



THE GLOBAL GOALS  
WORLD CUP



# 2018 IMPACT REPORT



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## 1.EXECUTIVE SUMMARY

In order to realize the UN Sustainable Development Goals, from gender inequality to sustainable cities, everyone needs to be given the opportunity to take effective action towards them. If more people are given the space, encouragement and connections they need to engage with the Global Goals, the better equipped they will be to take effective action to realize them within our lifetime.

**Global Goals World Cup is a unique women's activist football tournament**, which uses the universal language and power of sport to unite women from across the world to become change makers in their local communities. By signing up to play in the tournament, women are committing to take action on one of the 17 Global Goals. Working with women at the local level, in addition to private and public organizations across different regions, GGWCup galvanizes mass engagement with, and action, on the Global Goals at a national and international level.

### OUR IMPACT:

→ **Built women's confidence to become activists in their communities and beyond.** By supporting women, from all walks of life, to learn about and develop their own action towards the Global Goals, GGWCup has nurtured women's potential to take more active roles in development processes - 75% of players said that taking part in GGWCup has developed their confidence to become an outspoken advocate for the causes they care about.

→ **Encouraged women to become more physically active by making sport more accessible.** 35% of players reported that they were not previously active in sports prior to signing up to the GGWCup tournament. The main reasons women cited were a lack of confidence and interest in playing sports. By lowering the barriers to participation and raising the perceived value of sportsmanship by fusing it with activism, GGWCup encourages women to be active. 78% of our players indicated that taking part in the tournament had increased their overall motivation to play sports.

→ **Fostered a high level of civic engagement with the 17 Sustainable Development Goals.** 1200 women across 4 continents have participated in the 6 tournaments we have held since 2016 taking an estimated 20.000 actions to work towards the Sustainable Development Goals. Our impact goes beyond mere awareness-raising, to cultivate meaningful engagement with the SDG's. 84% of our surveyed players claimed they had learned more about the Global Goals by taking part in GGWCup. We also encourage engagement with the Global Goals beyond the players themselves, by including crowd-engagement in the point-scoring process. This method has resulted in an average turnout of 2000 spectator at each tournament, and millions more participating via social media.



→ **Created partnership for the Global Goals** by working with a range of different stakeholders from all sectors of society; from private businesses to civil society organizations, and individual citizens. 89% of women who have played in our tournaments, agree that GGWCup gave them the opportunity to connect with a range of people they otherwise wouldn't have had the opportunity to meet.

*“The Global Goals World Cup Tournament is a great example of bringing sport and politics together to create those partnerships that are necessary to achieve our common goals.”*

— Kristian Jensen, Danish Minister of Foreign Affairs

The popularity of our tournaments is evident, from the 85% of our players would recommend playing in GGWCup to a friend, while **94 % of women said that they would play in a GGWCup tournament again.**

The positive feedback from our players is echoed in equal measure by our hosts and partners. We are currently in contact with prospective partners in Greenland, Argentina, Uganda, Morocco, Dominica and Canada, who are interested in working with us to organize a tournament in their country. To meet this growing demand, GGWCup is urgently seeking donations and financial sponsorship.

Financial support will ensure that we continue to connect with women from a diverse range of different backgrounds, giving them the opportunity to engage with and take action on the Global Goals. As our reach grows and partners diversify, additional funding will allow us to keep up with the increasing demand for GGWCup tournaments across the world.



## 2. INTRODUCTION

Global Goals World Cup has grown from the idea that, to realize the UN Sustainable Development Goals (Global Goals), everyone should be given the opportunity to take effective action towards them. Unfortunately, many people and women in particular, are excluded from engaging in such action due to gendered societal expectations and other socioeconomic barriers. The Founders: Majken Gilmartin and Rikke Ronholt Albertsen set out to change this. From their sporting background they recognized sport's unique capacity to excite and unite people from all walks of life. They sought to channel this energy into positive action on the Global Goals by launching the world's first global women's activist soccer tournament: Global Goals World Cup.

Global Goals World Cup works with local and global partners to put on tournaments across the world every year – encouraging women from all walks of life to take part. By signing up to the tournament, GGWCup women pledge to take action towards their chosen Global Goal. The effectiveness of the women's action, their creativity and their ability to mobilize supporters of their team is considered alongside the number of goals they score

on match day, to make up their total points in the tournament. In this way, activism and community mobilization are judged as being of equal value to the players soccer skills, resulting in a more inclusive, socially-conscious game.

GGWCup's potential to create meaningful engagement with the Sustainable Development Goals quickly became apparent. Women from India, Australia, and Kenya have detailed how GGWCup had built their confidence, increased their understanding of the Global Goals and encouraged them to become more active in their communities. Within a year, partners from all over the world began reaching out to GGWCup to find out how they too can be a part of this great initiative.

The initial feedback we have received, confirms that Global Goals World Cup uses the power of sport to unite people around the world engage them with the Sustainable Development Agenda. This report examines the impact of GGWCup from 2017 to 2018, on the women, partners and wider society, detailing the power of sport to inspire a better connected and more engaged world.



### 3. WHAT IS GLOBAL GOALS WORLD CUP

Global Goals World Cup is an activist women’s soccer tournament, designed to increase civic engagement with, and partnerships for, the UN Global Goals. Using soccer as a tool to build women’s confidence, we believe they will be better equipped to take effective social action in their communities and beyond. GGWCup also provides a unique opportunity for individual citizens, private and public organizations, to work together for social change, united by both a shared interest in soccer and a belief in the importance of the Global Goals.

The tournament is designed to be exclusively for women. This is based on the understanding that women are so often excluded from participating in development action at both a local and global level. GGWCup seeks to redress this by creating a fun and supportive environment in which women take the lead on tackling issues which are important to them.

To achieve this Global Goals World Cup has designed a process, which from sign up to kick-off, is designed to engage women with the Global Goals and inspire them to take effective action. This process is best captured in the:

#### WOMEN’S ENGAGEMENT CYCLE

##### 1- SIGN UP

Through our outreach activities, teams hear about GGWCup and sign up.



##### 2- COMMIT TO ACTION

Teams enter the GGWCup Action Platform which provides them with information, inspiration and guides to help them choose their goal and decide the action they will take towards it.



##### 3- RECOGNITION & PROMOTION

Teams promote their actions on SoMe and raise awareness of the Global Goals. Teams are profiled and promoted on GGWCup and partner platforms.



##### 4- PLAY IN GGWCUP TOURNAMENT

Teams have a great experience playing in an exciting event, that celebrates them as a new type of role model and sports star.



##### 5- WOMEN BECOME GLOBAL GOALS AMBASSADORS

Teams are inspired to continue to work for the Global Goals. They join the global community of GGWCup teams and promote future tournaments.



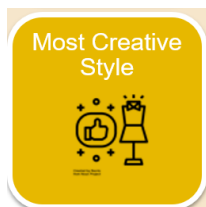


## HOW IT WORKS

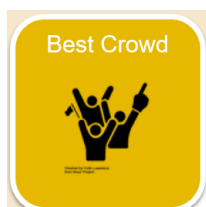
The GGWCup tournament have a unique point-system, designed to recalibrate the importance of sports skills, by taking into account four areas in which teams must excel in to win points:



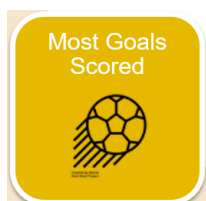
**Putting positive social action at the heart of the tournament**, the action that the women have taken towards their chosen SDG is judged on the basis of its creativity, effectiveness and reach. When teams compete in a game, their SDG actions are compared on the basis of these criteria and one is awarded the Highest Action Point.



**Encouraging women to celebrate their Goal through creative style**, not only helps spread awareness of the SDGs, it also encourages diverse teams which appreciate diversity. The creative styles are judged using three criteria; 1- originality, 2-how effectively they communicate the Global Goals, 3- how well put-together they are.



**Raising awareness of the SDGs through crowd engagement.** GGWCup encourages friends, family and colleagues to take part. The Best Crowd are judged on the basis of their size, and their enthusiasm. This is an important point as it demonstrates how well each team has spread awareness and understanding of the Global Goals.



**Encouraging healthy competition by including the number of goals scored.** GGWCup refocuses the importance of winning in the traditional sense. Including goal-scoring ensures that matches remain competitive, fun and entertaining.

## 4. WHO WE ARE

Global Goals World Cup is powered by Eir Soccer; a Danish sports association committed to creating an inclusive, playful and enduring way for women to use football as a meaningful tool to change the world for the better.

Eir Soccer organizes football events and engages with the established world of sport, to raise awareness of the potential of sport as a powerful enabler of sustainable development in society.

Global Goals World Cup was founded by Eir Soccer CEO **Majken Gilmartin** and SDG activist **Rikke Ronholt Albertsen**. As former athletes and passionate global activists, the founders recognized sport's unique capacity to unite and excite people across the world. Equally, they were familiar with the more negative aspects of sport as highly gendered, fiercely competitive and at times divisive game.

Majken and Rikke set out to change this, by creating a tournament which fused together sporting achievement with activism in an inclusive and supportive way.

Since its launch in 2016, GGWCup has been fortunate to receive support from a fantastic and diverse range of people; from celebrity advocates; Annie Lennox, Nikolaj Coster-Waldau and Bollywood star John Abraham to political actors: Danish Government, the Norwegian Prime Minister, and the Vice President of Argentina. Non-profit partners; including UNDP, GAIN, Save the Children and Women deliver, all of whom have generously volunteered their time, expertise and voice to make Global Goals World Cup the pioneering sports tournament that it is today.





## 5. WHERE WE ARE

Inclusivity is at the heart of all GGWCup does – because we believe that for the Global Goals to be achieved within our lifetime, everyone needs to be included in their realization. In line with this thinking, GGWCup reaches out to people from all walks of life, across the world, to participate in our tournaments. Since launching in 2016, GGWCup has hosted 6 tournaments in five countries, spanning four continents:

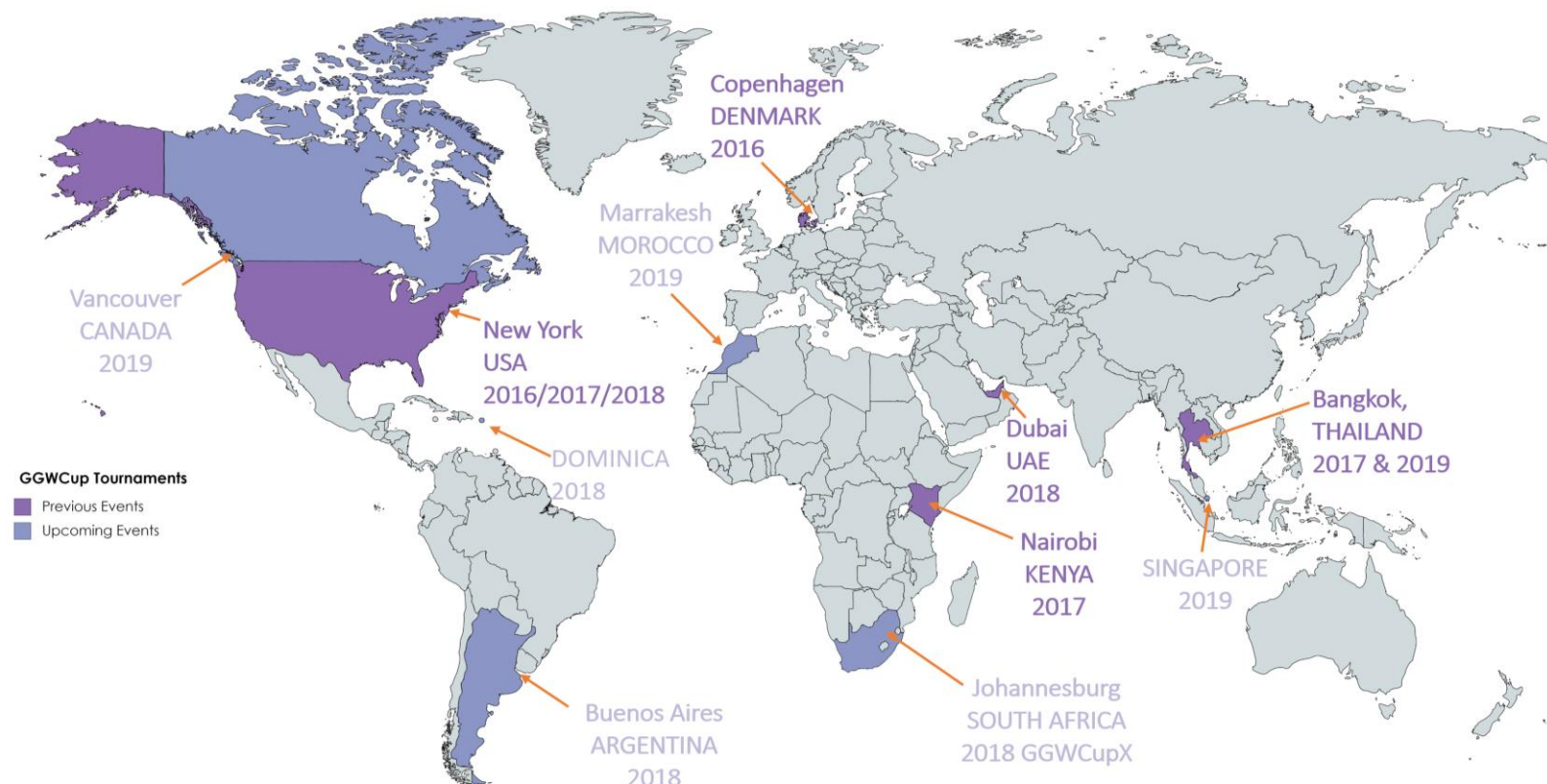
**Denmark:** Copenhagen - 2016  
**Thailand:** Bangkok - 2017  
**Kenya:** Nairobi - 2017  
**USA:** New York - 2016 & 2017  
**UAE:** Dubai – 2018

The success of our initial tournaments has led various organizations; from local non-profits to private companies, to reach out to GGWCup and enquire about hosting a tournament in their city.

**By 2019 GGWCup will have expanded to:**

**South Africa:** Johannesburg – 2018  
GGWCupX by Save the Children  
**Argentina:** Buenos Aires – 2018  
**USA:** New York –Annual Global Final 2017/2018  
**Dominica:** 2018  
**Morocco:** Marrakesh -2019  
**Canada:** Vancouver – 2019  
**Thailand:** Bangkok -2019  
**Singapore:** 2019

GGWCup aims to sustain this momentum, by securing more funding, which would enable us to keep up with the growing demand for GGWCup tournaments across the globe.



*“Global Goals World Cup is a fantastic way to give expression to something that is the great potential of sport, to give back to society.”*

-Moya Dodd, Australia. Former member of the FIFA Executive Committee & Global Goals World Cup Copenhagen Alumni





## 6. WHO WE REACH

GGWCup aims to reach women from all walks of life, across all regions of the world. This is based on the understanding that women are often side-lined, both from development processes and from sports. GGWCup creates an inclusive environment which aims to make both sports and sustainable development accessible to women.

### GGWCUP PLAYERS

From Interviews with women at the 2018 Dubai tournament it has been possible to identify 4 categories of women which participate as players in the GGWCup tournaments (opposite page →).

### SUPPORTERS

Since 2016, 1200 women have played in our tournaments. Yet GGWCup's reach also extends far beyond the players on the pitch. An estimated 2000-2500 spectators come to each of our tournaments to cheer on friends, colleagues and family members.

Data from our social media sites highlights how this reach is amplified online:

- During our 2018 tournament in Dubai the #ggwcup hashtag reached a minimum of 3 million people on Instagram and Twitter through purely organic sharing and posting from the teams and ambassadors.
- Our 2017 Global Final in New York received 117 mentions in media outlets in New York including Bloomberg News, NBC News, Reuters, ABC News, Vogue and GQ Online with a total reach of 405.75 million.
- The 2017 Bangkok event received 110 mentions with a reach of 108 million.

With such a vast reach, GGWCup is able to bring the Global Goals to life in a relevant and relatable way for people across the world. By ensuring that more people are aware of the SDGs, it is possible to encourage more people to take up action to realize them.







## New to Activism New to Soccer NANS

### PROFILE

Women who may have never played soccer (or any sports) before, **and** have not been involved in any form of 'activism' or organized change for social good prior to GGWCup.

### EXAMPLE

Goalden Girls; a team of Media students from Middlesex University.

### MOTIVATION

For NANS, GGWCup signified an opportunity to try out new experiences, both in sports and activism, in a supportive environment.

### OUTCOME

A positive experience of GGWCup will encourage NANS to continue to experiment, learn and ultimately participate in activities from which they have previously felt sidelined.



## Established Activists New to Soccer- EANS

### PROFILE

Women who have previously worked towards the Sustainable Development Goals who are not regular soccer players.

### EXAMPLE

Green Hope; a team from the grassroots non-profit organization by the same name which advocate for greater environmental awareness.

### MOTIVATION

For EANS, GGWCup signified a new way they could raise awareness of their cause and meet likeminded people to support their work.

### OUTCOME

A positive experience of GGWCup will inspire EANS to think about how they can integrate sports into established outreach and engagement strategies.



## New to Activism Established Soccer-players NAES

### PROFILE

Women who play football on a regular basis but are less familiar with taking action for social change.

### EXAMPLE

One More Drop; a team of professional female football players from UAE, Tunisia and Morocco .

### MOTIVATION

For NAES, GGWCup provides an introduction to activism through the familiar medium of soccer. Players are often curious about how sport can be used 'for good'.

### OUTCOME

A positive experience of GGWCup encourages NAES to think about different ways they can utilize sports to raise awareness of important issue.



## Established Activists Established Soccer-players EAES

### PROFILE

Women who have previously worked towards the Sustainable Development Goals and who are keen soccer players.

### EXAMPLE

Geekies; an established football team from the Chalboub Impact group – who have taken part in SDG initiatives through charitable work.

### MOTIVATION

For EAES, GGWCup signified a way they could raise awareness of their cause through a familiar medium.

### OUTCOME

A positive experience of GGWCup will raise the profile of EAES work, whilst also providing invaluable bonding time for co-workers.



## 7. IMPACT

GGWCup utilizes the fun and competitive spirit of sports to enable women, from all walks of life, to participate in the Sustainable Development Agenda. Through analysis of our post-tournament survey, combined with interviews with women at our Dubai tournament, it has been possible to identify 4 areas of GGWCup's impact:

- Builds women's confidence to become activists in their communities and beyond.
- Encourages women to become more physically active by making sport more accessible.
- Fosters a high level of civic engagement with the 17 Sustainable Development Goals.
- Creates partnership for the Global Goals, by connecting people who would otherwise not meet each other.



## → BUILDS WOMEN'S CONFIDENCE TO BECOME ACTIVISTS IN THEIR COMMUNITIES AND BEYOND.

Interviews with the players highlighted their positive perception of GGWCup, as an inclusive and encouraging experience, particularly for those new to activism. As one player explained, leading communication on the SDG's felt particularly empowering:

*"It's great that we are actually advocating for these Global Goals and it's amazing that we're the ones that get to tell people about it, because it's like you've heard it from us first."*

-Shaziyah Goalden Girls, Dubai.

Feedback from the post-tournament survey painted a similar picture. Women identified various skills they feel they had developed by participating in GGWCup; from the capacity to effectively communicate about the SDGs, to an enhanced ability to work as part of a team and overall improved confidence in their capacity to affect change.

**Strikingly, 75% of players said that GGWCup developed their confidence to become an outspoken advocate for the causes they care about.**

*"Global Goals World Cup was a new and useful experience for me, meeting all these women in one place [that] all have the same goal; a better world by 2030. It makes me feel that I can make many changes in my life and in other women's lives in my country. I am from a country [where] the power is still in men's hands."*

- GGWCup player (survey feedback) 2018

There's further suggestion that the longer-term effect of this increase in women's confidence could support the realization of the Sustainable Development Goals; with **87% of players reporting that they consider the action they took as part of GGWCup, to have contributed towards the realization of their Sustainable Development Goal.**



## → ENCOURAGES WOMEN TO BECOME MORE PHYSICALLY ACTIVE BY MAKING SPORT MORE ACCESSIBLE

With much of sporting-competition male-dominated, highly competitive and seemingly insular, it can exclude those less experienced who may just want to give it a go. GGWCup set out to change this, by creating a tournament that puts sporting skill and activism on equal footing. This raises the perceived value of sports, as something which has a positive impact in the wider world, whilst simultaneously making tournaments accessible to amateur players.

**35% of GGWCup players reported that they were not actively involved in sports at the time of sign-up**, with the two most common reasons cited as a lack of confidence or interest in the game. By fusing together sport and purpose, for many GGWCup women, sports took on a new significance. As one player explained:

*“Personally, I’m not sporty at all, but seeing that sport can be so much more than just ‘sport’ is a big deal. There’s so many people from so many different universities and organizations that they’ve come together for this one thing – which I think that’s really inspiring.”*

-Y4GG Player, Dubai.

In addition, GGWCup also offered a more accessible means, for those already interested in sports to take part. By hosting a tournament exclusively for women, GGWCup shed a much-needed light on the lack of existing opportunities for women to play sports. As one player discussed:

*“I haven’t played football for close to 2 years, because there really isn’t a women’s football tournament happening on an annual basis. So to have this is honestly an experience, you come out of your shell and you engage with people that you haven’t played with before. It’s a really connective experience.”*

-Y4GG Player, Dubai.

The majority of our players leave our tournaments with an overwhelmingly positive view of sports - 78% of all GGWCup players indicated that participating in the tournament had increased their motivation to play sports.



## → FOSTERS A HIGH LEVEL OF CIVIC ENGAGEMENT WITH THE 17 SUSTAINABLE DEVELOPMENT GOALS.

GGWCup's engagement cycle aims to inform women about the Global Goals and inspire them to take action towards them. Through this process, GGWCup women come to learn more about the SDGs; both through their team's action and from other players in the tournament. Feedback from our survey confirms this to be true, with **84% of our players considering themselves to have learned more about the SDGs by taking part in GGWCup.**

As the women come to learn more about the SDG's they become compelling advocates for the Sustainable Development Agenda. This equips them to engage friends, family, colleagues and the local community with their initiatives and the SDG's more broadly. During interviews, women spoke about the positive reception they had received from raising awareness of GGWCup:

*"We've got a lot of people that have come to support us, from our company to our friends and family, it's just a very positive initiative."*

-Geekies Player, Dubai

By allocating points on the basis of 'crowd support', players are incentivized to spread the message about Global Goals World Cup and the Sustainable Development Agenda. Encouraging women to speak to friends, family and colleagues about the SDGs proved to be a powerful and organic way of engaging new people with the Sustainable Development agenda, as one player explained:

*"Yeah, with us leading it [conversation about GGWCup], people feel that it's more genuine that way and that we actually can make a difference, regardless of what age you are."*

-Shaziayh, Goalden Girl, Dubai

Data from our social media sites highlights the ripple-effect of our players outreach activities; with **GGWCup mentions reaching hundreds of millions of people across the world.** From New York to Bangkok, GGWCup has galvanized greater awareness of and interest in the Sustainable Development Goals, using the fun and familiar medium of soccer to do so.

## → CONNECTING PEOPLE FROM ALL WALKS OF LIFE.

One of the consistent themes that came out of conversations with our players, partners and hosts is the connective power of GGWCup. **89% of women agree that GGWCup gave them the opportunity to connect with a range of people they otherwise wouldn't have had the opportunity to meet.**

By creating an event which is fun, inclusive and informative in equal measures, GGWCup brings together people from all walks of life. The resulting sense of community can be seen to further augment participants commitment to the Sustainable Development Goals. In an interview with one of our teams in Dubai, one player describes this quality of GGWCup:

*"It's quite empowering to be with other people who share the same vision, who want to make a difference in the world and work together and support each other. Especially because times are changing so much at the moment for women – I think it's good initiatives like this, especially in UAE to really emphasize women's empowerment."*

Player from Chalhoub Group, Dubai.

Working with a range of partners from public organizations to private companies and inspired individuals, GGWCup transforms the traditional soccer tournament, into an opportunity to connect, learn and better collaborate. As one of our partners from the private sector explains:

*"From the point of view of Danfoss I'd say that you get to learn about other firms, other teams, other people. You come to know more about the people around you. That's what I love about this event – it's the best. AND nothing better than sport to take this as a way of educating us – so it's the perfect thing."*

Rahoul, Coach of Danfoss Women's team, Dubai





## IMPACT SUMMARY

The feedback from our players, partners and hosts was unequivocal: GGWCup offers a fun and relatable way for people to come together around a shared commitment to the realization of the Sustainable Development Goals.

The overall effect of GGWCup's work, is an increased engagement with and involvement in the Sustainable Development Goals- with **97% of players in agreement that taking part in GGWCup to have inspired them to continue to work towards the realization of the SDGs.**



## 8. REFLECTIONS AND DEVELOPMENT

In just two years GGWCup has proven a significant force for building women's confidence to take action, fostering greater engagement with the SDGs, and creating partnerships for the Goals. Our success has fuelled demand for GGWCup tournaments across the world. To ensure GGWCup meets this demand, we are urgently seeking financial sponsorship.

Financial support would enable GGWCup to develop its methods of player-engagement, community-building and logistical support for all events. Feedback from our players and partners has enabled GGWCup to identify 3 key areas of development, which we believe would enhance engagement with and commitment to the Sustainable Development Goals:

### → Create an interactive guide for players SDG actions

An interactive engagement platform, would support women to select, plan and evaluate their chosen action towards the SDGs. We believe this function would not only support those new to activism or the SDGs (NANS and NAES), it would also lend weight to the credibility of the GGWCup initiative by tracking the impact of each team's action.

### → Develop the GGWCup Club

So much feedback has focused on the sense of connection and community that players felt after taking part in GGWCup. To extend this sense of community beyond the tournament, GGWCup wants to expand on the initial creation of the GGWCup Club, to be an interactive tool which women can use to meet and organize matches across the world. A GGWCup Club has the potential not only to support women to meet new people, but also to continue to spread the message of the Sustainable Development Goals in an organic and meaningful way.

### → Run GGWCupX

As more and more people are recognizing GGWCup as a powerful tool of engagement and social action, demand for the tournaments is growing exponentially. Each tournament requires a high-level of planning, organization and time, with an average of 7000 hours put into the preparation of each Global Goals World Cup Tournament. To ensure our reach can continue to grow, GGWCup has launched *GGWCupX*: an initiative which enables partners to organize their own tournaments, with project planning and consultative guidance from GGWCup's main organizing body. GGWCupX has the potential to ensure the Sustainable Development Agenda is inclusive, by expanding awareness of and interest in the Global Goals in an organic way.



## 9. CONCLUSION

GGWCup has grown from a simple idea; that to realize the Sustainable Development Agenda by 2030, *everyone* needs the information and opportunity to take part. Through the creation of a women's activist soccer tournament, GGWCup has fused together sport and purpose to spread awareness of and engagement in the Sustainable Development Goals.

Since launching in 2016, Global Goals World Cup has successfully supported women to become active advocates of the Sustainable Development Agenda. In turn, this has had a significant impact on engaging communities around the world with the SDGs and creating a sense of collective, shared responsibility for their realization.

The response Global Goals World Cup has received from players, civil society organizations, private partners and hosts, has been overwhelmingly positive. Soccer schools and local organizations from across the world are reaching out to take part in GGWCup, **and 97% of players have noted how taking part in GGWCup to have inspired them to continue to work towards the realization of the SDGs.** GGWCup tournaments have been a powerful method of building women's confidence both to take SDG action and participate in sport, all the while fostering sustained engagement with the SDG's and cultivating a sense of shared purpose among diverse groups of people.

In order build on the success of the previous two years, GGWCup urgently requires funding. Sustained financial support will enable us to nurture new partnerships with local organizations, private companies and public organizations, to ensure that GGWCup reaches women from all walks of life. By engaging new persons with the Sustainable Development Goals, we consider it is possible to inspire a better connected and more socially-conscious world.



## 10. WITH THANKS TO

Global Goals World Cups is a true Goal 17 project. We are driven by the belief that it is only through the creation of partnerships, between sectors and across borders, that it is possible to achieve the Global Goals. We are truly grateful for all the amazing people who have supported us on our mission, including:

### ORGANISATIONAL PARTNERS

**UNDP** – Co-creating global strategy

**Save the Children** – Reaching those furthest behind

**GAIN**- Empowering women to end hunger -supporting the post game team dinner.

**Government of Denmark** –Co-hosting events through missions/embassies.

**Project Everyone/ World's Largest lesson.** – Spreading the Global Goals together

**Global Citizen** –Amplifying impact and sponsoring prizes.

**Women Deliver** –Gender Equality through sport

**IOC** - Empowering women through Sport.

### GLOBAL ADVISORS

**Angel Gambino.** CEO of Trysensai

**Amanda Vandervort,** Vice president of Fan engagement MLS.

**Mary Harvey,** Hall of Fame & Olympic gold medallist.

**Mara Gubauan,** Spearhead for Equality League & TimesUp sport.

**Kely Nascimento-Deluca.** Film director (Daughter of Pele)

**Stefano Ferrari.** CEO 1010 Holding

**Corinne Woods** Director of Communication WFP

**Henriette Nielsen.** Chief Transformation officer Teva

**Helle Priess,** CEO Doerscircle

**Nikolaj Coster-Waldau,** Actor UNDP Goodwill Ambassador

**Victor Ochen,** Founder AYNET, Nobel Peace Prize Nominee

**Boaz Paldi,** Fundraising and engagement UNDP

### COMPETENCE PARTNERS

**Implement Consulting Group** –Strategy and operations

**Canopy Lab** –Sign up and learning platform (under development)

**Purpose** – Marketing partner Creating movement campaign around New York tournament.

### LOCAL IMPLEMENTING PARTNERS

#### Middle East, Sustainable Mindz

Vieneetha Mathew, ggwcup Dubai, Jordan, India

Dima Maaytah, ggwcup Dubai, Jordan, India

Noora Mohammad, ggwcup Dubai, Jordan, India

#### Dominica

Miyca Carrington, ggwcup Dominica

I.C Durand, ggwcup Dominica

#### South East Asia, Chelsea Foundation

Laurence Griffin, ggwcup Bangkok & Singapore

#### Africa, Save the Children

Lorraine Ni Annrachain, ggwcup South Africa

### CORPORATE PARTNERS

**GANNI** –Fashion Brand. Creates fundraising campaign and participates in tournaments with influencer team

**Joe and the Juice** – Event partner

**Diamond Developers** – Host of Dubai Tournament.

**Danfoss** –Corporate sponsor Copenhagen and Dubai

**Little Sun** - Creating beautiful solar medals with a purpose