sport program, nor participated in any Physical Education project with the Joy of moving method in the previous three years. In the 2016/2017 school year, data was collected from seven classes (four experimental and three control groups). In 2017/2018, the second year of data collection, analysis of four experimental and four control classes was completed. Now the three-year research is over and we have collected the data, which will be analyzed and reported in the next months.

### **Sundays at the Village**

The Sundays at the Village have been one of the most successful initiatives organised at the Village. Year after year, these open-door meetings have attracted countless children and their families, all taking part in a wide range of sports and games. The activities are carried out following a well-established schedule, with new, exciting, features added every year.

In addition to traditional sports such as tennis, rugby, cycling, judo, football, karate and judo, the young “Sunday athletes” are also engaged in less practiced activities, with the aim of bringing them closer to sports and movement through play and fun.

At the same time, adults were able to practice several different fitness lessons in the Village's activity schedule and also engage with children in small sports challenges. The latter may be one of the keys of the program's success: because the Joy of moving is multiplied when young and old experience it together.

### **Pregnancy gymnastics**

The Village's offer for mothers and children includes several important initiatives. One of these is the pregnancy gymnastics. For the second year in a row, the Village offers gymnastics courses during pregnancy: expectant mothers can choose to attend one or two hours per week of adapted physical activity, designed to meet the specific needs of the body at this stage and to prepare it for the time of delivery. Respiratory education, mobilisation of the spine and pelvis and pelvic floor exercises are at the heart of the courses, which this year have seen an increase in turnout. Attendees are divided into small mini-groups, according to the stage of pregnancy, in order to offer a more personalised experience: working with just a few people at a time can ensure continuous attention and targeted activities.

## Village Joy of moving Lab continued

### Joy Kids Moving

Second season also for Joy Kids Moving, which this year doubles its activities: in addition to the course for 2-3 year olds, a new one for 1-2 year olds has started. On Saturday mornings, the "Village puppies" can experience, together with their parents, the pleasure of Moving in a colourful and safe environment, to be discovered and touched, with small seats, carpets, sensory balls and other materials for early childhood. After a short fable that introduces the theme of the meeting, the lesson continues with parent-child contact games and moments of free or semi-guided exploration, where children can interact with different materials and experience the full potential of their body and senses. Sensorimotor games and mediating objects help the children to get closer to movement and to discover the space around them. Again, children are organised in mini-groups of 4-5 to offer maximum attention to each and ensure a comfortable environment. This year, children aged 2-3 years had three different occasions - on Mondays, Wednesdays and Saturdays - to make new motor experiences, always together with their parents. The didactic materials have been renewed, introducing, for example, balls and sensory tiles, in order to offer even more varied and engaging activities. The sensory workshops, which help children to better understand the reality around them, have also been successfully replicated.

### Joy of moving Junior

In this ideal process of education to movement, the next step is represented by the Joy of moving Junior course, evolution of the Multisport project. The event is dedicated to children aged 4 to 6 and aims to continue with basic motor training, gradually bringing children closer to the idea of real sport. The activity focuses on the consolidation of basic motor patterns, such as walking, running, jumping, climbing, throwing and grasping, as well as balance management and space-time orientation abilities: all useful skills to prepare the ground for sports activities in general. The Joy of moving philosophy is always at the heart of the courses, as underlined by the name itself: contributing to the growth of children as a whole means working on physical efficiency, motor coordination, cognitive and social and relational skills. To do so, the classic games of the Joy of moving method are used, in a process that stimulate the dynamic-static balance, as well as activities with unconventional tools, from light scarves to balloons of unusual shapes, which follow unpredictable trajectories. The aim, as always, is to help children to follow a path of harmonious growth through joy and movement.



## Village Joy of moving Lab continued

### Sports schools

The Sports Schools dedicated to football, cycling, and tennis have reopened with many new features, also thanks to the growing interest in a formula where sport is experienced as fun and joy. Three years after this experience first started, more and more families are looking for an alternative to traditional ways of teaching sport. The principle is based on the idea that learning a discipline should first of all be a pleasure and an opportunity for personal growth; competition is not the main objective. Children are invited to challenge themselves, rather than compete with others, and to focus on the joy of sport and movement. This year the Football School included 80 participants and as many children attended the Bike School. The tennis courses had an average of 40/50 participants, an excellent result considering that this is the most recently opened School. This overall success is also due to the continuous investments made to enrich the experience, with new equipment and new spaces dedicated to the different activities and a greater number of instructors, all with a degree in Motor Sciences and federal instructors of their discipline, because the quality of teaching is fundamental.

A further effort has been made to provide continuity to the technical courses, periodically measuring the competence level attained by children in their specific sport. The children have in fact taken small motor and coordination tests, with the assignment to each of a bracelet of different colour depending on their preparation and skill. Also the fact of receiving, at the time of registration, a Village - Joy of moving kit, specific for their sport, is helping to create a sense of belonging to a group, which encourages the creation of a joyful and positive environment.

### Day Camp in Italy

Now in its 11th edition, the summer Day Camp at the Joy of moving Village in Alba is proving to be a unique opportunity for children to enjoy unforgettable moments of play, movement and sport; it also provides, above all, unique experiences to share together while having fun. Among these are the marathon, taking place every Friday, which makes all the youngest participants aware of being part of a group, or the camping nights in tents experienced by older children which help increase their autonomy and self-reliance.

From June to July, over 140 children aged 5 to 12 had the opportunity to experience a wide variety of disciplines and activities every week in the fields and play areas of the Joy of moving Village: from classic sports to more original ones, from slacklining to checkers, from singing to magic.

All this together with the Kinder Joy of moving instructors, a team of experts entirely made up of professionals graduated in motor science and specialized in motor and sports activities for developmental age groups. This year again, strong bonds of friendship and trust were established between children and their instructors, making this experience even more special.

### Summer Camps in Luxembourg

Countless children and young adults in different countries have been enjoying the Kinder Joy of moving activities at the Summer Camps, where they are encouraged to develop their motor activities together with their cognitive and social skills while playing and having fun together. In Luxembourg, the beautiful town of Beaufort in Luxembourg's Little Switzerland was chosen to host the 2019 edition of the Ferrero Luxembourg Headquarters Summer Camp. Given the success of the past editions, the objective was to replicate their winning formula by offering an unforgettable experience to all involved while maintaining the high quality of activities offered by the Kinder Joy of moving program.

The 84 young participants stayed in a modern and spacious youth hostel especially privatized by Ferrero – an exclusive venue in the north of the country surrounded by forests, rivers and old castles. In collaboration with five trainers from the Joy of moving Village in Alba, activities included traditional sports such as football, tennis and cycling; fun workshops dedicated to science, astronomy and pottery; among the highlights of this year's Summer Camp, a fantastic afternoon of paddling and water activities on the scenic lake of Echternach. Since its launch in Luxembourg in 2017, the Summer Camp has become a highlight in the Luxembourg Headquarters' Kinder Joy of moving calendar along with our annual Family Day.

### The Village instructors as CONI trainers

The Village Lab trainers are professionals graduated in Sport Sciences and experts in the Joy of moving method, and since last year they also official trainers for the Regional School of Sport, CONI's organism supporting the world of sports. This specific training activity continued this year, as CONI -the Italian National Olympic Committee, a long-standing partner of the Village in researching and testing the Joy of moving method, provided the Village trainers with new skills and techniques. More and more educators, including kindergarten and primary school teachers have therefore been specifically instructed on the Joy of moving method and other technical aspects in the practice of sports.

## Our program for employees

**In the last few years the Kinder Joy of moving Days were a unique and highly anticipated occasion to bring together colleagues from different Business Units, together with their families, to meet and have fun in the spirit of an active and healthy lifestyle.**

**T**he initiative not only helped in promoting the values of the Joy of moving method, it also had positive side-effects, developing fruitful relations between the many different co-workers and BUs involved.

This successful approach continued last year with many different activities either organized inside our company or specifically dedicated to our employees. The focus has remained unchanged: to engage our workforce in games and team-building exercises, promoting the Joy of moving philosophy through sports and other events stimulating physical activity.

# 1,400

**Colleagues brought together with their families in Modercange, the Ferrero Luxembourg Headquarters**

### Joy of moving in Luxembourg

The fourth edition of the Kinder Joy of moving Day took place in September in Modercange, the Ferrero Luxembourg Headquarters, and brought together more than 1,400 colleagues with their families for a full day of sports activities and entertainment. Participants could experience the Joy of moving method by practicing running, tennis, basketball, volleyball, soccer, yoga, dance, karting and cycling. Sports enthusiasts were also given a chance to try free climbing and rowing – two new activities now available for all employees throughout the year as part of the Luxembourg Headquarters Sports Groups. Children were offered a variety of fun activities by the Joy of moving Village, which proved once again its popularity.

But this year's was a special edition for the Luxembourg Headquarters, which celebrated the upcoming move to Casa Ferrero as well as the 50th anniversary of Tic Tac. Along with Tic Tac animations and games, celebrations started around lunch time with a birthday toast and reached their peak with the biggest Ferrero Flash Mob ever, spontaneously bringing participants together in order to represent the number "50" as seen from above; guests were then treated to a big surprise: an airplane sending a huge "Happy Birthday Tic Tac" message across the sports field.



### Go Active in Croatia

This year our Croatian employees took part in a significant charity event: the Wings For Life World Run, which took place in Zadar, on the Dalmatian coast. This is a running competition held on the first weekend of May since 2014 to collect funds for the non-profit foundation Wings for Life. 100% of all entry fees and donations go directly to life-changing spinal cord research projects and clinical trials at renowned universities and institutes worldwide. The non-profit Wings for Life Spinal Cord Research Foundation is a driving force behind the mission. Several co-workers eagerly took part in the event, having fun while making a difference.

The Wings for Life World Run is closely attuned to the Kinder Joy of moving philosophy since it is suitable for everyone, of every ability: each runner sets his own goals without heading towards a traditional, distant finish line. Instead, the finish line catches up with each runner: half hour after the race starts, a Moving finish line, the Catcher Car, chases runners along the course, gradually getting faster until each one is caught. The first runners are passed after a few kilometres and are the first to celebrate their accomplishments, while the last man and woman to be reached are declared Global Champions. So it doesn't matter whether one is a professional athlete, a fun runner or a total beginner, or even if one takes part in a wheelchair: the result isn't measured in time, but in the distance covered before being reached by the Catcher Car, allowing everyone to figure out the pace they'll need to set to achieve his or her own goals.

## Our program for employees continued

### A volunteer day for Kinder Joy of moving in Argentina

As part of its commitment to the community of the Exaltación de la Cruz Partido and within the framework of its Kinder Joy of moving Corporate Social Responsibility program, more than 70 employees and collaborators of Ferrero Argentina participated in a volunteer day to contribute to the Capilla Sports Social Club, a local entity that promotes physical exercise and sports for over 165 children, enabling the creation of a facility that combines social, family and recreational events.

During the day, Ferrero volunteers were divided into different work teams for the completion of gym repair tasks and the installation of signs and signals. On the same occasion, an important donation of sports materials, a sports barrier net and synthetic grass were handed over to the club managers. This important solidarity initiative will allow the children who come to the club to pursue their sports practice, helping them to maintain an active and healthy lifestyle. Through sports, young people learn about the importance of key values such as honesty, friendship, unity, self-confidence and trust in others. That is why Kinder Joy of moving will continue to strengthen its commitment to the promotion of sports and its values. Present in Argentina for five years, the Kinder Joy of moving program has already involved more than 300,000 children through collaboration with associations and sports federations, the organization of events and sports clinics and public contributions to neighbourhood sports clubs.



### New activities in the Iberian Peninsula

Ferrero Iberica has organised, both in Spain and Portugal, a series of initiatives actively involving employees and stimulating physical activity and movement: the Kinder Joy of moving programme funded a range of sports activities, from running to swimming, from football to cycling, in which co-workers took part with enthusiasm and great participation.

Employees have proved to be the first and most representative ambassadors of the Kinder Joy of moving project, spreading the culture of a healthy lifestyle through the practice of exercise and sport lived with joy and in a positive way. Their satisfaction and enjoyment truly help to spread the positive message of the Joy of moving method.

### Ferrero employees at the European Company Sports Games 2019

From 26 to 30 June 2019, Salzburg hosted the 22nd edition of ECSG, the European Company Sport Games, with athletes from all over Europe competing in 27 different disciplines. Among the 200 Italian participants, 56 athletes represented the Ferrero Recreational Sports Group and the Kinder Joy of moving social responsibility project, taking part in athletics, beach volleyball, cycling, 11, 7 and 5 players football, table football, golf, and tennis. These Ferrero employees have been first-person ambassadors for our unique way of viewing sport, bearing witness to the Joy of moving philosophy, where movement is above all joy and fun, regardless of disciplines, playing fields or performance: because whatever the game, let joy win.

# 200

Italian participants  
at the European Company  
Sports Games



## Joy of moving, applying the method worldwide

As the Joy of moving method rapidly gains international recognition and is increasingly adopted throughout the world, more and more countries are becoming actively involved in the program and its diverse initiatives.

### 1 Joy of moving in Brazil

The city of Poços de Caldas, Ferrero's manufacturing headquarters in Brazil, was the first outside of Europe to fully apply the Joy of moving method. Since 2018, more than 9,500 children from all eighty Child Education Centers and Municipal Schools in the City now practice the games of the project weekly. Over 300 teachers from the city's public educational system took part in several training sessions with four Italian specialists, members of the Kinder Joy of moving team, together with several Brazilian university professors (coordinated by José and Ana Barela, Sao Paulo State University). The sessions addressed the application of the methodology and its adaptation for children with reduced mobility, with in-depth practice and theory. Teachers also had access to all didactic material translated into Portuguese, including the online platform with videos of the 80 games included in the program also translated into Portuguese. The evaluations carried out after the first year of implementation with teachers and students were highly positive: 86% of children showed interest in the activities and 82% of the teachers realized how much the Kinder Joy of moving program improved their professional performance and motivation.

### 2 Joy of moving in the UK

In the unbranded Joy of moving programme in the UK, the instructors have been teaching the Joy of moving method within the Move and Learn project. Theoretical and practical training sessions for football instructors were carried out, with the aim of having children benefit from the method all while playing their favourite sport. The project, in partnership with the EFL Trust together with 30 football clubs, has involved more than 78.000 children.

### 3 Joy of moving in Saudi Arabia

In 2019 the Joy of moving project has been introduced in Saudi Arabia. A press conference was held at Jeddah's Red Sea Mall with high-profile governmental figures including HRH Prince Abdullah bin Turki Al Saud. To ensure a flawless roll-out, the physical education teachers at each primary school – encompassing children aged 4-12 – were trained by certified global Kinder Joy of moving coaches who travelled to the Kingdom from Europe in order to start a pilot project in 2019/20.

### 4 Joy of moving in the USA

During the same year, Kinder Joy of moving also landed in the United States, thanks to the collaboration with a prestigious partner: Save the Children: the world's leading independent organization for children, focused on improving their lives through better education, health care, and economic opportunities. In its first phase, the program involved 3 campuses in California and 150 children with the SummerBoost Camp. This is a six-week program that helps ensure vulnerable children in the U.S. have an opportunity to improve their math and reading skills while receiving a full day of learning, skill building, physical activity and healthy food options to help put them on the road to success. SummerBoost Camps in Morongo and Barstow California used the Joy of moving method and children participated in a specialized program that encouraged physical fitness, team building and enrichment activities. In addition, Kinder Joy of moving

hosted a Family Day, bringing together parents, caregivers and children for a fun filled morning with the Joy of moving team.

Save the Children and Ferrero believe this partnership is a natural extension of their commitment to supporting families and children in need through education and wellbeing programs. Ferrero is currently looking at opportunities to continue working with Save the Children and to support other SummerBoost Camps in the future.

### 5 Joy of moving study in Australia

In 2017, the Joy of moving program reached Australia for an extensive, four-year research program based on the Joy of moving method to be carried out in Australian primary schools. The program uses fun, play-based movement activities to get children Moving and engaged in the classroom. It is also a great vehicle for teachers to introduce concepts such as the mind-body connection and is proving to be a useful tool for teachers to positively respond to the emotional and behavioural needs of the classroom. Now Dr. Nicole Papadopoulos from the Deakin Child Studies Centre has presented an overview of the study, conducted on 1.920 students from 17 schools, to an audience of over 130 industry delegates in Melbourne. The presentation acknowledged Ferrero's contribution, explained the importance of movement for children's development, the Joy of moving methodology and how it works in practice. It also provided significant feedback on the initial results of the Australian research to date.



## Joy of moving, applying the method worldwide continued

### Kinder Joy of moving on board the Costa Cruises fleet

The fruitful collaboration between Kinder Joy of moving and Costa Cruises continues successfully. After the pilot phase, where the project was implemented on the Costa Diadema cruise ship, the project has now been implemented across the entire Costa fleet, involving thousands of families and children both on board and ashore. The partnership is important and significant for both parties involved, particularly in terms of sustainability, as they both share the goals of the UN 2030 Agenda. These common values now bring the Kinder Joy of moving project and the right to play into the life of children, on board and on land, all over the world. The partnership will now involve over 34,000 girls and boys and their families in almost 5,000 hours dedicated to games, fun and movement. Kinder Joy of moving have become an integral part of the activities run by the Squok Club, the kids' club operating on all Costa ships. Implementing the program required finding on board areas and spaces for all the specific games and exercises based on the Joy of moving method. At the Squok Club, all girls and boys from 3 to 12 can now enjoy an extraordinary range of games that encourage movement, many of which involve the whole family. Monitored by qualified Costa staff, the youngest guests take part in a daily program of activities that combine physical movement and fun with making friends, while improving their mental and life skills at the same time.

The dedicated Costa staff was actually fully trained by the experienced Joy of moving instructors from the Village, who also provide constant updates on the method. This joint training program is an essential part of the partnership between Costa and Ferrero.

A press conference announcing the partnership was held on 10 May 2019 in Civitavecchia, Italy aboard the Costa Diadema. It was attended by Francesco Paolo Fulci, UN ambassador and president of Ferrero S.p.A., Gian Lorenzo Cornado, permanent representative of Italy to the UN, Neil Palomba, general manager of Costa Crociere, Caterina Pesce, associate professor at the Department of Movement Sciences at the University of Rome and creator of the Joy of moving method, and Enrico Giovannini, spokesperson for ASviS (Italian Alliance for Sustainable Development). Massimiliano Rosolino, Olympic champion swimmer and Kinder Joy of moving ambassador was a special guest and, with his daughter, took part in the activities.

The partnership also allows the Joy of moving program to continue on land, involving local communities in the countries where the ships call, specifically targeting the weakest groups in order to create value and share projects aimed at supporting local economic and social development, with a particular emphasis on the new generations.

This is because Kinder Joy of moving and Costa Cruises sustainable development strategies both focus on the theme of sharing; it was therefore natural for the project to contribute in improving the lives of people in the communities visited by the Costa Cruise ships. For this reason, the Joy of moving program is being extended to the Costa fleet's main ports of call, enabling many children who find themselves in difficult situations to experience unique, stimulating educational activities with a joyful approach to movement and physical activity.

A tangible example of this commitment is the activity carried out in South America, specifically in the cities of Santos, Rio de Janeiro, Buenos Aires and Montevideo. In collaboration with local NGOs supporting children and teenagers in situations of hardship and deprivation, over 800 young people had the opportunity to board the Costa Favolosa and Costa Fascinosa, visit the cruise ships and participate with the team of instructors in the Kinder Joy of moving activities. This was done with the purpose to reinforce their motor and mental skills and encourage their creativity and their life skills in a joyful context, which can help them imagine and maybe achieve a better future.





## International activities

### ISF: a collaboration that moves the world

Aiming to promote an active lifestyle among the young generations, Kinder Joy of moving operates through several partnerships established with different Sports Federations. One of its main partners is the ISF, founded in 1972 to encourage education through sport and thus create greater opportunities for growth and social interactions between teenagers. Recognized by the International Olympic Committee (CIO), the ISF shares important values with our social responsibility program, such as mutual understanding, non-discrimination, social inclusion, gender equality, and a healthy lifestyle, which all help empower young people as citizens of the world.

The partnership agreement between ISF and Kinder Joy of moving has been signed again for 2019, proving the value of the collaboration and confirming, once more, their common ground and shared values. As every year, Kinder Joy of moving joined ISF to run a full calendar of events in different countries around the world.

Last year these activities included WSC (World Schools Championship) Volleyball U15 in Croatia, WSC Swimming in Brazil, WSC Climbing in France, WSC Triathlon and WSC Ultimate in France, WSC Tennis and WSC Beach Volleyball in Italy.

### International trophies

#### Kinder Joy of moving Tennis Trophy

The major international tournament celebrating fair play, respect and friendship was launched in 2006 in Italy and is based on a format created by tennis player **Rita Grande, an Italian champion**, in collaboration with Kinder Joy of moving, to encourage an active lifestyle and spread the love of sports to the new generations. In 2017, it took on an international dimension, with a view to promoting the positive side of sports and the joy of movement at a global level.

In 2019, the Kinder Joy of moving Tennis Trophy was back for the third year in a row and this time the international tennis tournament for children aged nine to twelve welcomed two new countries alongside the ones from last year, for an overall total of 172 tournaments in 13 different countries: Italy, Austria, Belarus, Bulgaria, Germany, Hungary, Ireland, Israel, Luxembourg, Malta, Monaco, Poland and the Ukraine.

# 17,875

**Children participation at the Kinder Joy of moving Tennis Trophy 2019 edition**



The guiding principle of the tournament is that matches are played without referees, so that children can put their honesty and integrity to the test on the court. In keeping with this principle, the Fair Play Trophy is awarded at the end of each national tournament to recognise the young tennis player who stood out most for his or her honesty and good sportsmanship.

The International Master took place in **October** at the **Monte Carlo Country Club**, the site of the ATP Tour, and was the culmination of an international journey that saw the participation of **17,875 children**. The numbers are growing year on year, but the spirit of the event remains the same and perfectly reflects the mission and philosophy of the **Kinder Joy of moving project**.

This year, there was a special ambassador supporting these important values: the Croatian tennis player **Ivan Ljubičić**, former world number 3 in the ATP world rankings.

The four days of the finals offered many exciting opportunities for the young players, from celebrations to entertainment: among these, the official prize-giving ceremony, a visit to the Oceanographic Museum of Monaco, a tournament between children and parents with Ivan Ljubičić court-side, and many other thrilling activities organised in the Kinder Joy of moving Village.

## International activities continued

### Optimist Meeting in Riva Del Garda

This year, once again, Lake Garda in Italy was full of happiness, sports, fun and the Joy of moving thanks to the 37th Meeting Optimist Class. The event for young helmsmen, held in April 2019 in Riva del Garda, has seen more than **1,000 children and youth aged 9 to 15 from 37 different nations** participating in the largest single-class regatta in the world – a certified Guinness World Record- with the **Optimist**, the first single-handed sailing dinghy made for children.

**Kinder Joy of moving** has once again sponsored the event, organised by the Fraglia Vela Riva sailing club. As per tradition at all the Kinder Joy of moving events, the Fair Play Trophy has also been assigned to the athlete who stood above the crowd for his or her honesty and sportsmanship and who completed the tests with courage, determination and fairness without being discouraged by difficulties. During the 4 days of the event, Kinder Joy of moving also hosted several initiatives focusing on the Joy of moving, with an area inside the Palameeting Hall at the Riva del Garda Conference Centre dedicated to physical activity, entertainment and team building, with the express purpose of stimulating children and youth to enjoy themselves while Moving and exercising.



### Skiri Trophy XCountry

The 36th Skiri Trophy XCountry was held in Val di Fiemme (Italy) with the enthusiastic support of Kinder Joy of moving. **1,300 young athletes from 11 countries**, including Brazil and Argentina, took part in the 2019 edition, providing an even more global dimension to the event. **Fair play, inclusion and friendship** are among the shared values that have brought together the Skiri Trophy and Kinder Joy of moving. More than just a competition, the Skiri Trophy is a unique opportunity **to forge authentic relationships** between young people from **different parts of the world** who enjoy themselves together for several days in the pursuit of **fun and movement**, surrounded by a splendid and natural snow-covered setting. Not only sports but also entertainment, not only competition but also fun and joy: these are the ingredients of a partnership that is destined to last, with many extraordinary experiences still to come.

# 1,300

**Young athletes participating at the 2019 edition of the Skiri Trophy XCountry**

Now at its **36th edition**, the former Topolino Trophy was first held in 1983 based on an idea first suggested by the Gruppo Sportivo Castello di Fiemme: to make cross-country skiing an event for children and young people **in a sportsmanlike and friendly atmosphere**. Four categories were competing: Baby, Cuccioli, Ragazzi and Allievi. The Trophy, which to all intents and purposes can be defined as a **youth world championship open to everyone**, is recognised by the International Ski Federation (FIS) and is attended by major personalities in the world of international cross-country skiing, offering exciting moments of sport, fun and solidarity in all its editions.



## National activities

### Kinder Joy of moving in Russia

2019 is the year when Kinder Joy of moving was first launched in Russia. The project kicked off with STARKIDS, a children's race for young athletes that takes place on the eve of the Ironstar triathlon. Ironstar is one of the most popular organizations in Russia for cyclic sports and its aim is to promote a healthy and active lifestyle for both adults and kids. STARKIDS was created as a race specifically for younger athletes.

Kinder Joy of moving supported children throughout all five STARKIDS races, which were held in different cities of Russia: Sochi, Zavidovo, Kazan and Kaliningrad. Kinder Joy of moving organized dedicated brand activity areas in Sochi and Kazan where young athletes could prepare for the competition, participate in active games and make new friends. These areas also provided a simulation of the triathlon, where kids could play in the ball pool, ride on stationary bikes, and run on the treadmill. Each participant in the children's race received a starter pack with a branded Kinder Joy of moving T-shirt, a personal medal and other memorable souvenirs. Children and their parents were able to take pictures in the branded photo area, where every young participant, regardless of the results, became a winner.

During the launch of Kinder Joy of moving in Russia and while supporting the STARKIDS competition we were able to make a total of 2,100 kids move and have fun together. Several PR events supported the project launch in Russia, helping to build awareness and communicate the Kinder Joy of moving program.



Total media outreach resulted in 20+ million contacts through key lifestyle media, local family bloggers, and local TV channels. The launch of Kinder Joy of moving in Russia also helped to build Ferrero Russia's first sport & triathlon team, at the Vladimir plant and BU: the Kinder team Russia participated in two Ironstar triathlons in 2019, Zavidovo and Sochi, and one team member crossed the Bosphorus. This corporate sports activity won 2nd place at the BEMA Festival of Marketing projects (<https://bemafestival.ru/winners>) and was nominated as "Best Healthy Lifestyle Project 2019".

### Kinder Joy of moving in Monaco

During the 2018/2019 season, Kinder Joy of moving increased its notoriety in the Principality of Monaco thanks to the many initiatives organized with the collaboration of the FMT (Monegasque Tennis Federation) and the FMA (Monegasque Athletic Federation). The many all year round activities included supporting young athletes during competitions, like the tennis tournaments and athletic meetings which were held in Montecarlo and in the neighbouring region, all while promoting the Joy of moving values and method.

The most important occasion was the Kinder Joy of moving Tennis Trophy, International Master, a special moment organized with the FMT where boys and girls from 13 different countries played and enjoined themselves together for four days in the prestigious courts of the Monte Carlo Country Club: a memorable event that strongly contributed in promoting Kinder Joy of moving in the little community of Monaco.

### Kinder Joy of moving in Argentina

Kinder Joy of moving has been present in Argentina since 2014, so 2019 was the occasion for celebrating its 5th local anniversary. Over the past five years, the Joy of moving values have been disseminated all over Argentina, with a total of 345,595 children involved through many different sports clinics & events. In particular, the Kinder Joy of moving Inter Schools Sports Encounters has become one of the most expected tournaments of the year, with an annual participation of more than 5,000 children.

During this period, collaboration agreements have also been established with several different partners and many sports federations, including the Argentine Volleyball Federation (FeVA), the Metropolitan Handball Federation (FeMeBAL) and the Argentine Gymnastics Confederation (CAG), which strongly contributed in spreading the Joy of moving program. A partnership with the Higher Institute for Physical Education (ISEF) was also established for the sponsorship of an academic research about the incidence of physical activity at early age as a determining factor in the fight against sedentary lifestyle in childhood.

Together with the National Sports Secretary and within the framework of the "Potencia tu Club" ("Power your Club") program, Kinder Joy of moving also contributed to the development of sports institutions located in disadvantaged areas around Buenos Aires. These public initiatives allowed children to get closer to physical activity through donations of sports equipment, nutritional talks as well as the organization of sports clinics & events hosted by Olympic Medallists and Sports Ambassadors.

In 2019, for the first time, Kinder Joy of moving organized a volunteer event, with over 70 volunteers from Ferrero Argentina collaborating in repairing the facilities of a local sports institution. This important solidarity initiative also involved a major donation of sports equipment for more than 165 children from the local community.

## National activities continued



### Kinder Joy of moving in Romania

The Kinder Joy of moving activities continued in Romania during 2018 and 2019, pursuing its mission of inspiring children and their teachers: children are encouraged to enjoy Moving and being active, and teachers to find a new angle for their physical education classes. By implementing the Joy of moving philosophy, the aim is to change the rules and refresh PE classes in almost 200 schools across the country, developing a new awareness of the values and benefits of sports. PE teachers were thus challenged to rediscover a long-term relationship with physical education, making it both fun and educational. And in order to make the change happen, the natural next step was providing them with the basic materials to be used in classes.

This is how the Kinder Joy of moving Week was born: an occasion for children to be involved in interactive games and sports with a non-competitive approach: active participation, and not competitive results, was rewarded.

Games in the Kinder Joy of moving week are tailored for each age group, so kids can play and enjoy themselves at their own level of physical development, making it a joyful and memorable occasion. Taking the experience further, Kinder Joy of moving Camp brought 3 days of professional athletics, basketball and handball training held by experienced coaches from historic sports clubs, emphasizing the benefits of a healthy lifestyle through a series of nutrition and mental coaching workshops.

The vision behind Kinder Joy of moving is to regain focus on physical education: a playful angle for today's children is the beginning of the long-term mission to make an impact on future adults. Encouraging kids to see physical movement as play, fun and joy will translate into an active adult lifestyle.

### Kinder Joy of moving in Hungary

The Kinder Joy of moving program was launched in Hungary in 2007 and after many years of sponsoring sports events, in 2012 it was transformed into a structured program for primary schools not specialized in sports. The program takes place during the school year with regular, playful, exercises developed by professors of the Hungarian University of Physical Education and focusing on the joy of movement and the importance of teamwork.

During the 2018/2019 school year, 391 schools -16% of non-sport specialized schools- applied to participate in the program; of these, 64 were selected for the national program and were then divided into 8 regions, with 4 smaller and 4 larger schools in each. Their PE teachers, who had been previously trained in the Kinder Joy of moving program, involved kids in regular afternoon sports activities and competitions with creative exercises. All participants received a valued kit of Kinder Joy of moving sports equipment for their training.

Throughout the school year the 64 selected schools formed 12-student teams to participate in a 3-round National Championship. The best 8 teams reaching the National Final had the opportunity not only to participate in a one-day championship full of joy, fun and entertainment but also to win a precious Kinder Joy of moving voucher for their school, to be used for sports equipment, special programs, or for improving their gym.

A Kinder Joy of moving Extra program was extended for all schools that could not be part of the 64 selected ones, providing them with the possibility to obtain sports equipment in return for documented sports activities

organised on their own for students, thus allowing them to stay in touch with the Kinder Joy of moving program.

The 81,973 kids involved in Kinder Joy of moving activities in Hungary during the 2018/2019 school year represent a +2,9% increase compared to the previous year.

### Kinder Joy of moving in China

From June 6 to 8 2019, Ferrero China held its Kinder Joy of moving event in Shanghai. Together with the 2019 Ferrero Group CSR Conference, around 3,000 children and young families attended the three-day interactive exhibition. There were also 25 employees who participated and volunteered as ambassadors to share Ferrero's active spirit and Joy of moving with the public. With many interactive games on offer covering multiple sports categories, the event enabled participants to fully immerse themselves in the fun of sports all while gaining awareness of the long lasting benefits of an active lifestyle.

At the launch event on the first day, 40 students from Shanghai's First Central Primary School of Jingan District interacted closely with Mr. Ou Chuliang, Ambassador of Kinder Joy of moving, and Mr. Ettore Francesco Sequi, the former Ambassador of Italy to China, through various engaging activities. Among the participants, 230 employees also attended and experienced the Joy of moving together. The diverse range of activities, which included football, basketball and table tennis, enlivened the event and showcased Ferrero's determination in spreading the Joy of moving in China.

## National activities continued

### Kinder Joy of moving in South Korea

On May 25th, the 4th Kinder Joy of moving Family Run gathered 1,794 children and their families in Bucehon, Korea, for exciting family races and many other fun family activities. Ferrero Korea's GM, Massimo D'Ambrosio and Italian Ambassador Federico Failla opened the event with warm welcome speeches. Korean celebrity and Kinder Joy of moving ambassador Sean participated in the race to encourage children by emphasizing the importance of physical exercise at a time when the use of smart phones, the biggest obstacle for an active life style, is constantly increasing.

The running course was 1.35 km long and included four obstacles, meant to stimulate the children's body growth. The obstacles were: hop scotch (running in different directions by stepping on squares on the ground), shadow through (passing obstacles with different postures), mission impossible (passing through lines in different directions) and up & down (climbing up and down different obstacles). Halfway along the running course there was also a water zone for children and their families to provide hydration. After the races, the children could continue having fun with five different family activities in the Joy Zone. Bowling, flying disc and rubber ball jumping games were enjoyed by many. The tattoo sticker booth and the photo area were also crowded with families. The nice weather contributed in making this a special day for all, including Ferrero Korea coworkers and their families.

### Kinder Joy of moving in Poland

Nearly 130,000 children aged 6 to 14 actively participated in various projects organised in Poland from September 2018 to September 2019 in the framework of the Kinder Joy of moving program. It is worth noting that while for many years the program was mainly focused on volleyball, now it is also associated with swimming, sailing, tennis, cycling and athletics. By extending the scope of activities and increasing the number of Kinder Joy of moving events in such a notable manner, the program's intention was to prove to the youngest and their families that every sport can be fun and that trying different kinds of physical activities can positively influence the development of children and teenagers. In delivering this message through our activities we were always supported by Polish sports associations, like the Polish Volleyball Association, the Polish Sailing Association or the Polish Tennis Association. Among our partners there is also the Polish Olympic Committee with which we organised a number of educational activities for both children and teachers from nearly five thousand primary schools.

Absolutely unique to our local Kinder Joy of moving program, as compared to any other, is the fact that our activities cover Poland's entire territory, that taking part is completely free of charge, and that the program is not about looking for future champions: Joy of moving means encouraging as many people as possible to join a culture of movement and adopt a healthy lifestyle simply by practicing sports activities together. The Kinder Joy of moving Kids Run is a great example of the direction we have taken to promote physical activity.

# 13,000

**Children aged 6 to 14 that actively participated in various projects organised in Poland**

The first edition of this running event for children and their families took place on the running track at the Academy of Physical Education in Warsaw, and over 700 children were signed up by their parents to run in 100, 400 and 800 metres races.

### Kinder Joy of moving in Italy

Kinder Joy of moving in Italy confirms its commitment to promoting youth sports through its partnership with MIUR, CONI – involving 54 different sporting disciplines – and several Sports Federations, including volleyball, football, swimming, fencing, sailing, rowing, horse riding, tennis, table tennis, and snow sports.

Kinder Joy of moving in Italy boasts impressive figures:

- it has supported physical activity for 1,4 million kids aged from 6 to 17, both in basic training and in competitive sports;
- it has taken part in 1,000 events organized by its partners all over the country, including competitions and promotional events;
- it has financially supported the production of 2,564 technical kits and over 230,000 sportswear kits.

### Information on projects carried out in collaboration with our partners

The Kinder Joy of moving Italy sports promotion program is based on six school projects supported and launched by the different Federations according to the MIUR (Ministry of Education, University and Research) protocols, and on those sports events that usually enliven the Federations' youth activities.

### CONI (Italian National Olympic Committee)

The collaboration with the National Olympic Committee is at the heart of all local youth promotion activities supported by Kinder Joy of moving. One of CONI's missions is to encourage physical activity and direct young people towards sports through several local projects, notably through the CONI centres and, in summer, the Educamps. These activities involve thousands of sports clubs, providing educational and technical support to enhance normal extracurricular sports activities, and guiding children towards a multidisciplinary approach rather than specialization in a single discipline. The application of the Joy of moving method, already introduced among the systems available for primary schools, is also part of this teaching and collaboration project. The local initiatives are topped off by a great promotional event, the National Sports Day, where hundreds of thousands of families experiment and enjoy first-hand multiple sports experiences in over 100 Italian cities.

The Kinder Joy of moving Trophy engages over 20,000 boys and girls aged 11 to 14 all over Italy in 45 different sports disciplines, focusing on a multisport approach. It is a showcase and expression of youth sports promotion by the most prominent Italian sports institution.

## National activities continued

### CIP- Italian Paralympic Committee

A new partnership with the CIP was established in 2019 to promote Paralympic sports in schools with the “Lo Sport per tutti a scuola” (“Sport for everyone at school”) program. The collaboration aims to integrate and support sports activities among young people with disabilities. In two youth sports we have the full integration of activities: fencing and tennis (Junior Wheelchair Tennis Trophy).

### FIT FIBA FITET “Class rackets”

Every year three different sports – mini-tennis, badminton and table tennis – come together to promote sports in schools and for several years Kinder Joy of moving has been supporting this important project, which is officially recognized by the MIUR. Every year this alliance involves over 600 primary school institutes, engaging over 150,000 children with the support of 1,000 teachers and technicians and the distribution of more than 600 technical kits designed to bring kids closer to these three sports. Every year, at the end of the program, a selection of schools and around 1,000 children meet again in Rome on the occasion of the “Italian Open” tennis tournament held at the Foro Italico, to experience all social aspects of the initiative, which also involves disabled children.

### FIN (Federazione Italiana Nuoto/Italian Swimming Federation)

Swimming is one of the most important Federation partnerships, because of its unique qualities. Familiarity with water is one of the fundamental skills every human being should develop, even before trying to practice swimming as a structured sport. Kinder Joy of moving has been closely involved for years with the basic activities promoted by FIN and its Federal Centres. After the fundamentals, the “Propaganda” sector aims at developing swimming skills in various disciplines with an approach more inspired by games and fun than competition. “Let’s all get in the swimming pool” with Kinder Joy of moving is the promotional program, involving over 100,000 boys and girls every year, where children come together at local and national level to take their “first strokes” in swimming, mini water polo, diving, synchronized swimming, and salvage, with educational programs and child-friendly events designed for a harmonious and joyful development. Kinder Joy of moving also supports sporting events where older children undertake a more competitive approach, such as the National Criteria championship, the regional and national trophies in various categories for junior swimmers under 14 and under 16.

These are only a few of the activities Kinder Joy of moving is actively involved in. The many initiatives dedicated to football, sailing, fencing, rowing and horse riding as well as several youth winter events dedicated to alpine and cross-country skiing are also worthy of mention here.

### Kinder Joy of moving in France

In France, Kinder Joy of moving allows more than 400,000 children every year to discover the enjoyment of sport. In particular, Kinder Joy of moving launched two programs in partnership with three different sports federations – the French Athletics Federation, the French Basketball Federation, and the French Handball Federation – together with the Secours Populaire Français (French Popular Relief), to promote sports accessibility for all children. Our partnership with the basketball, handball and athletics federations led to the Kinder Joy of moving Days, special moments based on discovering and sharing a sports activity. Every year, through this program tens of thousands of young people share their passion for their favourite sport with a friend. This initiative is also about how sports clubs can manage

sports accessibility on their own: Kinder Joy of moving provides them pedagogical kits allowing them to diversify their activities and lead large-scale discovery sessions.

The Kinder Joy of moving Village was born from our historical partnership with the Secours Populaire Français. Together, we dedicated more than ten years of work towards sport accessibility for children, especially those whose parents can’t afford holidays. Since its beginning in 2009, almost 8,000 children discovered a whole range of sports activities and met different sportspeople at the Temple-Sur-Lot Leisure Centre, such as tennis player Jo-Wilfried Tsonga, who comes every year to visit children, proving once again his dedication to his role as ambassador of the program. At the end of the stay, every child receives a one-year sports license to continue practicing sports back home.



## National activities continued

### Kinder Joy of moving in Germany

In Germany, the Kinder Joy of moving project covers different activities in three main sports: athletics, basketball and cycling. All these activities aim to bring the Joy of moving to as many children as possible. The program is based on long-term collaborations with strong partners and ambassadors. This enduring engagement reflects the importance of Kinder Joy of moving for the German business unit. Kinder Joy of moving has been the national sponsor of the German Sports Badge since 2006. In collaboration with the German Olympic Sports Federation (DOSB), Kinder brings the joy of Moving to over a million children every year. Former Olympic athlete Frank Busemann, the program's ambassador in Germany, has proved instrumental in supporting this task.

The Kinder Basketball Academy has been working with 12 professional clubs and the German Basketball League to get children involved in basketball. Our special ambassador in this is former professional basketball player Henning Harnisch.

A relatively new initiative is the Kinder Joy of moving Mini Tour. We have been collaborating with the cycling events Eschborn-Frankfurt and Deutschland Tour since 2018; now the Kinder Joy of moving Mini Tour aims to get children interested in cycling and teach them bike safety through an obstacle course. The balance bike race and the bike parade allow children to ride the same route that the professionals will take later on, cheered on by the spectators of the professional race.

Former professional cyclist Jens Voigt acts as ambassador for the Kinder Joy of moving Mini Tour. On the second year of the initiative, we were able to establish it as an attractive family event alongside the professional race. Media interest in the Kinder Joy of moving Mini Tour has been significant, and so has the advertising value equivalency.

Kinder Joy of moving is also engaged in smaller projects involving ice hockey and football in Frankfurt and Stadtallendorf.

### Kinder Joy of moving in Spain

The Kinder Joy of moving project was first introduced in Spain in 2006. Since the beginning, it had the sole objective of encouraging physical exercise through the practice of sports, promoting the educational values of companionship, responsibility, and social inclusion.

The program now impacts the entire child and youth population of the country. Thanks to various collaboration agreements with sports federations and sports entities, Kinder Joy of moving facilitates access to the world of sports and promotes education in the healthy values of physical activity and companionship through multiple school and extra-school activities managed by the different federations.

Over the years, the program has involved many sports and currently collaborates with the Royal Spanish Volleyball Federation (RFEVB), initiating the Pequevoley educational program for school students aged 11 and 12 throughout Spain, now active in over 700 schools and over 100 clubs, which annually involves over 80,000 participants. In addition, during the summer, all children who participated in the Pequevoley program are given the opportunity to access the Pequevoley campus, which is permanently located in the city of Guadalajara, spending a week in the company of children from other countries and having fun with the many sports, games and cultural activities that make up the campus program.

Another active collaboration is with the Royal Spanish Federation of Athletics (RFEA) through the "Jugando al Atletismo" ("Playing Athletics") and "Generación atletismo" ("Athletics generation") programs and through the national youth athletics championships. Over 45,000 children and young people participate annually in these introductory and technical tournaments in the various modes that make up the Olympic sport par excellence.

With the Fundación Ecomar, Kinder Joy of moving has been promoting the "Grimpola" program for years. These are summer sports weeks organised at over sixty nautical clubs distributed throughout the Spanish coast, during which children take advantage of an articulated educational program on the marine environment and on the importance of its protection and sustainability, all while having fun and learning to navigate and sail. Over 16,000 children participate enthusiastically every summer.



## National activities continued

For two years, in collaboration with "Futbol y Valores" (Football and Values"), Kinder Joy of moving has been promoting an inclusive summer football camp. Part of the available places are reserved for children in danger of social exclusion. The camp aims to foster a new culture in the world of football, far from the spirit of exasperated competitiveness and careerism, promoting instead football as a playful platform for inclusion, coexistence and conviviality, relying on the support of many athletes and former athletes who, for various reasons, have not triumphed in their discipline but can relate their experiences and share their vision of sports as pure passion and fun.

### Kinder Joy of moving in Portugal

Kinder Joy of moving has been present in Portugal since 2007 and has collaborated with important National Sports Federations, such as Athletics, Swimming, Volleyball and Basketball. Currently, Kinder Joy of moving collaborates with the National Volleyball Federation (FPV) in the programs "Giravoley" "Gira Plus" and "Gira Praia". These are introduction and training programs for volleyball in all its forms (indoor as well as beach volleyball). The programs are consolidated at school level in over 2,000 institutions, directly involving 150,000 children and young people aged 8 to 16 every year.

With the National Basketball Federation (FPB), Kinder Joy of moving promotes the "3x3" school program available in over 500 institutions with more than 6,500 participants every year and an end-of-course party that is celebrated at the beginning of June with over 800 children participating in schools and clubs across the country.

The last active collaboration in Portugal is related to the "Grimpola" activities of the Fundación Ecomar. This program is identical to the Spanish one and was exported to Portugal in consideration of its success and the high value that the parents of the participating children attach to the program. To date, after only 2 years of activity in Portugal, over 4,000 children have already been able to enjoy the experience of being able to surf and practice water sports while actively contributing to the cleaning and conservation of the coasts and the sea.

### Joy of moving in UK

In the UK, only 20% of children currently meet the Chief Medical Officer's guidelines of taking part in sport and physical activity for at least 60 minutes every day. This research shows that the biggest factor that prevents children from Moving in school is that they simply don't enjoy the experience.

# 20%

**Children that currently meet the Chief Medical Officer's guidelines of taking part in sport and physical activities in UK**

The unbranded Joy of moving programme was launched in the UK over six years ago and is an unbranded initiative run by Ferrero with its key partners. The programme consists of two main elements; the Move & Learn project and the Joy of moving Festivals. The Move and Learn project teaches children the importance of exercise and a balanced diet over six weeks, dedicating to each child nine hours to learning through play. In the summer we also run several Kinder Joy of moving Festivals, one-day events in communities up and down the UK.

This year, ten UK Joy of moving Super Trainers have furthered their expertise on our unique methodology and will deliver a quality programme across the country. These Super Trainers will develop a new framework, further extending our program with new clubs and coaches. The Joy of moving program will also be extended to consumers with the launch of our new digital hub, with tips and games to help parents get their little ones active in fun and simple ways.

Moreover, the program aims to inspire over 78,000 children to develop positive, lifelong habits that we hope will see them grow into active, healthy adults. Joy of moving in the UK is proud to have moved over 310,000 children and delivered over 1,600,000 additional hours of learning to date.





## About Kinder Joy of moving

### Ambassador Cornado

The Representative of Italy at the International Organizations in Geneva

“ This year marks the 30th anniversary of the United Nations Convention on the Rights of the Child, whose Committee meets in Geneva three times a year. Among the measures included in the Convention is the one in article 31, according to which Member States must recognize the right of children to engage in play and recreational activities appropriate to their age. This partnership represents the commitment of two large companies to promote and support the right to play for children”.

### Professor José Barela

Local technical Coordinator of Joy of moving implementation

“ Joy of moving in Poços de Caldas has achieved all of its objectives and has proved to be an excellent and unique opportunity to promote the development of children and their teachers/instructors.

As part of the group responsible for the implementation process of the Joy of moving program, I'm quite happy and fully satisfied with the goals the program has reached on such a large scale and in such a short period of time”

### Afonso Champi

Corporate Affairs Ferrero Brazil

“ The partnership between Kinder Joy of moving and Costa Crociere is a happiness for us and a great learning experience. In the first year of the action, it was possible to take the methodology to children from poor communities in Brazil, Argentina and Uruguay. In addition to playing Joy of moving games, the children had the opportunity to discover a new world, full of possibilities. Certainly most of them returned home with even bigger dreams for their lives”.

### Jennifer Kendra

Save the Children USA program coordinator

“ Partnerships like these are so important, because we are really out here to reach the most marginalized children, their families and the communities that need us. Because if we didn't come here as Save the Children and Kinder there wouldn't be the “Joy of moving”, there wouldn't be this kind of activities and engagement to bring them all together where they can learn, they can develop, they can thrive and where they can really experience joy.”

### Adrian Bradley

EFL, UK

“ From our perspective, this is really a fantastic partnership. We have now been working together for about 5 years within an organization that shares our values and what we are trying to achieve; our ambition of getting children more active, healthier, with a positive outlook on their later life is a shared objective and is a wonderful mission.”

### Ivan Ljubičić

Former world number 3 tennis player - Kinder Joy of moving Ambassador

“ Physical activity brings health, both mental and physical. People who are physically active are happier too! Our world is becoming more and more digital. This is why we need to encourage the joy of Moving and make sure that the young generations keep a healthy balance between digital activity and physical activity.

In my house, sport is way of life. We are all active, we love doing sports and it our favorite way to spend time together. We should all teach our children the values of sports and physical activity”.

### Jo-Wilfried Tsonga

French tennis player - Kinder Joy of Moving Ambassador

“ It is important to provide children with a change to grow through sports and fun activities, no matter their social status. The Village Kinder offers the opportunity to have a great sports experience for children who cannot go on vacation.

When I was a child my parents showed me how to be generous and help others. I always like to make others smile and laugh. At the Village Kinder, I play a lot of games with the children, mostly tennis. I usually try to give some advice and teach them how to play. Sometimes I lose. It is the occasion to show them how to respect the opponent. Sports are a great way to learn values like respect and team effort. Children who stay in the Village Kinder grow with these values.”

## What they say about us continued

### Fabiana Distefano

Corporate Affairs Ferrero Argentina

“As local representative of Ferrero Group’s Social Responsibility Project, we aim to bring the joy of movement into the life of every child, with special attention to the more disadvantaged ones. Our objective is to promote and encourage physical activity across the younger generations, bringing sports close to those children who may not have access to it.

Through donations of sports equipment, clinics and special events, and together with our Sports Ambassadors, we want to inspire children to adopt an active lifestyles, so that it becomes an integral part of their daily routine.”

### Massimo Castiglia

Kinder Joy of moving Italian Unit

“Today the younger generations are growing up in a world pervaded by technology; if not properly stimulated, they inevitably adopt sedentary behaviors. This is worrying because, step by step, movement and sport risk disappearing from our habits, with negative effects on the health and welfare of youth. For over a decade, Ferrero Italia has been fighting this trend both through substantial investments supporting sports institutions and through a persistent social communication activity aimed at children and their families.

Movement is not just sport, it is fun, play, outdoor activities, running, walking. Playing includes psychophysical activities designed to stimulate children. Movement games in particular are very important during childhood, and shouldn’t be considered only as a preparatory activity for sports competition, but as a proper educational tool.“

### Franco Martino

Director De Comunicación Corporativa y Relaciones Institucionales, Ferrero Iberica

“In Ferrero Iberica, the first and most representative ambassadors of the Kinder Joy of moving project are our employees. They are the ones who spread the culture of a healthy lifestyle through the practice of exercise and sport. Their satisfaction and happiness helps to spread our message and the reputation of the Kinder Joy of moving”.

### Enrico Giovannini

Founder and Spokesperson for the Italian Alliance for Sustainable Development (ASviS)

"Companies must be strongly committed to support sustainable development. This isn't only about their future, it concerns the future of all of us."

### Bruno Conti

Luxembourg Headquarter HR

“Every year the Kinder Joy of moving Day is getting more and more exciting; it has become a true highlight in Ferrero Luxembourg Headquarters' events calendar. It is also an initiative we are very proud of, because its success in terms of participation proves by itself our employee’s appreciation for the project, and consolidates the deep sense of belonging to the "Ferrero Family".

**FERRERO**

[www.ferrerosustainability.com](http://www.ferrerosustainability.com)