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Corporation

SPORT. BUSINESS. PURPOSE.

SPORT. BUSINESS. PURPOSE.



2023-24

B CORP IMPACT REPORT

COMPILED MARCH 2024

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A NOTE FROM OUR IMPACT BOARD

MOVING BUSINESS TOWARDS A BETTER FUTURE

The world of sport is taking enormous strides to use its power to transform business from a predominantly extractive model to one that is not only neutral in impact, but regenerative.

From adidas Breaking Barriers for girls in Europe, to USA track athlete Ezra Frech working to dismantle disability exclusion, there are many impactful examples of key playmakers from the sports industry authentically committed to throwing their weight behind positive action the world so desperately needs.

For us at 17 Sport, **our impact is not just through the work we do** with our clients and partners, **but also how we do our work** - our internal governance, how we treat our workforce, and our impact on both community and the environment. As a B Corp™, we're proud to be part of a global community of businesses that meet high standards of social and environmental impact.

Why is this important? In sport, life, and business, the only constant is change. As a young business, we are fully committed to progressing with the world, adapting to meet new needs, and evolving as best practices evolve so we can be leaders both in business and sustainability.

Our world has entered an era of polycrisis. Co-existing challenges of increasing global inequality, climate change, and major conflict pose an immense threat to humanity and cause immense suffering. The world has continued to see reverse progress in several UN Sustainable Development Goal (SDG) areas, and there remains a substantial funding gap of an estimated \$4-\$4.3 trillion needed to achieve these vital goals.

As António Guterres, Secretary-General of the United Nations, succinctly put it: *"Unless we act now, the 2030 Agenda will become an epitaph for a world that might have been."*

We are, however, relentlessly optimistic that all is not lost. We must take action, as businesses and global citizens, to act as a force for good to build a fairer, healthier, and more prosperous world for all.

In the words of B Lab™, a "brighter, bolder, better future won't happen by itself." We hope that by being transparent about our business' sustainability journey, we will succeed in our mission to unleash the transformative power of sport to serve as a force for good.

**Let's get to it.
Let's make every
day count.**

THE 17 SPORT IMPACT BOARD

Emma Kennedy, Impact Manager
Fabien Paget, Co-Founder and CEO
Halina Myers, Head of Creative
Neill Duffy, Co-Founder and CEO

INTRODUCTION

OUR SECOND YEAR AS A B CORP

This is our second B Corp Impact Report. Here, you will find an open and honest update on the progress we have made, the challenges we have encountered, and our roadmap towards recertification.

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WHO WE ARE

At 17 Sport, we partner with progressive brands, sport properties, and athletes to activate their purpose - internally and externally - and deliver positive financial, social, and environmental outcomes. Based in ten countries on three continents, our global team of experts comprises individuals who have been at the forefront of the purpose revolution in sport and business for the last 15 years.

OUR PURPOSE



To help solve the world's toughest problems by **unleashing the transformative power of sport to serve as a force for good.**

OUR MISSION



To provide brands, athletes, and properties with **purpose-led sports marketing solutions** that deliver positive business results and social and environmental outcomes.

OUR SUSTAINABILITY COMMITMENT

The underpinning of our organizational purpose is to promote the health and well-being of people and the planet and do work that contributes to the equitable distribution of power and wealth. It is part of our mission to use these two pillars to build a fairer, healthier, and thriving world for all.

Founded in 2020, we were certified as B Corp in February 2022. We are preparing for our recertification where we hope to not only maintain our score, but increase it. This robust framework supports us in driving the very real change our world needs, both internally and through our work.



substance.



WE
WORK
WITH

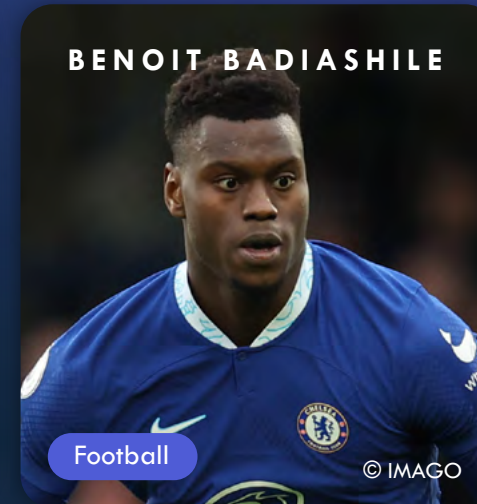
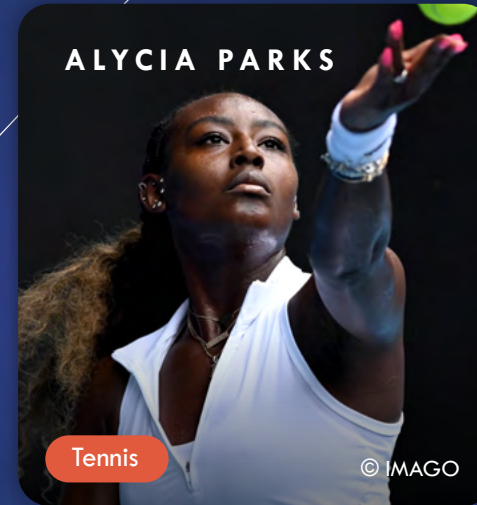


LVMH

COMMON
GOAL



OUR ATHLETES



2023-24 IMPACT SUMMARY

OUR YEAR AT A GLANCE

OVERALL B IMPACT SCORE

Based on the B Impact Assessment™, 17 Sport earned an overall score of 81.3.

The median score for ordinary businesses who complete the assessment is currently 50.9.



- **81.3%** Overall B Impact score
- **80%** Qualifies for B Corp Certification
- **50.9%** Median score for ordinary businesses

CERTIFIED AS B CORP IN FEBRUARY 2022



OPERATING GLOBALLY, ACTIVATING LOCALLY

3

CONTINENTS

We are active in Africa, Europe, and North America.

10

COUNTRIES

Our global team is based across the world, with home bases in Canada, France, Germany, Italy, the Netherlands, Mexico, South Africa, Spain, the UK, and the USA (up 25%).

24

TEAM MEMBERS

A remote-first team, our HQ is in Paris, France, we have 24 team members (up 4%).

*The information presented in this report covers the time period between February 2023 and February 2024. It is comparable with our first report covering February 2022 to February 2023 unless otherwise stated.

DIRECT IMPACT

2023 CARBON FOOTPRINT

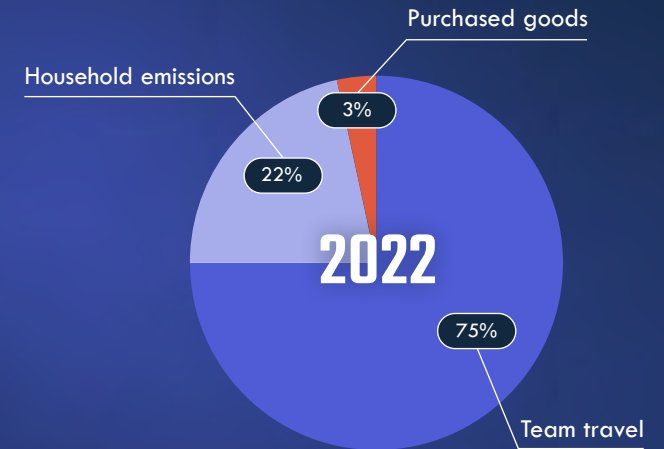
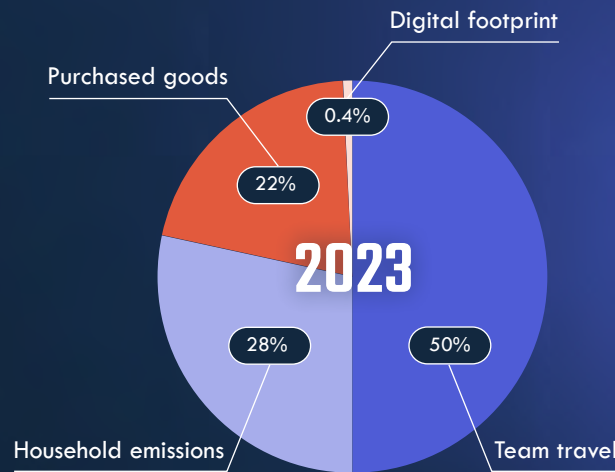
Total (down 30%) **163.603 tCO₂e**

Scope 01: 0 tCO₂e (no change)
Scope 02: 46.12 tCO₂e (down 11%)

- Household emissions (covering office emissions for our remote-first team), plus our Paris HQ

Scope 03: 117.827 tCO₂e (down 35%)

- Team travel 81.503 tCO₂e (down 54%)
- Purchased goods 35.34 tCO₂e (up 509%)
- Digital footprint 0.64 tCO₂e (added in for first time)



DIVERSITY

56%

56% of our managerial team members (those with at least one direct report) identify as women.

11

11 nationalities represented and seven different first languages spoken by our team.

GOVERNANCE

- Comprehensive revision of Team Handbook and recruitment process (including hiring, onboarding, and offboarding)
- 19 policies brought up to date in alignment with B Corp best practice

DIRECT IMPACT

STAFF SATISFACTION SURVEY

7.2/10

Team health and wellbeing score averaged 7.2 / 10 (down from 7.4), covering motivation, stress, and healthy work-life balance.

8/10

In response to the prompt 'how meaningful do you find your work,' our team average was 8/10 (no change).



- 88% response rate in October 2023 (down from 100% in April 2023)
- 50% wished to keep the survey anonymous (down from 77%)

EMPLOYEE VOLUNTEER SERVICE

Launched new team volunteer program, giving more agency to team members.

3

active employee volunteer projects.

46h 15m

dedicated to employee-led volunteering.


555h

of pro bono work by the 17 Sport team, primarily on Go Green Africa and the Para Sports Coalition.

THE IMPACT OF OUR SERVICES

Our work currently focuses on three service delivery areas within the sport, business, and sustainability spaces. Over the reporting period, February 2023-2024, we partnered with 17 clients—all of whom are united in their belief in the transformative power of sport. During this time, our client and partner work has been active in 18 countries (up 50% from the previous reporting period).

The impact of our work contributes to the realization of 11 of the UN’s Sustainable Development Goals (SDGs), as per our results on the SDG Action manager—a free online tool helping businesses take action to support these Global Goals.



ACTIVATION



PARTNERSHIPS



PURPOSE ADVISORY



SROI MEASUREMENT



IMPACT

PROGRESS, CHALLENGES, AND AMBITIONS

In our most recent materiality assessment, conducted in 2021, we identified a number of key reporting topics around which we would focus our impact work in to be a **responsible business**, demonstrate our **social values**, and live up to our **environmental responsibility**.

For the purposes of this report, we have integrated our materiality assessment topics into the current five B Corp impact areas: Governance, Workers, Community, Environment, and Customers.



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REPORT METHODOLOGY

We aim to align our impact ambitions, measurement, and reporting with the rigorous third party standards developed by B Lab Global—alongside interoperable frameworks and tools such as the Global Reporting Initiative (GRI) and the SDG Action Manager. We also use manual tools to calculate certain metrics, such as our team’s carbon footprint and our data related to human resources (HR).

This report covers February 2023-February 2024 unless otherwise stated, allowing a level of comparison with our first report that covered our first year of certification, from February 2022-February 2023. We have endeavored to be as accurate as possible and are open to feedback on the findings of this report.

In the following sections, you will find more detailed descriptions of our plans and progress within these five Impact Areas. This report will dive into actions we have taken in the 2023-24 year, where we have faced challenges or not progressed as foreseen, and what we plan to do next.



GOVERNANCE

“A company’s overall mission, engagement around its social/environmental impact, ethics, and transparency.”

OUR
SCORE

21

ACTIONS TAKEN

- ✓ More formally included social and environmental issues in our team one-on-one reviews, with an entire section now focused on impact and how each specific role can contribute.
- ✓ Updated 19 policies in alignment with current B Corp best practice for ethics, accountability, and transparency, including our Code of Conduct and our Whistleblower Policy.
- ✓ Posted our first Impact Report to make our social and environmental performance public and transparent.

CHALLENGES EXPERIENCED

- ✓ Ensuring we strike a balance between resources and ambitions, which can be tough as a young SME (small to medium enterprise).
- ✓ Finding a balance between overwhelming our small team with too many policies, and ensuring we maintain high standards.

AMBITIONS

- Conduct a more detailed materiality assessment ahead of submitting for our 2025 recertification.
- Hold more regular and interactive policy and governance sessions so our structures are ‘living and breathing,’ not simple checkbox exercises.
- Revise our stakeholder engagement policy and mechanisms.

WORKERS

“A company’s contributions to its employees’ financial security, health and safety, wellness, career development, and engagement and satisfaction.”

OUR
SCORE

31.9

ACTIONS TAKEN

- ✓ In April 2023, we held our second full team convening at a resort in Morocco that values responsible environmental and social action. As a remote-first team, these in-person connection moments are vital.
- ✓ Each team member had access to a €2,000 annual training budget to build the skills and knowledge they need, in addition to team training.
- ✓ We refined our recruitment processes, including improving our intern hiring policy, and we redeveloped our team handbook to support more effective onboarding.
- ✓ Over 15% of our employees were internally promoted.
- ✓ We have more than two thirds of our employees at full-time status, and endeavor to open up as many benefits to everyone as is possible within regulatory and local constraints.
- ✓ Two interns were offered more permanent roles with 17 Sport.

CHALLENGES EXPERIENCED

- ✓ We have had more departees than in previous years, with seven team members moving on from 17 Sport. The reasons for this are multifaceted. Acknowledging that staff turnover is a natural part of business, we are committed to measuring our attrition rate as per the BIA. This includes ensuring that we work with our team to help them succeed in their roles personally and professionally, following our HR processes thoroughly, and using our exit survey to ensure we are handling such decisions—whether that decision was made by 17 Sport or the team member—sensitively and positively.
- ✓ With team members based in ten different countries, it has been challenging to benchmark salaries against existing living wage analyses. With more data ever evolving, we will readdress this in 2024-25.

AMBITIONS

- We aim to re-evaluate our career development and health and wellness initiatives so we can better deliver what each of our diverse team members need to flourish—within budget realities. We will measure the uptake of these programs more systematically, and track progress as to whether they have a positive impact.



TEAM THOUGHTS

“At 17 Sport, we strive to enable the business of sport to use its platform to **generate positive social, environmental, and economic returns**. Establishing an environment for our own team to flourish contributes to that. That’s why the work of the Team Culture Committee is so important; it’s our internal barometer to enable our team to deliver impactful work that makes a difference.”

Georgie Young

Account Director, on the work of our Team Culture Committee.

“Working at 17 Sport means being part of an amazing team, knowing you work towards something good and meaningful, and starting every day happy to go into work. **I know that what I am doing is not only a job, but has actual, tangible impact** and contributes to making sport a little more inclusive and sustainable every day.”

Nathalie Petzold

Account Executive, on her 2023 internship.

“For us, our Team Retreat is all about building this **inclusive and purposeful environment where everyone can fully thrive**, and connect their personal purpose with the work they do to ultimately do well while having a positive impact.”

Fabien Paget

Co-Founder and CEO, on our 2023 in-person Moroccan Team Retreat.

COMMUNITY

“A company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity, and inclusion, economic impact, civic engagement, charitable giving, and supply chain management.”

OUR
SCORE

16

ACTIONS TAKEN

- ✓ We revised our team volunteer service program, transitioning from a company-chosen program to a program that gives team members freedom to choose a cause they really care about that aligns with our overall mission.
- ✓ We have evaluated our current DEI performance and are developing a comprehensive guideline to ensure we build an inclusive environment and step outside the dominant global paradigms to shape more just and inclusive sustainability programs for our clients.
- ✓ 56% of our managerial team members (those with at least one direct report) identify as women.
- ✓ We have developed a Responsible Purchasing Guideline to help team members think ‘Impact First’ and, where possible, make the more sustainable purchasing decision.

CHALLENGES EXPERIENCED

- ✓ We are cognizant that our Executive Leadership Team (ELT) is not as diverse as it could be. We therefore have a series of checks and balances in place to help ensure our team governance and project work are reviewed with a Diversity, Equity, and Inclusion (DEI) lens, and that we are providing space for all views to be shared and incorporated. One such active mechanism is our Senior Leadership Team. Working closely with the ELT, this team comprises 50% women leaders. On project work, we conduct design sprints and engage diverse stakeholders in decision-making processes where required. Internally, we provide all staff, including non managerial staff, pathways to provide feedback for the company, the leadership, and our initiatives.
- ✓ By moving our volunteer program to employee-led rather than employer-led, we had far less uptake, primarily as a result of time constraints as per team member feedback.
- ✓ As a remote-first team in ten countries, it has been an ongoing challenge to define who represents our “local” community. Our revised volunteer program allowed team members to take action in their local community should they wish to do so.

AMBITIONS

- We are looking to switch to an impactful banking service, as defined within the B Impact Assessment™ (BIA).
- We will re-evaluate our Corporate Citizenship Program, including our Community Investment Policies and policy advocacy.

ENVIRONMENT

A company’s “impact on the air, climate, water, land, and biodiversity.”

OUR SCORE



ACTIONS TAKEN

- ✓ We have continued to monitor our carbon emissions and offset them via the [REDD+¹ Mai Ndombe project](#) (Democratic Republic of Congo). Our self-declared carbon inventory includes our team’s household emissions in lieu of ‘office emissions,’ our purchased goods, team travel, and our digital footprint. Our 2023 credits are due to be retired in August 2024.
- ✓ Our footprint decreased from 2022 to 2023. Though we did aim to actively reduce in-person meetings, the majority of this decrease was fortuitous.
- ✓ We further developed our Virtual Office Stewardship Policy to help “encourage good environmental stewardship in how employees manage their virtual offices.” Our environmental footprint and social impact is closely tied to our home office practices. This policy includes best practice tips on waste management, energy and water use, and making responsible purchasing decisions.

CHALLENGES EXPERIENCED

- ✓ Carbon measurement for SMEs is still an evolving space, and the value-add for an external third party verifier is not there yet for a company of our size that is global and primarily remote. Most SME tools presume a centralized office space and a singular region. They have been challenging for us to use with any degree of accuracy.
- ✓ As a remote-first company, we cannot regulate our team members’ energy suppliers, or move entirely to a low impact renewable energy approach. Similarly, it is difficult to measure waste, recycling, and water usage.

AMBITIONS

- We are still considering the [SME Climate Hub Commitment](#), as well as the Science Based Targets Initiative’s (SBTi) most recent guidance on SME pathways.
- Whilst recognising that net figures are important, we aim to calculate carbon intensity (per capita, and per revenue) figures so we can more effectively track our progress as a business.
- We aim to measure uptake of the Virtual Office Stewardship Policy.
- To increase accuracy, we will switch to a centralized system, translating expenses into carbon emissions rather than relying purely on team reported data.

CARBON OFFSET — A 17 SPORT PERSPECTIVE

We are very aware that offsets are not instant solutions that remove our responsibility to the earth and future generations. At this stage, however, we feel it is better than taking no action at all. Though our focus is on reducing our carbon intensity, we will continue to evaluate innovations in this space. We will be mindful to ensure that any “offsets” we invest in are actively sequestering carbon today.

¹Reducing Emissions from Deforestation and forest Degradation in developing countries”

CUSTOMERS

“A company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.”

OUR SCORE

11.7

ACTIONS TAKEN

- ✓ We have continued to monitor our carbon We are immensely grateful for the dedication of our impact-focused partners, including our work with adidas on the [adidas Breaking Barriers Project](#) and the most recently launched [Breaking Barriers Academy](#) course that aims to advance menstrual awareness in sport, our purpose-driven athletes, [Go Green Africa](#) in South Africa, the Para Sports Alliance in the USA, and the creation of [Team Sanofi](#) in France. Through our work together, we use the power of sport to address very real social problems, from gender inequity, to disability exclusion, to lack of access to sport.
- ✓ We now have a centralized IT protocol, with company rented laptops sent out to all team members and access to IT service Everping - zzzzboth steps taken to improve the data privacy and security of our work with our clients.

- ✓ We have included a specific section on ethical marketing and inclusive communications within our revised brand guidelines.
- ✓ We developed enhanced client screening criteria to help ensure our partners are genuinely committed to driving tangible impact in line with the UN SDGs.

CHALLENGES EXPERIENCED

- ✓ As with all businesses, there are many factors that are out of our control. We work hard to enable our clients to maximize their positive contributions to society and the environment and minimize the negative impacts.

AMBITIONS

- We aim to strengthen our client criteria and our client feedback mechanisms in order to ensure that we are on the same page in terms of ethics, values, and ambitions - and that we produce the quality of work the client needs to excel in the space.

“We truly believe that there is no one-size-fits-all solution, and so we work closely to find an outcome - whether it’s programmatic, or marketing and communications - that works best to deliver against our clients’ business and sustainability objectives. We believe in working collaboratively which means tapping into our robust ecosystem of subject matter experts and top tier organizations to come together to solve a problem.”

Andrew Wisniewski
17 Sport Head of Activation

OUR WORK

CASE STUDIES

DRIVING ENVIRONMENTAL, SOCIAL, AND COMMERCIAL IMPACT

Here are a number of case studies to provide an example of the work we do and the impact it has.

This list is by no means exhaustive and we acknowledge the wonderful work we do with other great partners that all drive impact, including the International Olympic Committee, the Ocean Conservancy, Sanofi, the NFL, FDJ, Weleda, and Alycia Parks—to name a few.

Please [explore our website](#) and [follow us on LinkedIn](#) for new case studies and up-to-date project news!



BREAKING BARRIERS FOR GIRLS IN EUROPE

**BREAKING
BARRIERS**
FOR GIRLS IN EUROPE

17 SPORT SERVICES PROVIDED:

Advisory | Creative services | Implementation

We have completed our fourth year of implementation with adidas on their Breaking Barriers Project - a long-term commitment to breaking down barriers for women and girls in sport across Europe.

THE CHALLENGE:

Inspired by the insight that girls drop out of sport at a significantly higher rate than boys, 17 Sport developed the adidas Breaking Barriers Project in collaboration with adidas and gender equity experts. The Project is a multi-year commitment to breaking down barriers for women and girls across Europe to ensure that—from the locker room to the boardroom—all belong.

THE SOLUTION:

By working with experts in the field of gender equity and sports, nonprofit sports organizations across Europe and local leaders and coaches—also known as the Breaking Barriers Champions—the adidas Breaking Barriers Project provides the sports industry with the necessary tools to lead change so that, together, we can help to drive true equality in sports.



HIGHLIGHTS:

In its fifth year, the Project has grown exponentially since our last report. We've exceeded the impact goals set in 2020 at the beginning of the journey and have expanded the Project's roll out across multiple channels, formats, and regions. Here is a selection of activation highlights since our last report:

- In March 2024, the Breaking Barriers Academy launched a new course: [It's Time to Talk. Period. Advancing Menstrual Awareness in Sport](#). Online and free to access, this course covers the basics of the menstrual cycle, how to track the menstrual cycle, breaking biases, creating safer sports environments, how different sports and cultures tackle menstruation, and other menstruation-related topics.
- In September 2023, alongside adidas, we successfully launched the second Breaking Barriers Research Paper titled "[Empowering Her Game: Exploring the Importance of Gender-Informed Coaching](#)." With 13 experts interviewed, 19 focus groups hosted, and 5000+ girls, boys, and non-binary youth surveyed, the paper uncovers three key areas for improvement and recommendations for organizations and coaches. The areas for improvement included:
 - Girls' engagement and participation in sports is adversely affected by the institution of coaching, specifically the lack of coaching pathways within girls and women's sports.
 - Girls' needs are not accounted for in current coaching references and pedagogy.
 - Girls have unique attitudes and needs within the coach-athlete relationship.
 - The adidas Breaking Barriers Innovation Lab 2023 welcomed a new cohort of women-led

businesses, with eight inspiring organizations focusing on driving access and creating innovative solutions for women in sports, including:

- Lapee** - The Squatting Urinal
- Visible Sports** - Connecting Women In Sports To Their Communities
- Lu Innovations** - For Adventurous Menstruators
- The Clubhouse** - Connection Through Golf
- Umay** - Staying Safe In Your Workouts
- Hylyght** - Natural Connections To Sports
- Luna** - Health Answers For Teens
- Valeur** - Pay Transparency

- The adidas Breaking Barriers Project was successfully integrated into multiple global adidas brand campaign moments throughout 2023, amplifying the adidas commitment to championing women and girls to a global stage.

This included:

- During the Women's World Cup, select Breaking Barriers Champions were featured in a Global Women's World Cup campaign in partnership with adidas Football Collective. They also participated in Common Goal's youth leadership seminar in Australia.
- In Berlin, we designed and hosted a Women's World Cup Fan Fest live match screening event, engaging local Breaking Barriers nonprofit Champions from Ohne Grenzen in the festivities and spotlighting the women's game within the local community.
- Across Europe, we conceptualized and implemented five Move for the Planet events across five different countries, engaging local Breaking Barriers nonprofits and Champions in the events to promote inclusivity and climate action awareness.



THE IMPACT

All Project KPIs were met in 2023:

102

102 Breaking Barriers Champions—young local leaders, athletes, and coaches—are adopting inclusive coaching and training methods.

15

15 nonprofit sports organizations are driving gender equity initiatives within their organizations and communities.

67,490

67,490 women, girls, and non-binary participants took part in Breaking Barriers' programs.

“We feel that we are doing great things, we feel encouraged, supported and empowered by adidas, Common Goal, Women Win, and 17 Sport. This project changed many people’s lives.

Cohort 2 Implementing Partner

100%

100% of cohort 3 staff members feel confident about the sustained efforts to strengthen their Gender Action Plan in the coming year.

100% of cohort 3 staff members feel that the adidas Breaking Barriers Project has provided them with key ideas on promoting leadership pathways at their organizations.

100% of cohort 3 Champions agree or strongly agree that they gained confidence in their leadership skills since participating in the adidas Breaking Barriers Project.

95%

95% of respondents agree or strongly agree that they have seen girls in their organization’s programs feel more confident due to their gender-inclusive coaching methods.

E-MOVEMENT



ACCELERATING AFRICA'S TRANSFORMATION TO A GREEN ECONOMY

17 SPORT SERVICES PROVIDED:

Partnerships | Implementation | Creative services

Founded by E-Movement and 17 Sport, Go Green Africa is the shared mission of organizations committed to accelerating Africa's transition to a Green Economy in a just and inclusive way.

THE CHALLENGE:

We need increased access to sustainable mobility options to fight climate change and boost the green economy across the globe. As defined by the UN, this means “provision of services and infrastructure for the mobility of people and goods—advancing economic and social development to benefit today's and future generations—in a manner that is **safe, affordable, accessible, efficient, and resilient, while minimizing carbon and other emissions and environmental impact.**”

THE SOLUTION:

Launched in connection with the inaugural Cape Town E-Prix in February 2023, Go Green Africa is part of an ecosystem that includes the Africa Green Economy Summit and Formula Student

Africa. Together, these initiatives and events have facilitated vibrant debates, coordinated focused business-matchmaking, linked green investment opportunities, and added immense storytelling value to the drive towards a greener future.

A multidisciplinary group of passionate and knowledgeable individuals from change-making segments of the private, public, nonprofit, and academic sectors, Go Green Africa aims to match organizational challenges with solutions in an attempt to unlock the pathways needed to successfully support the green transition.

Our partners include the Western Cape Government, Uber, Vuka, and Siemens. Their work involves e-mobility, MaaS, biofuel generation, microgrids, green hydrogen research, social inclusion, energy conferences, and sport.

THE IMPACT:

Just one year into the mission, 2023-24 has been foundational. We held three in-person partner workshops and regular digital meetings to start shaping how this network can have measurable and tangible impact in year two and beyond.

“Our goal with Go Green Africa is to create a more balanced and fair environment for all, and level up together. It is all about collaboration and bringing people together. Go Green Africa is the start of a long-term, exciting journey to create a real and enormous impact.”

Iain Banner

Chairman of e-Movement, and Co-Founder of Go Green Africa.

WIPRO

REVITALIZING EMPLOYEE ENGAGEMENT



17 SPORT SERVICES PROVIDED:

Partnerships | Implementation | Creative services

17 Sport was tasked by Wipro, a global technology services and consulting company, to revitalize and relaunch their biggest employee engagement event of the year - the Spirit of Wipro Run - while igniting their brand purpose of Ambitions Realized in support of the local communities they operate in.

THE CHALLENGE:

In an increasingly globalized world, local communities can often become disconnected, under-resourced, and ignored. These communities need leaders to bring the focus back to what really matters—building a better future for everyone. After a hiatus where the Spirit of Wipro Run could only exist virtually, reintroducing the event to an in-person format with reinvigorated energy and community focus—while maintaining its rich heritage—was crucial to Wipro’s objectives.

THE SOLUTION:

We worked with the global Wipro team to build a purpose and community-focused strategy rooted in the Wipro brand purpose: helping our communities realize their ambitions. While the strategy was set

on a global level, it was developed to be applied across the local level so that each Spirit of Wipro Run event was unique and personalized to its community. 17 Sport was also tasked with managing the delivery and rollout for five marquee Spirit of Wipro Run events, as well as a local ‘race in a box’ toolkit. The Spirit of Wipro Run events took place across the globe in October 2023 with the five marquee events happening in Bengaluru, Dubai, London, Mountain View, and New Jersey.

THE IMPACT:

The Spirit of Wipro Run was a huge success across the globe, with over **48,000 registrations**, over **50 Wipro locations**, and **five marquee runs**. Bringing in a record number of participants, all funds raised by sign-ups were matched by Wipro and donated to the selected nonprofit partners.



EDF'S SOCIAL AND ENVIRONMENTAL IMPACT



17 SPORT SERVICES PROVIDED:

Advisory | Implementation | Strategy

17 Sport partnered with EDF to help establish them as a sustainability leader in French sports, promoting their commitment to helping solve societal and environmental issues.

THE CHALLENGE:

EDF has been involved in French sports sponsorship for more than thirty years with an aim to engage the whole country on environmental and social responsibility. Alongside their carbon emissions reduction 2050 objectives, EDF wanted to use sports as a platform—and their partnership with Paris 2024—to take these aspirations to the next level.

THE SOLUTION:

17 Sport developed a purpose-driven amplification strategy for EDF that leverages EDF's numerous sponsorships and key media stakeholders across France. We created a robust ecosystem that integrates storytelling, EDF sponsored athletes and federations, and unique experiences to amplify EDF's voice and highlight its dedication to drive social and environmental impact at scale.

ENJEUX D'AVENIR 2024:

Launched in 2022, [enJeux d'avenir 2024](#) is an example of EDF's sustainability work that we help amplify. This program aims to change mindsets and behaviors through sport and the Paris 2024 Games. To meet this ambition, and bring the energy of the Olympic and Paralympic Games to life across France, the program focuses on:

- Changing the way people look at disability
- Providing access to swimming lessons to prevent accidental drowning and facilitate inclusive access to the sport
- Working with young people to think about the sport of tomorrow



THE IMPACT:

We helped EDF reach millions of people with their campaigns to inspire people with the role of sport in advancing social and environmental causes. In 2023, coverage of EDF's purpose-driven sport commitments appeared over 165 times across national and regional French media—including the channels of TF1, Sport en France, and L'Equipe. Our amplification strategy uses this influence to drive visibility and traditional brand awareness for EDF, while taking EDF's on-the-ground impact to a far wider audience and accelerating their mainstreaming of disability and social inclusion.

PROJECT TESTIMONIAL:

“Collaborating with 17 Sport has allowed us to promote our commitment to sports in a relevant and ambitious way, in particular our partnership with Paris 2024. Thanks to this strategy, we are able to position ourselves with them as a committed and essential player in French sports while highlighting our social and environmental commitments.”

Alexandre Boullerau

*Head of Sponsoring and External Activations
Paris 2024, EDF.*



OUR ATHLETES

CASE STUDIES

WHY ATHLETES?

UNPARALLELED INFLUENCE

Athletes are highly visible figures with the power to inspire change both on and off the field. Partnering with them taps into their extensive reach and impact.

RELEVANCE IN BRANDING

Purpose-driven athletes remain relevant in brand partnerships, aligning with the growing consumer preference for individuals and organizations committed to positive change.

ACTIVIST MINDSET

The next generation of athletes prioritizes their positive impact. Collaborating with socially conscious athletes aligns with our mission to transform sports into a force for good.

PURPOSE-DRIVEN SUCCESS

Tomorrow's successful athletes will be those who seamlessly integrate purpose into every aspect of their lives.



17 SPORT ATHLETES



© IMAGO

ALYCIA PARKS

SPORT

U.S. professional tennis player, co-holds the record for the fastest serve at the US Open (with Venus Williams).

IMPACT AMBITION

Helping underserved and overlooked girls achieve their full potential and unlock limitless possibilities.



© IMAGO

BENOÎT BADIASHILE

SPORT

Professional footballer for Chelsea FC and the French national team.

IMPACT AMBITION

Enabling kids to achieve their full potential through sport with a focus on the Democratic Republic of Congo and France.



© Clayton Frech

EZRA FRECH

SPORT

U.S. Paralympic track and field athlete, co-founder of Angel City Sports, and a 2023 World Paralympic Champion who recently set a new world record in high jump.

IMPACT AMBITION

Normalize disability and build a more inclusive world.

17 SPORT ATHLETES



© lukemayes8

CLERVIE NGOUNOUE

SPORT

U.S. junior tennis player, 2023 Wimbledon Junior Girls Singles Winner, and Roland Garros Girls Doubles Championships Winner.

IMPACT AMBITION

Inspire and empower underserved children to dream big and reach their full potential.



CAREL NGOUNOUE

SPORT

U.S. junior tennis player.

IMPACT AMBITION

At 15 years of age, we are working with Carel to hone in on his ambitions on and off the court.



© IMAGO

NICOLAS MAHUT

SPORT

French professional tennis player, former world No. 1 in doubles

IMPACT AMBITION

Nico has been working with La Fondation des Femmes since 2022 to help end violence against women.

TEAM VOLUNTEER SERVICE

CASE STUDIES

INCLUSIVE ACCESS TO NATURE: MOUNTAIN RESCUE AND COMMUNITY HIKE

Our Impact Manager Emma Kennedy uses her employee volunteer service days to support more equitable access to Cape Town's mountains.

As a member of the Mountain Club of South Africa Search and Rescue, she is part of the team called to find lost people and assist injured and fallen outdoor enthusiasts. Emma took part in 7 rescues in 2023. Emma is also a hike leader for the MCSA Community Program which aims to get "youngsters from disadvantaged communities exposed to the mountains and natural beauty around us." She led two hikes in 2023 with a total of 30 young people, and has several more lined up for 2024.

3 GOOD HEALTH
AND WELL-BEING



**GOOD HEALTH
AND WELLBEING**

Promoting healthy lifestyles
and access to nature (3.4)

10 REDUCED
INEQUALITIES



**REDUCED
INEQUALITIES**

Promoting social
inclusion (10.2)

HELPING FOOTBALL CLUBS TACKLE CLIMATE CHANGE

Football Ecologie France (FEF) is a French non-profit organization that supports the football ecosystem in the ecological transition through project activation and raising awareness.

Multiple tools have been developed, such as an e-learning resource, an interactive “eco-supporter passport,” and most importantly, the football fresk. Inspired by the climate fresk, this tool aims to educate the football ecosystem on the ecological impacts of climate change on football and the possible solutions to reduce football’s impact on the environment.

Since 2020, our Account Executive Nathalie Petzold has volunteered at Football Ecologie France, conducting football fresks in the Paris region and supporting the international

development of the organization as a board member. In 2023, she completed three football fresks with different audiences, ranging from youth amateur clubs to employees of a professional football club. In total, she worked with around 50 people to educate them and their teammates on the impacts of football on the climate—and helped them take concrete actions to reduce this impact.

“It is a great help for FEF to be able to count on Nathalie’s expertise and time, both for the animation of our fresks and the development of the strategic orientation of the organization. We’re very happy to have her in our volunteer team!”

Benjamin Fontès

Regional Manager FEF, Ile-de-France



CLIMATE CHANGE

Improving education and awareness-raising on climate change and impact reduction (13.3)



ACTIVE ADVOCACY FOR WOMEN'S SPORT

For her volunteer service, Event Manager Louise Amsili has been supporting [Footeuses le media](#), a multi-platform media outlet covering women's football. Throughout 2022 and 2023, Louise developed a partnership strategy to aid in the organization's expansion. She contributed to the signing of a partnership with Panini, the coordination of a collaboration with Nike, a collaboration with Orange, and a collaboration with Snapchat. Her aim is to take Footeuses from a not-for-profit endeavor to a viable business that not only provides a service but supports equity in sport worldwide.



**GENDER
EQUALITY**

17 SPORT TEAM MOVE FOR THE PLANET

The 17 Sport team joined thousands from around the world to stand up to the environmental challenges as part of the adidas Move For The Planet—a global initiative focused on harnessing the collective activity of people around the world to turn it into a force for good.

Part of their wider commitment to purpose, adidas donated €1 to renowned sports nonprofit Common Goal for every 10 minutes of active movement logged across 34 sports.

17 Sport worked closely with adidas to bring this initiative to life through a series of in-person events and creative campaigns across Europe. In addition, our team at 17 Sport supported Move For The Planet with an in-house mini-competition!

Overall, our team moved for 201 hours and 26 minutes, raising—thanks to adidas—€1 208.6 for Common Goal’s sustainability efforts. For a remote-first team, this was a unifying experience that connected us from across the kilometers. Here are some of our team’s thoughts on our participation in the 2023 adidas Move For The Planet initiative:

“Great way to interact and have fun with colleagues from around the world! It motivated me to move more, especially once it fuelled some healthy competition with people 10,000 kms away.”

Renée Meurs

Senior Account Manager, 17 Sport

“I was thrilled to participate in this challenge together with 17 Sport’s team and to move forward together towards a shared objective.”

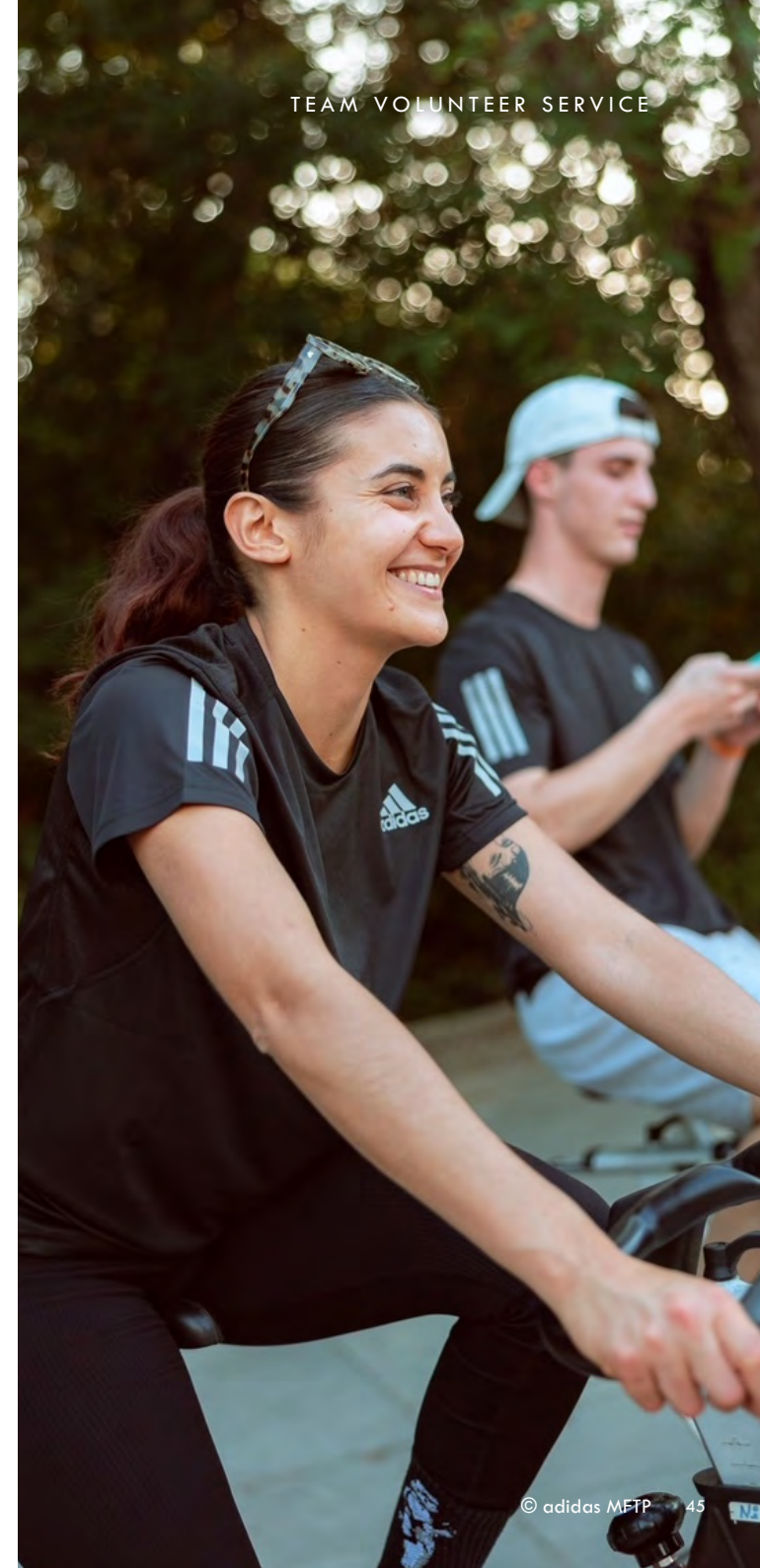
Antonio Vizcaya Abdo

Strategy Advisor, 17 Sport

“As a remote-first team, Move For The Planet helped me feel much more connected to my colleagues around the world—a really fun way to boost our team morale, whilst supporting some great environmental sustainability projects.”

Emma Kennedy

Impact Manager, 17 Sport



ADVOCACY

CASE STUDIES

PURPOSE AND SPORT ADVOCACY CASE STUDIES

17 Sport team members spoke and attended a variety of events over the last twelve months.

Here is a selection of the key highlights:

THE SPORT SPONSORS CLIMATE PLEDGE

Launched in 2023 by 17 Sport, ChangeNOW, and Fair Play For Planet, the Sport Sponsors Climate Pledge is a commitment to demand sports events set carbon-reduction objectives and go beyond carbon neutrality to shift mindsets towards reduction, holding both sponsors and sports organizations accountable to change.

With the support of our first signatories [EDF](#), [Orange](#), [Sodexo](#), and [Accor](#), this pledge brings together forward-thinking, socially responsible organizations and athletes from the international sports industry—all committed to making a positive impact on our planet.

PURPOSE-DRIVEN SPONSORS AND THE TRANSFORMATION OF SPORT

For the fourth year in a row, 17 Sport was excited to collaborate with Future of Sport, brought to life by Viva Technology and Global Sports Week.

17 Sport Co-Founder and CEO Neill Duffy dove into the subject of purpose-driven sponsorship, particularly looking at how the sports industry is embracing purpose as key growth opportunity and how major sports properties like the IOC, UEFA, and Formula E are responding to the growing expectation amongst sponsors that their sports investments help bring their organizational purpose to life.

MEN'S MENTAL HEALTH

Our Impact Manager Emma Kennedy spoke at Equality Leaders' virtual Men's Summit. She spoke on:

- How people who do not identify as men can be allies and hold space for men to challenge limiting gender narratives.
- How sport can be, on one hand, problematic in perpetuating unhelpful, and unhealthy narratives of masculinity...
- ...and at the same time, how the sport ecosystem has immense potential to challenge these stereotypes and open up access to the help and care men—and all people—need to support their mental health and thrive.



LOOKING FORWARD 2024-25



AN OLYMPIC YEAR FOR SPORT AND IMPACT

2024 will be a year to remember for the sports industry, with the Paris 2024 Olympic and Paralympic Games around the corner. Kicking off in July, the organizers are aiming for “a more responsible, more sustainable, more united, and more inclusive” Games—it will be very exciting to see how this plays out. It is a very exciting time for our Paris headquartered team!

Without losing momentum in Europe, we will be energizing our work in North America over the coming years. With major sporting events taking place in the region between now and 2030—including the 2026 FIFA World Cup in Canada, Mexico, and the USA, and the LA2028 Olympic and Paralympic Games—the eyes of the sporting world will head stateside. This comes at a pivotal moment as the clock runs down on

the polycrisis facing our world—including the tipping point for irreversible climate damage.

We will be building on our growing expertise in the four areas of Gender Equity, Disability Inclusion, Climate Action, and Olympism in order to provide heightened impact for our clients and partners who are devoted to driving positive action in the space. Aligned with this goal, we are thrilled to welcome three Senior Advisors to our global team: Laura Gentile, Former EVP Marketing ESPN and Founder of espnW; Jordan Guard, Founder and Managing Director of Women’s Sports Alliance; and Sébastien Klotz, SVP Sponsorship UEFA.

With regard to our B Corp certification, we are gearing up to resubmit our B Impact Assessment

ahead of our recertification deadline in August. We are working hard to not only maintain our score but increase it, trusting that this robust framework will strengthen our impact—internally and externally.

We have a busy next twelve months ahead, but we are hopeful and motivated. It’s no secret that sports fans want more than just trophies and championships, and it certainly isn’t news that the world needs more - more equity, more justice, and more health for people and the planet.

Right now, the business of sport is in the perfect position to seize this opportunity to progress while solving global challenges.

A large, 3D sculpture of the words "PARIS 2024" is positioned in the foreground of a park. The letters "PARIS" are red, and the numbers "2024" are white. The sculpture is set on a concrete base. In the background, there is a green lawn with many people sitting on benches, a large classical building with a statue in front of it, and a cloudy sky.

MERCI BEAUCOUP

A HEARTFELT THANK YOU FROM OUR TEAM

We would be nowhere without our valued clients and partners. We wholeheartedly thank you for your dedication to using your power to act as a force for good and for putting your trust in 17 Sport to help you deliver.

If you have read this far, we know we are preaching to the choir in regards to sustainability and the role of the entire industry of sport—from athletes, to properties, to sponsors—in driving forward the UN's 2030 Agenda. But we could all do with a little help from time to time!

Where are you in your sustainability journey? Whether you are just starting out in order to meet the progressively comprehensive regulation, an athlete with a mission off the court looking for aligned sponsors and expanded impact, or a service provider whose product delivers direct impact to disenfranchised and marginalized communities, 17 Sport can help accelerate your impact—internally and externally—by unleashing the transformative power of sport.

LET'S CONNECT

If you would like to start a conversation about working with 17 Sport, please connect with Co-Founder and CEO Fabien Paget on fabien@17-sport.com or visit our [website](#) to learn more.

If you have any questions about the content of this impact report, please contact our Impact Manager Emma Kennedy on emma@17-sport.com.

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