



The Danone Nations Cup and Common Goal join forces to leverage football as a force for good

- ***The Danone Nations Cup, the world's biggest football tournament for children, gathering 2 million girls and boys aged 10-12, joins the Common Goal movement by committing 1% of the competition's total budget and 1% of its future sponsoring revenues to Common Goal.***
- ***These donations will be used to support high-impact football for good initiatives that use football to drive progress towards the United Nations Sustainable Development Goals.***

Paris, 6th February 2020 – On the occasion of the Global Sports Week organized in Paris, The Danone Nations Cup - the world's biggest football tournament gathering 2 million girls and boys aged 10-12 - announced that it has joined Common Goal, the leading social change movement in football.

"For 20 years, The Danone Nations Cup has encouraged children to become catalysts for change around them. During the 2019 World Finals in Barcelona, 700 kids from 27 countries expressed themselves by voting for the Sustainable Development Goals they want us to act upon," said Mathias Vicherat, Danone's General Secretary. *"We believe that business and sports can be a force for positive societal and environmental change. That's why we are delighted to team up with Common Goal today, to act on what matters most to children and build a sustainable future together."*

The Danone Nations Cup has decided to commit 1% of the competition's total budget to Common Goal, as well as 1% of its future sponsoring revenues from partners, with all contracts containing the 1% commitment. These donations will be used to tackle some of the social issues The Danone Nations Cup's players voted for as the most pressing challenges, including gender inequality and poverty.

Mathias Vicherat also invited the public and partners to join the Common Goal movement: *"We recognize the necessity for multi-stakeholder partnerships. That's why we invite all partners of The Danone Nations Cup ecosystem to contribute to this movement for and with the children."*

Common Goal founder and CEO, Jürgen Griesbeck said: *"It is a great pleasure to welcome The Danone Nations Cup to the movement as an international competition and an entity that has recognized the importance of engaging the next generation in the conversation on how to build a more sustainable and fair future for all. We are thrilled to see Danone encouraging other stakeholders and partners to get involved and we hope that many will follow their leadership."*

The Common Goal movement started in August 2017 with Manchester United playmaker Juan Mata. Since then, more than 140 professional football players and coaches including recent FIFA Best Award winners Jürgen Klopp and Megan Rapinoe, high level officials such as the UEFA President Aleksander Ceferin and football clubs like the Danish first division league team FC Nordsjælland joined Common Goal.

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FOR FURTHER INFORMATION, PLEASE CONTACT: press.relations@danone.com

ABOUT THE DANONE NATIONS CUP – A LIFE-CHANGING EXPERIENCE (www.danonenationscup.com)

The Danone Nations Cup is the World's biggest football tournament for kids, boys and girls, aged 10-12 honoring young soccer prodigies from all over the world since its creation in 2000. More than an international competition, the Danone Nations Cup is a lifetime experience turning players into World Citizens and promoting societal change through football, with a meaningful signature: Play Football, Change the Game. The competition allows kids from all over the world to discover new places, cultures with the promotion of values such as respect, humanism, Fair Play and openness. The Danone Nations Cup is also acting for water access in schools, healthier habits, inclusion and more sustainable habits, hoping to inspire tomorrow's generation to go further as World Citizens and catalysts for positive societal change. Each year the Cup starts initially across more than 20 countries where kids compete in local heats for the chance to represent their country at the World Finals in an iconic stadium. Legendary footballing stars as Ada Hegerberg or Blaise Matuidi throw their support behind the Cup, following the footsteps of Zinedine Zidane who has been backing the competition for over 15 years.

[Learn more](#) on our Website and follow the tournament on Facebook, Twitter, YouTube and Instagram.

ABOUT DANONE (www.danone.com)

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in three businesses: Essential Dairy & Plant-Based Products, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To bring this vision to life and create superior, sustainable, profitable value for all its stakeholders, Danone has defined its 2030 Goals: a set of nine integrated goals aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner; it holds itself to the highest standards in doing business, as reflected by its ambition to become one of the first multinationals certified as B Corp™. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €24.7 billion in sales in 2018. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands.

ABOUT COMMON GOAL

The Common Goal movement has been created by streetfootballworld, the world's leading organisation in the field of football for good. Common Goal encourages professional football players, managers, officials, clubs and competitions to donate a minimum of 1% of their earnings to a shared fund which supports community organisations that use the game to drive progress towards the Global Goals. In doing so, Common Goal aims to establish an intrinsic link between football as a business and football as a tool for social development and ensure that the game plays its role in tackling the biggest global challenges of our time - from advancing gender equality to driving jobs and growth to promoting greater peace and social justice. The movement's long-term vision is to unlock 1% of the entire football industry's revenues — estimated at €50 billion per year—for grassroots football NGOs that use the game to empower disadvantaged young people and their communities.