

Award for the Corporate Social Responsibility (CSR) Initiative of the Year:



PEACE ONE DAY

For the third year running PUMA, through its puma.peace program, continues to support the United Nations Global Cease-Fire Day and the non-profit organization that inspired it, PEACE ONE DAY. In 2007, puma.peace supported the PEACE ONE DAY documentary, which was filmed partly in Afghanistan with peace activist Jude Law and screened in major cities around the world including Cannes, London and New York. In 2008, puma.peace and PEACE ONE DAY launched One Day One Goal, a global football movement that celebrated Peace Day with goodwill football matches played around the world, in many cases between communities previously in conflict. In 2009 One Day One Goal saw football matches played in all 192 UN member states.

- The aim of PEACE ONE DAY was to establish the first-ever annual day of global ceasefire and non-violence with a fixed calendar date.
- The United Nations International Day of Peace was established as 21 September every year, with the goal of not only creating peace between nations, but also non-violence in our homes, communities and schools.
- The primary focus of PEACE ONE DAY and puma.peace is to engage all sectors of society, including governments, organizations of the United Nations system, regional and non-governmental organizations and individuals in observance of 21 September, through the practical manifestation of non-violence and ceasefire in accordance with UN GA Resolution 55/282. UN GA Resolution 55/282 appeals to all individuals to act on the UN International Day of Peace, 21 September, to help create a united and more sustainable world.

One Day One Goal

One Day One Goal uses the universal game of football to speak, spread and activate the word of Peace on Peace Day. Why football? These matches unite people from different communities and different cultures who would never normally play together. On the 21st of September, professionals and amateurs alike played in football matches around the world, to raise global awareness for Peace Day.

- For three consecutive years puma.peace has partnered with PEACE ONE DAY and One Day One Goal as its primary supporter.
- puma.peace provides both financial and logistical support, and also creates a special fair trade One Day One Goal football and kits using the Cotton Made in Africa campaign (supporting subsistence farmers in Africa in keeping with puma.safe's focus on social sustainability), which are gifted to each game.
- These socially sustainability products are available for sale through the PEACE ONE DAY website, PUMA stores and the PUMA website with proceeds directly benefitting PEACE ONE DAY.

- The One Day One Goal football and merchandise range aims to take the message of Peace Day to hundreds of millions of people over the coming years, along with a clear call to action – “What will you do to make peace on 21 September?”

2007

- puma.peace works alongside PEACE ONE DAY and develops a PEACE ONE DAY collection of products available in stores and online to benefit the non-profit organization.
- PEACE ONE DAY actively instigates life-saving initiatives. These initiatives are active in 14 countries with over 80 activities in Afghanistan alone.
- PEACE ONE DAY instrumented secure conditions for safe polio vaccinations. 1.4 million children in Afghanistan alone are vaccinated against polio for Peace Day 2007.
- puma.peace sponsors the PEACE ONE DAY documentary *The Day After Peace*.

2008

- To help raise visibility and awareness of Peace Day, PUMA launches the puma.peace One Day One Goal Football Collection at the African Cup of Nations in January 2008. PEACE ONE DAY and puma.peace jointly host a local children’s football match in Accra’s Kawakudi Park.
- PUMA’s established relationships with its African football teams ensured this exciting football collection was seen on some of Africa’s leading players throughout the tournament. The collection consists of specifically designed footballs and accessory items, which have been available in PUMA retail stores worldwide since May 2008. Profits generated by the collection are donated to PEACE ONE DAY.
- One Day One Goal 2008 saw over 30,000 people participate worldwide in over 400 planned matches in 180 countries. Each match celebrated co-operation, unity and the power of football to bring people together in peace. Thus, a game played in Khanaqin brought together the Iraqi army and the Kurdish Peshmerga. The team from Tijuana, Mexico crossed the border to play with schoolchildren in Chula Vista, California.
- Peace Day 2008 saw the polio vaccination figure in Afghanistan rise by a further 1.8 million children.

2009

- One Day One Goal held peace matches in all 192 UN member states.
- puma.peace sponsored a One Day One Goal fair trade football and One Day One Goal Cotton made In Africa captain’s T-shirts.
- For the first time puma.peace awarded a trophy at a match played in a region that has historically been in conflict, inspiring regions previously in conflict to come together and play in the name of peace.

PEACE ONE DAY’s next major objective is to introduce 3 billion people to Peace Day by 2012. To do it, PEACE ONE DAY and puma.peace are appealing to all people regardless of age, race, nationality, religion or gender; people who are willing to stand up for peace.

puma.peace will continue to develop initiatives that promote and support peace across the globe.

Jochen Zeitz, CEO and Chairman of PUMA:

We support the aim PEACE ONE DAY and want to make a contribution to the generation of global peace on one day...we are delighted to be a strong and long-term partner of this exemplary initiative.