JOIN THE GSW SOCIAL BOOSTER

SPORT AS A FORCE FOR GOOD

We believe sports must play a **central role** in driving impactful initiatives that can help solve the greatest **social and environmental challenges** of our time.

The GSW Social Booster programme, created by **Global Sports Week** and powered by **17 SPORT**, identifies, promotes and supports **impact-led sports projects** from around the world.

The programme is open to **non-profits** and **social businesses** using sport to effectively address specific objectives identified by the UN Sustainable Development Goals - specifically SDG 3 **Health**, SDG 4 **Education**, SDG 5 **Gender Equality** and SDG 13 **Climate Action**. Previous selected projects have included:

![Logos of selected projects]

For the **third edition** of the GSW Social Booster programme, we will be selecting **six organizations** to work with in 2022.

DEEPEN YOUR REACH ▼

PITCH YOUR PROJECT IN FRONT OF GLOBAL LEADERS & INVESTORS
FROM MARCH 7-11 2022

If selected, your organization will receive:

- **1 Full pass** to attend Global Sports Week 2022 physically at the Accor Arena, in Paris, and **free membership** of the GSWFactory online platform for year-round networking, events and resources.
- The opportunity to pitch your project directly to **5000+** potential partners, collaborators and investors in attendance of GSWParis 2022.

*Or digitally, if you are not able to come in Paris*

Visit our website: gsw.world
STRENGTHEN YOUR ORGANIZATIONAL FOUNDATION

- Take part in a **digital workshop** for all Social Booster final projects to meet ahead of GSW 2022 to share best practice and experience from around the world.
- Receive a **toolkit** to help you make the most of GSW.

BE PART OF A 3-MONTH ACCELERATION PROGRAMME

- A **3-month acceleration package**, powered by 17 Sport, including:
  - A 3-hour Design Sprint to help unblock a current issue your project is facing.
  - **Strategic support** in one of the following areas: Partnerships, Communications, PR Support or Business/Organizational Strategy. This could be a new area of focus for your organization, a refresh of existing work, or simply work to develop a workstream you haven’t been able to resource yet.

APPLY NOW!


Projects are scored on your proven connection to sport and whether your project demonstrably contributes towards realising **one or more of the aforementioned SDGs** (SDG 3, 4, 5, and 13). Please note, the GSW Social Booster Program is unfortunately not suitable for organizations solely looking for financial support.

“**They benefit from the GSW Social Booster**

“Being able to work with a team of professionals has helped me translate my vision into words on paper to be able to have practical tools to use for future project development rather than speaking about big pictures with no clear process.”

Nour Jarrouj, Pedal Power Manager, The Bike Project

“Working with 17 Sport helped us generate some great ideas that will be helpful for our progression in the mid- to long-term. Overall, thanks to the Global Sports Week Social Booster, we - as a small NGO helping people deprived of liberty transform their lives - had the opportunity to deepen our knowledge of the world of sports and to strategize on new ways to communicate our goals and broaden our supporter network.”

Lio Grassy, LaBAP

* Please note, the exact timing will depend on organizational schedules and the selected deliverables.

Visit our website: gswworld