

Innovation in social financing:

# "In the biggest team in the world!"

## Football patron takes centre stage

Interview with initiator Manfred Pesek

### **Why this initiative?**

After successfully implementing the idea of an official global football patron with the Vatican, I realised that I have a responsibility towards 4 billion football fans. The aim of the initiative is to offer young people in their home countries prospects and reduce migration through education and sport. Traditional aid organisations are suffering from declining donations, which is why innovative approaches to social financing are now needed.

### **Where do the funds come from?**

The funds come from licences for a new brand that represents the official patron saint of all footballers and football fans: Companies can use this brand to market products and show their social commitment. This also strengthens your ESG balance sheet. And best of all: buyers of these new branded products also contribute to support by purchasing them. In addition, they receive the world's official patron saint along with the visible brand.

### **Why the brand of the patron saint?**

Luigi 1884 embodies values such as mutual support, fairness, teamwork, diligence and mutual respect, which are also important in football. The patron saint, who unites people worldwide and transcends religions, supported disadvantaged children and young people and fits in perfectly with the globally unifying values of football. Football unites people of all ages and backgrounds and breaks down barriers. That's an ideal fit!

### **What does 1884 mean?**

1884 is the year of San Luigi's death and symbolises the fact that his values have been relevant for over 140 years. Our initiative aims to bring these values into the present and preserve them for the future.

### **Why brand protection?**

The purpose of protecting the brand is to safeguard the reputation of San Luigi, to protect its exemplary aid organisation Suore della Provvidenza from dubious business and to offer licence partners exclusivity and security. The entire project is also based on a Code of Conduct.

### **Can service companies also benefit?**

Yes, especially service providers such as banks, insurance companies, energy, mobile phone, tech and consulting companies can use the "Official Partner - Luigi 1884" emblem on their communication media to make their social responsibility visible to the outside

world. This also strengthens their ESG balance sheet, which in turn leads to better ratings from rating agencies.

### **How do you rate the chances?**

Very good! Because everyone involved benefits: Companies sell more products. Manufacturers and service providers can finally visualise their social commitment to the outside world. Renowned aid organisations (Unicef etc.) receive more funds for their aid "on the ground". And buyers of these new Luigi 1884 branded products also show their social contribution to the public and distinguish themselves as noble people.

One example of this: The "Fairtrade" brand, which is recognisable on many coffee and cocoa products in order to offer cocoa farmers a fair price, is already impressively demonstrating that consumers increasingly prefer socially committed manufacturers and retailers. In Germany alone, Fairtrade products generated sales of € 2.6 billion in 2023. Development continues to rise strongly...

### **Who is supported?**

Proceeds from licence sales go to international NGOs and NPOs such as Unicef, Jugend eine Welt and Suore della Provvidenza. These organisations implement projects for disadvantaged children in the areas of education and sport "on the ground", which is important to us! This gives them a future in their home countries and curbs migration "at its roots".

### **Who is behind it?**

The Luigi 1884 Fonds e.V. is a non-profit organisation. It complements existing aid organisations and generates new financial resources for "more help on the ground" through its innovative approach. Together with my colleagues on the board, tax consultant and auditor Univ.-Lekt. Erhard Lausegger and lawyer Dr Ulrich Sauer, as well as a small, dedicated team of volunteers, we are well positioned to do this.

**Personal details:** Manfred Pesek spent 33 years in management positions at three banking groups and has worked in the medical and healthcare sector for over 12 years. Initially for 6 years at Panaceo International as Head of Business Development, Sales & Marketing and currently for 5 years at Panacool International as co-partner and also as Head of Business Development, Sales & Marketing .