

# Global Goals World Cup Europe - organised by Eir Soccer and supported by Erasmus+

**Eir Soccer** is a Danish sports association committed to raise awareness of gender equality and access for all to sport. They work to create a safe, inclusive, playful and life-long way for women to engage, connect, and use football as a meaningful tool to change the world for the better.

**Global Goals World Cup** (GGWCup) is a new form of 5v5 football amateur world championship for women, which successfully merges citizen and stakeholder engagement in sustainable development with sport. Each year, multiple events lead up to the global final in New York City during the UN General Assembly.

GGWCup has been established in partnership with UNDP and the Danish Ministry of Foreign Affairs, and is supported by a range of civil society, corporate and sports partners. [Video about the GGWCup.](#)

## **GGWCup Breakdown**

Played for the world since UNGA 2016

The tournament in Copenhagen May 14th 2019 was no 12 tournaments

3,000+ women have already joined the action

20,000 actions have been taken - some even changed laws

100+ million media impressions per event

Beyond Sport Global Impact Award Shortlisted in 2018

In 2019 we have GGWCups planned on 4 continents.

## About the Erasmus+ Ambassador Coaches program

### **Social inclusion in sport**

This Erasmus+ application additionally addresses a third data point from the Eurobarometer, which indicates that low income and low education are also correlated with low levels of physical activity. This suggests that women with fewer opportunities are the least likely to engage in sport and getting all the health enhancing and social benefits, which are associated with participation.

We set out to address this issue by nurturing a community of female coaches with specific skills and focus on engaging women with fewer opportunities. By challenging each selected coach to set at team of women with fewer opportunities and share their experiences and approaches, we aim to accelerate and expand our knowledge of how to reverse the unfortunate trend towards gender and socially determined inactivity in populations.

More information: [GGWCup.com](http://GGWCup.com) & [YouTube](#) & @GGWCup on social Media & [assets for download](#).