



*I*nvitatio Honorifica Officialis  
from Honorary Rector Francis baron Van Loon



ETHOS UNIVERSITAS  
Award Europe

**Rector, President, General Director  
Institution of Higher Education**

**Antwerp (Belgium), March 2025**

Invitation Letter  
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# Invitatio Honorifica Officialis

Francis baron Van Loon | Honorary Rector University of Antwerp

Esteemed Rector, President or General Director,


As a fellow academic leader, I reaffirm the role of our institutions as beacons of ethics, shaping future generations with integrity. In this spirit, I invite you to become **Honorary Companion** of the 'Ethos Universitas Award Europe', organized by PCU, the university platform of Panathlon International, global leader in Olympic ethics.

The award recognizes academic initiatives promoting ethics far beyond sports, including governance, sustainability, social responsibility and integrity, making it a matter that only you as **the institution's head** can fully consider. A pilot, currently limited to Belgium, sets the stage for broader European expansion in the next academic year, when the first European laureate will be announced during the EU's European Week of Sport, from 23 to 30 September 2026.

To ensure your institution's Honorary Companionship, a symbolic measure of €250 grants recognition across all official communication channels, as well as the opportunity to submit your own award initiatives and the exclusive right to use the Honorary Companion Seal, as shown on the final page. As we fully understand the demands of your schedule, **no further action** is required on your part.

At a time when ethical integrity in education and governance is under **global scrutiny**, this initiative offers a unique opportunity to highlight your commitment to ethical leadership. As such, I would appreciate your office's attention to the pro forma in annex by June 2025.

With the highest respect, I sincerely hope you will graciously accept this invitation,



**Prof. Dr. Em. Francis baron Van Loon, Award President**

award@pcucommittee.com | (+32) 476 255 004 | www.pcucommittee.com

PCU Host Desk - AP University AS& Arts (StuCtr), Ellermanstraat 81, B-2060 Antwerp



**Panathlon International**  
IOC recognised with  
resolution 11/6/1982



**Panathlon International HQ**  
Villa Queirolo, Via A. Ponente 1  
I-16035 Rapallo (Ge)

**Panathlon International Lausanne**  
Maison du Sport International  
Av de Rhodanie 54 CH-1007 Lausanne

# Appendix one

Find out more about who we are and what drives us



## Initiator and Driving Force

Francis Van Loon (Photo) studied social sciences at the University of Ghent (Belgium) and Emory University in Atlanta (USA). He became professor at the UFSIA in Antwerp, where he also served as the dean of the Faculty of Political and Social Sciences. He then assumed the role of rector at the Confederated University Antwerp and later became the first rector of the unified University of Antwerp. In 2008, he was granted the title of Baron by King Albert II of Belgium. In 2016, he was appointed Grand Officer of the Order of Leopold.

## Panathlon International | Global Leader in Olympic Ethics

Panathlon International established in 1951 in Venice (Italy), is recognized by the IOC (resolution 11/6/1982), is associated with the International Fair Play Committee and many other IOC recognised federations. Panathlon's main aim is the achievement of the sporting ideal and the establishment of its cultural and moral values as a means towards the development and advancement of the individual and solidarity between men and people.

## PC Committee | Panathlon International University Platform

The PCU Committee is the university platform of Panathlon International which organizes and endorses events with focus on fair play in student sport. With resolution 21/11/CI Panathlon authorized the establishment of the Committee of Panathlon Clubs of Universities (PCU Committee).

**Panathlon International Partnership**

European Commission - European Week of Sport



# Appendix two

## Randomly Chosen Ethos/Event Associated Institutions



Türkiye| Rector Mutlu Türkmen



Norway| Rector Tor Grande



Germany| President J. Rocholl



UNIVERSITY OF  
EASTERN FINLAND

Finland| Rector J. Mönkkönen



UNIVERSITÉ DU  
LUXEMBOURG

Luxembourg| Rector J. Kreisel



Netherlands| Pres. R. Verhofstad



Belgium| Rector Luc Sels



Ireland| President D. Lillis



Austria| Rector Jens Schneider



University of Essex

UK| Chancellor Sarah Perry



Czechia| Rector Jan Mareš

[www.pcucommittee.com/ethos](http://www.pcucommittee.com/ethos) launching October 2025

Featuring all higher education institutions that joined as Honorary Companions

# Appendix three

The Path to the Ethos Universitas Award Europe



**INVITATIO HONORIFICA OFFICIALIS**  
European Higher Education Institutions

**STEP 1**  
March - June 2025



**INTRODUCTION WEBPAGE**  
Presentation Honorary Companions

**STEP 2**  
October 2025



**CALL FOR ELIGIBLE PROJECTS**  
Brochure Eligible Areas (Integrity, etc.)

**STEP 3**  
November 2025 - May 2026



**AWARDING CEREMONY**  
EU Week of Sport, Antwerp (Belgium)

**STEP 4**  
Week 23 - 30 September 2026

[www.pcucommittee.com/ethos](http://www.pcucommittee.com/ethos) launching October 2025

Featuring all higher education institutions that joined as Honorary Companions

# Appendix four

## Pro Forma Invoice Honorary Companionship

If you choose to become an Honorary Companion, a pro forma invoice is hereby provided. If required, an official invoice is available on request at [award@pcucommittee.com](mailto:award@pcucommittee.com).

### PRO FORMA INVOICE

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#### ISSUED BY:

##### **Panathlon Antwerp VZW (Non-Profit Organisation NPO)**

AP University ASc. & Arts, Ellermanstr. 81 B-2060 Antwerp, Belgium | Host Desk  
Jan Janssensstraat 1 B-2610 Antwerp Belgium | Registered Office, Administrative Seat  
BE0879.728.533 | Non-Profit Organisation Number - VZW

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#### ISSUED TO:

##### **Concerned Institution of Higher Education**

Invoice date		Date of Pro Forma Invoice Receipt
Pro Forma Invoice N°		EUAЕ-2025- Concerned Institution of Higher Education
Description Services		Honorary Companion EUAЕ Academic Year 2025-2026

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#### TOTAL AMOUNT DUE:

**€250,00 (VAT N/A)**

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#### PAYMENT DETAILS:

Bank name		KBC Bank
Bank Address		Bist 160, 2610 Antwerpen (Belgium)
Account Holder		Panathlon Antwerp VZW
IBAN		BE88 4015 0550 81 41
BIC/SWIFT		KREDBEBBXXX
Payment Reference		EUAЕ – 2025 - Concerned Institution of Higher Education

Payment is requested by **30 June 2025** to ensure your institution's recognition as an Honorary Companion.





# Honorary Companion Seal

for Exclusive Official Use on Your Institutional Channels



**Ethos Universitas**  
Honorary Companion

## Panathlon International Institutional Partners

**SPORT  
ACCORD**

