



Press release

Paris, March 17th 2022

GLOBAL SPORTS WEEK SOCIAL BOOSTER 2022 WINNERS REVEALED



Global Sports Week revealed the six projects that have been selected for the 2022 GSW Social Booster programme, powered by 17 Sport.

The programme, which is open to non-profits and social businesses, identifies, promotes and supports impact-led sports projects from around the world with a focus on specific objectives identified by the UN Sustainable Development Goals.

Meet the GSW Social Booster 2022 winners:

*in alphabetical order

- [Childreach Nepal](#), Nepal
- [Football for Future](#), England, Scotland
- [Golden Boots Uganda](#), Uganda

- [Koun](#), Lebanon
- Luta Pela Paz ([Fight for Peace](#)), Brazil
- [School of Hard Knocks](#) (SOHK), South Africa

From NGOs whose missions are to promote well-being, mental health and empowerment in marginalized communities through physical activity, to charities who aim to build a more environmentally sustainable culture in sports - this year's finalists are taking action to better the lives of many.

The winners have been chosen among over 100 candidate organisations from around the world based on the proof of concept and the scalability potential of their models, as well as their projects' relevance to one or more of the following UN SDGs :

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

The winners 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 which will be held between May 9st and 13th 2022 at the Accor Arena in Paris.

After the event, 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.

More information about the programme and the winners can be found [here](#).

ENDS

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NOTES TO EDITORS

More detail about the projects

- **Childreach Nepal, Nepal**

“Sports is the most efficient approach to educate and aware children. We at Childreach Nepal, believe in the power the sports-it gives opportunities, breaks stereotypes and helps empower children and young people to speak up and claim their rights.”

www.childreachnepal.org

- **Football for Future, England, Scotland**

‘Football For Future is a new charity with a mission to build a more environmentally sustainable culture in football. We do this by raising awareness of the relationship between football and climate change & supporting football to become more environmentally sustainable.’

www.footballforfuture.org

- **Golden Boots Uganda, Uganda**

Golden Boots Uganda uses sport to promote mental wellbeing among refugees, adolescent girls and youth with disabilities.

<https://goldenbootsug.org/>

- **Koun, Lebanon**

"Koun is a Lebanese NGO whose mission is to promote well-being, mental health and empowerment in marginalized communities through Yoga."

koun.org

- **Luta Pela Paz (Fight for Peace), Brazil**

The project “Fight for Peace inspires young people to reach their full potential and promotes peace in our communities.”

www.fightforpeace.net

- **School of Hard Knocks (SOHK), South Africa**

School of Hard Knocks (SOHK) is an award winning South African non-profit that provides psycho-social counselling from qualified counsellors and life skills through rugby coaching to meet our objective to improve the wellbeing of young people experiencing trauma from violent and under-resourced backgrounds.

www.schoolofhardknocks.co.za

Photo-video assets

A video is attached for editorial use.

High-resolution imagery illustrating each of the winning projects can be downloaded here:

https://drive.google.com/drive/folders/1MBiLxfxu2wUz7rX1egUlyIsV__8iHdTL?usp=sharing

These photographs are rights-released 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

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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 goal is to accelerate the development of sport as an innovative, sustainable and positive force at the heart of global society.

In 2022, GSWParis will return from May 9th - 13th 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. The event was first staged in February 2020 at the Carrousel du Louvre.

About 17 Sport

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

More information: <https://gsw.world/> | #GSWParis

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