

URBAN SPORTS SUMMIT



MONTPELLIER
FRANCE

ORGANIZED BY



HURRICANE

IN COLLABORATION WITH

SPONSORSHIPX

HOSTED AT



REPORT 2019

Empowering innovation in urban sports

Hurricane organised the first **Urban Sports Summit** where major brands, host cities and sporting bodies met on May 29th and 30th, 2019.

It was 2 days of conferences and experiences at FISE Montpellier, the worlds biggest action sports festival.

100 DELEGATES
+20 WORLD CLASS SPEAKERS
2 PLENARY SESSIONS
2 WORKSHOPS

OPENING & CLOSING



Hervé ANDRE-BENOÎT

Hurricane CEO & FISE Founder

Hervé opened the Summit by expressing his passion for Urban Sports and his philosophy of "sharing is caring." He reinforced his commitment to developing the athletes involved in the sports and his vision for the future of Urban Sports.



Jean-Luc MEISSONNIER

Vice President at Montpellier Méditerranée Métropole

In charge of sports in the region, Jean-Luc talked about using FISE as a tool to communicate with locals throughout the year, by providing grassroots Urban Sports events.



Thierry BORRA

Former Director of Olympic Games Management at Coca-Cola

Thierry highlighted the importance of creating relevant content targeted at millennials. Hurricane partnered with SponsorshipX the live action marketing conference to organize brands sessions with Jabra, Siemens, Unilever etc.



Morinari WATANABE

FIG and JUSC President

Concluding the Summit, he talked about his delight at seeing how athletes in urban sports still keep the passion, fun and enjoyment that made them take up their sports, throughout their careers and beyond. He transmitted his desire to see this philosophy taken into traditional sports.

THE ORIGINS OF URBAN SPORTS FESTIVALS

**Bart DEJONG**

UCI BMX Freestyle advisor

As a pioneer in BMX Freestyle in Europe, Bart explained the DNA of urban sports : learning from the magazines, watching videos, DIY style. To him, BMX Freestyle has several fails to go Olympics. FISE World Series, exclusive host of the UCI BMX Freestyle World Cups since 2017 helped to developed programs to enter the games.

**Jérôme MEYER**

IFSC Head of Olympic coordination

Three-time Sport Climbing World Cup winner, Jérôme remains a climber at heart. He contributes to climbing inclusion at the Olympics. As outdoor enthusiast he support the idea that climbing is relevant in festivals such as FISE which has a great social aspect.

**Alex JUMELIN**

BMX Freestyle Flatland icon

Riding BMX Freestyle Flatland at FISE since +20 years, Alex traveled in many cities. Either big and small cities can do big things by hosting such a festival, opening academies etc. To him, Olympics is a goal but not main goal. FISE is the bridge to connect with sports governing bodies.

**Thomas RIFFAUD**

Sociologist & Roller Freestyle FISE winner

Thomas grew up with FISE. As rider and sociologist he studied how urban sports are self organized. Tom him fun and lifestyle are very central. The sportification of urban sports is inevitable. Hurricane participate to this evolution without simultaneously removing the cultural roots of these activities.

THE FUTURE OF URBAN SPORTS



Jean-Laurent BOURQUIN
WDSF

Urban sports has strong and communities that can benefits from IFs' structure worldwide. FISE Montellier hosted the WDSF Breaking Open Series. It makes no doubts, the future of sports is urban.



Charles PERRIERE
FIG Parkour Commission President

Charles is one of the founders of Parkour. Working at FIG he sensitizes the community about the rules and structure. The future of Parkour is Olympic, not only for competition, also for self development.



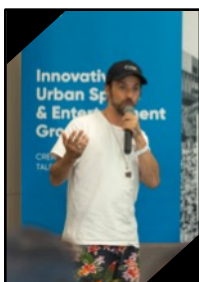
Dragana CLARKE
GAISF Multi Sport Games Management Team

The World Urban Games will celebrate urban sports in September 2019 in Budapest. Hurricane is the expert which help GAISF to define the event concept and provide urban Fields of Play.



Jonny MURCH
Redtorch CEO

Urban sports offer relevant contents on social media. Organizations should take a mind shift using that content to reach millennials. Major brands such as Nike and Apple use it in their communication campaign.



Catfish
BMX Freestyle Park athlete

Nowadays, riders realize the benefits of the growth of urban sports. Kids all over the world will discover the BMX Freestyle thanks to the better exposure.

MEGA EVENTS SHOWCASE HOST CITIES

**HURRICANE
EVENTS**

Hurricane Events invited its partners to share about urban sports events organization considering the communication, economic and social impact for host cities.

3 cases study :



IMG Media
Redtorch



ADK
Peace and Sport



Comunidad
de Madrid

URBAN CLUSTER AND INNOVATIVE FOP

**HURRICANE
PARKS**

Hurricane Parks invited its partners to share about urban sports infrastructures from FoPs design to delivery.

3 cases study :



Leandro
LARROSA



Anthony
DEGOLLADO



Ivan
ROZSA

