### Grundfos Sponsor of Women's EHF EURO 2024 15-December-2024

As the Women's EHF EURO 2024 finalized on December 15, Grundfos proudly summarizes its sponsorship which among others consisted of the "Grundfos Player of the Match Award." Each award has throughout the tournament be accompanied by a donation to Plan International.

**Highlighting water issues in Ethiopia**

Grundfos has used this tournament to draw attention to the severe water problems in Ethiopia. The Gambella region of Ethiopia hosts more than 320,000 refugees, primarily from the civil war in neighbouring South Sudan. The population density and the sparse conditions in the refugee camps create significant challenges in accessing clean water and maintaining good hygiene.

**Fan participation**

Fans have been able to vote for the "Player of the Match" via the EHF EURO app starting in the 45th minute of each game. This engagement not only celebrated outstanding players but also contributed to bring clean and safe water, sanitation and hygiene to two Ethiopian refugee camps in Gambella. The donation will also create opportunities for education and income generation for girls and women, who will no longer need to spend hours every day looking for safe water.

**Commitment to Social Responsibility**

"At a time when solidarity and cooperation are crucial, we at Grundfos are committed to taking concrete action to improve the living conditions of people in Ethiopia. Combining prestigious sporting events with social responsibility creates a much-needed platform to draw public attention to the advancing water issues worldwide," explains Ulrik Gernow, COO at Grundfos.

|  |
| --- |
| **QUICK LINKS – Get the latest news and information from Grundfos.** |
| Read more of the latest updates from Grundfos. | [www.grundfos.com/news](http://www.grundfos.com/news) |
| Access our press-kit, or download images of Grundfos people, locations and products. | [www.grundfos.com/press-kit](http://www.grundfos.com/press-kit) |
| Get in touch! We’re happy to help with questions and enquiries from journalists and the media. | [www.grundfos.com/press-office](http://www.grundfos.com/press-office) |