

# REPORT

## URBAN SPORTS SUMMIT

MONTPELLIER | FRANCE  
17 – 19 MAY 2023

Event placed Under the High Patronage of  
Mr Emmanuel MACRON  
President of the French Republic



GOVERNEMENT

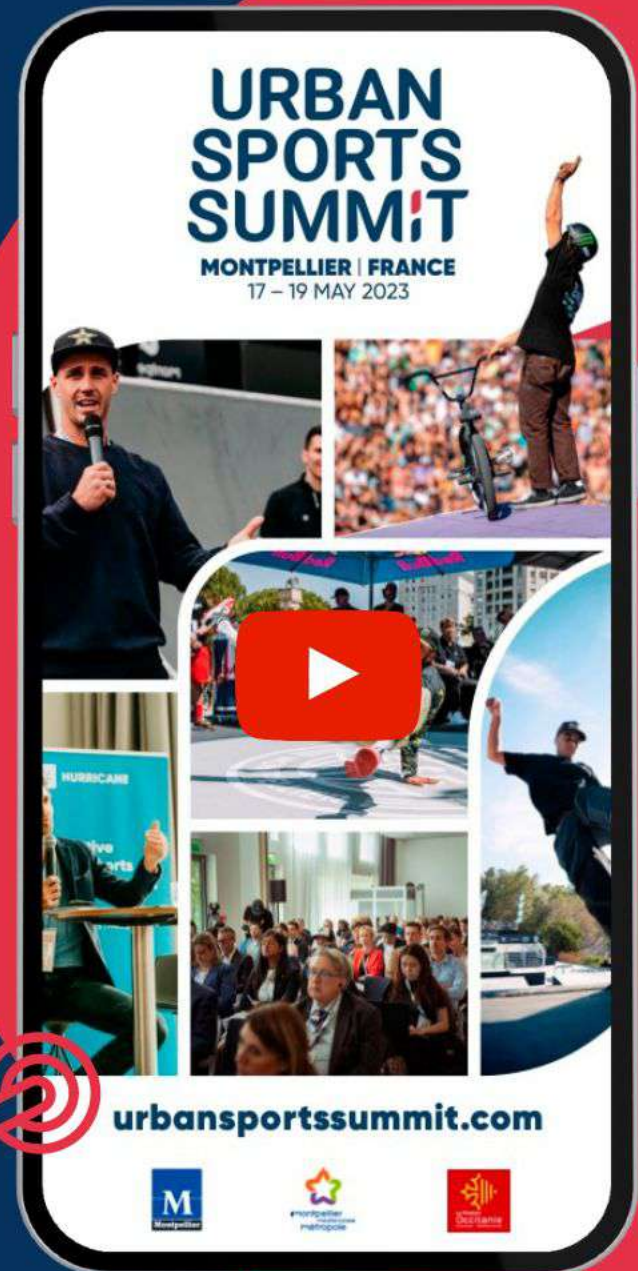
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# Urban Sports Summit Montpellier 2023 Best Of Video

[Click here to watch the video](#)





# The urban sports rendez-vous of the year

URBAN SPORTS  
SUMMIT

The #Urban Sports Summit (USS) was back in Montpellier from May 17 to 19, 2023 for its 4th edition.

The event is a **platform** to **connect** decision makers in sports which aims to **learn and share** into the scope of urban sports.

USS was **placed under the High Patronage of Mr Emmanuel Macron President of the French Republic** & supported by great partners: Gouvernement, Montpellier Méditerranée Métropole, Terrains de Sports, Inside The Games.

It was an honour to welcome Amélie OUDÉA-CASTÉRA, **Ministre des Sports et des Jeux olympiques et paralympiques**.



# Key figures

URBAN SPORTS  
SUMMIT



## Immersive program

Conferences

15

3  
days

5+

Experiences

Speakers

50

150+

Delegates

4+

Private sessions  
organized by partners



# Delegates

# URBAN SPORTS SUMMIT



- ▶ **Origins**
  - 20+ countries worldwide
- ▶ **Category**
  - 30% Cities, public authorities
  - 30% Agencies, companies
  - 20% Federations (International / national)
  - 10% Events organizing committees
  - 10% NGOs, media, athletes, etc
- ▶ **Language:**
  - 70% English
  - 30% French



# Program overview - Day 1 morning

Full program on [www.urbansportssummit.com](http://www.urbansportssummit.com)

## URBAN SPORTS SUMMIT

Day 1 offered a great opening with officials on the **BMX Freestyle Park** of FISE. First walk to discover the facilities and the world class of the event.

Morning session set the scope of urban sports: More than sports, urban sports are a **culture**. **Youth** needs public spaces to train and practice all together.



Official opening of Day 1 on the  
BMX Freestyle Park

### 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*

# Program overview - Day 1 afternoon

Full program on [www.urbansportssummit.com](http://www.urbansportssummit.com)

## URBAN SPORTS SUMMIT

During the afternoon session, participants delved into the concept of Olympism and its relationship with urban sports within the **Olympic program**. The session aimed to deepen the understanding of the **evolving landscape of urban sports** and its integration into the Olympic movement.

### 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 THE 2020 OLYMPIC GAMES AFFECTED URBAN SPORTS

4 - 4.45 pm

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

4.45 - 5.15 pm

# Program overview - Day 2 morning

Full program on [www.urbansportssummit.com](http://www.urbansportssummit.com)

## URBAN SPORTS SUMMIT

We were lucky enough to welcome Mrs Oudéa-Castéra, **Ministre des Sports et des Jeux olympiques et paralympiques** for this 2nd day of the USS

The morning sessions focused on the use of sport as a tool for **territorial development**, and the place of urban sports in Africa



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



# Program overview - Day 2 afternoon

Full program on [www.urbansportssummit.com](http://www.urbansportssummit.com)

## URBAN SPORTS SUMMIT

The afternoon sessions were devoted to **inclusion in urban sports**, and we were honoured to welcome **12 speakers of 5 different nationalities**, including Shraddha, a young Indian skateboarder, and Pratikable association, which focuses on disabled sports, all of whom illustrated their points of view with **superb testimonials**.

### 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  
- Skater Girl movie -  
*Skatepark Films LLC*



**Vinati MAKIJANY**  
Writer, Producer  
- Skater 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

# Program overview - Day 3 morning

Full program on [www.urbansportssummit.com](http://www.urbansportssummit.com)

## URBAN SPORTS SUMMIT

Friday's morning sessions were dedicated to **urban sports marketing**, and our various speakers offered unique and captivating content. Some information was even presented **exclusively**, making the experience even more exciting

### 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  
*eShot Labs*

### WEB3 & METAVERSE - THE FUTURE OF AUDIENCE ENGAGEMENT

10.30- 11 am



# Experiences

URBAN SPORTS  
SUMMIT

- ▶ Montpellier city tour
- ▶ Breakfast / Lunch / Cocktail
- ▶ FISE Montpellier competitions
- ▶ FISE VIP areas



# Speakers

Full list on [www.urbansportssummit.com](http://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*



# Speakers' interviews

URBAN SPORTS  
SUMMIT



**Madame Amélie  
OUDÉA-CASTÉRA**

Ministre des Sports et des Jeux  
olympiques et paralympiques

[watch the video](#)



“

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.

”



# Speakers' interviews



**Kit McCONNELL**

Sport Director

*International Organizing  
Committee*

[watch the video](#)

“

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 !

”





# Speakers' interviews



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

[watch the video](#)



“

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.

”



# Speakers' interviews

URBAN SPORTS  
SUMMIT



**Clare HART**

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

[watch the video](#)



“

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.

”





# Speakers' interviews

URBAN SPORTS  
SUMMIT



**Antoine DUBOIS**

Communication Guest  
Experience & Engagement  
International Leader

*Accor*

“

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 !

”

[watch the video](#)



# Speakers' interviews

URBAN SPORTS  
SUMMIT



**Jonny Murch**  
CEO/Founder  
*Redtorch*

[watch the video](#)

**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.





# Athletes

# 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

# USS 2023 media partners

URBAN SPORTS  
SUMMIT MONTPELLIER | FRANCE  
17 - 19 MAI 2023





# Media partner articles

## 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

# Media partner articles



## 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 Hurracane 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 Hurracane to convey this to these bodies.

Hurracane started the **Urban Sports Summit** as a way of communicating to International Federations of maintaining **urban sports**' DNA ©Hurracane-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



# Media partner articles

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

# Media partner articles

URBAN SPORTS  
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## 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."

# Téléchargez le contenu de l'USS

URBAN SPORTS  
SUMMIT

[Download the USS photos](#)

[Best Of FISE Montpellier 2023](#)

[Download urban sports audience study](#)  
*[made by Redtorch](#)*

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[Contact the USS team](#)



# Conferences moodboard

# URBAN SPORTS SUMMIT



# Contacts

- ▶ **Olivier PASCAL**  
International Relations

[olivier.p@hurcn.com](mailto:olivier.p@hurcn.com)  
+33 (0)6 13 30 10 64



- ▶ **Joseph VILLEFLAYOUX**  
Marketing & Communication  
Partnerships

[joseph.v@hurcn.com](mailto:joseph.v@hurcn.com)  
+33 (0)6 29 64 29 72



- ▶ **Régis CLERC**  
Project Manager

[regis.c@hurcn.com](mailto:regis.c@hurcn.com)  
+33 (0)6 24 91 82 64



- ▶ **Maële HUET**  
Program Coordinator

[maele.h@hurcn.com](mailto:maele.h@hurcn.com)  
+33 (0)7 82 02 58 33

