

The Goal of Luigi 1884: Curbing migration & conveying values

Thanks to the global “motivational power of football”, Luigi 1884 Fonds eV is aiming to deliver concrete and sustainable educational and sports projects in the countries from which migrants come. This creates a platform on which young people can create their own livelihoods in their home country. Credo: Curb migration sustainably “at its root”.

Fundraising “for this aid on the ground” is achieved by granting trademark licences in the form of figurative mark including words or a pure word mark to selected licence partners in various industries. The core of the brand is the official patron saint of all footballers, football fans and stadium visitors: Luigi 1884. Football boasts the largest sports community in the world with 4 billion fans!

As well as the much-needed innovation in social financing, it is just as important to the Luigi 1884 Fonds eV Board of Directors to convey the values associated with this new brand to young people. What do we mean by that?

Quite simply, the patron saint of all footballers, Luigi 1884, was a role model for young people and the values the sport also embodies:

Fairness – cohesion – mutual support and helpfulness – diligence, trust, and above all “respectful interaction with each other!”

Characteristics that are also exemplified by football in many countries today. Football turns lone fighters into a team and brings young and old, poor and rich together in “peaceful competition”. Barriers are broken down and cohesion created, in the team and in the global “fan communities” of football clubs. The message of Luigi 1884 Fonds eV is that the new Luigi 1884 brand should remind all social classes of these values.

Our world is changing right now ...

The backdrop to this private initiative is a Europe that is becoming ever more insecure and a world that is becoming ever more dangerous: increasing poverty, social conflict, rising violence. Above all, the “heavily increasing” flows of refugees, with numerous unaccompanied children, are also leading to rising tensions within Europe. For young people entering Europe, the lack of prospects and purpose in their homeland is their number one reason for migrating. Therefore, solutions are urgently being sought.

This “innovation in social financing” was created precisely for this purpose. Innovative mechanisms ensure that the funds needed are raised on the broadest of bases and, at the same time, open up new business opportunities for companies in many sectors. This ensures that immediate investment can be made in education and sport for children and young people “on the ground”, e.g., in Africa. According to more and more leading figures from politics, business and the social sector, this is the most sustainable form of aid because it starts at the “roots of migration”.

New brand creates a future!

Fundraising “for this on-site help” is achieved through an innovation in “social financing” – by granting of trademark licences in the form of a new figurative mark including words or a pure word mark with a high level of emotional involvement. For this purpose, the official worldwide multi-faith “patron saint of all footballers, football fans and stadium visitors” was created, together with the Vatican, by its initiators: “Luigi 1884” – The Original. Found in Europe, made for the whole world!

Multi-nationals and selected exclusive licensees in many sectors receive a “global competitive advantage” with it and are positively positioned on this issue with one of the largest target groups in the world: footballers, football fans and stadium visitors. In total: 4 billion people (Source: Statista 2023). This licensed trademark, as a figurative mark including words or a pure word mark, ensures a rapid accumulation of customers and revenues for new or existing products throughout many companies’ entire network of online shops and bricks-and-mortar stores. Why? Quite simply, football accounts for 60% of the world’s sports coverage in print, TV and online, thereby also delivering to participating companies a “permanent presence for these newly branded products”. In addition, these companies generate the social positioning that is increasingly appreciated by the public! And this is already being recognised by rating agencies.

This innovation in social financing and the conveying of values not only creates a future for disadvantaged young people in countries from which migrants come, but also creates new business success stories for many companies!

4 billion people are waiting for new products – new business opportunities suddenly open up for many sectors!

Through Luigi 1884 licencing, cooperation partners from numerous industries (jewellery, sports, textiles, beverages, cars, mobile telephony, etc.) suddenly receive new business opportunities, new product areas and new product ideas. All in a huge market. “4 billion football fans”, probably the largest target group in the world, are waiting for you! (Source: Statista 2023)

Football – Help from the biggest team in the world!

Football inspires, unites and connects! Football’s high emotional power is harnessed in this new European initiative to support disadvantaged children and young people through education and sport. This allows them to build a future for themselves in their home country, with their families and with their friends! Big goals can only be achieved with new, big and innovative measures: football’s global reach includes 4 billion fans. That’s why the “greatest team in the world” has the power to bring about positive change with results – just like a game of football.

Lean organisation – focused approach

The focus is on doing good: Luigi 1884 Fonds eV has not establishing its own aid organisations in countries from which migrants come. This is because the funds generated by licensing to selected licence partners are donated by Luigi Fonds 1884 eV to selected international non-governmental organisations (NGO) and non-profit organisations (NPO), such as the international aid organisation Suore della Provvidenza (Founder: Luigi 1884). These funds are used to support local aid projects focusing on education and sport that, in future, will lead to improved life prospects for children and young people.

The combination of “new social financing” and the simultaneous provision of new commercial successes for cooperation partners by granting licences for new products and bearing the emblem to the outside world lifts this innovation in the social financing sector into a new future category.

Supplementing existing aid organisations

It is important to the Luigi 1884 Fonds Board of Directors to make it clear that Luigi 1884 Fonds eV is not a competitor to existing aid organisations. Instead, it takes on a supplementary role. Why? It is becoming progressively difficult for existing NGOs to obtain financial support for disadvantaged children due to their supporters’ increasingly tough economic situation. This trend, which has become necessary, is now being counteracted with an innovation in social financing.

By combining requests for donations and simultaneously providing new commercial successes for global cooperation partners by granting licences for new products and bearing the emblem to the outside world lifts this innovation in the social financing sector into a new future category