

# LAUREUS AND IWC SCHAFFHAUSEN - A SUSTAINABLE PARTNERSHIP

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## WHY IS IWC SCHAFFHAUSEN COMMITTED TO MAKING A POSITIVE CONTRIBUTION TO SOCIETY?

The Swiss watchmaking company is involved in partnerships that focus on education and training, the environment, sports and culture. Through its partnership with Laureus Sport for Good, IWC supports inclusive education initiatives that combine learning, a building of job skills as well as peace promotion through sport.

## WHAT IS LAUREUS SPORT FOR GOOD?

Laureus Sport for Good was founded by Daimler and Richemont in 1999. This charitable foundation harnesses the power of sport to bring about social change, integrate disadvantaged children and young adults into society more effectively and give them more promising future prospects – for instance, by fighting discrimination, by encouraging young people to exercise or by helping them to improve their self-esteem. Since its inception, Laureus has raised in excess of 100 million euros and now supports more than 100 projects in 35 countries. It also brings its ambassadors from the world of professional sport together with young people so they can be inspired.

## WHY DOES LAUREUS BELIEVE IN THE POWER OF SPORT?

Nelson Mandela was the first Patron of Laureus. In his speech at the ceremony for the inaugural Laureus World Sports Awards in Monaco in 2000, he summed it up perfectly: "Sport has the power to change the world. It has the power to unite people in a way that little else does. Sport can create hope where once there was only despair." These words have become the philosophy of Laureus and the driving force behind its vision. Laureus World Sports Academy Member Boris Becker put it this way: "The strength of sport lies in the fact that it has its own rules and knows no skin colour, no religion and no boundaries."

## WHAT CHARACTERIZES THE PARTNERSHIP WITH IWC?

IWC has been a Global Partner of Laureus Sport for Good since 2005. As part of this cooperation, the Swiss watchmaker launches a special limited-edition watch every year. A percentage of the proceeds from every sale is used to support Laureus projects. IWC also co-founded the Laureus Foundation Switzerland in collaboration with Mercedes-Benz Switzerland in 2007. The auctions held at the annual Laureus Charity Night always include an exclusive timepiece donated by IWC. At the 11th Laureus Charity Night in November 2017, the **Portugieser Tourbillon Rétrograde Chronograph Edition “Laureus Sport for Good Foundation”** went under the hammer for CHF 200,000. In November 2016, the **Portugieser Perpetual Calendar Digital Date Month Unique Piece “Laureus Charity Night Zurich 2016”** (Ref. IW397205) was auctioned for CHF 125,000. All proceeds from the sales went to Laureus.

## WHAT ARE THE DISTINGUISHING FEATURES OF THE SPECIAL EDITIONS FOR LAUREUS?

The characteristic features of these special editions are the dial in the typical Laureus blue and the engraving on the case back. It depicts the winning design from a drawing competition for children and adolescents organized by IWC each year in the context of all the Laureus projects. The drawing engraved on the 12th special Laureus edition, the **Pilot’s Watch Mark XVIII Edition “Laureus Sport for Good Foundation”** (Ref. IW324703), was created by 11-year-old Ana Claudia. She participates in a project of Instituto Reação in Brazil. This organization benefits Brazilian children and adolescents through education and sport – and particularly relies on judo to convey values such as respect, discipline and determination. A part of the proceeds from watch sales featuring Ana Claudia’s engraving will be used to support Laureus Sport for Good.

## WHAT IS THE PURPOSE OF THE LAUREUS WORLD SPORTS AWARDS?

Each year the Laureus World Sports Awards raises awareness of the social engagement of Laureus Sport for Good and celebrates sporting excellence. The most outstanding athletes of the year and the most successful teams are honoured at a gala evening. Other prizes, such as the Lifetime Achievement Award, are also presented to exceptional athletes. The nominees are determined by a jury of 1,700 journalists from more than 100 countries. The prizewinners at the 2017 Laureus World Sports Awards in Monaco included Usain Bolt (World Sportsman of the Year), Simone Biles (World Sportswoman of the Year), the Chicago Cubs (Team of the Year) and Beatrice Vio (Sports-person of the Year with a Disability).

**WHAT IS THE LAUREUS  
WORLD SPORTS ACADEMY?**

The winners of the Laureus World Sports Awards are chosen by members of the Laureus World Sports Academy in a secret ballot. More than 60 living legends from the world of sports are currently members of this exclusive sporting body. Only former athletes who made a strong mark on their discipline during their active professional life make it into the academy. British footballer Ryan Giggs and Italy's Francesco Totti were recently appointed as members. The Chairman of the Academy is the New Zealand rugby star Sean Fitzpatrick.