



SPORT FOR GOOD
INDEX™

SportsPro

2024 ENTRY KIT

Submit your entry by **Sunday 18th August**

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BE A CHAMPION IN 2024

For the fourth consecutive year, we are delighted to announce the Laureus Sport for Good Index in collaboration with SportsPro.

The Index continues to celebrate collaboration, innovation and creativity by brands across the 17 Sustainable Development Goals (SDGs). Designed with a global focus in mind, the Index champions brands of all sizes that are making significant, positive impact through sport.


We want to showcase the brands leading the way in delivering social and environmental impact across, but not limited to:


- Climate action/environmentalism
- Health and education
- Diversity, equality, and inclusion
- Conflict resolution
- Disaster relief
- Social/political activism

Successful organisation's will be revealed on Monday 11th November 2024.

Entries are now open 

WHY APPLY?

 Become a part of our Alumni and community of 65 brands, with opportunities to share best practice, gain applicable learnings, refine strategy, and measure impact.

 Be positioned alongside some of the most influential brands in the industry and have your purpose-driven initiatives acknowledged and celebrated for their credibility, innovation, and positive impact.

 Amplify your sport for good story through SportsPro's global audience of key decision makers.

KEY DATES

1ST JULY


Entries Open

18TH AUGUST


Entries Close

26TH AUGUST


Judging

11TH NOVEMBER


Announcement

ENTRY PROCESS & TIPS

PROCESS

- ◆ Nominations for the Laureus Sport for Good Index are free of charge.
- ◆ We recommend that you write up your submission separately, as you may lose your work if you fill in the form directly and don't submit.

REMEMBER The eligibility period is from June 2023 - June 2024. This does not mean that the initiative needs to have been created in this period, but information presented in your submission needs to be from within this timeframe.

TIPS

- ◆ Keep it simple - answer the questions in the judging criteria and get straight to the point.
- ◆ Be clear and transparent - make sure it's easy for the judges to read and understand. We aren't looking for the biggest numbers, but rather the true objectives and impact of your initiative.

JUDGING CRITERIA

INNOVATION

Evidence of creativity, innovation and ambition of the initiative and ongoing purpose-led projects.

Things to think about:

- How original and creative are your initiatives? Do they introduce novel ideas or significantly improve upon existing solutions?
- How effectively does the innovation address a specific problem or need?
- Are there clear and realistic plans for development, deployment, and scalability?

Marks	Description
8-10	The initiatives are well explained and clearly demonstrate creativity, innovation and ambition. The submission clearly outlines the issue(s) the initiatives set out to tackle.
5-7	The initiatives are relatively well detailed, but lack a certain level of creativity, innovation and/or ambition. There is some link back to the issue the initiatives set to address.
1-4	Poor explanation of what the initiatives are and what they set out to achieve. There is little evidence of creativity, innovation or ambition.
0	No evidence given.

JUDGING CRITERIA

IMPACT

Evidence of measurable impact and tangible results derived from their sport for good initiatives.

Original objectives for impact do not need to be met or exceeded, we are looking for an honest reflection on delivery and impact achieved rather than simply the biggest figures.

Things to think about:

- What is the anticipated or demonstrated impact on the community and/or the environment?
- What were the original aims of the initiatives? Were these met? If not, why and what changed?
- Have the initiatives reached an underrepresented audience and initiated a behavioral change?
- How many people have been reached and impacted through funding?

Marks	Description
8-10	The impact of the initiatives are well explained and clearly detail relevant figures, target markets and legacy against purpose objectives.
5-7	Some explanation and results are given, but not enough tangible evidence is shared. There is some link back to the original objectives of each initiative.
1-4	Little mention of the impact, but some evidence is shared. There is minimal link back to the original objectives of each initiative.
0	No reference was made to the impact of the initiative.

JUDGING CRITERIA

COMMITMENT

Commitment to, and evidence of, the highest standards of environmental, social, and corporate governance throughout the sport for good initiatives and sports partnership, including alignment with the Triple Bottom Line.

Things to think about:

- People: How are the initiatives ensuring that sports becomes a more equitable place for its stakeholders and provides greater social value to its communities?
- Planet: Are the initiatives actively reducing sport's ecological footprint and ensuring that all stakeholders/partners do the same?
- Profit: Are the initiatives ensuring sports and all of its stakeholders garner economic benefits by implementing policies which prioritise society and the environment within which they operate?

Marks	Description
8-10	The highest standards of ESG and CSR activity are detailed, with clear links to, and demonstration of, the Triple Bottom Line of People, Planet and Profit.
5-7	The link to the Triple Bottom Line is fairly well detailed, but there is little-to-no mention ESG and CSR activity throughout each initiative / sports partnership.
1-4	Poor explanation of their commitment to ESG and CSR activities, as well as little mention of the Triple Bottom Line.
0	No reference of commitment to ESG and CSR activity, nor the Triple Bottom Line.

JUDGING CRITERIA

COMMERCIAL VIABILITY

Extent to which sport for good investment links to a valid and identifiable business metric.

We want to encourage brands to showcase their sport for good initiatives as a profitable asset to their business, however exact investment and return figures are not expected.

Things to think about:

- What did the initiatives achieve for your business, both internally and externally?
- Is there evidence of a substantial market demand for your initiative, and how well does it address the needs of your target market?
- What evidence is there to suggest that your sport for good initiatives are a fundamental part of your brand's strategy? Do purpose and partnerships work in tandem within the business?

Marks	Description
8-10	The commercial viability and business impact of the initiatives are clearly outlined, with tangible evidence that they are embedded as an identifiable business metric for the brand. There is clear detail on the investment from the brand in sport for good.
5-7	Some explanation around the investment, business impact and commercial viability, but lacks a certain level of tangible evidence.
1-4	Little acknowledgement of the investment, business impact and commercial viability of the sport for good initiatives.
0	No evidence given.

JUDGING CRITERIA

SUSTAINABLE DEVELOPMENT GOALS

Evidence that the sport for good initiatives align with the United Nations Sustainable Development Goals.

Things to think about:

- How well do your initiatives align with the United Nations Sustainable Development Goals, and which specific goals and targets does it address?
- In what ways are the initiatives innovative in addressing sustainable development challenges, and how easily can the approach be replicated or scaled in other contexts or regions?
- What mechanisms are in place for monitoring, evaluating, and reporting the project's progress and impact, and how transparent and accountable are these processes to stakeholders?

Marks	Description
8-10	The initiatives clearly link to relevant SDGs with detailed explanation as to how progress is being tracked.
5-7	Some explanation around the initiatives alignment with the SDGs, but lacking any real detail or clear evidence as to where the alignment is.
1-4	Poor explanation of the links to the SDGs and lacking any detail/evidence of the alignment.
0	No evidence given.

BEST OF LUCK!

START YOUR ENTRY HERE 

If you have any questions about your entry, please do not hesitate to contact the team:

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