Volkswagen Launches Inclusivity Campaign for the European Championship: ‘One Europe. One Feeling. One Football.’

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BY VOLKSWAGEN

Susanne Franz, Chief Marketing Officer Volkswagen:

> Diversity is essential for us – not just since the Euros

- Former pros Lena Goeßling and Gerald Asamoah make unequivocal statements for diversity

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‘One Europe. One Feeling. One Football.’

Volkswagen is making a statement for diversity and inclusivity during the European Football Championship. The company is using the tournament in Germany and its campaign ‘One Europe. One Feeling. One Football.’ to give a platform to the topic of diversity. On the sidelines of the EC group match between Germany and Hungary, Volkswagen’s Chief Marketing Officer Susanne Franz met with experts from elite and grassroots sports in Stuttgart.

Susanne Franz, Chief Marketing Officer at Volkswagen:

> The 2024 European Football Championship is more than just a tournament. It brings together people from 24 nations. Hundreds of thousands of fans in stadiums and on the streets. For Volkswagen, diversity and inclusivity are indispensable, not just since this home EC.” The company has been supporting football for many decades. From grassroots to the highest levels. For the European Championship, VW has organised the campaign ‘One Europe. One Feeling. One Football.’ to make a strong statement on this global stage. Franz says: “We are committed to gender equality in women’s and men’s football and work against stereotypes and prejudices, not just in sports.

Together, on and off the field. In Stuttgart, Franz discussed diversity in football with guests from both elite and grassroots sports.

> No matter who's playing, no matter where it's played, it's not women's football, it's not men's football – it's ONE game," emphasised Lena Goeßling, who played for Volkswagen-supported VfL Wolfsburg from 2011 to 2021. The 2013 European champion and 2016 Olympic gold medallist has been active for years promoting diversity and combating all forms of discrimination. "It's important for me to raise my voice and be present, because only together are we strong, as was the case during my active career,

said Goeßling, who made a total of 106 appearances for the German women's national team between 2008 and 2019.

Football for a diverse community. Gerald Asamoah has co-founded and developed a key anti-racism initiative with his former club FC Schalke 04, branded as #standup.

> As an active player, I was repeatedly confronted with racism," said the former professional and 2002 World Cup runner-up. "This is 2024, and we're still discussing this issue because, unfortunately, it remains prevalent. We mustn't look away." "I am very pleased that companies like Volkswagen are so committed, and I encourage everyone to also play an active role,

Diversity for cultural change and transformation. 'We live diversity' is one of Volkswagen's corporate principles. It states:

> We are colourful, different, unique." "Without diversity, our company would come to a standstill," said Franz. VW's Chief Marketing Officer knows there is a long journey ahead, "but without diversity, neither cultural change nor transformation can succeed at Volkswagen.

Football can accelerate this process with its influence and emotional impact.

Support for highest level and grassroots. At the European Championship, Volkswagen is not only a sponsor of the German Football Association (DFB) but also a mobility partner for five other European associations that qualified for the finals: France, Netherlands, Italy, Switzerland, and Denmark. But it's not only on the big stage – grassroots football is the unifying factor between the national sport and Volkswagen. As a partner of the Sepp-Herberger Foundation of the DFB, the company advocates

independent, equal participation in organised football matches for people with disabilities.

More success through diversity. Franz says:

> What Volkswagen can learn from sports is that successful teams are typically diverse. On the field, working towards a common goal is paramount – regardless of whether someone has disabilities or where they come from.

True to the motto: ‘One Europe. One Feeling. One Football.’

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