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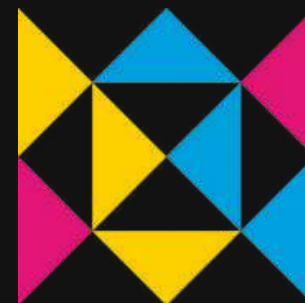


PROUD SUPPORTERS



@GSWParis
 global-sports-week
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Under the High Patronage of
Mr. Emmanuel Macron
President of the French Republic



GLOBAL
SPORTS
WEEK
PARIS

ACCOR ARENA
PARIS, WORLDWIDE AND ONLINE

MAY 9-13 2022



www.gsw.world

MEDIA GUIDE

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WELCOME



The first Global Sports Week Paris was also the last international sports gathering to take place in a pre-pandemic world. At the Louvre, in February 2020, it was one of our Young Sports Makers – Max-Patrick of Cameroon – who had the final word on stage. **“Are you ready to change now?”** was his challenge issued to world sport’s leaders.

Ready or not, everything then changed, including GSWParis, which in 2021 took place in a hybrid format, mixing physical and digital events in future Olympic cities around the world. This year will bring another new format – with the welcome return of a central gathering in Paris, **the new capital city of world sport**, allied to a worldwide digital and offsite offer.

In 2022, with the support of our partners, our ambition is to deliver a more intimate and convivial setting for the world of sport to come back together after two long years, and in an economic and geopolitical context that demands an ever more sober and responsible approach.

But change will remain at the heart of our agenda. Because **sport itself is in a race against change** – climatic, technological, societal, global. A new generation is asking new questions of what sport must deliver for them. To win in a new world will take a new mindset – one that balances the vast opportunities for growth in the digital age with a focus beyond profits on the role sport can play as a force for human progress and good.

I hope you will join us **as we explore this future through the lens of the next generation**, which is leading us ever further towards a new vision of sport between business and society, at the heart of the world.

Lucien Boyer, President and Co-Founder, Global Sports Week Paris



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01 ABOUT GLOBAL SPORTS WEEK PARIS

01 ABOUT GLOBAL SPORTS WEEK PARIS

Global Sports Week is the 'rendez-vous' of the year for the world sports economy. Held annually since 2020 under the patronage of UNESCO and the high patronage of Mr Emmanuel Macron, President of the French Republic, the event gathers leaders, change-makers and young people from a broad spectrum of backgrounds to "shake, shape and share" the future of sport at the intersection of business and society.

Our purpose is to act as a platform to accelerate the development of sport as a sustainable, innovative and positive force at the heart of the world.



Specifically, Global Sports Week seeks to:

- **Strengthen** sport's leadership in meeting global challenges;
- **Empower** the sport sector to adapt and innovate in line with global trends; and
- **Enable** new kinds of cross-sector partnerships and cultural connections.

We focus on championing new voices and ideas, putting the **Generation Z** at the heart of the conversation, while connecting sport leaders with leaders of change from business, culture, media, tech, government and civil society; and challenging sport to achieve ambitious targets in line with the United Nations Sustainable Development Goals.



FRANCE: THE NEW CAPITAL OF WORLD SPORT



Global Sports Week is at the centre of the French sports ecosystem as the country embarks on a new era in the global spotlight. Our partners and stakeholders include all the key actors of upcoming major events :



- **UCI World Track Cycling Championships** - Saint Quentin en Yvelines
- **FIS Alpine World Ski Championships** - Courchevel Meribel
- **Rugby World Cup France 2023**
- **Olympic Games Paris 2024**
- **Paralympic Games Paris 2024**
- **Rugby League World Cup France 2025**
- **BWF World Championships** - Paris

A STRATEGIC PARTNERSHIP WITH THE FRENCH STATE

A founding partner of GSW since its first edition, in 2021 the French Ministry of Sports strengthened its backing for Global Sports Week via a new, tripartite agreement including the Government's Interministerial Delegation for Major Events.

The partnership will see Global Sports Week play an integral role in the new '**French Sports Touch**' international relations programme over the coming three years.



VISION/ SHIFTS

Underpinning GSW's editorial agenda are six cross-cutting global shifts that will shape the future of sport and society:

#LIFESTYLE

Encompassing a range of **radical shifts**, driven by the younger generations – from increased urbanisation to changing cultural preferences and habits of consumption.

#POWER

From the transition of geopolitical influence to **changing internal economics of sport**, with shifting dynamics between athletes, rightsholders and media.

#EQUALITY

From the movement towards greater **gender balance** to **changing social attitudes** and growing awareness of social injustice affecting many groups.

#DATA

The race towards a data economy, underpinned by technological advances and the wide-ranging impacts across all aspects of sport, business and society.

#CLIMATE

Addressing the **global impact of climate change**, the energy transition and growing social awareness of the climate emergency from the perspective of sport.

#HEALTH

In a post-Covid world, exploring opportunities for greater alignment between sport and health at all levels – from the benefits of closer political integration to the evolution of sports-led fitness products and their potential to connect with new audiences.

GSW YOUNG SPORTS MAKERS



YOUNG SPORTS MAKERS

The heartbeat and breakout success story of Global Sports Week, our Young Sports Makers are tasked with representing the voice of Generation Z, shaping debates and challenging global leaders across the week.

Since 2020, 85 18-25 year-olds with more than 20 nationalities have been part of what is a year-long programme featuring additional networking and development opportunities delivered by our partners.

02 GLOBAL SPORTS WEEK PARIS 2022

02 GLOBAL SPORTS WEEK PARIS 2022

THIS YEAR'S THEME - BETTER VS BIGGER: GROWING SPORT IN THE AGE OF RESPONSIBILITY

This year's Global Sports Week puts the equation of Better vs Bigger at the heart of its programme.

Through **six programme blocks**, each addressing two current forces in global sport, we aim to explore how the search for new audiences, revenues and on-field success can be reconciled with a sustainable and socially responsible future.

Along the way, we'll address key issues at the heart of the news agenda: NFTs, unionisation, equal pay, betting, sportswashing, geopolitics, athlete mental health, climate strategies, the ESL fall-out, physical activity crises and much, much more...

A PROGRAMME CO-CREATED WITH OUR PROUD SUPPORTERS

Each year, the editorial agenda for Global Sports Week Paris is established in **collaboration with our Proud Supporters** – a group of leading international organizations operating in the world of sport. This year's group includes the following:



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PROGRAMME BLOCK 1

ATHLETES VS THE INDUSTRY

Vision Stage, 11:30 am - 1:00pm, Tuesday, May 10th 2022

Hosted by: Thierry Borra

As athletes increasingly step into their power as media brands and societal activists in a **democratised digital landscape**, the impact is driving further changes to the structure of sport. We'll explore how power, influence and money within sport is shifting, as lines between the **traditional industry verticals** continue to blur. In this new world, there are big questions to answer: what should be the role of federations, for example? Are athlete-owned properties the future? How must traditional rightsholders adapt to harness the growing reach and bargaining power of their stars? We'll also look at how the shifts are being felt by sponsors – and the athletes themselves. (How) can they work together to drive positive change in and through sport?

PROGRAMME BLOCK 2

WOMEN'S SPORT VS THE MEN'S SPORT MODEL

Vision Stage, 2:30 pm - 4:00pm, Tuesday, May 10th 2022

Hosted by: Benny Bonsu

Professional women's sport is coming of age in conditions ideal for **innovation** – post-digitalisation, and with a new generation imposing a radically softer set of cultural values on the world. Yet the development of women's sports still largely follows a decades-old roadmap based on traditional men's models of practice, **consumption and commercialization**. This conundrum poses a bigger question: is gender equivalence the right objective for sport? What do women and women's sports fans really want? Does greater **convergence or divergence** offer the best path to true equality of opportunity – and to future growth across both men's and women's sports? Closer to the here and now, we'll also look at the women's sports properties that are leaning into their **challenger status** to drive change and opportunity for the industry as a whole.



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PROGRAMME BLOCK 3

MEGA EVENTS VS SUSTAINABLE IMPACT

Vision Stage, 4:00 pm - 5:30pm, Tuesday, May 10th 2022

Hosted by: Matthew Campelli

Throwing new light on a long-standing question that will shape the future of sport: (how) can we make mega events make sense for society? As our planet faces existential threats and socio-economic gaps widen, the world is placing an ever-sharper focus on the **relative costs and benefits** of events such as the Olympics, Paralympics, FIFA and Rugby World Cups. In response, **new models are emerging**: cheaper, more open, accessible and democratic; lighter on the planet; and increasingly focused on creating measurable social and economic returns on public investment. But for all the talk of carbon positivity, 'pregacy' and interactive experience, is the core model changing fast enough? Is it time to **consider more radical alternatives**, taking advantage of rapid technological, cultural and societal shifts? In particular, should major events reimagine themselves as **campaigning platforms** to engage positively with a global population empowered and emboldened like never before to make their voices heard on key societal issues? Can sport afford to keep defending its neutrality in a world governed by **identity politics**? What are the opportunities and geopolitical risks?

PROGRAMME BLOCK 4

RIGHT TO PLAY VS DUTY TO MOVE

Vision Stage, 9:30 am - 11:00am, Wednesday, May 11th 2022

Hosted by: Matt Rogan

Exploring the **two-speed reality** of sport in a world of **unequal access** to physical activity, facilities and coaching. Countries such as France are increasing their investment in the provision of sport-on-prescription, mindful of long-term taxpayer returns. But how do we harness the potential of sport to play a real role in **global public health policy** while fundamental barriers of geography, gender, age, disability and income remain? If sport is not first a human right, how can it be considered a civic duty? What mechanisms can we prioritise to fast-track broader access to sport? And how can we better measure the impact on health, happiness, productivity and social and economic inclusion?



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PROGRAMME BLOCK 5

NEW REVENUES VS LEGACY FANS

Vision Stage, 2:30pm - 3:30pm, Wednesday, May 11th 2022

Hosted by: Stefano Bernabino

Digital transformation and the shift towards **direct-to-consumer models** is fundamentally changing the role of fans in the business of sport. As barriers to audience growth fall away in a globalised sports economy bursting with the potential of digital assets and other fan-centric new revenue streams, the **growing power of fans** is also being felt through resistance movements rooted in sport's traditional communities and values. Examples such as the failed breakaway European Super League project raise important questions for the future: how much should sport's commercial growth be regulated to reflect its societal importance? To what extent are today's sports fans **true stakeholders** versus financial assets? Why does it matter? And what place, for example, should the metaverse have in an industry based on physical activity and human connection? How digital can sport go before it is no longer sport?

PROGRAMME BLOCK 6

MENTAL HEALTH VS THE MEDALS RACE

Vision Stage, 4:00 pm - 5:30pm, Wednesday, May 11th 2022

Hosted by: Severine Townsend

In a world that is increasingly aware of the importance of mental health, a new generation of superstar athletes is helping to redefine what winning looks like in sport. The actions of Simone Biles, Naomi Osaka and others have created powerful role models for society, helping to drive **important conversations**, but what are the learnings for high-performance programmes and highly mediated sports properties? Who is responsible for **athlete wellbeing** and how? Is the cost of success too high? **Is the value of victory changing** in the eyes of fans and sponsors – and what does that all mean for sport? At the grassroots, the issue brings opportunity: to strengthen the focus on the relationship between physical activity and emotional wellbeing. As society evolves, is it time for sport to put mental health at the heart of its offer?



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INTRODUCING THE #GSWPARIS 2022 HOSTING TEAM

A team of seven 'master moderators' – chosen for their combined hosting and subject matter expertise – will guide delegates through the programme at this year's Global Sports Week Paris.



The group will be headed by overall GSW host **Louise Ekland** – a bilingual broadcast journalist, born in Liverpool and based in Paris, a veteran of the Rugby World Cup and Olympic and Paralympic Games.



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GSW@LA HUB EVENT

Information under
embargo until
April 12th 2022

As part of Global Sports Week, a **one-day GSW@LA event** will take place on **Wednesday 11th May** at the **LA 84 Foundation** building in Los Angeles, organised in collaboration with GSW Associate Partner **17 Sport**.



The in-person gathering will be **connected to Paris** via a special live screening for delegates – with the whole of Global Sports Week also available online around the world.

The event aims to **create and strengthen connections between the two Olympic host cities**, which will set the agenda for global sport over the coming years.

It's a concept that builds on the hybrid, multi-city format adopted for Global Sports Week in 2021, offering a more sustainable and accessible way for leaders and changemakers to come together across continents.

More information, including the names of influential speakers set to participate in the US capital of sport and entertainment, will be released in April 2022.



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PROGRAMME HIGHLIGHTS

MONDAY, MAY 9TH 2022

9.30 am - 5.30 am ▼ **4TH CONFERENCE: 'OBSERVATOIRE DE L'ÉCONOMIE DU SPORT'**

*SYMPOSIUM ORGANISED BY THE
FRENCH MINISTRY OF SPORT*

Cocktail ▼ **GSW PARIS 2022 OPENING PARTY**
PARIS CITY HALL

TUESDAY, MAY 10TH 2022

9.00 am - 10.00 am ▼ **OPENING SESSION**

10.00 am - 11:00 am ▼ **SPORT IN EUROPEAN PERFORMANCE**
HOSTED BY THE FRENCH NOC

11.00 am - 11:30 am ▼ **THE EUROPEAN SPORTS MODEL**
HOSTED BY THE FRENCH NOC

11:30 am - 1:00pm ▲ **ATHLETES VS THE INDUSTRY**
HOSTED BY THIERRY BORRA

2:30 pm - 4:00pm ▼ **WOMEN'S SPORT VS THE MEN'S
SPORT MODEL**
HOSTED BY BENNY BONSU

4:00 pm - 5:30pm ▼ **MEGA EVENTS VS
SUSTAINABLE IMPACT**
HOSTED BY MATTHEW CAMPELLI

Evening ▼ **VIP RECEPTION**
SECRET LOCATION



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WEDNESDAY, MAY 11TH 2022

9:30 am - 11:00am ▼ **RIGHT TO PLAY VS DUTY TO MOVE**
HOSTED BY MATT ROGAN

11:30 am - 12:00pm ▼ **LE TREMPLIN INVEST FINALS**

2:30 pm - 3:30pm ▼ **NEW REVENUES VS. LEGACY FANS**
HOSTED BY STEFANO BERNABINO

3:30 pm - 4:00pm ▼ **GSW SOCIAL BOOSTER**

4:00 pm - 5:30pm ▼ **MENTAL HEALTH VS. THE MEDALS RACE**
HOSTED BY SEVERINE TOWNSEND

Evening ▼ **LIVE SCREENING - GSW@LA HUB EVENT**
LA 84 FOUNDATION

THURSDAY, MAY 12TH 2022

GSW PARIS CONTINUES LIVE ON THE GSW DIGITAL PLATFORM

BROADCASTING OF EXCLUSIVE CONTENT

REPLAY OF GSWPARIS ACCOR ARENA SESSIONS

REPLAY OF GSW@LA HUB EVENT

FRIDAY, MAY 13TH 2022

SIDE EVENTS ORGANISED BY GSW PARTNERS

CLOSING OF THE GSWPARIS 2022 LIVE PLATFORM



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LE TREMPLIN INVEST FINALS

In 2019, Le Tremplin by Paris&Co and the French Ministry of Sport launched Le Tremplin Invest: an international showcase that connects the world's best sportech startups with international investors.

Since 2020, Le Tremplin Invest Finals are organized in partnership with Global Sports Week, Le Tremplin and the French Ministry of Sport to develop the sportstech sector in France as a real hub of global innovation.

This year, the showcase will gather 12 startups selected by 6 international incubators at the Accor Arena.

In 3 years, **more than 3 million euros were raised** and startups had the opportunity to meet with more than 500 investors.



TREMPLIN INVEST
FINALS



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GSW SOCIAL BOOSTER



The 2022 GSW Social Booster programme, powered by 17 Sport, identifies, promotes and supports impact-led sports projects from around the world with a focus on specific objectives identified by the following **UN Sustainable Development Goals**: Health (Goal 3), Quality Education for all (Goal 4), Gender Equality (Goal 5), Climate Action (Goal 13).

This year, the **six non-profits and social businesses selected** will have the opportunity to pitch their projects to prospective investors and key leaders of sports business and society during Global Sports Week Paris.

After the event, the selected projects will take part in a three-month acceleration programme led by 17 Sport and focused on providing strategic and structural support to their organisation and/or project.

GSW ACTION BANK



GSW's Action Bank **gathers the tangible commitments** made and announced in the context of the annual forum.



It provides a platform for new programme launches, policy commitments and pledges using sport to make a positive impact in society.

Announcements previously made at Global Sports Week include **Wimbledon's** 2030 climate strategy; a groundbreaking partnership between **Paris 2024** and **AFD** to support sport and sustainability projects around the world; the launch of **UNESCO's** physical education advocacy toolkits for students; and **adidas'** pan-European Breaking Barriers Champions programme.



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ABOUT THE VENUE



Accor Arena is the City of Light's emblematic venue

The Accor Arena has hosted the biggest international musical events and emblematic sports tournaments. Its programme is unique, rich and diversified. From basketball and athletics to ice hockey, more than 30 million spectators have attended since its inauguration almost 40 years ago.

The Parisian arena offers a unique and entirely modular setting of 12,000 square meters. With more than 130 events scheduled each season, its influence goes far beyond France's borders and today ranks it among the top five arenas in the world.

While Accor Arena hosted the NBA's only international game last December, the multisports arena will keep expanding in the next few years, as it will be an official venue of the **Paris 2024 Olympic and Paralympic Games**, welcoming basketball and gymnastics events.



UPCOMING EVENTS AT THE ACCOR ARENA

- France/Spain Handball, April 2022
- Tony Yoka/Martin Bakole: Heavyweight Boxing, May 2022
- Rolex Paris Masters: November 2022



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FRANCE ZONE

In the context of the Government's French Sports Touch programme, Global Sports Week 2022 will feature a France Zone at the Accor Arena, showcasing the projects of public authorities as well as **Pre-Games Training Camp sites for Paris 2024**.

The zone is particularly aimed at international delegates, who will be able to meet and interact with all the key actors of upcoming major sports events in France; and with venue owners seeking to host international delegations around RWC 2023 and Paris 2024.



NEW FOR 2022 : THE OFFICIAL SELECTION OF INNOVATIVE SOLUTIONS

For the first time, Global Sports Week will include an exhibition space in 2022 - dedicated to our inaugural Official Selection of products, services and organisations helping to shape the future of sport as an innovative, sustainable and positive force at the heart of global society.



The **Solutions Square** at the Accor Arena will house interactive showcases of 25 next-generation solutions serving the business of sport. All exhibitors have been selected via a worldwide application process.



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03 THE STORY SO FAR

GSW2020

GSWParis was launched in 2020, and became the first international forum for sport in France. The inaugural edition of Global Sports Week gathered over 2,000 leaders from across the global ecosystem of sport, at the Carrousel du Louvre in Paris.



With a new, unique positioning between business and society, the forum was structured under the theme :

'Making business with purpose: For a more innovative and sustainable future for sport'.



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SPEAKERS HIGHLIGHTS



ROXANA MARACINEANU
MINISTER DELEGATE IN CHARGE OF SPORTS



YANNICK BOLLORÉ
CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF HAVAS GROUP



JUSTINE DUPONT
PROFESSIONAL SURFER



NADIA NADIM
PROFESSIONAL FOOTBALL PLAYER PSG



SALLY BOLTON
CEO, WIMBLEDON



MATT CLIFFORD
MUSICIAN, ROLLING STONES



LISA ZIMOUCHE
FREESTYLE FOOTBALLER



SIR RUSSEL COUTTS
CHAIRMAN AND FOUNDER, SAILGP



TRACEY RUSSELL
CHIEF OPERATIONS OFFICER, MCCOURT



CHASE CAREY
EXECUTIVE CHAIRMAN & CEO FORMULA ONE



MATT BIONDI
OLYMPIC LEGEND



YOURI DJORKAEFF
FIFA FOUNDATION CEO

FACTS AND FIGURES

2,000
ATTENDEES IN 2020

120+ SESSIONS
ACROSS THREE STAGES: GSWARENA,
GSVVILLAGE ET GSWPRO

50
INTERNATIONAL
SPEAKERS

+50
HOURS OF EXCLUSIVE CONTENT, LIVE
AND ON REPLAY

50%
INTERNATIONAL
DELEGATES

500 INVESTORS
250+ INTERNATIONAL MEDIA



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GSW2021

In 2021, Global Sports Week embraced the mood of enforced innovation with an **ambitious multi-city format**, connecting physical and digital events in six future Olympic host cities around the world.

In Paris, the world's most iconic venue - **the Eiffel Tower** - provided a central base for what was the first truly global sports forum, including additional continental gatherings in **Beijing, Tokyo, Milan, Dakar and Los Angeles**.



More than 20,000 visitors from 153 countries joined GSW 2021 via the digital platform, where more than 100 sessions were dedicated to the theme of 'Reinvention in Action.'

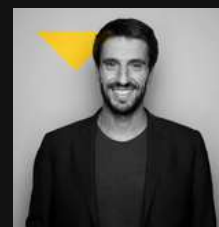


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SPEAKERS HIGHLIGHTS



TONY PARKER
FORMER NBA PLAYER
& ENTREPRENEUR



TONY ESTANGUET
PRESIDENT, PARIS 2024



GABRIELA RAMOS
ASSISTANT DIRECTOR-
GENERAL FOR SOCIAL AND
HUMAN SCIENCES,
UNESCO



KATHY CARTER
CEO, LA 2028



CHRISTOPHE DUBI
OLYMPIC GAMES
EXECUTIVE DIRECTOR, IOC



BEBE VIO
PARALYMPIC FENCING
CHAMPION



GERARD PIQUE
PROFESSIONAL SOCCER
PLAYER, FOUNDER &
PRESIDENT, KOSMOS



JULIE UHRMAN
FOUNDER & PRESIDENT,
ANGEL CITY FC



KARINA LEBLANC
FIFA LEGEND AND HEAD
OF WOMEN'S FOOTBALL,
CONCACAF



MARK TATUM
DEPUTY COMMISSIONER &
CHIEF OPERATING
OFFICER, NBA



ANDREW PARSONS
PRESIDENT,
INTERNATIONAL
PARALYMPIC COMMITTEE



DIDIER DROGBA
VICE-PRESIDENT,
PEACE & SPORT

FACTS AND FIGURES

20,000
ONLINE VISITORS IN 2021

5000
DELEGATES ACROSS
SIX HUB EVENTS

+50 HOURS OF EXCLUSIVE
CONTENT, LIVE AND ON REPLAY

50% OF INTERNATIONAL
DELEGATES

100+ SESSIONS ACROSS THREE
STAGES: GSWARENA, GSWVILLAGE
ET GSWPRO

42
PARTNERS

OVER 200 HIGH-LEVEL
SPEAKERS

130+ INTERNATIONAL MEDIA
ACCREDITED



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PRACTICAL INFORMATION / ANNEXES

LEADERSHIP



LUCIEN BOYER

PRESIDENT AND CO-FOUNDER

Lucien Boyer is President and Co-founder of Global Sports Week Paris. He is the former Global President of Havas Sports & Entertainment, then Global CMO of media and entertainment group Vivendi – parent company to Havas, Universal Music Group, Cameloft and StudioCanal. He is also the Founding Partner of Inspiring Sport Capital and Chairman of Fnatic.



ARNAUD DRIJARD
CO-FOUNDER

Arnaud Drijard is Co-founder of Global Sports Week Paris. He is also the Founder of SIS (Mexico, Paris and Tokyo) and Co-founder and CEO of Moveo Lab. He was formerly CEO of Havas Sports & Entertainment in Mexico.



LAURENT DAMIANI

VICE-PRESIDENT AND CO-FOUNDER

Laurent Damiani is Vice-President and Co-founder of Global Sports Week Paris. He is also the Founding Partner of Inspiring Sport Capital and the Honorary Chairman of Sporsora. He was formerly CEO of the Community Group.



NOÉMIE CLARET
MANAGING DIRECTOR

Noémie Claret is Managing Director of Global Sports Week Paris. Formerly she held the roles of Communication Director of Sport dans la Ville, Head of Brand Comms of the Paris 2024 Bid Committee and Managing Director of Havas Sports & Entertainment Brazil.



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GSW IN NUMBERS

2000

**DELEGATES
EXPECTED**

32

**YOUNG SPORTS
MAKERS**

+60

PARTNERS

10000

**ONLINE VISITORS
EXPECTED**

+100

**ACCREDITED
MEDIA**

50%

**INTERNATIONAL
DELEGATES**



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PRACTICAL INFORMATION FOR MEDIA :

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CATHERINE INKSTER

Communications Director, Global Sports Week Paris

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MEDIA ZONE AND GSWPARIS 2022 ACCREDITATIONS

The Media Zone includes latest media advisories, press releases and press kits from Global Sports Week and Global Sports Week's partners, as well as a link to a photo and video gallery.

FILL IN THE FORM TO REQUEST MEDIA ACCREDITATION

PHOTO-VIDEO ASSETS

A selection of high-resolution images from the two first editions of GSWParis are available [here](#).

Please include the following credit when publishing any of these images:

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***Special rates are available with our partner hotels. More information will be provided to accredited media by email.**