#43 SPORT POUR ELLES
Developed by: Fondation FDJ
Year and country: 2016, France
Type of project: Partnership

http://sportpourelles.ulule.com/

Synthesis of the case study

FDJ Corporate foundation launched a call for sport projects on the crowdfunding ULULE platform to support women's sports practice.

Context and approach

FDJ wanted to promote the practice of women's sports, to support the high level, to contribute to the media coverage of women's sport, and to mobilize all energies to change mentalities. In this context, they launched an ambitious program "Sport for Women" which will allow the foundation to act on the ground. The FDJ Foundation decided to join forces with ULULE to promote and encourage the practice of sports for women who are away from it for social, health, financial or geographical reasons, via a call for public projects where innovative projects will be rewarded.

Objectives / Challenges

Promote and encourage women to become more physically active.

Target

Women and organisations in "Women and Sport" field.

The deliverable (What did they do specifically?)

The operation took place in four stages:
1. associations submitted their projects promoting sports on the Ulule platform sportpourelles.ulule.com;
2. the 10 projects selected by a jwere benefited from a crowdfunding training workshop conducted by Ulule and offered by the Fondation FDJ to succeed their campaign and a video clip that will enable them to value their project;
3. the promoters started a crowdfunding campaign. They were benefited from a financial contribution offered by the FDJ Foundation in the amount of 3000 € in addition to the funds raised in participatory financing;
4. three special prizes rewarded pioneering and innovative approaches, and received an additional 10,000 euros from the FDJ Foundation.

Key learnings

Participational financing or "crowdfunding" is a good democratic tool for financing projects.

Contact information
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