



INEOS  
THE WORD FOR CHEMICALS



SPORT - INHOUSE



# GO RUN FOR FUN

GWA 2018 – FINALIST

# GO RUN FOR FUN

## GETTING KIDS ACTIVE

GO Run For Fun (GRFF, <http://www.gorunforfun.com/>) is the world's biggest children's charitable foundation getting kids active. GRFF has one aim – to get as many kids running as possible through well organised safe fun events backed-up by classroom materials and lesson plans to support health education in primary schools. Since its kick-off in summer 2013, 250,000 young runners have taken part in events in the UK, France, Germany, Italy, Belgium, Switzerland, Norway, USA and Mexico. In the Rhineland area GRFF started in 2014. GRFF is still growing, positively changing attitudes of children around the world!

## CHANGING ATTITUDES

GO Run For Fun is a trademark of INEOS Capital Limited. The campaign is delivered by the GO Run For Fun Foundation in partnership with the UK based Great Run Company. GRFF is changing attitudes. We all know that modern technology has made staying indoors far too tempting. It's our job to give television and video games a run for their money by making it just as easy for parents and teachers to get children into running, sport and playing outside.



The best thing about running is that it's inexpensive and a fundamental part of many other sports. If children between of 5 and 10 catch the running bug early, we know they tend to stick to it, so that an active and healthy lifestyle is enjoyed and not seen as a chore. GRFF events take place in Europe and the US, mostly close to INEOS sites, as employees are keen to be heavily and actively involved. Kids don't have to stop at the finish line, they are encouraged to join local sports clubs and organisations. To date, approx. 250,000 kids (20,000 in the Rhineland) ran two kilometres, sometimes for the very first time in their lives – a real success story.



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## A VERY SIMPLE AIM

From its inception, The GO Run for Fun Foundation has been supported by INEOS and its founder, Jim Ratcliffe, driven by a personal belief that promoting the health and well-being of young people is a critical responsibility for INEOS and our wider society. Parents often worry about their kids eating too much and not getting enough exercise. “Children used to be a lot more active when I was young,” said Jim. “We used to cycle, run or walk everywhere. Today they have a lot more distractions and spend more time indoors, playing on games consoles and smart phones than outside. It also doesn’t help that governments sell-off school playing fields.” The World Health Organisation (WHO) regards childhood obesity as one of the most serious global public health challenges for the 21<sup>st</sup> century. Obesity is linked to diabetes, heart disease, cancer and dementia. More worryingly for the UK, Public Health England says, 30 per cent of children aged two to 15 are now overweight or obese. The figures are similar for Germany.

“The biggest health issue in my parents’ day was smoking,” said Jim. “Now it’s obesity.”



The ultimate aim for GRFF was for it to become the biggest kids’ running initiative in the world. INEOS invested £1.5 million (€1.9 m, \$2.5 m) to ensure the campaign’s success over the first three years and believed there was enormous potential for it to grow way beyond the initial aim of 100,000 children. “Physical inactivity is an important factor in the current UK child obesity epidemic,” said Dr Paul Sacher, an internationally respected child health and obesity expert. “Considering one in three children are overweight and obese, around 80 per cent of children are not meeting the Government’s physical activity guidelines, it is essential that we support initiatives such as GRFF.”



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## STRONGER TOGETHER

The main communication objective is to actively engage with schools around the communities across Europe and the US to encourage their involvement in a well-organised fun mass participatory event for primary school children. Another communication objective is to engage with other commercial organisations to financially support the campaign. The third communication objective is to encourage governments to recognise the value of the campaign. The aim was to reach 100,000 kids by July 2016, this was achieved six months in advance and has more than doubled with 250,000 running kids to-date, with 20,000 in the Rhineland area.



Many different companies already contributed to support the campaign financially (see <http://www.gorun-forfun.com/supporters/patrons-and-friends/>).

Hermann Gröhe, Minister of Health for Germany from 2013 to 2018, took over the patronage from the very start of the campaign in the Rhineland and allowed INEOS in Cologne to use the IN Form logo:

<http://www.ineoskoeln.de/de/go-run-for-fun>

<https://www.in-form.de/netzwerk/projekte/go-run-for-fun/>



WIR SIND

**in Form**

Deutschlands Initiative für gesunde Ernährung  
und mehr Bewegung

# GO RUN FOR FUN

The target audiences are first and foremost kids between 5 and 10 years, furthermore school deans and teachers, parents, successful athletes, governments, politicians, own INEOS employees and funding partners.

What we expect from our target audiences:

- Parents to encourage the teachers to take part in the events

<http://www.gorunforfun.com/parents>



- Teachers to bring their children along to the events <http://www.gorunforfun.com/education>

- Athletes to give their time freely to attend to schools and the events
- Governments and politicians to consider the benefits of the events in their policy making

- INEOS employees and funding partners to facilitate events by providing resources such as time and money <http://www.gorunforfun.com/supporters>



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## **FUN, FREE AND EASY**

Our PR messages are simple and straight forward: GO Run For Fun is fun, for free and easy.

It positively changes attitudes of children from 5 to 10 years to be active.

As a co-ordinated and well-planned campaign, we use a variety of channels to get our message across. We regularly contact local media and invite the press, politicians and other stakeholders such as local mayors to the events.



Experiencing the cheerful and laughing kids who are proud to cross the finish line together with their friends is amazingly rewarding.



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## SPREADING THE MESSAGE

To make GO Run For Fun known, the following communications channels were established:



Website: <http://www.gorunforfun.com>



Twitter: [https://twitter.com/ GRFF](https://twitter.com/GRFF)



Facebook: <https://www.facebook.com/gorunforfun>



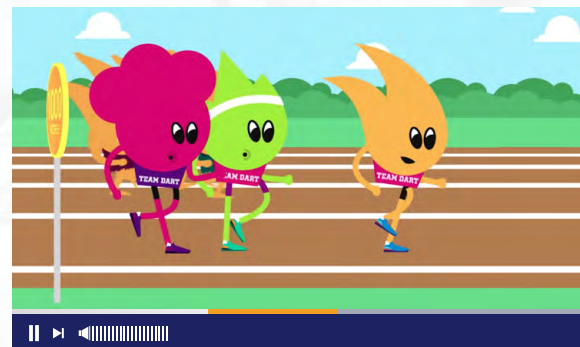
Instagram: <https://www.instagram.com/gorunforfun>



YouTube:

[https://www.youtube.com/playlist?list=PLqiM6Yf0lsfWf8RfHx99RkVe\\_uofxgt6Y](https://www.youtube.com/playlist?list=PLqiM6Yf0lsfWf8RfHx99RkVe_uofxgt6Y)

<https://www.youtube.com/watch?v=phoYtzNrGPs>



The concept is very simple. That's the reason why it's been taken-up so widely and quickly across Europe (and the US). However, this meant that we were not able to put in place a class room programme from day one. So in order to become more than just "a children's run", we had to implement a school's programme which included teaching material incl. videos (<http://www.gorunforfun.com/dart-tv/activity/smells-like-team-spirit!>). Those videos were awarded at the Cannes Corporate Media & TV Awards in 2015. The implementation of the school programme took longer than expected as we wanted to engage with schools and teachers in its development. In the Rhineland we will start with the school programme in autumn 2018.

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## FACTS & FIGURES

GO Run For Fun by **end of 2015**  
– two years after its launch in the UK

GO Run For Fun to-date **by 27 June 2018**

<b>106,288</b>	Kids crossed the finish line	<b>250,240</b>
<b>189</b>	Events hosted across the UK, mainland Europe and the USA	<b>356</b>
<b>1,061</b>	Schools	<b>2,424</b>
<b>74</b>	Sporting ambassadors (e.g. Colin Jackson, Tanni Grey-Thompson)	<b>176</b>
<b>2,443</b>	Volunteers	<b>7,259</b>



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## PR ON A SHOESTRING

GRFF in Cologne is conducted by the communications department (two people) with the help of our own apprentices, students, staff and the management directors. As a matter of fact strong and long lasting team spirit evolves among colleagues. Furthermore, a Cologne based vocational school for health and social management is given the opportunity to gain first-hand experience.

Sports ambassadors with a strong track record such as Björn Otto, silver medallist pole jumper in the 2012 Olympic Games, and Anna Limbach, eleven times German sabre champion and currently ranked number eight in the world, cheer-up and dance with the kids, do the warm-up and cool-down, sign autograph cards and do selfies. The sponsor's budget is mainly used to organise safe bus transportation from and to schools to the different event locations. A total of 20,000 kids took part in the GRFF events in the Rhineland. It is always our pleasure to spot kids wearing their pink GRFF t-shirts as this gives us the certainty that they very much enjoyed the run event. The feedback by kids, parents, schools, deans and teachers is tremendously positive and they can't wait to take part again. As this report is written, we again are in the middle of conducting the one week GRFF events for 2018 with 5,000 kids attending. One teacher told us that since last year's GRFF event she's running with her pupils every morning before class a mile.



## THE DAILY MILE

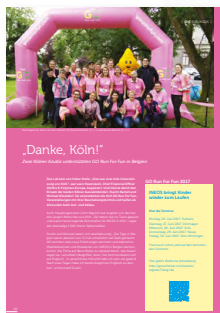
And this is what comes next: The Daily Mile.



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## SUPPORTING MATERIAL SPEKTRUM AND INSIGHT



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SUPPORTING MATERIAL FLYER, POSTERS, AUTOGRAPH CARDS





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Dr Anne-Gret Iturriaga Abarzua, Head of Communications at INEOS in Cologne