

# GSW SOCIAL BOOSTER

POWERED BY 17 SPORT

## Press release

Paris, November 15th 2022

**GSW SOCIAL BOOSTER**  
POWERED BY 17 SPORT

**'CALL FOR PROJECTS'**  
**GSW SOCIAL BOOSTER**  
**#GSWPARIS**

Apply until **January 3rd**  
Register on [gsw.world/programmes-gsw/#booster](https://gsw.world/programmes-gsw/#booster)

17 SPORT  
GLOBAL SPORTS WEEK PARIS  
Making the future of sport

## APPLICATIONS FOR THE GSW SOCIAL BOOSTER 2022 ARE OPEN

Global Sports Week has opened applications for the 2022 GSW Social Booster programme, powered by 17 Sport, that identifies, promotes and supports **impact-led sports projects** from around the world.

The programme is open to non-profits and social businesses that use sport to address specific objectives identified by the UN Sustainable Development Goals:

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

[Applications are open until January 3rd 2022 and can be made via Global Sports Week's dedicated online platform \(gsw.world/#booster.\)](https://gsw.world/#booster)

In total, six non-profit and social business projects will be chosen from around the world.

The projects will be selected based on the proven effectiveness and scalability of their models in addition to their relevance to one or more of the UN Sustainable Development Goals.

Those selected will have the opportunity to pitch their projects to prospective investors and key leaders of sports business and society during Global Sports Week Paris 2022.



The event will be held between **March 7<sup>th</sup> and 11<sup>th</sup> 2022** in Paris along with regional gatherings, broadcasted online.

Following Global Sports Week the selected projects 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.

Projects previously selected for the GSW Social Booster powered by 17 Sport have included:

- Fundlife (Philippines)
- 0 Mégot (France)

- Skateistan (Germany)
- Nomads Surfing (France)
- The Bike Project (United Kingdom)
- Fundação Eprocad (Brésil)
- Women And Kid Empowerment (WAKE) United-States and Guinea



**Nour Jarrouj, ‘Pedal Power Manager’ of The Bike Project, testified:**

‘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.’

**Lionel Grassy, co-founder of La Balle aux Prisonniers, testified:**

"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."

**Further information about the benefits and the requirements of the programme can be found [here](#).**

**NOTES TO EDITORS**

**PHOTO-VIDEO ASSETS**

A visual of GSW Social Booster 2020 is attached for editorial use.

A further selection of high-resolution images from GSWParis 2021 is available via the following link:

[https://drive.google.com/drive/u/0/folders/16\\_436f\\_dNDYsbfTdLS75hAL9CWWJoDQt](https://drive.google.com/drive/u/0/folders/16_436f_dNDYsbfTdLS75hAL9CWWJoDQt)

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## **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.

In 2022, GSWParis will return from March 7th - 11th with a central gathering at the iconic Accor Arena in Paris, supported by additional digital and overseas events.

Global Sports Week is organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, with the support of numerous private and public partners including the French Ministry of Sports, adidas, Vivendi, EGG, Ville de Paris, UNESCO and Accor Arena.

## **About 17 Sport**

17 Sport is an impact company operating at the intersection of sports, business and purpose. We provide strategy, partnership and implementation services to transformational leaders in sport and business committed to forging a better tomorrow for people and planet.

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**More information: [www.gsw.world.com](http://www.gsw.world.com) | #GSWParis #GSWFactory**