

"The main themes of sporting diplomacy"

Sport in France: key facts and figures

1. 48,500 associations, creating jobs for 165,000 employees
2. The workforce in the sports sector has grown four-fold in the past 20 years
3. With a turnover of €34 billion, the sports sector accounts for 1.9% of French GDP.
4. 16 million members of a sports association
5. 3.5 million volunteers
6. Major upcoming international events in France: *2015 World Rowing Championships, UEFA EURO 2016 Football Championship, 2017 Ice Hockey World Championship, 2017 Canoe Slalom World Championships, 2017 Men's Handball World Championship, 2018 Ryder Cup, 2018 FIFA U-20 Women's World Cup*

The sporting diplomacy team

Working for outreach

1. **A sports ambassador:** responsible for extending France's influence and outreach in the field
2. **French Committee for International Sport (CFSI)** responsible for increasing the influence of French federations within international bodies
3. **French Olympic Committee (CNOSF)** for promoting French sport internationally, French presence in international bodies and French as an official language of the Olympic Games.

Working for employment

4. **An office for professional sport and the economics of sport** responsible for increasing the spin-offs of major events in France and supporting employment growth in the sector
5. **An interministerial delegation for major sports events (DIGES)** to 1) coordinate and manage the aspects under State control (security, transport, visas, etc.) and 2) provide impetus so that each event creates economic spin-offs and a lasting legacy

3 focus areas

Increase French influence in sport

1. **Promote the French bids** for international events and leading positions within sporting bodies
2. **Strengthen ties with French managers** in international sports institutions
3. **Include prominent French sportspeople** in presidential and ministerial visits abroad and foreign sports personalities in events organized in diplomatic posts.
4. **Promote French**, an official Olympic language, in the countries hosting the Games

Make sport a priority for the Ministry and its network

1. **Encourage foreign visitors to come to France** for major sporting events
2. **In Embassies:** appoint a sports representative, responsible for working on sporting issues and coordinating diplomatic action abroad
3. **Within major international institutions** (e.g. UN, UNESCO, Council of Europe), promote French values such as ethics in sport and the fight against doping

Make sport an integral part of our economic diplomacy

1. **Identify opportunities** prior to sporting events abroad
2. **Help companies to** submit tenders for international sporting events and to position themselves on sports-related markets abroad