

PRESS PACK

2

YEARS TO GO



**RUGBY
WORLD CUP
FRANCE 2023**

“OUR AMBITION:
TO BE EXEMPLARY,
ON AND OFF THE
PITCH.”

WELCOME

MORE THAN A MATCH – A DREAM COME TRUE



CLAUDE ATCHER,
CHIEF EXECUTIVE OFFICER
FRANCE 2023

We have a date with rugby on 8 September, 2023. In two years we will kick-off this much anticipated event for the hundreds of millions of fans of this very special sport and for all those coming to the French regions to enjoy this 10th Rugby World Cup. Hosts France will face New Zealand, the legendary three-time winners of the competition in the opening match, one that is much more than a match, it is a dream come true.

France 2023 are getting ready every day for an extraordinary event that demands high standards: 730 days to bring an exemplary sporting event into reality. It is a responsibility we take very seriously. However, organising an outstanding sports event is no longer enough today. Our ambition goes far beyond this. We want to create a sporting event that justifies its existence and assumes a strong role in the mission to achieve social, societal and economic innovation. Purchasing the rights of this event has given us the freedom to define the milestones and implement the strategy necessary to achieve our ambitions.

A major focus is placed on training and education. In partnership with the Department of Labour and Solidarity and the Department of Education, France 2023 are introducing important new innovations. First of all, through Campus 2023, 3,000 apprentices are being recruited for a course that will allow them to work professionally in the world of sport, in its structures and in event organisation. Another action, Mêlée des Chœurs (Rugby Choir), will involve thousands of schoolchildren in this great sporting event as they will be the first on the pitch at the start of each match. In addition, the Rugby au Cœur endowment fund supports dozens of social initiatives and projects, with an objective of funding 500 projects, focused on three priority areas that will benefit 75,000 participants.

By placing people at the centre of all of our actions, we are preparing ourselves for after Rugby World Cup. The adventure will continue beyond the final whistle. Our legacy will be based on people, creating thousands of sustainable jobs for young people, making the structures in our sport more professional and welcoming new players. In putting the organisation of this event at the heart of the territories we have taken on an essential challenge: to make sport central to the building of social connections.

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A CELEBRATION OF RUGBY AND FRANCE



SIR BILL BEAUMONT,
WORLD RUGBY CHAIRMAN

Today, we mark two years to go until Rugby World Cup 2023 in France and anticipate an event that will demonstrate the unifying power of sport on and off the field, a fitting celebration of rugby, its values and France in the 200th year of the sport.

France 2023 will be a symbol of togetherness after the pandemic, charged with special meaning. It will harness the opportunity of staging one of the world's biggest and best-loved sports events to impact society positively through a number of exciting social and environmental programmes that will set new standards in our sport.

Rugby is all about people – the special bond between the players and fans – and France 2023 will have them both at heart. Across nine world-class venues, 10 host cities and a stadium of 67 million passionate hosts, special moments and unforgettable experiences will characterise a truly special event.

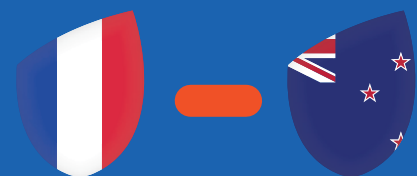
Everyone is welcome at the 10th Rugby World Cup and everybody from players, coaches, match officials, volunteers, fans and the French public will play their role in ensuring France 2023 is the best, most meaningful and change-inspiring tournament to date. This is their tournament.

With two years to go, we are on track. I would like to thank the France 2023 Organising Committee for their passion, dedication, expertise and innovation; they share our vision. I would also like to thank the French authorities for their exceptional support, but more importantly, I would like to thank the people of France for embracing our tournament.

See you at France 2023!



8 SEPTEMBER, 2023: THE RUGBY WORLD HAS A DATE WITH FRANCE AND FRANCE HAS A DATE WITH HISTORY



The world's best 20 rugby nations will meet on our soil for the most prestigious tournament in our sport. New Zealand will take on hosts France in an opening match which has all the potential for another memorable chapter in their Rugby World Cup history. The All Blacks, three-time RWC winners, face a Les Bleus side, twice finalists and in search of their first title. A new generation of young players are ready to take up this challenge on home soil for the honour of the blue, white and red.

Two years away from this match, Rugby World Cup France 2023 is already keenly anticipated by the global rugby family. By having this as the opening match, this Rugby World Cup is already destined to be exceptional.

A POPULAR EVENT

ONE MILLION 
TICKETS ALREADY **SOLD**



The second phase of ticket sales will open on **28 SEPTEMBER**

650,000 SUBSCRIBERS
TO THE 2023 FAMILY

ACCESSIBILITY:
€30 for **TWO MATCHES**
in the same city

THIRTEEN TEAMS CONFIRMED



ARGENTINA



AUSTRALIA



ENGLAND



FIJI



FRANCE



IRELAND



ITALY



JAPAN



NEW ZEALAND



SAMOA



SCOTLAND



SOUTH AFRICA



WALES

QUALIFICATION UPDATE



OCEANIA

Samoa became the 13th team to qualify for Rugby World Cup 2023 after beating Tonga in the Oceania 1 play-off. Samoa will take their place in Pool D alongside England, Japan, Argentina and the Americas 2 qualifier.

AMERICAS 1

The Americas 1 play-off pits Uruguay against the winner of the series between USA and Canada to determine the 14th qualifier for France 2023.

The winning team will join New Zealand, France, Italy and Africa 1 in Pool A.

France 2023 is a company. Rugby is a noble and, respectful sport. Our company reflects its values and sets itself **the mission of acting as an example**. To truly exert its authority and be legitimate, it is important that our event does not simply repeat previous cycles. It must respond to the fundamental questions raised by the environment in which it operates.

A GREAT CHALLENGE: INVENTING A NEW MODEL FOR MAJOR SPORTING EVENTS

- Like any project, a sporting event must justify the reasons for its existence. This is the guiding principle for all of France 2023's activities. To achieve this, we set ourselves **realistic and ambitious objectives**. We acknowledge that major events have a polluting effect and we are making every effort to minimise any negative impact we may have. We are not making perfunctory statements just to have the appearance of caring, rather we are implementing a package of concrete and effective countermeasures.
- **Make the event a unifying focal point.** Sport is a means of combating isolation, reclusiveness, and the fragmentation of communities. Rugby World Cup France 2023 creates bridges between people so that everyone, men and women, of all origins, of all beliefs, of all ages, can come together and share the pleasure of being part of the same humanity.
- Leave a lasting impression. This does not mean accumulating physical equipment. Rather, it means taking advantage of the event to **create a human legacy**. At the heart of our ambition, the training of 3,000 apprentices with Campus 2023 (see opposite) will produce a generation equipped and motivated to work in the structures and economy of the sporting world.
- Involve all our partners: The entire ecosystem surrounding our event, including businesses, institutions, local and regional authorities, are actively supporting us as we strive towards **our ambition of renewal and betterment**.

In our efforts to redefine sporting events for the future, our focus is on promotion of our regions, inclusion, education, culture, exchanges and other noble objectives. **This is what drives us forward and excites us.**



A NEW MODEL FOR MAJOR SPORTING EVENTS

CAMPUS 2023: A SOCIAL INNOVATION

WHAT IS CAMPUS 2023?

Campus 2023 is the apprentice training centre of Rugby World Cup, which will train a new generation of sports professionals in France.

Campus 2023 offers an alternating work-study programme:

- France 2023 is responsible for recruiting candidates;
- Once candidates are recruited, they then become employees of the France 2023 Organising Committee;
- The students are made available for work within the structures (clubs, departmental committees and regional leagues) following signature of an agreement.

CAMPUS 2023
AMBITIONS POUR LE SPORT

TWO NEW COURSES ARE OFFERED

In addition to the one, three and five-year sport programmes, Campus 2023 has decided to offer professional training opportunities in the form of apprenticeships to 900 young people, in sectors important for the preparation of an event of the magnitude of Rugby World Cup France 2023: tourism and security. In total, up to 400 apprentices will start their training in October 2021.

➔ **3,000 APPRENTICES**
IN THE CAMPUS 2023 PROGRAMME

RECRUITMENT	EDUCATION	TRAINING	IMMERSION	EMPLOYMENT
3,000 young people aged between 18 and 30, 50% women and 50% men	Three levels of state-recognised qualifications: one, three and five-year courses	Alternating work-study in the field	During Rugby World Cup 2023	Aim to keep on 100% of the young recruits after the event



A NEW MODEL FOR MAJOR SPORTING EVENTS

RUGBY AND SOLIDARITY

Chaired by Jean-Pierre Rives, a legend of French sport, Rugby au Cœur is the endowment fund for Rugby World Cup 2023. What is its objective? To harness the values of rugby in support of meaningful projects with strong social ambitions.

Rugby au Cœur works to alleviate the major issues facing our society: access to education, equal opportunities and disability health. These include specifically the inclusion of people with disabilities, help for unaccompanied foreign minors, and support for women who are victims of domestic violence.

Thanks to donations from businesses and individuals, **20 projects** have already been funded across France by Rugby au Cœur, supporting more than 3,000 beneficiaries. In total, France 2023 has set itself **the objective of funding 500 projects**, and helping 75,000 people before 2023, in France and around the world.

For the first time, an endowment fund has become the official charity of a Rugby World Cup. This reflects the shared goal of World Rugby and France 2023 to organise a socially responsible and sustainable sporting event. This status allows Rugby au Cœur to take on an international dimension and extend its solidarity to new sectors in new territories.



**SINCE 1 JULY LAST YEAR:
LAUNCH OF THE FOURTH
CALL FOR PROJECTS**

A NEW MODEL FOR MAJOR SPORTING EVENTS

INVOLVING PLAYERS BEYOND THE TOURNAMENT

The Rugby World Cup 2023 Players' Committee, chaired by Australian rugby legend John Eales, a double world champion with the Wallabies (1991, 1999), is made up of seven eminent members (see above).

This Players' Committee will play a key role in mobilising the 660 athletes who will be called upon to compete in the tournament. It has three objectives:

- > **To strengthen the links between the 660 players** who will participate in Rugby World Cup 2023 and French and international fans
- > **To unite rugby players at all levels** by arranging for the French amateur clubs to be sponsored by the players playing in the tournament
- > **To engage players in issues off the field** to combat the societal challenges taken up by France 2023, in particular in the fight against discrimination and for the protection of the environment



PLAYER WELFARE: OUR NUMBER ONE PRIORITY.

It is an historic decision. For the first time, the 10th Rugby World Cup **will last a week longer**, and will culminate at the Stade de France on 28 October, 2023. In total, the competition will take place over **51 days**, or seven-and-a-half weeks in an effort to ensure the best conditions for the players.

Thus, all of the participating nations will benefit from a minimum of five rest days between all matches, to help them recover and prepare. Also, each participating team will have **a squad of 33 players**, up from 31 previously.

UNVEILING OF THE OFFICIAL BALL



A BALL THAT DRAWS ITS INSPIRATION FROM THE FRENCH TERRITORIES and which honours the 10 host cities, each one represented by a unique symbol depicted on its sides.



BORDEAUX



LILLE



LYON



MARSEILLE



NANTES



NICE



PARIS



SAINT-DENIS



SAINT-ÉTIENNE



TOULOUSE

MATCH SCHEDULE



FRANCE 2023: KEY NUMBERS

1823-2023
TWO HUNDRED YEARS OF RUGBY

51 DAYS
OF CELEBRATION

FIVE DAYS
OF RECOVERY
minimum between each
match for all players



660 PLAYERS

THE 10TH RUGBY
WORLD CUP

9 STADIUMS
10 HOST CITIES

80 % of the French
population less than
two hours from
a match venue

60 BASE CAMPS

8 SEPTEMBER - 28 OCTOBER, 2023

€2 BILLION
OF ECONOMIC IMPACT

17,000 JOBS
CREATED OR SUSTAINED

6,000 VOLUNTEERS

3,000 APPRENTICES
TRAINED WITH CAMPUS 2023



ONE
MILLION
TICKETS
ALREADY SOLD

2

YEARS TO GO

THE MAJOR STEPS TO COME



28 and 30 September:
Next sales phase
TICKET SALES



2 and 9 October:
AMERICAS 1 PLAY-OFF



February-March 2022:
Registration opens for the
VOLUNTEER PROGRAMME



First half of 2022:
Announcement of **TEAM
BASE CAMPS**



Summer-Autumn 2022:
SECOND Rugby World Cup 2023
train



RUGBY
WORLD CUP
FRANCE 2023

WORLDWIDE PARTNERS



OFFICIAL SPONSORS



OFFICIAL SUPPLIERS

