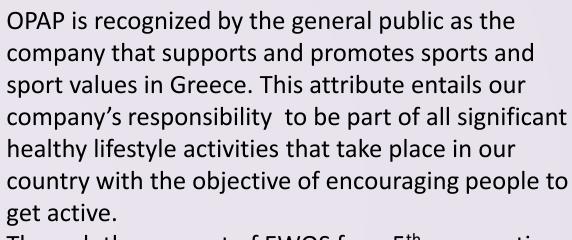


EWOS 2019 _ Summary Report



BUSINESS CONTEXT





Through the support of EWOS for a 5th consecutive year, OPAP continues to convey the message that active lifestyles do not only have benefits for the body, but also for the general well-being of people (i.e. self-esteem, morale, mental health), making them happier.



Addressed CHILDREN & EMPLOYEES



SPORTS ACADEMIES PROGRAM



- **1. Distribution of EWOS content** (i.e. posters & display campaign) to the 128 Academies across Greece
- In total **10.000** children, parents and coaches participated in activities such as:
- ✓ Mixed teams football matches between parents and children, girls and boys
- ✓ Parent football training
- ✓ Aerobics event for their members
- ✓ Beach soccer tournament
- Main Sports Academies event in Athens: Mini sport festival with interactive content (football games without score and qualification, self defense lessons, Rugby lessons & running exercises) with the participation of 170 children (20 of them are OPAP's employees children)

OUR PEOPLE



- **1.Internal announcement**: Informed **1.300** employees in Athens & Thessaloniki on OPAP's support for 5th consecutive year to European Week of Sports
- **2. Permanent branding** in staircases and elevators prompting people to use the stairs for physical activity
- 3. Activation during all the European Week of Sports with different concept per day:
- Yoga & Pilates sessions
- Zumba sessions
- Wellness at Work seminars
- Walk the roof (8th floor) challenge
- Table tennis tournament
- Table soccer tournament
- 3x3 Basketball tournament
- 3 points Basketball challenge

CREATIVES for communication in the Academies











Photos from SPORT ACADEMIES ACTIVATION















Photos from INTERNAL ACTIVATION









