



Carole PONCHON

Business Agitator & Project Manager

Fluent English, deep understanding of cross-cultural communication, thoughtful and enthusiast, international mobility

PROFIL

Experienced in targeted communication & lobbying activities, articles & reports writing as well as events management in the field of sport for development.

Ability and expertise to turn goals into strategies and strategies into initiatives.

AREAS OF INTEREST

Sport for development
Access to sport for all
Health enhancing physical activity
Disability
Gender equality
Education through sport
Volunteering management
Intercultural dialogue
Governance

CONTACT

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Date of Birth: Mai 14 1986
Citizenship: French

EXPERIENCE



Founder & CEO

Since August 2018
Lyon, France

1 aim: Unlocking potential, empowering people and driving social change through education, sport and corporate social responsibility.

- ✓ Training: "From an idea to a project", "Project Management 360°"
- ✓ Support and consulting: Project Writing, Project Management, Communication Strategy, Event management.
- ✓ Speaker and moderator: "Use of sport for social change"



May 2013 – June 2018
Lyon, France

PR & Projects manager

PR and communication activities:

- ✓ Establishment of *strategic partnerships*: NGOs, public & private sectors
- ✓ *Membership management*
- ✓ Definition of a global *communication strategy* (including online identity and print)
- ✓ *Creation of EOSE Press room: animated tools and videos interviews*

Projects development and management:

- ✓ *Business intelligence* and analysis of calls for proposals
- ✓ *Project writing* (European calls for tender)
- ✓ *Project management* (administration, logistics, outcomes)

European events management:

- ✓ *Organisation and animation of EOSE events*
- ✓ *Coverage of the event: minutes, reports and articles writing*



Sept– Dec 2012
Copenhagen, Denmark

Communication and Development manager

Development of strategic activities:

- ✓ Contribution to the redaction of proposals to European funding calls for tender
- ✓ Cross-sector partnership activation in Europe and North America

Management of the communication tools:

- ✓ Redaction of the weekly newsletters and the 2012 Annual Report
- ✓ Development of the online presence and identity

Development of campaign and lobbying activities:

- ✓ Redaction of the report "*Good governance in European grassroots sport*"
- ✓ Definition and promotion of the *MOVE Week* concept
- ✓ Coverage of the European Youth and Sport Forum (*EYSF 2012*, Cyprus) and the Annual Congress (*MOVE Congress 2012*, Brazil)



March 2009 – August 2012
Saumur, France

European projects leader / Webmaster

Creation and animation of 5 networks related to sport for development

- ✓ Identification of experts and development of strong working relationships
- ✓ Mapping of existing policies and on-site best practices
- ✓ Organisation and animation of scientific round tables and workshops
- ✓ Redaction of thematic factsheets (laws, milestones and key figures) and Position Papers

PR and lobbying activities:

- ✓ Hearings before the EU and national institutions
- ✓ Establishment of strategic cross-sectoral and transversal partnerships

Communication activities aiming at raising the profile of the organisation:

- ✓ Co-definition of the editorial line of the quarterly journal and management of the English speaking authors
- ✓ Redaction of articles and interviews with high level representatives
- ✓ Creation and maintenance of the think tank's website and online networking area

VOLUNTEER ENGAGEMENT



ENGSO Youth Delegate
Since October 2013



MOVE agent
June 2013 – March 2015



Liaison officer Sport for All
Jan. 2013 – March 2015



March 2012 – April 2012
Angers, France

Lecturer, Licence STAPS in Sport Management

"The European sport's policy" Module:

- ✓ Lectures on the main issues of the European Union policy in the field of sport (history, fundings and trends) and the organisation of sport in Europe.

EDUCATION & TRAINING

March/May 2018	LiveMentor	Online Training Provider
✓	<i>Create your website using WordPress</i>	
Sept/October 2017	US Department of State / ESPNw / University of Tennessee	New-York, USA
✓	<i>Global Sport Mentoring Programme developing emerging sport leaders</i>	
2006-2009	Champagne Business School / University of Technology	Troyes, France
✓	<i>Master in Business and Management Studies</i>	
✓	<i>Master in Sport Management and Engineering</i>	
2008	University of Vaasa (Spring Semester)	Vaasa, Finland
✓	<i>East/West European Business Studies Degree</i>	
2004-2006	Lycée Saint-Just	Lyon, France
✓	<i>Preparatory program for highly-competitive entrance examination to French Business School (Classes préparatoires aux 'Grandes Ecoles')</i>	
June 2004	Lycée Saint-Just	Lyon, France
	<i>High School Diploma (Economic and social sciences)</i>	

MAIN SKILLS



Carole Ponchon

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