"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

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