



A RUGBY WORLD CUP WITH A POSITIVE IMPACT

OUR RESPONSIBILITY: SHIFTING THE PARADIGM



JACQUES RIVOAL,
CHAIRMAN OF FRANCE 2023

LEAVING A POSITIVE LEGACY

Rugby World Cup France 2023 is the first of a new generation of major international sporting events. It will be a trailblazer, both in terms of the high standard of organisation of a top sporting event and in terms of its commitment to society. **France 2023** was designed to be a competition with a positive impact, with the aim of leveraging the organisation of one of the world's greatest sporting events to leave a lasting legacy for society and future generations.

The world of rugby is governed by a fundamental concept: solidarity. And the aim of **Rugby World Cup France 2023** is to support stakeholders who are trying to shape a better world through an ambitious CSR policy. **This is the goal we have set for ourselves.**

79% of those who bought tickets for the event expect us to have a tangible social and environmental impact. The event's atmosphere is one way of getting an entire network on board to support important causes. We want to play a part in so many fundamental social issues, including widening access to **employment and training, reducing environmental impact and increasing involvement in sport.**

In this document, you will find tangible evidence of **France 2023's** CSR policy, built around four pillars, which will enable you to understand the full scope of our commitment, which is built around a single goal: **leaving a positive legacy.** Think of it as a first step towards a new way of thinking about major international sporting events.

LET'S MAKE THE MOST OF RUGBY'S INCREDIBLE POTENTIAL



BILL BEAUMONT,
CHAIRMAN OF WORLD RUGBY

Above all, **rugby is about the strength of the team.** The special bond that unites players and fans, the values that build character and resonate both on and off the pitch, **the feeling of belonging to a big family that stays with you all your life.**

When you're organising an event as big and as popular as Rugby World Cup 2023, it's essential to convert this opportunity into a chance to harness the full power of rugby and its ability to have a positive and useful impact. It's more than an opportunity. **It's our responsibility.**

Together with **France 2023**, we share the ambition that **Rugby World Cup 2023** can be a catalyst for positive change and play a key role in society. We have devised an ambitious CSR policy to turn our vision into reality, provide tangible proof and lay the foundations for **the most sustainable and meaningful Rugby World Cup ever organised.**

With less than two years to go before the competition kicks off, there is still much to be done. Our success will depend on getting our audience involved. Everyone will have a role to play, from host cities to fans, from players to tournament officials, from the media to commercial partners. Together, we can have a positive impact on rugby, on society and on the planet, and leave a legacy that will inspire long after the world champions are crowned in 2023.

OUR RAISON D'ÊTRE

To organise a global event with the lowest impact on climate and biodiversity and the highest social impact.

A VISION

Every human undertaking has a key role to play in its economic, social, regional and ecological environment. Major international sporting events must identify their raison d'être so they can win over the public and involve the entire country in an ambitious shared adventure. They must be built around elements that make sense to the many stakeholders involved, so that they can take ownership of them. Among their responsibilities, their ability to leave an ethical and lasting legacy is essential.

AN AMBITION

Rugby World Cup 2023 has set itself the goal of promoting rugby and having a positive impact on France, whilst simultaneously ensuring that the challenges facing the planet are respected. Our ambition is more than merely organising 48 matches. This event will be responsible, both when it takes place and in terms of the mark it leaves on the future.

MISSIONS

We thrive for collective success. Through rugby's ecosystem we will pull together the strength of our partners: companies, institutions, local government. Together, we will shift lines so that Rugby World Cup 2023 can resonate both on and off the pitch, to benefit our society, across the country and beyond our borders.

The tangible proof of our action will carry into our legacy. We are committed to a sustainable, circular economy, to education, training and employment, to reducing our impact on the environment, and to supporting inclusion and accessibility. Integrity and transparency are the cornerstones of our day-to-day actions.

VALUES

Rugby is a universal sport. It brings together men and women who share the values of excellence, solidarity, commitment and respect. 2023 will be a time for celebration and the joy of coming together around our common passion.



A RUGBY WORLD CUP WITH A POSITIVE IMPACT

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WORKING TOWARDS A SUSTAI- NABLE AND CIRCULAR ECONOMY



PREFERRING RESPONSIBLE,
LOCAL AND ETHICAL
PURCHASING



RESPONSIBLE PURCHASING
POLICY



PROMOTING HEALTHY
LOCAL FOOD



RAISING AWARENESS
OF FOOD ISSUES

COMBATTING
FOOD WASTE

COMMITTING TO EDUCATION, TRAINING AND EMPLOYMENT



DEVELOPING TRAINING AND
PROMOTING PROFESSIONAL
INTEGRATION



CAMPUS 2023



PROMOTING
THE EDUCATIONAL VIRTUES
OF SPORT AND RUGBY



“MÊLÉE DES CHŒURS”

“RUGBY AU CŒUR”
CHARITABLE FUND

REDUCING OUR IMPACT ON THE ENVIRONMENT



IMPLEMENTING A CARBON PLAN



GREEN MOBILITY
CARBON ABSORPTION



APPLYING RESPONSIBLE WASTE MANAGEMENT



RESPONSIBLE WASTE
MANAGEMENT
RECYCLED MEDALS
SCHEME

SUPPORTING INCLUSION AND ACCESSIBILITY



MAKING THE EVENT ACCESSIBLE TO ALL SECTIONS OF THE PUBLIC



SOCIAL TICKETING
INTERNATIONAL WHEELCHAIR
RUGBY CUP
WELCOME AND SUPPORT FOR
DISABLED PEOPLE AND PEOPLE
WITH REDUCED MOBILITY



CREATING SOCIAL LINKS



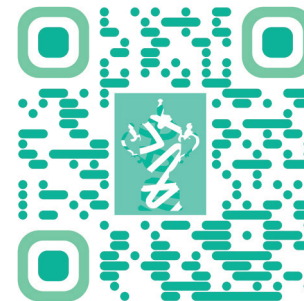
TAKING ACTION TO
SUPPORT SOCIALLY
EXCLUDED GROUPS
PROMOTING
DIVERSITY

WORKING TOWARDS A SUSTAINABLE AND CIRCULAR ECONOMY

→ PREFERRING RESPONSIBLE, LOCAL AND ETHICAL PURCHASING

RESPONSIBLE PURCHASING

Responsible purchasing is one of the main ways in which a major international sporting event can have a positive impact. France 2023 therefore applies a responsible purchasing policy to all its transactions, respecting the principles of the circular economy, the concept of buying only what is needed, and human rights. France 2023 is maximising its social and economic impact in the regions while reducing the environmental impact of organising the competition. One example of this commitment is the production of 5,000 France 2023 tote bags by a social enterprise.



SCAN THIS QR CODE
TO ACCESS THE RESPONSIBLE
PURCHASING BOOKLET.

THE FOUR PILLARS OF A HIGH-PERFORMANCE PURCHASING POLICY

**OPTIMISING
COSTS AND BOOSTING
PERFORMANCE**

**COMPLYING WITH
AN “ENVIRONMENTAL
REQUIREMENTS”
CRITERIA GRID**

**DISTRIBUTING A “RES-
PONSIBLE PURCHASING”
PUBLICATION TO GET
COLLEAGUES INVOLVED**

**RESERVING CONTRACTS
FOR INTEGRATION
AND DISABILITY
ORGANISATIONS**



WORKING TOWARDS A SUSTAINABLE AND CIRCULAR ECONOMY

→ PROMOTING HEALTHY LOCAL FOOD

With its roots in the land and its history linked to the soil, rugby is a reflection of our regional cultures as well as our local specialities. Given this link, France 2023 wants to take action to promote healthy local food, whether for the teams, the spectators or as part of its official hospitality programme. France 2023 is therefore committed to sourcing regional and national products from short distribution channels, in order to reduce the environmental footprint associated with the movement of goods. The Organising Committee also undertakes to recycle all unconsumed foodstuffs.

COMBATTING FOOD WASTE

France 2023 is committed to:

- 1 Designing and offering responsible and appropriate menus
- 2 Redistributing and recycling unsold food, in particular via the national network of our official member, the Fédération Française des Banques Alimentaires (French Federation of Food Banks)
- 3 Raising awareness among Rugby World Cup 2023 stakeholders
- 4 Involving qualified teams in the fight against food waste

RAISING AWARENESS OF FOOD-RELATED ISSUES

Around the competition stadiums, France 2023 is committed to:

- 1 Promoting French gastronomy and expertise
- 2 Designing menus with XV of Gastronomy
- 3 Encouraging sustainable food
- 4 Creating local produce markets in rugby villages

RUGBY MARKETS

With the support of the Ministry of Agriculture and Food, France 2023 is investing €2m to set up rugby markets to showcase French gastronomy and local produce. In the end, more than a hundred producers using short distribution channels and offering AOC (“appellation d’origine contrôlée” or protected designation of origin) or organic products, will be directly involved, and will be able to showcase their products and expertise.



WORKING TOWARDS A SUSTAINABLE AND CIRCULAR ECONOMY
→ PROMOTING HEALTHY LOCAL FOOD

23 TOP CHEFS INVOLVED

In its ambition to promote healthy local food, France 2023 is relying on a five-star team: the XV of Gastronomy. 23 stars of French gastronomy who are passionate about rugby are offering their talent and know-how for the benefit of the event. Led by Yves Camdeborde, this dream team has been given the task of designing the menus that will be offered at Rugby World Cup France 2023 as part of the official hospitality, using local products and short distribution channels.



The group of 23:

Pierre Augé, Fred Bau, Christelle Brua, Christopher Coutanceau, Yves Camdeborde, Amandine Chaignot, Christian Constant, Julien Duboué, Alain Ducasse, Alain Dutournier, Christian Etchebest, Charles Fontes, Alexandre Gauthier, Guillaume Gomez, Gilles Goujon, Stéphane Jego, Stéphanie Le Quellec, Eric Ospital, Jean-François Piège, Franck Putelat, Michel Sarran, Guy Savoy, Mathieu Viannay.





LOCAL SANDWICHES FOR FANS

Rugby World Cup 2023 has decided to pay tribute to one of France's treasures – gastronomy – by showcasing local recipes and products to offer high-quality fast food to all rugby fans.

As part of their commitment to showcasing local produce, the chefs from XV of Gastronomy have put together some unique sandwiches for Rugby World Cup 2023, interpreting and adapting local recipes and using high-quality produce available through short distribution channels.

So you'll find duck confit in Bordeaux, andouillette in Lyon, cuttlefish and focaccia in Marseille, Toulouse sausage, pan bagnat from Nice and a host of cheese-based specialities in recipes specially created for the event!

THE XV OF GASTRONOMY SANDWICH MENU

BORDEAUX: CROQ'CANARD

Shredded duck confit, onion confit with Bordeaux red wine, fresh sheep's milk cheese on toasted brioche bread

LILLE: WELSH RAREBIT

Ham, cheese, beer, mustard, egg, sliced bread

LYON: ANDOUILLETTE SANDWICH

Andouillette gratin with fried onions and pitta bread

MARSEILLE: SEAFOOD FOCACCIA

Marinated cuttlefish, sun-dried tomatoes, rocket and mayonnaise on focaccia bread

NANTES: "LE NANTAIS"

Chicken, curé nantais (cheese), salad, spicy sauce, baguette

NICE: "BAGNAT NIÇOIS"

Tomatoes, eggs, black olives, tuna, peppers, radishes, onions, olive oil, garlic in a crusty bun

SAINT-DENIS/PARIS: "LE PARISIEN"

Paris ham, Pavé de Rambouillet (cheese), pepper mayonnaise and traditional bread

SAINT-ETIENNE: "GALETTE FORÉZIENNE"

Grated potatoes, Fourme de Montbrison cheese, yellow "paille" onion, fromage blanc (soft cheese), wheat pancake

TOULOUSE: "LE TOULOUSAIN"

Toulouse sausage, violet mustard, fresh hot dog bun



→ COMMITTING TO EDUCATION, TRAINING AND EMPLOYMENT
→ DEVELOPING TRAINING AND PROMOTING PROFESSIONAL INTEGRATION

CAMPUS 2023

AMBITIONS POUR LE SPORT

A major international sporting event must look to the future, and to future generations. That's why France 2023 wants to invest in young people and capitalise on their talents, beliefs, energy and diversity to meet current and future societal challenges. With this in mind, France 2023 has set up Campus 2023, an apprentice training centre that will support the new generation of sports events professionals in France thanks to the involvement of 1,200 tutors and apprenticeship supervisors.

INVESTING IN YOUNG PEOPLE WITH CAMPUS 2023

A total of 1,500 young people are capitalising on the organisation of Rugby World Cup 2023 to train for jobs in sport, tourism and security.

As a social and societal innovation, the aim of Campus 2023 is to leave a legacy for the sporting movement after 2023, and to secure long-term employment for these young people after Rugby World Cup 2023.

1,500 CONTRACTS WORK-STUDY

3 TRAINING PATHWAYS: SPORT, TOURISM AND SECURITY

54 YOUNG APPRENTICES
WITH DISABILITIES

85 YOUNG APPRENTICES
SITE MANAGERS

AN IMPACT FOR ALL REGIONS

LOCAL COORDINATORS,
ASSIGNED TO EACH REGION
THROUGHOUT FRANCE,
WORK-STUDY STUDENTS
ARE PLACED AS CLOSE
TO HOME AS POSSIBLE





COMMITTING TO EDUCATION, TRAINING AND EMPLOYMENT

→ PROMOTING THE EDUCATIONAL VIRTUES OF SPORT AND RUGBY

LA MÊLÉE DES CHOËURS

OPÉRA
COMIQUE



MINISTÈRE
DE L'ÉDUCATION
NATIONALE
ET DE LA JEUNESSE

*Liberté
Égalité
Fraternité*



MINISTÈRE
DE LA CULTURE

*Liberté
Égalité
Fraternité*

MAKING THE HEART OF RUGBY SING TOGETHER

“La Mêlée des Chœurs” (choirs) is a collaborative project between France 2023, the French Ministry of Education, Youth and Sport and the Opéra-Comique, supported by the French Ministry of Culture. Its aim is to give children the opportunity to perform during the 48 matches during Rugby World Cup 2023.

Before kick-off of each match in the competition, the anthems of the national teams will be sung by a children's choir. For the pool phase matches, professional recordings will be broadcast in the stadiums. For the final phases and the opening match, nine choirs will have the opportunity to perform live in the stadiums, accompanied by students from the Maitrise Populaire de l'Opéra-Comique.

Choir members who make up “La Mêlée des Chœurs” are spread across all regions of Rugby World Cup 2023. In total, more than 7,000 young people are involved in this project. The aim of “La Mêlée des Chœurs” is also to introduce children to the culture, history and language of each of the nations taking part in Rugby World Cup 2023.

In addition to singing tuition, choir members taking part in the project received additional training to consolidate their knowledge of the countries that had qualified for the competition.

“ Rugby teams and opera choirs, team sport and live performance: the match-up between the Maîtrise Populaire de l’Opéra-Comique and France 2023 is a formidable amplification of energies and an incredible resonance of talent. Thanks to the handover from the Maîtrise to the National Education teachers and their pupils, the whole spirit of opera and the oval ball is flowing into our stadiums in 24 languages!”

Louis Langrée, Director of the Opéra-Comique

300 CLASSES

7 000
CHORISTERS

300 NATIONAL
EDUCATION
TEACHERS

9 LIVE PERFORMANCES
39 REGISTRATIONS





COMMITTING TO EDUCATION, TRAINING AND EMPLOYMENT

PROMOTING THE EDUCATIONAL VIRTUES OF SPORT AND RUGBY



SCAN THIS
QR CODE
TO MAKE A
DONATION

RUGBY CŒUR 2023

LE FONDS DE DOTATION DE LA
COUPE DU MONDE DE RUGBY
France 2023



JOIN THE “SOLIDARITY SCRUM”! THE “RUGBY AU CŒUR” (RUGBY AT HEART) CHARITABLE FUND

Since its creation in 2019, and thanks to donations from its sponsors, “Rugby au Cœur” has set itself the ambition of financing meaningful projects in areas that are dear to Rugby World Cup 2023 that promote education, inclusion and equity. Its aim is to help rugby play its part on other playing fields, in response to the challenges facing our society in schools, hospitals, disadvantaged neighbourhoods and more.

These projects comprise the inclusion of people with disabilities, support for unaccompanied foreign minors, support for women who are victims of domestic violence, amongst others. Driven by the solidarity of rugby, the aim of our charitable fund is to mobilise more than just rugby.

Professionals and individuals from all walks of life are invited to join the “solidarity scrum” by making a donation.

PROJECT:

“IN RUGBY WE ARE ALL EQUAL IN OUR DIFFERENCES”

CLUB OMNISPORT LYON RUGBY

“*This project is the culmination of an entire club’s desire to create an inclusive rugby school, based on the values of cohesion and team spirit that are so dear to our sport. A whole network is working together to enable young people with autism spectrum disorders to play rugby in an adapted format, from our managers to our coaches, not to mention the people who work in the specialised facilities that cater for this type of audience. That’s the strength of rugby!*”

Nicolas, **club Coach**

“*Being at the heart of the “In rugby, we are all equal in our differences” project is first and foremost a professional and human experience. By interacting with an audience I didn’t know before, it’s an opportunity for me to get out of my comfort zone and expand my professional network. Above all, I’ve had the chance to share some excellent experiences and meet new people, and I’m delighted to be able to work in a field I’m passionate about while supporting a worthy cause.*”

Emma, **Campus apprentice at the club**

250
PROJECTS
SUPPORTED

30 SPONSORS
SUPPORTING
RUGBY AU CŒUR

MORE THAN
100,000
BENEFICIARIES

**7 MEMBERS OF THE CSR
COMMITTEE RESPONSIBLE
FOR SELECTING PROJECTS**

OVER
1,000,000
EUROS DONATED

**7 CALLS FOR
PROJECTS LAUNCHED
LANCÉS DEPUIS 2020**



REDUCING OUR IMPACT ON THE ENVIRONMENT

→ IMPLEMENTING A CARBON PLAN

A LOW-CARBON STRATEGY

Aware of the current and future challenges, France 2023 has placed the ecological transition at the heart of its concerns. To this end, the Organising Committee has adopted an integrated and effective low-carbon strategy, focusing first and foremost on reducing the emissions caused by organising the competition.

Rugby World Cup 2023 is being shaped from an environmentally friendly perspective and is based on the concept of leaving a legacy for future generations. After reducing and avoiding the CO2 emissions of the Organising Committee, France 2023 is putting in place a number of programmes to reduce the emissions generated by all tournament participants. The climate emergency is now at the heart of our concerns and, with the support of the SNCF's teams, France 2023 is making it possible for all participants in Rugby World Cup France 2023 to travel to and from the competition venues responsibly.

80% OF TEAM
TRAVEL IS BY
TRAIN OR BUS

88% OF SPECTATORS
TRAVEL BY TRAIN



CARBON ABSORPTION

Faced with the urgency of climate change, France 2023 is rolling out large-scale initiatives to avoid and reduce the CO2 emissions generated by Rugby World Cup 2023 activities.

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GREEN MOBILITY

France 2023, in conjunction with its local community partners, is developing and implementing the necessary resources within the host cities to enable the general public to travel to the stadium responsibly (bicycle parking, self-service bicycle parking stations, extension of the public transport system, recharging stations and more).

For travel between France 2023 host sites, the SNCF, official sponsor of France 2023, has opened an advance sales phase to enable all spectators to organise their travel in the most carbon-free way as early as possible during the competition.

France 2023 has introduced a travel charter for national rugby teams. Players and their staff shall prioritise taking the train for journeys of less than four and a half hours and the bus for journeys of less than two hours. A car-sharing platform also allows fans to meet up to go to the stadium together.

Working together to promote more environmentally friendly modes of transport!



REDUCING OUR IMPACT ON THE ENVIRONMENT

→ APPLYING RESPONSIBLE WASTE MANAGEMENT

RESPONSIBLE WASTE MANAGEMENT

The best way to manage waste is to produce as little as possible! It is therefore essential to limit it as much as possible and to manage it responsibly. France 2023 is committed to reducing, sorting, reusing and recovering its waste.

For Rugby World Cup 2023, spectators from all over the world will be travelling to the nine host stadiums. For France 2023, it is essential to harmonise waste sorting and signage across the country.

Within this framework, France 2023 is working with its official members, CITEO and ALCOME, and its official supporter VOLVIC, to put in place the actions needed to ensure that the programme runs smoothly.

Double waste sorting will be in force in all the competition's stadiums. Four of the stadiums that have set up the facilities for Rugby World Cup 2023 will retain them afterwards.

REDUCING WASTE AT SOURCE

- limiting and reducing waste as much as possible by planning for the correct amounts
- redistributing unsold and uneaten foodstuffs

DEVELOPING WASTE SORTING SYSTEMS

- Offering waste sorting that is "just like home"
- Extending selective waste sorting to all stadiums
- Harmonising how waste sorting is managed on spectator routes (in collaboration with local communities)
- Reducing the number of cigarette butts thrown on the ground

RECOVERY

- Ensuring waste recovery and traceability
- Ensuring compliance with the recycling process, particularly for Single-Use Plastics (SUPs)

COMMUNICATING AND RAISING AWARENESS

- Reinforcing or adding appropriate signage
- Raising awareness through volunteer brigades



RECYCLING SCHEMES

RECYCLED MEDALS

As part of their partnership, France 2023 and Orange, in collaboration with Monnaie de Paris, will be offering competitors recycled medals, made from 200,000 used telephones collected from rugby clubs.

COLLECTING



→ The phones are collected by Campus 2023 apprentices in clubs, leagues and committees, thanks to major collection campaigns created with the support of Orange

TRANSFORMING



→ The entire process takes place in France. After meticulous sorting of the phones collected, the recyclable* appliances are sent to a specialised centre for extraction of the precious metals, which are then melted down. The medals, which are made from these metals, are then designed and struck by Monnaie de Paris, a French company that is world-renowned for its expertise.

OFFERING

→ Emblematic symbols of the sport, these medals will be presented to the teams finishing in the top three places at Rugby World Cup 2023: the World Champions, the runners-up and the winners of the bronze final, together with “participation” medals for all the players at the World Cup, making a total of over a thousand medals.



* Phones that are deemed to be repairable are reconditioned through the Orange “RE” programme.

SUPPORTING INCLUSION AND ACCESSIBILITY

→ PROMOTING DIVERSITY

INTERNATIONAL PHOTO CHALLENGE

To illustrate their shared commitments, France 2023, in collaboration with UNESCO and in partnership with CANON, has decided to launch a photo challenge dedicated to celebrating all differences. This international challenge, open to all amateurs, focuses on four themes linked to rugby, which are the mainstays of the programme **Let's celebrate our differences at France 2023:**

1. Rugby for all genders
2. Rugby to foster inclusion of people with disabilities
3. Rugby to tackle discrimination
4. Our differences make us stronger

The 12 winning photos will be exhibited at UNESCO and in the host communities of Rugby World Cup France 2023 during the competition, to raise awareness of the event and to communicate these themes to as many people as possible.



“Espoir” category

A passion handed down from father to son
©Ysée Amar



Canon's favourite

Who cares...let's play, ©René Rul

RUGBY IS MY PRIDE



THE FIGHT AGAINST LGBTQ+ DISCRIMINATION

Because rugby is a sport that is all about living side by side, France 2023, in association with the FFR and the Anti-Discrimination and Equal Treatment Commission and with the support of World Rugby, will be celebrating this Rugby World Cup 2023 around the theme of inclusion and the fight against discrimination, with three flagship projects running alongside the tournament. By bringing LGBTQ+ minorities into the rugby family through its participation in the Pride March, an inclusive tournament and a symposium, France 2023 is aiming to bolster rights by denouncing discrimination and legitimising links, with the original culture and identities visible to all.

A COMMITMENT

A SYMPOSIUM

On 14 October, 2023, an inclusive tournament will be held at the national rugby centre in Marcoussis, featuring eight LGBT-friendly teams and two “Barbarians” women’s teams. Our aim is to highlight the inclusive dimension of rugby both on and off the pitch, to celebrate all groups, and to leave a legacy after Rugby World Cup France 2023.

PROOF

AN INCLUSIVE TOURNAMENT

On 14 October, 2023, an inclusive tournament will be held at the national rugby centre in Marcoussis, featuring eight LGBT-friendly teams and two “Barbarians” women’s teams. Our aim is to highlight the inclusive dimension of rugby both on and off the pitch, to celebrate all groups, and to leave a legacy after Rugby World Cup France 2023.

A SYMBOL

THE PRIDE MARCH

To mark the Pride March on 24 June, 2023, the rugby family came together to promote the inclusive values of rugby





SUPPORTING INCLUSION AND ACCESSIBILITY

→ MAKING THE EVENT ACCESSIBLE TO ALL SECTIONS OF THE PUBLIC

AN EVENT ACCESSIBLE TO ALL

WELCOMING AND SUPPORTING PEOPLE WITH DISABILITIES (DISABLED PEOPLE/PEOPLE WITH REDUCED MOBILITY)

France 2023 has made a strong commitment: 1% of its ticket sales will be reserved for people with disabilities/people with reduced mobility, with a free ticket for them and a ticket discounted to the lowest rate for their companions. In addition to reserving part of its ticket sales, France 2023 is extremely conscious of the accessibility challenges facing these audiences. That's why the Organising Committee has put together a two-part programme:

→ Helping to make it easier for people with reduced mobility to get to the stadium, in particular by setting up drop-off areas, supporting door-to-door transport for people with reduced mobility and, above all, sharing all the information prior to matches.

→ Providing a warm and safe welcome to all of these groups in and around the stadium, with the support of our official sponsor, GMF.

→ In 2023, journalism school students will be trained to offer an audio description service in all the host stadiums.

→ Two tablet devices will be deployed: to improve monitoring of visually impaired people during the finals, and to facilitate exchanges with hearing-impaired people at stadium entrances.

SOCIAL TICKETING

France 2023 has set up a social ticketing scheme with its local community partners. Today, the equivalent of €1 million-worth of tickets have been reserved for the communities for people in hardship and youngsters experiencing difficulties. For example, 955 children in the priority education network (“REP”) from the Lyon metropolitan area will be invited to attend an All Blacks match at the OL Stadium. 5,540 tickets have been donated by the state for the benefit of health establishments in the seven regions concerned.



SOCIAL BREAKDOWN AND INCLUSION

MEETING ISOLATED SENIORS

Launched by the **France 2023** Organising Committee and the **Petits Frères des Pauvres** charity, united by the values of sharing and solidarity, this initiative aims to combat the isolation of the elderly and encourage links between generations.

This programme will enable more than 150 isolated elderly people supported by the charity to attend nine **Rugby World Cup 2023** matches (one per host stadium, including the opening match between France and New Zealand), alongside **Petits Frères des Pauvres** volunteers and Campus 2023 apprentices. The **Campus 2023** apprentices taking part in the programme will sponsor isolated senior citizens and offer them meetings to create links in the run-up to the tournament.

MEETING SICK CHILDREN

WELCOMING SICK CHILDREN TO MATCHES

France 2023 wants to give sick children the opportunity to see their dreams come true by attending **Rugby World Cup 2023** matches. A total of 18 children, accompanied by their families and a volunteer from the charity will be able to attend matches at all the competition venues.

VISITING SICK CHILDREN IN HOSPITAL

The aim of this programme is to introduce hospital children to rugby and to enable the departments of the 14 hospitals selected from across the communities to wear the colours of **Rugby World Cup 2023**. The children will be given goodie bags and educational content about the world of rugby.



SUPPORTING INCLUSION AND ACCESSIBILITY

MAKING THE EVENT ACCESSIBLE TO ALL SECTIONS OF THE PUBLIC

2023 NATIONAL NEIGHBOURHOODS TOURNAMENT



ACCUEIL ET ACCOMPAGNEMENT PSH/PMR

France 2023 is organising the **National Neighbourhoods Tournament 2023** in conjunction with the **FFR** and the regional leagues. This tournament, aimed at 5,400 children aged eight to 13 from **Priority Urban Neighbourhoods**, takes the form of events and meetings between neighbourhoods in the 10 host communities of **France 2023**.

The 120 most diligent children from each site, i.e. 1,080 children, will be able to attend a **Rugby World Cup 2023** match at their stadium. Each site will nominate a team to represent it at the National Final on the weekend of 28 October in Ile-de-France. As well as the sporting aspect, workshops on citizenship are being organised during the events to raise young people's awareness of aspects of life in society, the environment, road safety and so on.

Meetings with public authority figures such as the fire brigade and the police are being organised to re-establish links between these groups.

The aim of the National Neighbourhoods Tournament 2023 is to pass on the fundamental values of rugby that are unequivocally transposed into everyday life, such as respect, solidarity, team spirit and tolerance.

12 INTEGRATED INTO
THE TEVA SYSTEM

167 IN THE RECRUITMENT
OR TRAINING PROCESS

15 COUNTRIES
REPRESENTED

197 REFUGEES
EMPLOYED

559 BENEFICIARIES

195 STILL BEING
MONITORED

15 “JOB DATING”
SESSIONS

FRANCE 2023 COMMITS TO STATUTORY REFUGEES

Given the scale of the event that the **Rugby World Cup 2023** represents, particularly in economic terms, **France 2023** is the first major international sporting event to have decided to make a commitment to the professional and social integration of statutory refugees.

Thanks to its public and private partners, the **Organising Committee** has created a pool of job offers reserved exclusively for beneficiaries of the programme. These jobs were presented to them in 2022 with the help of the **Ovale Citoyen charity**, in the form of job dating sessions in the nine host cities of the competition during the **France 2023 Rugby Tour**. More than **450 statutory refugees** have already benefited from the programme.

A second tour of France will be carried out in 2023 to complete these nine “job dating” sessions to coincide with the previews of Philippe Guillard’s film “Pour l’Honneur”, in order to reach out to refugees who have not yet found the right job for them.

France is a land of asylum. The France 2023 and Ovale Citoyen programme is just another example of this.



MEASURING IMPACT: A NECESSITY

France 2023 is committed to translating each of its projects into quantitative and qualitative objectives. These elements will be measured and will be the subject of an impact assessment.

As part of the government's support action plan, France 2023 will use methods defined by the relevant ministries to measure the impact of the event in three areas:

- Economy and tourism;
- Social and societal; and
- Environmental.

Thinking about the legacy of Rugby World Cup France 2023 means taking a long-term view. This will be the first time that all the stakeholders (the owners of the event, World Rugby, the organiser, France 2023, the government and the host communities) have been involved in a single study.

We need to start thinking about the period after 2023 today, just a few months before the event, and carry out regular monitoring, objective evaluation and precise measurement of the impact of the actions we take.



“TERRAIN D'ÉGALITÉ” (LEVEL PLAYING FIELD) LABEL

This label, dedicated to promoting equality between women and men and combating discrimination and sexual and gender-based violence, is the only benchmark supported by the French government regarding the commitment of sporting events to this issue.

The Organising Committee represents the first sporting event to be awarded the “Terrain d'Égalité” label.

FRANCE 2023 IS A SIGNATORY TO THE “15 ECO-FRIENDLY COM- MITMENTS FOR SPORTS EVENTS”

This charter, drawn up by the Ministry of Sport and the Olympic and Paralympic Games, WWF France and the organisers, sets out ambitious objectives in terms of social, economic and environmental responsibility. Its commitments cover sustainable food, waste management, water and energy consumption, biodiversity and more.





THE 20 BEST TEAMS
IN THE WORLD

1823-2023
RUGBY'S BICENTENARY

1987-2023 :
10TH RUGBY WORLD CUP

51 DAYS OF FESTIVITIES
from 8 September to 28 October

660 PLAYERS

UNE COMPÉTITION
MYTHIQUE

BEYOND THE STADIUMS, IN EVERY REGION

9 STADIUMS
10 HOST CITIES



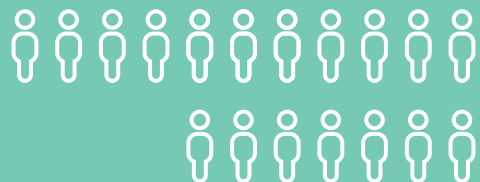
20 BASE CAMPS



7,000 volunteers

**17,000
JOBS**

created or supported by 2023



2 € BILLION

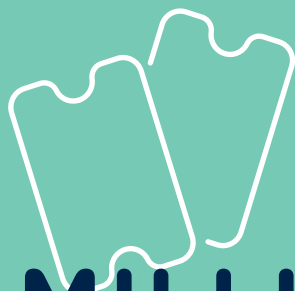
in direct spin-offs across the country.

All the profits will go towards funding rugby development projects.

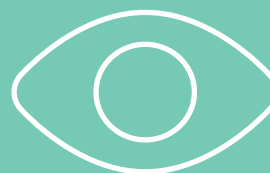
TARGET 600,000 FOREIGN VISITORS

staying an average of 15 days in France and spending an average of €2,160 by 2023

ECONOMIC AND SPORTING ADDED VALUE



1.3 MILLION
TICKETS SOLD



2.1 BILLION

video views on social networks
(x6 between rwc 2015 and rwc 2019)

857 MILLION
TV VIEWERS

(+26% between rwc 2015 and rwc 2019)

COMMITTED TO MAKING A POSITIVE IMPACT

Working for a sustainable and circular economy Pages 8/11



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Committed to education, training and employment Pages 14/15



Reducing our impact on the environment Pages 18/21



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ENGAGÉS POUR UN IMPACT POSITIF

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WORLDWIDE PARTNERS



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OFFICIAL SUPPLIERS



OFFICIAL SUPPORTERS

