

# “The main themes of sporting diplomacy”

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## 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 membership cards issued
5. 3.5 million volunteers
6. Many international sporting events will be held in France: UEFA Euro 2016 Football Championship, 2017 Ice Hockey World Championship, 2017 Canoe Slalom World Championships, 2017 Wrestling World Championships, 2017 Men's Handball World Championship, 2018 Ryder Cup, 2018 Gay Games and 2019 FIFA 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. **An international relations office** responsible for developing bilateral cooperation with its ministerial counterparts and multilateral cooperation (EU, UNESCO, Council of Europe, French-speaking bodies) in the area of sport (integrity of sport, major sporting events, social inclusion policies via sport)
3. **The 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 the economy, jobs and attractiveness

4. **An Office for professional sport and the economics of sport** responsible for
  - structuring this high-growth sector by creating sports courses,
  - analyzing (creating an observatory on the economics of sport) and promoting sport in France and internationally.

**An interministerial delegation for major sporting 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 significant economic and social spin-offs and a lasting legacy

### 3 focus areas

#### Increase French influence in sport

1. **Promote French bids** for international events and for leading positions within major sporting bodies
2. **Strengthen ties with French managers** in international sporting 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 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 coordinating diplomatic action on sporting issues
3. **Within major international institutions** (e.g. UN, UNESCO, Council of Europe), promote 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 and cooperation events for developing new sporting activities or training abroad
2. **Help companies** to submit tenders for international sporting events and to position themselves on sports-related markets abroad
3. **Structure French products and services internationally**
4. Develop technical cooperation