



## Expertise France and **Sport**



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**15M€**  
business volume

**5**  
individual experts deployed at  
partner institutions

A French agency for international technical cooperation, Expertise France coordinates and implements projects of national or regional scope in the main areas of public action. Since 2023, Expertise France has strengthened its positioning on sport and is gradually developing a multidisciplinary intervention aligned with French political priorities, particularly in terms of the transformational agenda.

**Common expertise**

Sport emerges as a powerful catalyst for development, transcending cultural and national boundaries to become a vector of inclusion, peace, equality and empowerment. It is a tool that goes beyond stadiums and fields to directly impact the Sustainable Development Goals (SDGs) outlined in the United Nations' 2030 Agenda. Sport, much more than a physical activity, embodies universal values and acts as a powerful lever for sustainable development. It is also an economic sector that requires strengthened human, financial, and institutional support to fully realize its potential.

Since 2023, Expertise France has strengthened its focus on sport and is gradually developing a multi-disciplinary approach aligned with French political priorities, particularly regarding the transformational agenda.

Expertise France is thus engaged in strengthening the institutions of partner states, supporting the transformation of organizations, and enhancing the

skills of their personnel and sports stakeholders. To achieve this, it leverages technical expertise from French, European, and international sources, both public and private.

The agency's action is carried out through four modes of intervention: project operator, project management assistance (PMA), technical assistance, and delegated project management in specific contexts (fragile situations, lack of local project management).

Expertise France operates according to six intervention axes:

- Public sports policies
- Sports infrastructure
- Associative and sports networks
- Sports entrepreneurship
- Urban cultures
- E-sports

## 2 projects currently being implemented

### MOROCCO, NIGERIA, SENEGAL, AND KENYA - BASKETBALL EXPERIENCE

5M€ - 2019-2026 - AFD

The program funded by AFD and NBA Africa is being replicated in four African countries: Morocco, Nigeria, Senegal, and Kenya.

In each country, the program is implemented over 3 or 4 years. Expertise France contracts with a civil society organization (CSO) which, together with the NBA, trains 20 coaches (10 men and 10 women). These coaches work with children aged 8 to 17 outside of school hours to teach life skills (self-confidence, gender equality, sustainable development, etc.) through basketball.

### DEMOCRATIC REPUBLIC OF CONGO - POUR ELLES : SPORT AND CULTURE

10M€ - 2024-2028 - AFD

The project aims to contribute to the improvement of the quality of life and the physical and mental well-being of young girls living in Kinshasa through sports and cultural activities. The project seeks to ensure better access for young girls (aged 6 to 22) to sports and cultural activities in four communes of Kinshasa.

Component 1: Rehabilitation and development of sports infrastructures and cultural training facilities.

Component 2: Strengthening and supporting the actors of the local ecosystems and rehabilitated facilities to promote sports and cultural activities for young girls.

## The AFD Group's sports strategy

The AFD group has opened an unprecedented space for investments and impacts in sports:

- Nearly 200M € in financial commitments from 2019 to 2023
- 160 Sport & Development projects
- Intervention in more than 40 countries (African continent)
- Nearly 2M people impacted, 90% of whom are young people and 58% are women

5 major intervention axes:

- Local infrastructure and activities
- School sports
- Sport and gender
- Strengthening associative networks and sports
- Governance and strategy of the sector.

By supporting a "Sport for All" approach, the AFD Group aims to:



### THE INTERNATIONAL TECHNICAL EXPERTS (ITE) SYSTEM

As part of the French international cooperation framework, Expertise France is mandated by the Ministry of Europe and Foreign Affairs to manage International Technical Experts (ITE) and seconded national experts (SNE): recruiting experts, monitoring missions, and managing the network.

Located within national institutions, multilateral or regional organizations, the deployed experts provide technical support and advisory services in the field of sports. In 2024, 5 experts are deployed within ministries or sports organizations.

Expertise France is an interministerial agency for international technical cooperation, and a subsidiary of the Agence française de développement (AFD) group. The second largest agency in Europe, Expertise France designs and implements projects that sustainably strengthen public policies in developing and emerging countries. Governance, security, climate, health, education... It operates in key areas of development and contributes alongside its partners to achieving the Sustainable Development Goals (SDGs).

For a world in common.



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