

Hosts – Realize the sustainable development potential of your community

Our local hosts are the most important key in a successful event. When we have identified a host, we co-create the special focus and legacy, which is going to be the unique quality of this specific event, and which will fit the local context.

The GGWCUP model is built on partnerships, while we have guiding principles and key elements, which are universal – not two cups are the same.

Contact:
Head of Partnership, Rikke Rønholt, rr@eirsoccer.com

Host requirements:

We will provide as much support as we can. But operating in areas where we may not have a network, we ask potential hosts if they can provide the following:

- Access to a venue and ability to secure legal permits to hold an event, play music, serve food, provide sanitation
- A good funding strategy for at least 80% of the cost
- A range of core partners to involve from: Media, NGOs government, businesses and grassroots

Why Host?

- Generate great positive exposure for your city/community
- Realize the sustainable development potential of your community by uniting stakeholders around the SDGs, and mobilize and engage the public
- Be part of creating a positive legacy of raised awareness and action

Key Elements:

Certain elements are a universal part of a GGWCUP:

- Global Goals: Branding of the goals at events
Teams must play for a goal to compete in the event
- Rethinking the active space: We work with artists, architects, and youth to challenge the conventional setup of a sports event. We are always examining new interpretations of what it means to be an athlete and where we can play sport
- Long table dinner: We always eat, talk, and meet at eye level after the games
- Amateurs: GGWCUP is for everyone. We want to make sure that the girl, who never got picked in gym class feels welcome here
- Partnerships for the goals. GGWCUP creates multi-sector partnerships for the goals. We believe we are stronger together