

RAPPORT

Version préliminaire 21.06.2023

URBAN SPORTS SUMMIT

MONTPELLIER | FRANCE
17 – 19 MAY 2023

Événement placé sous le haut patronage de
Monsieur Emmanuel MACRON
Président de la République



GOVERNEMENT

*Liberté
Égalité
Fraternité*

Avec le soutien de



Le rendez-vous de l'année pour les sports urbains

URBAN SPORTS
SUMMIT

L'#Urban Sports Summit (USS) était de retour à Montpellier du 17 au 19 mai 2023 pour sa 4e édition.

L'événement est une **plateforme de mise en relation** des décideurs dans le domaine du sport, qui a pour but d'**apprendre et de partager** sur le thème des sports urbains.

L'USS **placé sous le Haut Patronage de Monsieur Emmanuel MACRON Président de la République** et soutenu par les **partenaires** suivants : Gouvernement, Montpellier Méditerranée Métropole, Terrains de Sports, Inside The Games.

Nous avons eu l'honneur d'accueillir Amélie OUDÉA-CASTÉRA, **Ministre des Sports et des Jeux olympiques et paralympiques**.



Chiffres clés

URBAN SPORTS
SUMMIT

Programme immersif

Conférences

15

3
jours

5+

Expériences

Intervenants

50

150+

Participants

4+

Sessions privées
organized by partners



Participants

URBAN SPORTS SUMMIT



▶ Origines

- 20+ pays dans le monde

▶ Catégorie

- 30% Villes, autorités publiques
- 30% Agences, entreprises
- 20% Fédérations (internationales / nationales)
- 10% Comités d'organisation d'événements
- 10% ONG, médias, athlètes, etc.

▶ Langues:

- 70% anglais
- 30% français

Aperçu du programme - Jour 1 matin

Programme complet sur www.urbansportssummit.com

URBAN SPORTS SUMMIT

Le premier jour a débuté avec une ouverture des officiels sur le BMX Freestyle Park du FISE. Une première découverte à pied des installations et de l'envergure mondiale de l'événement.



*Ouverture officielle de la 1ère journée
sur le BMX Freestyle Park*

Les sessions du matin ont permis de définir le champ d'application des sports urbains : Plus que des sports, les sports urbains sont une **culture**. La **jeunesse** a besoin d'espaces publics pour s'entraîner et s'exercer tous ensemble.

ACTIVATING URBAN LANDSCAPE

10.15 - 11 am



Raphaël BLANCHARD
Deputy Mayor in charge of sports & vice-president of the Sports Commission of France urbaine
Mairie de Rambo



Romain LEPILLÉ
Lecturer in STAPS
Université de Rouen Normandie



Emmanuel EDANE
General Director
FMCT



Vincent CHRZANOWSKI
Co-founder
Hurricane Tracks

URBAN CULTURE INTRODUCTION

9.45 - 10.15 am



Claire HART
Vice-President for International Outreach & European Cooperation
City of Montpellier



Thomas RIFFAUD
Sport sociologist
Université de Nîmes



CJ WELLSMORE
Three-time Rollerblade World Champion

URBANISATION OF NEW SPORTS

11.30 am - 12 pm



Dawari HORSFALL
President of the National Federation of Street Workout & Callisthenics & Coordinator of the National Collective of Urban Sports & Practices
FNSWC



Jean-Baptiste ROY
Founding Partner
AST Asia Sports Tech



Yannic SIEBEN
Managing Director
UNIT Surf Pool



Richard SÖHNCHEN
CEO
RIXEN Cableway GmbH

Aperçu du programme - Jour 1 après-midi URBAN SPORTS SUMMIT

Programme complet sur www.urbansportssummit.com

Au cours des sessions de l'après-midi, les participants ont approfondi le concept de l'Olympisme et sa relation avec les sports urbains dans le cadre du **programme olympique**. Les sessions visaient à approfondir la compréhension de l'**évolution du paysage des sports urbains** et de son intégration dans le mouvement olympique.

MAJOR EVENTS AND INTERNATIONAL COOPERATION

2 - 2.45 pm



Samuel DUCROQUET
Ambassador for Sport
French Ministry of Foreign Affairs



Owen FEENEY
Deputy Ambassador
Embassy of Ireland



Fabio MONACO
Consulate General of Italy
Embassy of Italy



Rebecca ROSS
Attachée for Paris 2024
Olympic & Paralympic Games
U.S. Embassy, Paris



Kit McCONNELL
Sport Director
International Organizing Committee



Kobinata TORU
Vice-President
IFSC



Michel FILLIAU
Senior Advisor - External Relations
FIBA

HOW ARE FEDERATIONS WITH SPORTS ELIGIBLE FOR THE OLYMPIC PROGRAMME PREPARING ?

2.45 - 3.30 pm



Morinari WATANABE
President
FIG



Sergey NIFONTOV
General Secretary
WDSF



José Antonio PEREZ PRIEGO
President
IWWF



Leandro LARROSA
Director of Digital
Engagement & Marketing
International Organizing
Committee



Anthony JEANJEAN
Triple champion d'Europe
de BMX freestyle park &
Champion de France 2022
FFC



Hannah ROBERTS
Triple championne du
monde de BMX freestyle
USA Cycling



Céline VAES
Bronze medal BMX World
Championships flat 2021
FFC



Olivier PASCAL
International
Development Director
Huricans Group

HOW OLYMPIC DIGITAL PROGRAMMES INSPIRE ACTIVE LIFESTYLE AMONGST YOUNG PEOPLE & PROMOTE URBAN SPORTS

4.45 - 5.15 pm

Aperçu du programme - Jour 2 matin

Programme complet sur www.urbansportssummit.com

URBAN SPORTS SUMMIT

Nous avons eu la chance d'accueillir Mme Oudéa-Castéra, **Ministre des Sports et des Jeux olympiques et paralympiques** pour cette 2ème journée de l'USS.

Les sessions du matin ont porté sur l'utilisation du sport comme **outil de développement territorial** et sur la place des sports urbains en Afrique.



Official opening of Day 2 of the USS

HOW CAN SPORT BE USED AS A TOOL FOR ECONOMIC DEVELOPMENT

10.15 - 11 am



Cédric ROUSSEL
Ministerial Delegate
Ministry of Economy, Finance
and Industrial and Digital
Sovereignty



Joel LAVERY
Strategic Lead Major
Sporting Events
City of Birmingham



Dennis MILLS
CEO
Major Events International



Pierre RABADAN
Deputy Mayor of Paris in charge
of sport, the Olympic and
Paralympic Games and the Seine
City of Paris

SESSION 2

Urban sports in Africa: new stakeholders, new projects

May 18, 2023

11:30 - 12:30

Montpellier City Hall
Session in French / Translation in English



Augustin BALA
Mayor Yaoundé 5
Cameroon



Claire HART
Vice-President, International
Outreach and European Cooperation
Montpellier Méditerranée Métropole



Thomas RAYMOND
Director
Aptitude



Jean-Eric SENDE
President
International Network for Education
through Francophone Sport

Aperçu du programme - Jour 2 après-midi

URBAN SPORTS SUMMIT

Programme complet sur www.urbansportssummit.com

Les sessions de l'après-midi étaient consacrées à l'**inclusion dans les sports urbains**, et nous avons eu l'honneur d'accueillir **12 intervenants de 5 nationalités** différentes, dont Shraddha, une jeune skateuse indienne, et l'association Pratikable, qui se consacre au handisport, qui ont tous illustré leurs points de vue par de **superbes témoignages**.

GENDER INNOVATION IN URBAN SPORTS

2.30 - 3.30 pm



Tess HARMAND
Development Director
Fondation Alice Milliet



Nicolas WIDMER
3x3 Competition Manager
FIBA



Manjari MAKIJANY
Writer, Producer, Director
- Skatar Girl movie -
Skatepark Films LLC



Vinati MAKIJANY
Writer, Producer
- Skatar Girl movie -
Mac Productions



Anahi VALENTINA
BMX Rider

DISABILITY IN URBAN SPORTS

3.30 - 4.30 pm



Thomas VERGNET
Head of the Handi
Wakeboard section
Pianète Handisport



Julian MOLINA
BMX Rider



Juanje TRUJILLO
BMX Rider

DISABILITY IN URBAN SPORTS

3.30 - 4.30 pm



Wilfried PANATIER
President
Pratikable



Léo BRICOUT
Vice-Président in
charge of Operations
Pratikable



Sellim BOUTOUBA
WCMX Athlete
Pratikable



Antoine FAURE
Paraskate Athlete
Pratikable



Montpellier City Tour

Aperçu du programme - Jour 3 matin

Programme complet sur www.urbansportssummit.com

URBAN SPORTS SUMMIT

Les sessions du vendredi matin étaient consacrées au **marketing dans les sports urbains**, et nos différents intervenants ont proposé un contenu unique et captivant. Certaines informations ont même été présentées en **exclusivité**, ce qui a rendu l'expérience encore plus passionnante.

BEYOND THE STEREOTYPES: UNPACKING URBAN SPORTS AUDIENCES

9 - 9.15 am



Johnny MURCH
CEO / Founder
Redlarch

BRANDED CONTENT - AUTHENTICITY & MARKETING

9.15 - 10 am



Nicolas WIDMER
3x3 Competition Manager
FIBA



C.J. WELLSMORE
Three-time Rollerblade
World Champion



Antoine DUBOIS
Communication Guest
Experience & Engagement
International Leader
Accor



Rohn MALHOTRA
Co-founder
SportsTechX



Philippe BOURDARIAS
VP Strategic Accounts
OnePlan



Fabien ARNEODO
Chief Revenue Officer
Shot Labs

WEB3 & METAVERSE - THE FUTURE OF AUDIENCE ENGAGEMENT

10.30- 11 am

Expériences

URBAN SPORTS
SUMMIT

- ▶ Visite de la ville de Montpellier
- ▶ Compétitions FISE Montpellier
- ▶ Petit-déjeuner / Déjeuner / Cocktail
- ▶ Zone VIP FISE



Intervenants

Liste complète sur www.urbansportssummit.com

URBAN SPORTS SUMMIT



Clare HART

Vice-President for International
Outreach & European Cooperation
City of Montpellier



Raphaël BLANCHARD

Deputy Mayor in charge of sports &
vice-president of the Sports
Commission of France urbaine
Mairie de Remis



Emmanuel EDANE

General Director
FMCT Gabon



Samuel DUCROQUET

Ambassador for Sport
French Ministry of Foreign Affairs



Rebecca ROSS

Attachée for Paris 2024 Olympic &
Paralympic Games
U.S. Embassy, Paris



Morinari WATANABE

President
FIG



Kit McCONNELL

Sport Director
International Organizing Committee



Antoine DUBOIS

Communication Guest Experience &
Engagement International Leader
Accor



Augustin BALA

Mayor Yaoundé 5
Cameroun



Wilfried PANATIER

President
Pratikable



Michel FILLIAU

FIBA Senior Advisor
FIBA



Manjari MAKIJANY

Writer, Producer, Director
- Skater Girl movie -
Skatepark Films LLC

Interviews des intervenants

URBAN SPORTS
SUMMIT



**Madame Amélie
OUDÉA-CASTÉRA**

Ministre des Sports et des Jeux
olympiques et paralympiques

**regardez la vidéo
prochainement**



“

L'alchimie du FISE est très rare.

Le FISE, c'est le troisième plus grand événement gratuit après le Tour de France et le Vendée Globe, c'est fabuleux.

La passion et l'authenticité se ressentent. Les riders se régalaient d'évoluer avec les meilleures inclinaisons, les meilleurs dénivelés, les meilleurs modules, les meilleurs adversaires. Ce mariage entre l'entrepreneur avec le territoire, c'est une merveille.

Les Jeux Olympiques et Paralympiques vont mettre comme jamais avant à l'honneur les sports urbains.

”



Interviews des intervenants

URBAN SPORTS
SUMMIT



Kit McCONNELL

Sport Director

*International Organizing
Committee*

regardez la vidéo
prochainement



INTERNATIONAL
OLYMPIC
COMMITTEE

“

It has been fantastic, it is my first time here in Montpellier for both the FISE and the Summit...really something special in the urban sports calendar. We have seen it grow over time and it is really an important part of the journey that we, as the IOC have taken to embrace urban sports into the Olympic program now. After Tokyo, looking forward to Paris next year !

”



Interviews des intervenants

URBAN SPORTS
SUMMIT



Samuel DUCROQUET
Ambassador for Sport
*French Ministry of Foreign
Affairs*

regardez la vidéo
prochainement



“

I did participate in the USS or it's version at FISE Hiroshima and I had the chance to realize how this kind of event can convene so many people from different backgrounds at the same spot to talk about the development of urban sports.

I got to speak with delegates from Cameroon, from Ghana, I got to talk to people from Korea, China, Japan.

I got to speak with the institutional representatives from cities, metropolises, from federations, from international Federation, from the IOC, and this is absolutely fantastic.

”



Interviews des intervenants



Clare HART

Vice-President for
International Outreach &
European Cooperation
City of Montpellier

**regardez la vidéo
prochainement**



“

It's a platform before the Paris Olympics, it's an opportunity for people from all around the world to come together on the subject of urban sports which is pretty unique I think.

And for us, as a city, you cannot imagine how very precious it is.

It is an opportunity for us to share, to discuss, to really pool best practices with people from all over the world.

Today, all of this makes, in my opinion, the USS as a very very modern event and Montpellier is extremely proud to host it.

”



Interviews des intervenants

URBAN SPORTS
SUMMIT



Antoine DUBOIS

Communication Guest
Experience & Engagement
International Leader

Accor

regardez la vidéo
prochainement



“

I am pleased to be part of the USS. It is important for me to meet international people and exchange about sponsorship strategy, what is trendy and what is not. I hope that I will come back again !

”



Interviews des intervenants

URBAN SPORTS
SUMMIT



Jonny Murch
CEO/Founder
Redtorch

regardez la vidéo
prochainement

Redtorch

“ It’s really great to be back in Montpellier for the USS.

I was here to talk about the importance of really understanding audiences and making sure the people aren’t making decisions in marketing based on myths or stereotypes that exist about urban sports audiences.

We have all the research and the data to demonstrate things like the diversity that exists, the collaboration that exists within the urban sports community.

It is growing worldwide with huge audiences in South America and Asia.

We need to do some great marketing work to grow the sports.



”

Athlètes

URBAN SPORTS SUMMIT



Hannah ROBERTS

Triple World Champion BMX
Freestyle Park



Céline VAES

Bronze Medal BMX Flatland
World Champions 2021



Anthony JEANJEAN

Triple European Champion BMX
Freestyle Park & French
Champion 2022



Declan BROOKS

BMX Freestyle -
Olympic Medalist



CJ WELLSMORE

Roller Freestyle - Triple
World Champion



Anahi MOLINA

BMX Rider



Antoine FAURE

Paraskate athlete



Julian MOLINA

BMX Rider



Juanje TRUJILLO

BMX Rider



Selim BOUTOUBA

WCMX athlete

Partenaires médias de l'USS 2023

URBAN SPORTS
SUMMIT MONTPELLIER | FRANCE
17 - 19 MAI 2023



Articles des partenaires médias

Amélie Oudéa-Castéra : « L'alchimie du FISE est très rare »



par [Séverine Bouquet](#) — 18 mai 2023

AA 0

dans HERAULT, MULTISPORTS, OCCITANIE, SPORT EXTREME



Icon Sport

La ministre des sports et des Jeux olympiques et paralympiques de Paris 2024 a ouvert la deuxième journée de l'Urban Sports Summit à Montpellier en compagnie du créateur du FISE, Hervé-André Benoît. Retour sur cette inauguration.

SPORTMAG

Articles des partenaires médias



Exclusive: FIG President states July decision on Russia and Belarus due to differing disciplines

Gymnastics 22 May 2023 12:08

International Gymnastics Federation (FIG) President Morinari Watanabe claims the postponement of the decision on whether to readmit Russian and Belarusian athletes to competitions is due to the amount of disciplines the body governs.

for all eight," International Olympic Committee (IOC) member Watanabe told insidethegames at the **Urban**

Sports Summit in Montpellier."

to be opposed to Russia and Belarus' reinstatement ©FIGEuropean Gymnastics Union President and Azeri **Sports**

Exclusive: FISE Montpellier organisers confident that Paris 2024 will be "gamechanger"

Paris 2024 21 May 2023 15:00

Montpellier organisers Hurricane are confident that next year's Olympic Games in Paris will push the **urban sports** event towards unprecedented levels of growth.

The appetite for these **sports** will increase because a lot of people will discover **urban sports** because is never-ending, it is claimed. France's first Olympic Games in 100 years presents huge potential for **urban sports** in FISE Montpellier's home country. Breaking, which has been on the festival's programme since

We want to welcome those who don't have the financial means and the people who don't know the **sports**

Minister Amélie Oudéa-Castéra delivered a talk at the **Urban Sports Summit**, which aims to bring stakeholders

Owen Lloyd: FISE shows **urban sports** can preserve identity despite Olympic influence

Inside the Blogs 20 May 2023 18:28

When **urban sports** were announced to the programme for the Tokyo 2020 Olympic Games, I have to admit I **Sports Summit** in 2019 has helped Hurricane to convey this to these bodies.

Hurricane started the **Urban Sports Summit** as a way of communicating to International Federations of maintaining **urban sports**' DNA ©Hurricane-UrbanSportsSummit "There is a risk but since the beginning The **Urban Sports Summit** is really made to gather the traditional **sports** institutions and the **urban sport sports** while 72 per cent said that these **sports** gave their city a good image. The IOC wants **urban sports**

Exclusive: FISU investigating possibility of staging **Urban Sports Championships**

Universiade 20 May 2023 16:30

The International University **Sports** Federation (FISU) is exploring the possibility of hosting its own **Urban Sports Championships**.

The organisation's sport director Juan Carlos Holgado was part of a FISU delegation at the **Urban Sports** the scope of **urban sports**."

The **Summit** ran alongside one of the world's premier **urban sports** events FISE Montpellier established In the future, maybe in 2026 or 2028 we could have an **Urban Sports Championships** always keeping in mind **Sports Summit** to gauge if an **Urban Sports Championships** would be viable ©FISU "So, if the sport exists

Articles des partenaires médias

URBAN SPORTS
SUMMIT MONTPELLIER | FRANCE
25-27 MAY 2022



Exclusive: French Government set to discuss Embassies' use of Terre de Jeux label after Paris 2024

Paris 2024 🕒 21 May 2023 11:00

The French Foreign Ministry is debating whether to allow its overseas Embassies to continue using the Terre de Jeux 2024 label following the conclusion of next year's Olympic and Paralympic Games in Paris.

be awarded the status on December 13 last year in Montpellier, which is currently hosting the FISE **urban sports** festival. There are 122 French Embassies around the world now using the Terre de Jeux 2024 label Samuel Ducroquet told [insidethegames](#) at the **Urban Sports Summit** which runs parallel with FISE Montpellier "We already know that **sports** diplomacy will play a role after 2024 but we need to work more on mobilised to keep the label alive," Ducroquet said. The Ministry is also looking to cement the legacy of **urban**

Urban Sports Summit concludes while rain fails to stop FISE partying

Inside the Photos 🕒 19 May 2023 19:47

Photo gallery

The first session focused on branded content, specifically authenticity and marketing, within the **urban sports** sphere [@Hurricane-UrbanSportsSummit](#) 3x3 basketball competition manager Nicolas Widmer, right, on the shortened programme looked into how the metaverse and web3 technology can be implemented to **urban sports** [@Hurricane-UrbanSportsSummit](#) Panellists set about on myth-busting aspects of the technology, which

French Sports Minister heaps praise on FISE Montpellier at Urban Sports Summit

Inside the Photos 🕒 18 May 2023 19:17

Photo gallery

Paris 2024 [@Hurricane Group-Urban Sports Summit](#) Oudéa-Castéra was full of praise for FISE Montpellier, which has established itself as the premier **urban sports** event since its inaugural edition in 1997, and even described founder Hervé André-Benoît, left, as a "pioneer" [@Hurricane Group-Urban Sports Summit](#) "You **Sports Summit** The **Urban Sports Summit** reached its second day and has brought together stakeholders from multiple different organisations [@Hurricane Group-Urban Sports Summit](#) The **Urban Sports Summit** is taking

Oudéa-Castéra predicting "contagious" impact of breaking at Paris 2024 after FISE effect

Breaking 🕒 18 May 2023 12:22

French **Sports** Minister Amélie Oudéa-Castéra is expecting **urban sports**, and in particular breaking, to street sport and for the first time in the Olympics breaking is part of it," Oudéa-Castéra said at the **Urban Sports Summit**, which is running in parallel to the 26th year of FISE Montpellier." **sports** while 72 per cent said that these **sports** gave their city a good image. **Urban sports** fit in with **sports** as they can be performed in almost any area." What you have made possible here in Montpellier is the rise of an **urban sports** culture, a culture that

Articles des partenaires médias



IOC to launch Let's Move campaign featuring **urban sports** partnership with FISE

Latest 17 May 2023 19:25

The International Olympic Committee (IOC) is set to launch a new digital campaign called Let's Move which aims to get people active and will feature training videos from current and former athletes to encourage this.

Sports Summit in Montpellier."

sports event due to COVID-19.

"The street challenge is a campaign for people to practice **urban sports**, to film themselves, to

We are using **urban sports** because they are open, inclusive, and accessible."

[It aims] to engage with younger audiences and to also encourage the youth to move through **urban sports**

Montpellier métropole vice-president Hart wants cities to be "audacious" and hold FISE events

Latest 17 May 2023 19:23

Méditerranée Métropole vice-president Clare Hart has insisted that any city is able to hold a FISE **urban sports** festival if it is "audacious enough" following the success of the flagship event in France.

which are all set to feature in next year's Olympic Games. The rapid growth of the event has led to "**urban** has been almost honed or crafted to Montpellier, which is true to a certain extent," she said at the **Urban**

Sports Summit in Montpellier's City Hall, which is running in parallel with FISE."

Sports Summit is running parallel to the 26th edition of FISE Montpellier ©ITG "We have the FISE team

It's a re-appropriation of **urban** space for one and all."

Urban Sports Summit Montpellier 2023 Best Of Video

[Cliquez ici pour visionner la vidéo](#)



Téléchargez le contenu de l'USS

URBAN SPORTS
SUMMIT

[Télécharger les photos de l'USS](#)

[Best Of FISE Montpellier 2023](#)

[Télécharger l'étude d'audience
sur les sports urbains
réalisé par Redtorch](#)

[Contactez l'équipe de l'USS](#)

Moodboard des conférences

URBAN SPORTS SUMMIT



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