

COMPILED MARCH 2023



2022-23

B CORP IMPACT REPORT

COMPILED MARCH 2023

SPORT. BUSINESS. PURPOSE.

SPORT. BUSINESS. PURPOSE.

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A LETTER FROM OUR FOUNDERS



COMPLEX CHALLENGES, POSITIVE PROGRESS

Having met digitally in 2019, we founded 17 Sport to take our belief that the sports industry is uniquely placed to use its influence and resources to build a better world from philosophy to action. Our business, therefore, exists to **solve the world's toughest challenges by transforming sports into a force for good.**

Alongside our partners, ultimately we want to **transform how the business of sports operates,** deploys financial capital, and leverages technology **to drive positive social, environmental, and commercial outcomes.**

One of our key guiding principles as we progress through 2023 is to **lead with impact first.** We want to ensure that everything we do at 17 Sport is aligned with our commitment to solve social and environmental problems through sports. The starting point is cleaning up our own house and the way we do business. We are therefore very proud to be able to say that, as of February 2022, our business is now B Corp™ Certified.

As a B Corp, we are counted among businesses that meet high standards of social and environmental impact and are leading a global movement for an inclusive, equitable, and regenerative economy.

As we all know, the world in 2023 sadly continues to face serious social, environmental, and economic challenges. Never has it been more important to anchor business to purpose.

We hope that this impact report inspires you to join us in our relentlessly optimistic belief that the powerful combination of sports, business, and purpose will build a fairer, healthier, and thriving world for all — for today and for the generations to come.



Neill Duffy



Fabien Paget

Co-Founders and CEOs of 17 Sport



INTRODUCTION





OUR FIRST YEAR AS A B CORP

This is our first B Corp Impact Report, covering our first year of certification. In this report, you will find an update on the progress we have made, the challenges we have encountered, and our roadmap to deepen our impact.



OUR SUSTAINABILITY STORY

Our name is inspired by the United Nations' 17 Sustainable Development Goals. It is anchored to SDG 17 in particular, and our profound belief in the power of partnerships. Based in eight countries on four 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.

Founded in 2020, we were Certified B Corp Pending in September 2020. Anyone who has walked the B Corp pathway knows that to meet and maintain B Corp's high social and environmental performance, accountability, and transparency standards, is to go far beyond the parameters of business as usual.

After 18 months of hard work, we were certified as B Corp in February 2022 with a score of 81.3. We are committed to improving our score — not as a checkbox exercise — but because this robust framework supports us in driving the very real change our world needs.



OUR PURPOSE

ACCELERATING THE TRANSFORMATION
OF SPORTS INTO A FORCE FOR GOOD.

OUR MISSION

HELP OUR PARTNERS BRING THEIR PURPOSE TO LIFE, INTERNALLY AND EXTERNALLY, BY SOLVING SOCIAL AND ENVIRONMENTAL PROBLEMS THROUGH SPORTS WHILE DRIVING POSITIVE BUSINESS OUTCOMES.

OUR SUSTAINABILITY COMMITMENT

The underpinning of our organizational purpose and mission is to promote the health and well-being of the planet and people, to do work that contributes to the equitable distribution of power and wealth, and that these two pillars ultimately build a fairer, healthier, and thriving world for all. We take Corporate Social Responsibility as our starting point, but by being purpose-led, we aim to go far beyond. We want to not only do the least harm, but also contribute to the regeneration of our planet and the equitable rights of its people.



OUR VALUES



PASSIONATE RESPONSIBILITY

The buck stops with us. We embrace our personal responsibility to our own goals, our team's goals, and our shared goals for the planet and society. We must walk the walk.



RELENTLESS OPTIMISM

We acknowledge that the world is facing serious challenges to our future. We commit to rising to the challenge and being solution-oriented. We will meet the moment.



INFINITE MINDSET

The pursuit of excellence in service of a just cause is our lifelong commitment. We have the courage to lead. There is no finish line.



CONSTANT INNOVATION

We don't do business as usual. We value and expect 'outside the box' thinking. We strive to always look, think, and act one step ahead.

2022-23 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

GOVERNANCE

Overall score



WORKERS

Overall score



COMMUNITY

Overall score



ENVIRONMENT

Overall score



CUSTOMERS

Overall score



OPERATING GLOBALLY, ACTIVATING LOCALLY

23

Team members (26% growth since February 2022, when we had 17 team members).

8

Countries (France, USA, South Africa, Spain, Italy, Germany, Netherlands, and Mexico).

11

Cities (Paris, Bordeaux, Biarritz, Toulouse, San Francisco, Cape Town, Madrid, Florence, Berlin, Amsterdam, and Mexico City).

12

Countries with active projects.

Data gathered in March 2023

DIRECT IMPACT

2022 CARBON FOOTPRINT total 233.19 (tCO₂e)

22%

Household emissions
(covering office emissions
for our remote-first team).

75%

Team travel.

3%

Purchased goods.

EMPLOYEE VOLUNTEER SERVICE

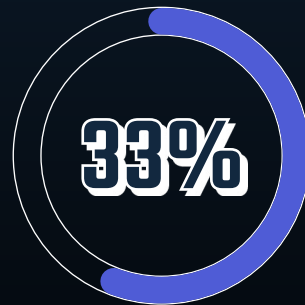
200 +

Team volunteer hours dedicated to the Global Sports Week Social Booster — working with six nonprofits from around the world in 2022.

GENDER IDENTIFICATION

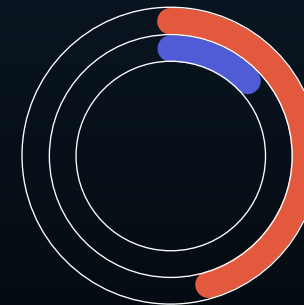


Of our managerial team identify as women.



Of people in our senior leadership team identify as women. We have appointed a rotational additional member to the Senior Leadership team to increase the diversity of viewpoints represented at a senior level.

AGE DIVERSITY



● 45% of our team are under 30.

● 9% of our team are over the age of 50.

THE IMPACT OF OUR SERVICES

Our work currently focuses on four service delivery areas:



PURPOSE ADVISORY



PARTNERSHIPS



ACTIVATION



SROI MEASUREMENT

The impact through our work with our partners contributes to the realization of seven of the 17 SDGs:

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



7 AFFORDABLE AND
CLEAN ENERGY



10 REDUCED
INEQUALITIES



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS



WE WORK WITH



OUR ATHLETES

NICOLAS MAHUT



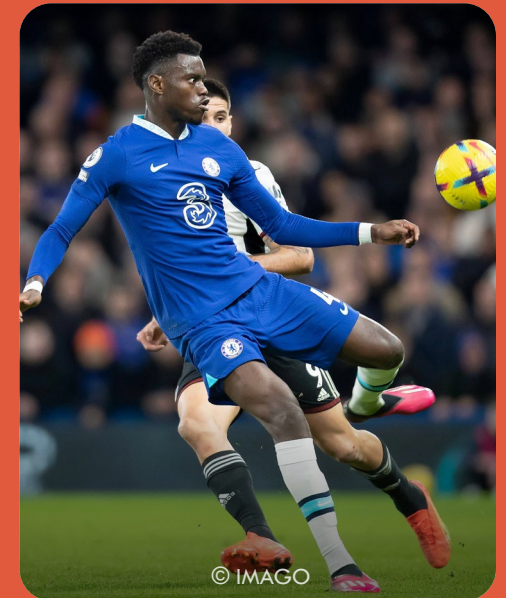
CLERVIE AND CAREL NGOUNOUE



EZRA FRECH



BENOIT BADIASHILE



Tennis

Track and Field

Football

AN OUTSIDE PERSPECTIVE



"Thanks to 17 Sport, we implemented **our first long-term social impact project**. From the start to the finish line, the collaboration was outstanding.

From identifying the right partners to pivoting in times of Covid or amplifying to leverage brand moments, what a partnership!"

Clementine Painter
Director of Sustainability Europe
adidas (EMEA)
February 2023



"Working with an agency that knows its client well is good, but working with an agency that also **shares the same human and environmental values** is better, and the result proves it.

17 Sport has been able to promote Weleda as a natural partner of well-being and performance for all athletes, through appropriate and smart activations of our assets."

Coline Weisenhorn
Product Manager
Weleda
March 2023



"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 an engaged and essential player in French sports while highlighting our social and environmental commitments."

Alexandre Boulleraud
Head of Brand and Sports Sponsorship
EDF
March 2023

IMPACT



OUR IMPACT JOURNEY

WHY 17 SPORT FOLLOWED THE B CORP PATHWAY

We share B Corp's vision that a "different kind of economy is not only possible, but necessary — and that business can lead the way." We also believe that the business of sport has immense untapped power to drive positive change.

There are currently over 6,000 Certified B Corporations™ in more than 80 countries and over 150 industries, all of whom are committed to bringing "Benefit for all" — workers, customers, communities, and the environment. We are proud to be a part of this engaged and active business community, and believe that we will move faster and more effectively when aligned with robust and consistently tested global frameworks.

“

"We need an inclusive, equitable, and regenerative economic system for all people and the planet. Let's use business as a force for good."

[The UK B Corp Movement.](#)

”

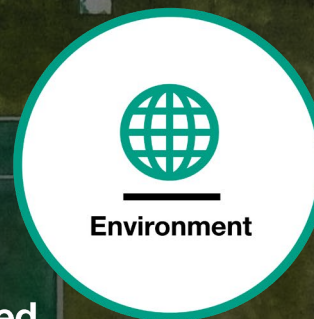
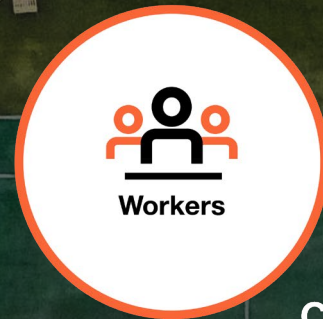
KEY REPORTING TOPICS

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

Conducted in 2021, prior to certifying, our materiality assessment captures a moment in time. We will endeavor to conduct a more comprehensive materiality assessment ahead of our 2025 recertification in recognition that the challenges the world faces evolve rapidly — as well as the business context we are working within.

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. We will outline our impact area vision, share some 2022-23 highlights, be honest about our challenges, and give you an idea of what we have planned for the future.

THE FIVE B CORP IMPACT AREAS



GOVERNANCE

VISION:

As defined in our 2021 materiality assessment, our vision is to “practice good governance and good business to ensure that we are accountable, that all stakeholder expectations are met, and that our employees are empowered to live their purpose through their work.”

2022-23 HIGHLIGHTS:

- As a clear way of signaling our intent, we legally amended our company documents to include a “mission lock” — that is to say, we treat our social and environmental impact as a primary measure of success for our business, and prioritize it even in cases where it may not drive profitability.
- After being certified, we appointed an Impact Manager, an Impact Board, and a Head of Finance and Administration to ensure our effective compliance, transparency, and accountability.
- Our employee training includes social and environmental issues material to our company and mission, for example, a Climate Fresk workshop at our 2022 Full Team Convening.
- We have advisory groups on team culture and DEI.

CHALLENGES:

Though an understandably thorough process, as a young business, it has at times been challenging to put in place the processes required, and to evidence our impact.

LOOKING TO THE FUTURE:

As our company grows, we will continue to deepen our governance processes to better protect our mission and formally consider stakeholders in decision-making.

This includes refining our impact metrics and revising our policies to build stronger foundations for governance and a thriving team.



WORKERS

VISION:

One of our key material objectives with regards to our team is training and education, and to apply a DEI lens to our recruitment processes and team practices.

HIGHLIGHTS:

- In April 2022, we held our first full team convening at a sustainable guest farm in Portugal — bringing our whole team together in-person for the first time.
- Our team grew from 17 team members in February 2022 to 23 team members in February 2023.
- In November 2022, we initiated a Team Culture Committee whose vision is to “actively cultivate a supportive and inclusive team environment that allows everyone to thrive, no matter the geography, heritage, business unit, or activity that they represent.”
- Each team member has access to a €2,000 annual training budget to build the skills and knowledge they need.
- We have a team reward plan that incentivizes impact goals, team collaboration, and individual targets.
- We have implemented a more comprehensive team review and feedback process, including 360 peer reviews, to get a full picture of our strengths and weaknesses so we can grow together.



CHALLENGES:

- The challenges we work on are not simple issues. Consequently, building robust psychological safety and mental wellness in our team is vital — and something we are actively working on.
- Relative to the size of our team, we aim to punch far above our weight when it comes to sustainability. While this is a positive in many ways, it can also present a challenge from a resource perspective.

LOOKING TO THE FUTURE:

- Our team has a four-pillared mantra for 2023 — Be Smarter, Act as One, Impact First, and Exceed Expectations. We will be fully activating our training plans to ensure our team is empowered to follow these principles.
- We are developing a team “social contract” where we are co-creating the habits and practices we want to live at 17 Sport.
- We are refining our internship guidelines, bolstering our recruitment processes, and redeveloping our team handbook.

“

“We want to ensure that each team member is best placed to bring the 17 Sport purpose to life, enabling them to do good and do well, in and through their work.”

17 Sport Team Culture Committee

”

COMMUNITY

VISION:

Our 2021 materiality assessment included two pillars that are relevant for our B Corp community impact area. Firstly, we want to “support just causes that align with our purpose through our business operations, employee volunteering, donations, and pro bono activities”. Secondly — and critically — we want to “actively ensure that diversity, equity, and inclusion are a part of 17 Sport policy and practice, including ensuring that our stakeholders are educated on the subject, and it is a key deciding factor in all business opportunities.”

HIGHLIGHTS:

Since being certified, our community efforts have centered around two pillars: diversity, equity, and inclusion (DEI) within our workplace and beyond our project work, and the Global Sports Week Social Booster program.

CHALLENGES:

As a remote-first team in eight countries, it has been tricky to define who represents our “local” community. We have worked on the basis that the sports industry and the global citizens they impact represent our core community.

LOOKING TO THE FUTURE:

One way we are seeking to do better is via an improved volunteering program that will give our team more agency in the projects they choose to donate their time to. We are also expanding our ready-to-use lists of preferred local, sustainable, and ethical suppliers — for all of our team members’ locations — so we can better ensure our supply chain has a positive impact on the communities they are based in.





FOCUS:

DIVERSITY, EQUITY, AND INCLUSION

At 17 Sport, our team comprises 58% women, with two out of six members of our senior leadership team identifying as women. At a managerial level, this increases to a 50:50 split. To introduce more comprehensive representation of our full team, in late 2022, we added a seventh rotational senior leadership team position.

In Q3-4 of 2022, our team undertook a three-block training program on DEI run by Equality Leaders. We issued a baseline survey pre-training to gauge where the team was at in terms of DEI knowledge and application, and followed up with a post-training survey. The majority of the team saw an improvement in their DEI knowledge post-training. The average score out of 10 pre-training was six, and post-training this number rose to 7.2.

The team identified a number of areas where we are seeing success in this area, including:

- The creation of the Team Culture Committee
- Having an international remote team
- A self-awareness that we need to improve
- DEI training as a good first step

That said, we know we can improve. We have since set up a DEI advisory group to create a DEI manifesto. We have several objectives, including considering our client work through a DEI lens, revising our operational policies, and further training to ensure our team are aware of best practices and feel comfortable applying this to their work.





GLOBAL
SPORTS
WEEK
PARIS

FOCUS:

GLOBAL SPORTS WEEK SOCIAL BOOSTER PROGRAM

The Global Sports Week (GSW) Social Booster program, powered by 17 Sport, was set up to support impact-led sports projects from around the world. Open to nonprofits and social businesses that use sports to address UN Sustainable Development Goals 3, 4, 5, and 13, in the three years of the program, we have worked with a total of 22 nonprofits and social enterprises to boost their impact.

POWERFUL PARTNERSHIPS

To explore purpose-led partnership with the Social Booster participants, please reach out to 17 Sport.



EEUU

49ers EDU
Kids Play
International

BRAZIL

Fundação
EPROCAD

GUINEA

Women And Kids
Empowerment
(WAKE)

UGANDA

Golden Boots
Uganda

SOMALIA

Football Rising

SOUTH AFRICA

School of
Hard Knocks
Skateistan

ENGLAND

The Bike Project
Football For Future

FRANCE

Nomads Surfing
Recyclerie Sportive
Zero Megot

BELGIUM

La Balle aux
Prisonniers

SWEDEN

ENGSO |
The European
Sports NGO

LEBANON

Koun

INDIA

Parikrma
Foundation

NEPAL

Childreach Nepal

CAMBODIA

Sourire d'Un
Enfant

THE PHILIPPINES

Fundlife

GLOBAL
SPORTS
WEEK
PARIS

THE GSW SOCIAL BOOSTER IN 2022

In 2022, we worked with six nonprofits from Uganda, Brazil, Nepal, the UK, Lebanon, and South Africa to deliver tailored capacity building. These impactful organizations were handpicked from 102 applicants based in 58 countries across six continents. The finalists had the opportunity to pitch their projects at GSW 2022 in Paris, before embarking on an acceleration phase with our team at 17 Sport. Collectively, we provided over 200 hours of volunteer team time to help support the work of these incredible organizations.

CHALLENGES AND LESSONS LEARNED

In line with B Corp's ethos, we strive to be transparent and accountable. There are several ways we could have done better — and we will be improving on these points in our future impact programs. For example, the GSW Social Booster program would have benefitted from a defined funding pot so that program participants didn't

have to self-fund travel. We are cognizant that impact organizations are not short on knowledge, but often resource constrained. For future programs, we will consider a resource element to support the strategic work to boost the inclusivity and impact of the program.

“

“My favorite part [at Global Sports Week] was the talks about sports and gender justice because it aligns with what we are trying to do with yoga in Lebanon. It was also interesting to see how different sports are being used for the promotion of mental health and psychological well-being.”

- Sandy Boutros
Founder
Koun

”





THE 2022 ACCELERATION PHASE

CASE STUDY

LUTA PELA PAZ

PROJECT SUMMARY:

To help plot the forward trajectory of a local project Luta Pela Paz hoped to expand globally, we held a design sprint workshop with seven of our team members to brainstorm the activation. We worked with Patrick to identify potential values-aligned partners for their upcoming projects, including looking at a possible social enterprise collaboration with a major sportswear brand. We also looked at ways to increase revenue for their coaching component, and produced a partner prospecting list.

WHO:

Luta Pela Paz (Fight for Peace) inspires young people to reach their full potential and promotes peace. Boxing and martial arts have helped girls and young women in the community improve their physical and mental health, helped challenge gender stereotypes, and provided a platform for becoming leaders both in the organization and in the community.



“

“The positive aspects of the program were having the experience of presenting at an international event, and meeting and working (briefly) with 17 Sport staff (who were excellent).”

- Patrick Ashcroft
Senior Global Partnerships Manager
Luta Pela Paz

”

© Luta Pela Paz

CASE STUDY

SCHOOL OF HARD KNOCKS



PROJECT SUMMARY:

Our team worked with SoHK to revitalize a project concept they had built out in 2019 that was derailed due to the pandemic. The objective was to **build the foundations for SoHK to find a title sponsor for a TV series that would challenge gender norms** and promote women and girls' participation in sport, while boosting vital Gender-Based Violence (GBV) prevention work in South Africa — emulating the UK Sky Sports SoHK series.

This included a full review of the existing deck and SoHK TV series concept, co-creating a more comprehensive pitch deck, and research on the impact of media campaigns on driving positive social change. We also built out a list of potential partners, focusing on brands activating in sport and to counter GBV in South Africa, and laid out next steps the new CEO could take forward.

WHO:

School of Hard Knocks (SoHK) provides a combination of psycho-social counseling and life skills through rugby coaching to meet their objective to improve the wellbeing of young people experiencing trauma from violent and under-resourced backgrounds in South Africa.



“

“It was great to have the team’s expertise, and there was a clear value-add in terms of [the] product we take to production houses.”

- Jonathan Hunter-Parsonage
CEO
School of Hard Knocks

”

© School of Hard Knocks

CASE STUDY

KOUN

PROJECT SUMMARY:

For the acceleration phase of the program, we worked with Koun's founder Sandy Boutros to build out the organization's **partnership strategy**. As part of this, we conducted a design sprint workshop to help Koun brainstorm their differentiation strategy, and we co-developed a corporate partnerships deck for their team to use as a guide when outreaching to potential partners.

WHO:

Koun is a Lebanese registered NGO whose mission is to make yoga accessible to marginalized groups and underprivileged communities in Lebanon, with the aim of promoting mental health, physical well-being, peace, and women empowerment.



“

“Alisar and Brianna are brilliant — they were so supportive and made me think out of the box when it came to strategic thinking.”

- Sandy Boutros
Founder
Koun

”

© Koun

CASE STUDY

GOLDEN BOOTS UGANDA

PROJECT SUMMARY:

Our team worked with founder Mo to boost the organization's **communication and fundraising strategies**. This included a communications workshop, content brainstorm, and a fresh strategy linking communications goals directly to core impact and fundraising goals.

WHO:

Golden Boots Uganda uses sports to promote mental wellbeing among refugees, adolescent girls, and youth with disabilities. The Sport 4 Youth Mental Wellbeing and Covid19 Recovery project (SMATS) provides safe platforms and coaches where young people in the communities can engage and interact in sports and physical activities.



"This capacity building program was tailored to our organization needs, which made it a bit unique from other programs I and my team have participated in. As a result of the training, we have revised and aligned our communication and fundraising strategies with our strategic plan. Our organization communication has improved mostly in the areas of reporting our results and telling our success stories to funders, partners, and beneficiaries."

- Mo Kisirisa
Founder
Golden Boots Uganda

© Golden Boots Uganda

CASE STUDY**FOOTBALL FOR FUTURE****PROJECT SUMMARY:**

We worked with Football For Future to better define their **partnership strategy**. We built out a prospective partner list, and compiled a set of case studies the team could use to evidence the positives arising from sports, business, and purpose partnerships in the UK. We also presented a partner outreach process.

WHO:

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



Barney Weston
Co-Director
Football For Future
Speaking at Global Sports Week 2022

© Getty Images

CASE STUDY

CHILDREACH NEPAL



PROJECT SUMMARY:

We worked with the Childreach Nepal team to build out their partnership toolkit to help them boost their resources to deliver their impact work. This included a presentation deck, potential partner list, and a how-to guide on how to approach. We are also exploring opportunities to put them in contact with the Nepalese media.

WHO:

Childreach Nepal believes in the power of sports. It gives opportunities, breaks stereotypes, and helps empower children and young people to speak up and claim their rights.



© Childreach Nepal

ENVIRONMENT

VISION:

We are committed to carbon-conscious business operations “through the monitoring, offsetting, and reduction of 17 Sport’s GHG emissions to mitigate the long-term effects of climate change and the subsequent impacts on business operations, communities, and the natural environment.”

HIGHLIGHTS:

We are committed to calculating our carbon emissions with the [UN carbon footprint calculator](#), as endorsed by the United Nations Framework Convention on Climate Change (UNFCCC), our 2022 carbon footprint totaled an estimated:

233.19

tCO₂e

THIS COMPRISED

22%

Household emissions
(covering office emissions
for our remote-first team)

75%

Team travel

3%

Purchased goods

In the UK, a study revealed that only 10% of SMEs are monitoring their emissions — and so while we are a work-in-progress, we are happy to have invested in this important first step.

In a bid to address our “office emissions” — with 23 home offices — we have covered the full household emissions for our team members and their families / household members.

We have followed through on our commitment to measure our team’s carbon footprint and, to offset our unavoidable emissions, we will continue to support the [REDD+ Mai Ndombe project](#) in the Democratic Republic of Congo, which uses sports as one of the tools to educate on climate action.



© Filip C Agoo



FOCUS:

OFFSETS SCRUTINY

We are very cognizant that offsets are not an instant solution that removes our responsibility to the earth and future generations. At this stage, we feel it is better than taking no action at all — though our focus will be on reducing, 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.

CHALLENGES:

- Our remote-first setup continues to make calculating certain metrics difficult that would typically be more simple in a more “traditional” company setup — for example, office energy use or office waste.
- Our primary source of GHG emissions is our team travel — comprising 75% of our total in 2022. As a remote-first business, we have been primarily virtual from inception, so it is challenging to find reductions in this area — though we are committed to doing so.
- Carbon accounting is a fast-moving, ever-evolving world. As an EU-based SME of less than 250 people, there are currently no legislative obligations on environmental reporting. In addition, our direct emissions are relatively low. There are, however, a number of voluntary frameworks that will not only future-proof our business, but will ensure we do less harm and more good when it comes to climate action. Our plan is centered around the three modules recommended by the CDP’s Climate Disclosure Framework For Small And Medium-Sized Enterprises (SMEs): Measure, Commit, Action, and Impact. Ultimately, it is recognized that “reporting on all the modules in this framework may be too difficult for micro (fewer than 10 employees) and small (10-50 employees) SMEs, and that some of the indicators might not be relevant to them.”



“I am writing to let you know that we remain steadfast in our commitment to the projects we represent, and to growing the REDD+ endeavor to its fullest potential. The recent articles have given us an opportunity, if not a responsibility, to communicate even more about the strength of the REDD+ projects we represent in respect to their technical design, performance, and the groundbreaking impacts they generate for people and wildlife in some of the most threatened forest landscapes around the world.”

- Gerald Prolman
Chief Executive Officer
Everland Earth





FOCUS:

WHAT WE ARE TRACKING

Please note, there are a variety of interpretations of what should be included under each scope.

For our purposes, we have taken the [CDP's Climate Disclosure Framework For Small And Medium-Sized Enterprises \(SMEs\)](#) — which are in “alignment with and influence from frameworks and standards such as the [GHG Protocol](#), [TCFD](#), [CDSB](#), [SBTi](#), [SDGs](#)², and the [1.5 Business Playbook](#)” and has been developed in support for the SME Climate Hub.

SCOPE 1

Direct emissions from sources owned or controlled by a company (boilers, furnaces, vehicles, etc).

This is not applicable at this stage for 17 Sport.

SCOPE 2

Indirect emissions from purchased electricity, steam, heat, and cooling.

We have included “office” energy use (23 x home offices plus Paris HQ).

SCOPE 3

Value chain emissions, including supply chain related emissions (upstream).

We have included:

- Business travel - 17 Sport team commute and professional transport use. In this instance “17 Sport team” refers to all employees and long-term freelancers who are working with 17 Sport on 17 Sport projects.
- Purchased goods and services, e.g., catering, office supplies.

² Greenhouse Gas Protocol, Task Force on Climate-Related Financial Disclosures, Climate Disclosure Standards Board, Science Based Targets Initiative, Sustainable Development Goals.



LOOKING TO THE FUTURE:

- We will be signing up to the SME Climate Hub at the beginning of 2024.
- To define our scopes, we have followed the CDP's Climate Disclosure Framework For Small And Medium-Sized Enterprises (SMEs). We will workshop this further in 2023 to better define our scope 1, 2, and 3 emissions. We will then be setting a per capita reduction target (Commit) and will be sharing guidelines on how we can all work towards this (Action and Impact).
- We are further developing out our Virtual Office Stewardship Policy to ensure our home offices are as sustainable as is reasonably possible.



CUSTOMERS

VISION:

We are fortunate to work alongside some of the world's most purpose-driven leaders in the sports space. Our vision for the impact of our service — beyond providing an excellent service to our clients and partners — is to ensure 17 Sport positively impacts the environment, people, clients, and local communities in which it and its clients operate through the services that they provide. Secondly, we aim to develop and expand 17 Sport projects and innovations that contribute to the acceleration of the 17 Sport mission, and provide purpose-led solutions for the business of sport.

HIGHLIGHTS:

- Our solutions enable our clients to maximize their positive contributions to society and the environment and minimize the negative impacts.
- We are immensely grateful for the dedication of our impact-focused partners, including our work with adidas on the [adidas Breaking Barriers Project](#), our purpose-driven athletes, the recent launch of [Go Green Africa](#) alongside the Cape Town Formula E, and the creation of [Team Sanofi](#).

CHALLENGES:

For all purpose-driven businesses, it is a challenge knowing where to draw the line between intention and current impact. We have been developing enhanced client screening criteria to help ensure our partners are genuinely committed to driving tangible impact in line with the UN SDGs. This includes working in B Corp guidance on [controversial issues](#), and the mitigation businesses can do to ensure their business does less harm and more good.

LOOKING TO THE FUTURE:

We are deepening our customer feedback process and measuring service so that we can more accurately assess the impact outcome of our work and continue to improve it. Our Partnerships team is actively engaged with a number of exciting brands, properties, and athletes who are looking to activate their purpose through tackling our world's most challenging issues through sports.



OUR CLIENT IMPACT

Here are three case studies to provide an example of the work we do. This list is by no means exhaustive, and we acknowledge the wonderful work we do with other great partners that all drive impact, including Sanofi, the NFL, FDJ, Weleda, EDF, and Nico Mahut, to name a few.

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



CASE STUDY

THE ADIDAS BREAKING BARRIERS PROJECT

BREAKING
BARRIERS

THE CHALLENGE:

The world of sports is unequal. Seeking to confront this unjust reality, **adidas is taking action to level the playing field** — starting by **tackling gender inequality**. Breaking down these barriers lays the foundations of a fairer, healthier, and more prosperous world for everyone.

THE SOLUTION:

THE LEARNING HUB:

We have designed and are implementing **a pan-European gender equity program** focused on building the capacity of the sports industry in Europe to better serve women and girls. In collaboration with experts in gender equity and sports, **Common Goal, Women Win, and Soccer Without Borders**, the Project kicked off in early 2020 and is set to run until at least 2025.

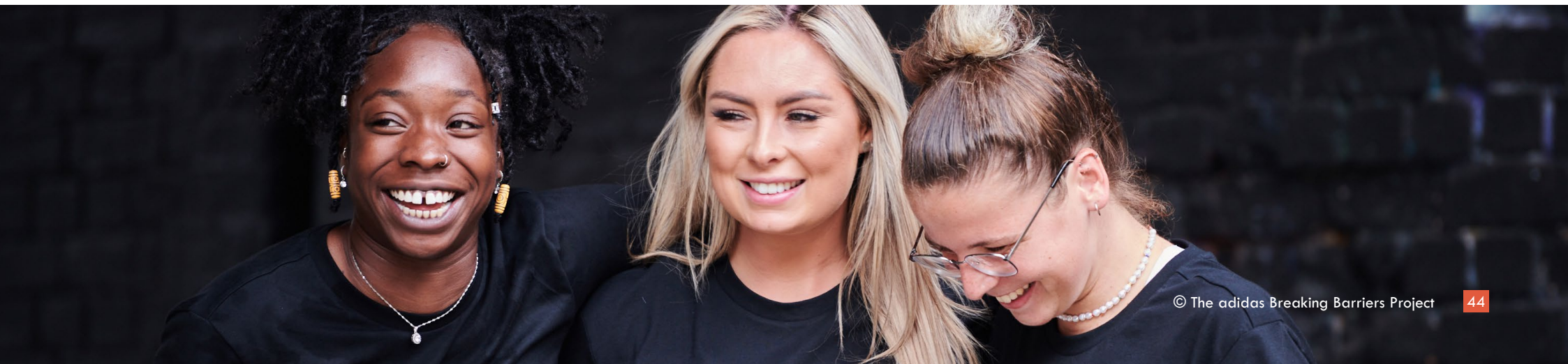
BREAKING BARRIERS ACADEMY:

Securing the sustained and meaningful change needed to build a more inclusive and equal future **requires everyone to act**. It was therefore **crucial to provide the wider sports industry with a tool** to kickstart or deepen their journey in gender equity.

To serve this goal, in collaboration with our expert partners, we built and launched **the adidas Breaking Barriers Academy** — a self-paced digital curriculum for anyone looking to increase their understanding of gender equity and inclusion in sports.

LAUNCH CAMPAIGN:

The **#LetsBreakBarriers campaign** tells the stories of the inspiring adidas Breaking Barriers Champions — the girls and women who are driving impact within their communities. A rallying call for collaborative action, the campaign is aspirational and solution-focused — in line with the brand sentiment that **impossible is nothing**. The 17 Sport Creative Services team was responsible for the delivery of the full campaign, from the creative concept through to production and roll-out.



THE IMPACT

By making sports more equitable and inclusive for all, the adidas Breaking Barriers Project **brings the adidas brand purpose to life** by actively changing lives through sports.

Read more at www.17-sport.com/adidas

AS OF MAY 2022

22,000 +

Women and girls reached

9

European countries

51

Champions

15

Nonprofits



CASE STUDY

GO GREEN AFRICA



THE CHALLENGE:

Climate change proves the greatest existential threat to our collective society. Placing sustainability at the heart of racing, Formula E is one sporting body seeking to **make climate action the norm, not the exception.**

With the African continent's first Formula E event taking place in Cape Town in February 2023, delivery partner and event host e-Movement tasked 17 Sport to assist with designing a **purpose-driven sponsorship strategy** to help ensure the **successful delivery of this awe-inspiring sporting event** — and **deliver for the planet.**

THE SOLUTION:

As Africa looks towards the future, moving towards a Green Economy that will create a better quality of life for its citizens is crucial. To accelerate this transition, **17 Sport and e-Movement have partnered to create Go Green Africa**, a shared mission comprising organizations and individuals committed to **driving Africa's transition to a Green Economy in a just and inclusive way.**



THE IMPACT

Go Green Africa's mission partners, including Uber, Eskom, Western Cape Government, Vuka, and SustNET have pledged five key actions centered around education, collaboration, and action strategies, along with funding. Launched at the Africa Green Economy Summit, the Go Green Africa team will report on impact towards the beginning of 2024.

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“We believe that our commitment to this partnership is symbolic of our business turning 10 years in South Africa — it demonstrates the start of our next chapter, which includes being an active contributor to greening Africa using our platform as a catalyst.”

- Kagiso Khaole
General Manager
Uber Sub-Saharan Africa

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Read more at www.go-green-africa.com



CASE STUDY

EZRA FRECH

THE CHALLENGE:

An estimated 1.3 billion people — or 1 in 6 people worldwide — experience disability (World Health Organization). As such, disability inclusion is critical to achieving the Sustainable Development Goals. The SDG Framework includes seven targets which explicitly refer to people with disabilities and six further targets on people in vulnerable situations which includes people with disabilities.

And yet, people with disabilities experience adverse socioeconomic outcomes, stigma, and discrimination in all facets of life, which affects their physical and mental health.

THE SOLUTION:

In collaboration with Ezra and his team, we are building a strategic platform to anchor Ezra's efforts to not only advocate for people with disabilities, but to realize his full athletic potential on the global stage. Placing Ezra's fiercely compassionate purpose at the heart of this work, we will work with brand partners and impact leaders who align with his core vision — to build a more inclusive world by embracing disability.

From excellence on the track, and elevating the Paralympics brand, to addressing the barriers to participation, our goal is to ignite Ezra's ambition of seeing higher levels of participation in adaptive sport, disability better integrated within society, and better opportunities for people with disabilities.



THE IMPACT

Watch this space! As a **new purpose-driven collaboration**, we are busy fleshing out the details of Ezra's strategy and purpose activation.

We are so excited about the potential of this collaboration, and our athlete management team will report on progress early 2024.

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“I hope that my success leads to the success of people and kids with disabilities all across the world. I'd like to help make the Paralympics as mainstream and popular as the Olympics, because it truly deserves to be. It changes lives, and it helps normalize people with physical disabilities and shows that we can do pretty much anything, which is not always the public perception.”

- Ezra Frech
American Paralympic Athlete and
Disability Rights Advocate

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17 SPORT TEAM TESTIMONIALS



WE HAVE THE COURAGE TO LEAD

"In the last three years, 17 Sport has grown from being a small group of passionate individuals working towards a shared mission, to a B Corp Certified organization made up of 20+ talented, impact-driven people delivering world class and game-changing solutions to our clients."

Halina Myers
Creative Director

"The B Corp Certification has reinforced my motivation to be able to do good by doing well in a sincere and credible environment. Thanks to 17 Sport, my "job" is now more than that. It's a societal mission that I am very proud to highlight and share not only in my professional journey but also in my personal one."

Francois Singer
Senior Purpose Partnership Manager

"I absolutely love working at 17 Sport. It has personally allowed me to bring my own passion for seeing the sports industry realize our potential and platform as a vehicle for positive impact through my daily work with clients like the NFL and adidas, among others."

Brianna Salvatore Dueck
Head of Strategy

"Working for an organization that strives to combine doing good for the world and doing well in business means working with people who are driven, bright, innovative thinkers while also being human, compassionate, and self-aware. 17 Sport unites a team of international superstars with its stable of forward-thinking, inspiring brands, properties, and athletes to drive us towards our mission."

Georgie Young
Account Director

"Working at 17 Sport provides a remarkable chance to be a part of a team that is dedicated to making a real difference in the world."

The fact that 17 Sport is a Certified B Corp is more than just a label — it's a symbol of their genuine accountability and commitment to follow through on their promises."

Antonio Vizcaya
Strategy Manager

LOOKING FORWARD 2023-24



DEEPENING OUR IMPACT PLANS

As we head into our second year as a Certified B Corp, we are implementing a more detailed Impact Strategy to better guide our impact work internally and externally, and to help us realize our goal of recertifying in 2025. This strategy acts as our moral compass and holds us accountable to centering purpose at the heart of what we do as a business, as a team, and as individuals. Our impact roadmap has been broken down into four core areas to ensure we take coherent action across the company to realize our ambitions: Operations, Team Knowledge, Team Culture, and Partnerships and Amplification.

Our impact roadmap will inform the work we do within the ecosystem — at what is an exciting time for global sports. With the Paris 2024 Summer Olympics approaching, the eyes of the sports world will be focused on France and its delivery of the Games. The next 12 months are consequently shaping up to be a pivotal time for our Paris headquartered team. We are relentlessly optimistic about the future and have a number of exciting projects lined up for the rest of 2023, including deepening our work with

Team Sanofi, building upon the launch of Go Green Africa, and planning the next phases of the adidas Breaking Barriers Project. We are also working with ChangeNOW to activate a coalition of responsible sponsors who are committed to the Science Based Targets Initiative — and who are willing to use their influence to energize sports properties and teams to take vital action to protect our planet.

Lastly, we would like to recognize B Corp's efforts to lead by example as they refine their framework to revitalize and strengthen the effectiveness of the certification. After a comprehensive and global review, the current scoring system is set to be replaced with a more thorough process starting in 2024, where companies will have to meet a series of non-negotiable standards in 10 impact areas. We look forward to the next round of consultation in October 2023 — and are prepared to raise our game to meet this exciting evolution of standards. Here's to more businesses throwing their intelligence, resources, and influence into being the force for good our world needs.

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“The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders — it has an equal responsibility to the community and to the planet.”

- Rose Marcario
Former CEO
Patagonia

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THANK YOU

MAINTAINING RELENTLESS OPTIMISM

Leaning into our belief in Sustainable Development Goal 17, we truly believe in the power of collaboration to build a better world, and so we want take the opportunity to say a profound thank you to our purpose-led clients and partners and our passionate and committed team — without whom none of this would be possible.

To our reader, thank you for taking the time to read our 2022-23 B Corp Impact Report! Together — with a pinch of relentless optimism — we can boost business by solving global challenges through sport.

We are always looking to partner with progressive brands, sport properties, and athletes to activate their purpose, internally and externally, to deliver positive financial, social, and environmental outcomes.

Please contact our Impact Manager Emma Kennedy on emma@17-sport.com if you have any questions about this impact report — or would like to start a conversation about working with 17 Sport.



SPORT | BUSINESS | PURPOSE

www.17-sport.com

