



## CALL FOR APPLICATIONS

### About GSW Social Booster

The GSW Social Booster is a programme, delivered by Global Sports Week and powered by 17 Sport, that identifies, promotes and supports impact-led sports projects from around the world. It is open to non-profits and social businesses that use sport to address specific objectives identified by the UN Sustainable Development Goals.

The finalists of the programme will have the opportunity to pitch their projects to prospective investors and key leaders of sports business and society during Global Sports Week Paris 2021 which will be held between February 1<sup>st</sup> and 5<sup>th</sup> 2021, with events taking place in Paris, Beijing, Tokyo, Milan, Dakar, Los Angeles and online.

This year, considering the current situation, only projects based in or near one of our six hub cities will be able to attend the event physically; the others will be able to participate through our digital platform.

### Benefits of the programme

8 non-profit and social business projects will be selected for the GSW Social Booster programme. The finalists will be given the opportunity to pitch their project during Global Sports Week 2021 to prospective investors and leading sports figures within the global sports economy. They will also receive visibility through GSWParis and 17 Sport communications around the event.

After the event, the finalists will take part in a three-month acceleration programme led by 17 Sport and focused on providing strategic and structural support to their organisation and/or project.

The package will include benefits such as:

## **Benefits provided by Global Sports Week Paris**

- A dedicated space on the GSWMarketplace, GSWParis' new virtual exhibition space which provides opportunities for businesses and organisations within the global sports economy to showcase their products and services and exchange with thousands of prospective clients, media and influencers from around the world
- Access to the event if the finalists decide to travel and pitch on the ground in Paris or in one of the GSWParis hubs
- Access to the GSWParis digital platform
- Access to GSWConnect, GSW Paris networking platform
- Visibility for the finalist projects via GSWParis communications channels, including broadcast of the pitch on GSWParis digital platform (10,000 expected participants from around the world)

## **Benefits provided by 17 Sport**

- A 3-month acceleration program focused on providing strategic and structural support to their organisation and projects:
  - 17 Sport can provide the finalists support in the following areas:
    - (1) development of organisational strategy and purpose;
    - (2) strategy and planning for a specific purpose-driven project.
  - The support provided will be tailored to the needs of the finalist organisation but could focus on areas such as strategic planning, developing or implementing a new impact programme, or building new partnerships.
- Access to the 17 Sports team and their varied expertise.
- Introductions to relevant partner organisations and individuals relevant to the project.
- Visibility for the finalist projects via 17 Sport communication channels.
- Participation for one at 17 Sport's Soul Purpose Sport, a virtual 5-day event designed to power a movement of purpose in the sport's industry. It combines the best practices and techniques born from working with successful impact leaders, and the transformational practices of the co-designers to help leaders access their true purpose and bring this to their work in sport.

## What are we looking for?

We aim to select the most relevant sport-led nonprofit and social business projects from all around the world, responding to one or more specific SDGs from the list :

- Health (Goal 3)
- Quality Education for all (Goal 4)
- Gender Equality (Goal 5)
- Climate Action (Goal 13)

The finalists will be selected based on:

- A proof of concept: our accelerator targets projects that have already proven the effectiveness and scalability of their model.
- Potential to scale up: the GSW Booster will help project holders find the best partners and development paths to increase their social impact.

## How to apply

Applications are open **from November 4<sup>th</sup> to December 4<sup>th</sup> 2020.**

The whole process should take around 20 minutes and includes two parts:

- An online form with questions about you and your project
- A 60-second video statement, during which you will have to pitch your project

The video can be shot on your smartphone (use the portrait or vertical mode). Selfies are fine.

You'll need to upload the video file using a WeTransfer link service.

When you're ready to go,  
use this link to complete and submit the online application form:  
<https://globalsportsworld.typeform.com/to/wrWeEXHK>

There's a space in the form for you to post your video download link.

### **About Global Sports Week Paris**

*Global Sports Week Paris is an annual international forum that brings together leaders and disruptors from sport, business, culture, media, government and society. Its agenda is focused on the future of sport at the intersection of business and society.*

*GSWParis is known for its innovative formats and diverse audience, directly connecting global leaders of sport with athletes, grassroots actors, fans and emerging talents.*

*In 2021, GSWParis will return from February 1st - 5th 2021. It will boast a new, multi-country format, mixing physical and digital experiences, with events in six cities worldwide.*

### **About 17 Sport**

*The GSW Social Booster was co-created and is delivered in partnership with 17 Sport, a corporate partner of Global Sports Week, which will specifically lead the accelerator phase of the Booster programme.*

*17 Sport is the world's first integrated, sports impact company aiming to build a positive future for the world through sport. Operating at the intersection of sport, business and purpose, 17 Sport provides Purpose-led strategic, commercial and activation solutions to progressive global properties, sponsors, athletes and non-profits.. 17 Sport specialises in helping our clients understand how to align their strategies with the UN Sustainable Development Goals, the only global roadmap to a better world for people and planet.*