



THE GLOBAL GOALS
For Sustainable Development

DIZZY PENALTIES FOR THE GLOBAL GOALS

PARTNER GUIDE

Using the very obvious connection of 'goals', we've had a simple idea of how we can ask footballers, and ultimately everyone, to help us raise awareness in the run up to September.

On 20th Aug we will start to seed some of the world's most recognizable footballers and sports stars taking a Dizzy Penalty for The Global Goals. We'd then expect to see members of the public upload their Dizzy Penalty and share them @TheGlobalGoals.

INVITE YOUR NETWORKS / EMPLOYEES TO DO A DIZZY PENALTY

HOW TO DO A DIZZY PENALTY FOR THE GLOBAL GOALS

- All participants should watch this video -

<https://www.facebook.com/video.php?v=963968983748634&set=vb.338233632988842&type=2&theater%E2%80%8F>

- You need 2 footballs and a some form of goal (this can be a pop up net, or 2 jumpers as goal posts)
- Line up the balls as in the example video – leave enough room for the run, which is where we see the dizziness in full effect
- Should be shot as in the sample video, from behind the player, with a good mobile camera
- Each player should introduce themselves to camera, give their name, where they come from and say 'THIS IS MY DIZZY PENALTY FOR THE GLOBAL GOALS'.
- They should take their position at the first ball. Put their hand on the ball and without taking eyes off it, run around it.
- Example video is 13 spins, which we recommend but up to the participant if they want to do more or less.
- They then run to the 2nd ball and try to score a goal.

Continue on the next page >

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As long as participants say to camera that they are doing 'A Dizzy Penalty for The Global Goals' in advance of taking a spin, they can say whatever comes naturally

However, here are some suggested words..

BEFORE PENALTY:

'I'm XXX, I play for / I come from XXX and this is my Dizzy Penalty for The Global Goals.'

AFTER PENALTY (IF THEY MISS):

'I missed my goal so that world leaders don't miss theirs.'

AFTER PENALTY (IF THEY SCORE):

'If I can score a dizzy penalty then together we can all score The Global Goals.'

LOCATION & BACKGROUND

- The setting can be anywhere outside with plenty of clear space – the more diverse the better to reflect the global nature of the campaign.

SHARING VIDEOS ON SOCIAL MEDIA

- Upload your video with the hashtag #DizzyGoals and make sure to tag @TheGlobalGoals on Facebook, Twitter and Instagram

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