



Rialtas na hÉireann
Government of Ireland



Ireland's International Sports Diplomacy Strategy

Raising the bar on Ireland's global ambition

2026 - 2030

Cover Page photos

Panellists at the International Sports Diplomacy panel at the Global Ireland Summit, May 2025 © Department of Foreign Affairs and Trade

Ireland 4x400m relay team, from left, Chris O'Donnell, Rhasidat Adeleke, Sharlene Mawdsley and Thomas Barr celebrate after winning the Mixed 4x400m Relay final during day one of the 2024 European Athletics Championships at the Stadio Olimpico in Rome, Italy. © Sam Barnes/Sportsfile

Volunteers with Warriors for Humanity with players from Simba Wolfhounds at the first Gaelic Football match played in Uganda. © Department of Foreign Affairs and Trade

Table of Contents

02	Foreword by Minister for Foreign Affairs and Trade and by Minister of State for International Development and the Diaspora
04	Foreword by Minister for Culture, Communications and Sport and by Minister of State with responsibility for Sport and Postal Policy
06	Executive Summary
08	Development and Implementation
10	Goal 1: Promote Ireland as a sporting nation
17	Goal 2: Use sport, including Gaelic Games, to deepen our diaspora's connection to Ireland
23	Goal 3: To support international sporting partnerships and cooperation in line with Ireland's values and interests
33	Goal 4: Maximise the economic value of international sports diplomacy and engagement in major sporting events
39	Appendix 1 – Members of the 2025 International Sports Diplomacy Steering Group
40	Appendix 2 - Key documents

Foreword

The Minister for Foreign Affairs and Trade, Helen McEntee TD

The Minister of State for International Development and Diaspora, Neale Richmond TD



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The government is committed to an ambitious approach to strengthening Ireland's place in the world. In a more contested and complicated international environment, sport can play a powerful role in support of advancing Ireland's interests and values globally.

The new International Sports Diplomacy Strategy is one of the first such strategies to be published anywhere in the world. Through our sporting diaspora, Gaelic sports overseas, delivering major sporting events with international partners, Irish sports technology at the cutting edge of athlete performance, and the incredible performances of our elite athletes, sport already features strongly in how Ireland engages in the world and how Ireland is perceived globally.

Building on this strong foundation, the time is right for Ireland to adopt a strategic approach to sports diplomacy. This strategy is ambitious and focused, targeting key sports diplomacy priority areas – enhancing Ireland's international reputation, engaging with our diaspora, developing international partnerships, advancing our interests and values and maximising the economic value of sports diplomacy. There are sixty-eight actions across four pillars.

The implementation of this strategy will better connect key stakeholders in Ireland and overseas, and will ensure that we harness all of the strengths and skills of Team Ireland to maximise the value and impact of our work.

We are committed to an active and ambitious sports diplomacy programme, with Ireland's Embassies and Consulates taking a leading role. This work will be supported by a new International Sports Diplomacy Fund, which will make available at least €1 million to deliver on this Strategy's commitments over its 5-year term.

Ireland has a proud history as a sporting nation and sport is an important point of connection between Ireland and our diaspora. Further supporting Gaelic Games overseas, recognising the contribution of Ireland's sporting diaspora and fostering sporting connections that strengthen linkages with our diaspora are priorities for this strategy. This more ambitious approach will be further elaborated in the forthcoming Diaspora Strategy.

Our sportspeople offer the world a window into Ireland and our values. Sportspeople will be at the centre of the public diplomacy and outreach actions of this Strategy, recognising that their excellence and their achievements on the world stage speak powerfully about modern Ireland and its people.

The Strategy commits to launch a new 'Sport and Development' initiative as part of Ireland's development cooperation programme. With this initiative, we will connect and support our partners working in this space and advance sporting initiatives that focus on education, the empowerment of women and girls, and health in both humanitarian and development contexts.

Ireland is home to some of the most innovative and dynamic sports technology companies in the world, supporting elite athletes across all sports and all around the world to achieve sporting excellence. We want to ensure that Ireland remains a leader at the cutting edge of sports technology, and we will work with key stakeholders to advance this goal in line with the Action Plan on Market Diversification.

This Strategy and the related Framework published in May 2025 provide a comprehensive basis to advance Ireland's sports diplomacy objectives and will contribute to the upcoming Global Ireland 2040 strategy and the other regional strategies committed to in our Programme for Government.

Foreword

**The Minister for Culture,
Communications and Sport,
Patrick O'Donovan TD**

**The Minister of State with
responsibility for Sport and Postal
Policy, Charlie McConalogue TD**

Ireland is a nation with a rich sporting history. From grassroots to high performance, from the community fun to competitive fare and from the national to international level, excellence is the name of the game.

It's a good time to be passionate about Irish sport. Recent years have seen our country succeed in a wide variety of sports, at Olympic, Paralympic, World and European level. We are so lucky to have such talent spread across this country, and indeed abroad as many of our diaspora choose to compete in our national colours.

We are confident that we can continue to drive the increasing performance of Team Ireland in the future through consistent multi-annual funding from Government and the commitment of our athletes and those that support them. The National Sports Policy 2018-2027 committed the Government to doubling funding in sport to more than €220 million by 2027, compared to 2018 levels. This target, which has been reached two years ahead of schedule, will assist in ensuring the long-term sustainability and growth of our sporting organisations.



*The Minister for Culture,
Communications and Sport,
Patrick O'Donovan TD*



*The Minister of State with
responsibility for Sport and Postal
Policy, Charlie McConalogue TD*

Recognising the importance of sport and physical activity for the health and wellbeing of our society, the Government will always work to ensure that Irish sport is inclusive and that we have the facilities to ensure that participants can excel. While we all like to see new infrastructure, we also recognise that we need capacity in the sector to successfully use and then deliver off the back of that infrastructure all with the ultimate aim of growing participation.

Government's continued investment in sport has enabled Ireland to develop and deliver our new Major International Sports Events Strategy. We are committed to a significant major events programme over the coming years such as the Ryder Cup in 2027, the UEFA Euros in 2028 and the Cricket T20 World Cup in 2030.

We have already seen successful examples of major event staging here, such as the recent hosting in Croke Park of the Pittsburgh Steelers and the Minnesota Vikings, the first-ever regular-season NFL game in Ireland. Hosting such events demonstrates Ireland's ability to deliver large-scale international sporting events through a coordinated cross-Government approach involving multiple departments and agencies.

This strategy builds on the vision set out in the International Sports Diplomacy Framework, providing concrete goals and actions to build a culture of Irish sports diplomacy at home and abroad. This will be done through engagement with our sporting organisations and our international partners, such as the EU, the Council of Europe and bilaterally with other countries.

While Ireland will place traditional sports and games at the heart of our 2026 EU Council presidency programme in sport, the EU Presidency later this year will also enable us to promote Gaelic Games on a new stage. At a global level, we will continue to build on the growth that Gaelic Games has seen in Europe in recent years and the international recognition of hurling as Intangible Cultural Heritage by UNESCO. We will also embrace and grow all other sports that provide opportunities for all our people to play, get fitter and healthier and to compete to the best of their abilities.

Sport is a community affair. It brings people together, fostering communication and participation at all levels of society. It builds community bonds, at local, national and international levels, providing unique opportunities for cultural and economic connection and exchange.

This strategy reflects this community spirit and sets out a positive vision for Irish sports diplomacy that seeks to establish Ireland as a leader in the area. It has been informed by extensive consultation with stakeholders both in Ireland and from among our diaspora across the world and we look forward to working with these stakeholders to deliver this strategy.

Executive Summary

Sport has the power to bring different nations and cultures closer together, and to build connections between communities.

For Ireland, sport is a powerful point of connection with Irish communities overseas, an opportunity to raise awareness of and showcase modern Ireland, and increasingly an important platform to promote Ireland to international audiences as a location for investment, trade and to visit. Sport can also play an important role in Ireland's international partnerships, and as a means to advance and promote our values and interests.

This International Sports Diplomacy Strategy seeks to enhance the many related activities already underway to maximise the value of significant government investment in both Ireland's international footprint and in sports at every level, to support stronger coordination among key stakeholders and to identify and support new international sports diplomacy initiatives in line with the goals of this Strategy.

The joint participation of the public and private sector, alongside national sporting bodies, our current and previous athletes and other key stakeholders, working collaboratively as Team Ireland, will be key to deliver on the potential of this Strategy.

There are four goals in this Strategy, building on the International Sports Diplomacy Framework published in May 2025, with associated actions to be delivered over the period 2026 – 2030.

Goal 1: To promote Ireland as a sporting nation.

Goal 2: To use sport, including Gaelic Games, to deepen our diaspora's connection to Ireland.

Goal 3: To support international sporting partnerships and cooperation in line with Ireland's values and interests.

Goal 4: To maximise the economic value of international sports diplomacy and engagement in major sporting events.

The case studies detailed in the International Sports Diplomacy Framework and under Goals 1, 2, and 3 below illustrate how these can be implemented by Team Ireland to great effect.

To achieve these goals this Strategy proposes 68 actions, including the following flagship initiatives:

- » **Funding:** Launch of a new International Sports Diplomacy Fund of at least €1 million over 5 years to support the delivery of the actions set out in this Strategy.
- » **Team Ireland:** Whole of Government approach to coordinating activities around large-scale events to facilitate economic, trade and innovation priorities, as well as tourism and political objectives.
- » **Promotion:** Establishment of a new Global Ireland Sports Leaders initiative, recognising the important role played by current and former sportspeople to promote Ireland internationally.

- » **Leadership:** Ireland will host a major international sports diplomacy conference as a means to convene key international and domestic stakeholders on sports diplomacy in the modern world.
- » **Connections:** Development of an International Irish Sports Administrators Network, bringing together these key players in international sporting organisations to better identify opportunities for Ireland.
- » **Values:** Support to Sport for Development initiatives in line with Ireland's Policy for International Development, A Better World.
- » **Heritage:** Launch of a series of initiatives over the lifetime of the Strategy that recognise and celebrate the contribution of our diaspora to sport globally, including a new exhibition on Irish leaders in global sport.
- » **Innovation:** Ensure Ireland remains at the cutting edge of sports technology and continue our leadership in this space.



Irish Rowing Team Emily Hegarty, Natalie Long, Eimear Lambe, and Imogen Magner in preparation for the Paris Olympics 2024
© Department of Foreign Affairs and Trade

Development and Implementation

DEVELOPMENT

In line with the commitment in the International Sports Diplomacy Framework, this Strategy was developed by a Steering Group with membership drawn from relevant Government Departments and State Agencies. See appendix 1 for full membership list.

The Strategy is informed by extensive consultation with key stakeholders across Government, State Agencies, business, civil society and sporting organisations.

Key domestic stakeholders, including heads of national governing bodies for sport and sporting organisations, current and former athletes, and representatives from other key stakeholders including businesses, the research sector and think tanks participated in an International Sport Diplomacy Conference and consultation in November 2025.

Recognising the important role played by sport in connecting with our diaspora, consultation roundtables with members of Ireland's international sporting diaspora were organised by Embassies and Consulates in strategic locations globally. These included elite and amateur athletes, coaches, club officials and administrators, sports researchers, academics and innovators, individuals in the NGO and development sector, those working in sports tourism and sports journalism, and healthcare providers and researchers including experts on sport injuries and physical rehabilitation. A dedicated consultation also took place with Irish people currently working in international sporting bodies.

The Strategy builds on the International Sports Diplomacy Framework (May 2025), the Action Plan on Market Diversification (August 2025) and is aligned with a number of other Government strategies including Global Ireland 2025, the Major International Sports Events Policy and Strategy Framework (2024) and Business Events 2030 Strategy.

This Strategy will inform Global Ireland 2040, as well as Ireland's new Diaspora Policy due to issue in 2026 and other regional strategies committed to in the Programme for Government.

IMPLEMENTATION

A whole-of-Government Team Ireland approach will be necessary to deliver on the ambition of this Strategy.

To drive implementation and strong coordination among key stakeholders, a new International Sports Diplomacy Implementation Group will be established in Q1 2026. The Group will be jointly chaired by Assistant Secretaries from the Department of Foreign Affairs and Trade and the Department of Communications, Culture and Sport and will include relevant Government Departments and State Agencies.

The Group will engage with the private sector, sporting bodies and other key stakeholders, including diaspora representatives, to inform the implementation of this strategy. A representative stakeholder group will be established to facilitate this engagement.

The Global Ireland Senior Officials Group will monitor the implementation of the Strategy, receiving an annual update on progress and providing guidance on priorities and key initiatives for the year ahead. The Senior Official Group's sub-committee on International Communications will support the delivery of the Strategy, particularly actions related to public diplomacy and the promotion of Ireland in an international sports context. In terms of major sporting events hosted in Ireland, the

Group will ensure alignment with the work of the Government coordination group on major sporting events which is in the process of being established.

The Strategy will be implemented over the period 2026 – 2030, with a report on its implementation brought to Government each year. A mid-term review of the implementation of the Strategy will take place in 2028.



Notre Dame Marching Band on Dame St prior to Aer Lingus College Football Classic, August 2023
© Tourism Ireland

Goal 1: Promote Ireland as a sporting nation



Fans at Ireland's Women's Nations League Play-off v Belgium 2025 © SportsFile

PUBLIC DIPLOMACY AND PROMOTION

Sport is a powerful medium to shape perceptions and raise awareness about Ireland among international audiences. The International Sports Diplomacy Framework commits to elevate Ireland's international reputation as a sporting nation in order to promote and increase a positive awareness of Ireland overseas. This Strategy seeks to harness and further maximise the value of Government investment in sport at all levels by including sport as a central theme in Government-led international public diplomacy initiatives, focusing on the success of our athletes and our sporting priorities, values and heritage.

A coordinated Team Ireland approach will be taken to such promotion, utilising a range of methods including public diplomacy campaigns, bilateral engagement, funding mechanisms, and institutional, economic and sporting partnerships. These campaigns will be supported by Irish diplomatic missions and State Agencies overseas and will be delivered collaboratively

with Irish sportspeople, sporting bodies and other relevant stakeholders.

Messaging of public diplomacy campaigns will align with the overarching purpose of Ireland's international engagement. The Global Ireland Strategy 2040 and related regional strategies will inform messaging, focusing on Ireland as a great place for living, learning and enterprise, as well as for sports and tourism. Ireland.ie, the official international website of the Irish Government, will be the primary digital platform to host these campaigns.

Irish people through the generations have made, and continue to make, an enormous contribution to sport all around the world. A public diplomacy campaign, including a new international exhibition celebrating the achievements of our sporting diaspora will be launched in 2027. The campaign will also seek to enhance connections with overseas clubs that have a strong Irish heritage.

Commitment

We will use sports opportunities to build positive perceptions about and an increased awareness of Ireland, our priorities and our values, including through public diplomacy and outreach campaigns, exhibitions, documentaries and other mediums.

Action	Delivery	Responsible Body
Launch a public diplomacy campaign centred on Ireland's sporting history and heritage, which will celebrate our athletes and showcase Ireland's influence on the world through sport.	2027	DFAT/ Whole-of-Government
Launch a public diplomacy campaign to showcase Gaelic Games as Ireland's unique traditional sporting heritage and to further promote Ireland as a hub of sporting excellence.	2027	DCCS/ DFAT/ Whole-of-Government

MAJOR SPORTING EVENTS

Tailored campaigns will continue to be developed around large and high-impact sporting events, particularly those hosted in Ireland, including the Ryder Cup in 2027, the UEFA 2028 EURO championships and the 2030 T20 Cricket World Cup. In the context of our shared island, our communications will focus on Ireland as an island with a shared sporting heritage, outlook and offering.

Work is ongoing to establish a formal structure across Government for the coordination of major sporting events. This will be the primary forum for engagement across Government on major sporting events hosted in Ireland, and sports diplomacy initiatives undertaken around major sporting events will be aligned with the work of this forum.

Commitment

We will develop a campaign calendar to plan public diplomacy activities around major sporting events in Ireland and internationally, as well as high-level/high-impact events that include a sporting component and other key opportunities to promote Ireland and sport, such as St Patrick's Day and St Brigid's Day.

Action	Delivery	Responsible Body
Events will be identified by the Implementation Group on an annual basis, drawing from the work of the Government coordination group on major sporting events and in cooperation with key stakeholders.	Ongoing	Whole-of-Government
Partnerships with media platforms will be rolled out, subject to funding, to leverage the promotional and tourism potential of large-scale sporting events.	Ongoing	Tourism Ireland/ DCCS/ DFAT/ Fáilte Ireland/ DETE
Use public diplomacy campaigns to enhance Ireland's reputation as a tourism and sporting destination and support the target of €9bn in overseas tourism spend per year by 2031.	Ongoing	DETE/ Tourism Ireland/ Fáilte Ireland

IRELAND AS A SPORTING NATION

Significant and ongoing investment has been made in sports facilities across the country, including over €75m at our Sports Ireland Campus in Dublin 15 and over €874m on sports facilities through the sports capital programmes and large-scale sports infrastructure funds.

Supporting our athletes to excel at an international level will be a priority for this strategy. This will help to not only drive grassroots interest and participation in sport but also bolster Ireland's sporting reputation and levels of awareness about Ireland among overseas audiences.

Commitment

We will elevate Ireland's reputation as a sporting nation through continued investment in sport at all levels, including our national Sport Ireland Campus, by building upon our success in hosting major sporting events and by supporting our athletes to achieve on the international stage.

Action	Delivery	Responsible Body
Progress the development of the National Sport Ireland Campus, including the development of the National Velodrome and Badminton Centre and the National Cricket Centre.	Ongoing	DCCS/ Sport Ireland
Continue to build towards the commitments in the National Sports Policy 2018-2027 for annual funding of €30m for high-performance sport by 2027.	2027	DCCS
Showcase the state-of-the-art sports facilities on offer across the Island of Ireland to international visitors. In addition to hosting international events, be they small, medium or large scale, visits to the Sport Ireland Campus will be included as part of appropriate trade, political and sports-related visits.	Ongoing	DFAT/ Sport Ireland/ DCCS/ EI/ IDA/ DETE/ Whole-of-Government
Implement the international components of the Diversity and Inclusion Policy, Women in Sport Policy, High Performance Strategy and Disability Inclusion Commitment, in order to contribute to a more inclusive international sporting ecosystem and promote Ireland's values to international audiences and visitors.	Ongoing	Sport Ireland/ DCCS/ Whole-of-Government

CELEBRATING OUR ATHLETES AND SPORTSPEOPLE

Our sportspeople will be at the centre of our approach, recognising that their excellence and their achievements on the world stage speak powerfully about modern Ireland and its people. Their story and success inspires our nation and serves to connect all Irish people, at home and abroad, in a tangible and meaningful way. Our celebration of them will be a core element of our public diplomacy campaigns.

The Government will establish a Global Ireland Sports Leaders initiative in 2026. The programme will recognise excellence in Irish sport and participation will be encouraged from high-profile figures from Ireland's sporting community to work collaboratively with Team Ireland to promote Ireland globally in priority and high potential, high growth markets.

Commitment

We will support current and former athletes as they engage in international promotional activities on behalf of Ireland, recognising the important role that our international athletes play representing Ireland internationally.

Action	Delivery	Responsible Body
Launch of a Global Ireland Sports Leaders initiative, with the participants announced in 2026.	2026	DCCS/ DFAT

PROMOTING GAELIC GAMES

Gaelic Games are one of Ireland's most powerful sports diplomacy tools overseas, as they represent our core sporting values of community, volunteerism and inclusivity and are expressions of a rich and thriving culture that we are proud to share with the world. In many countries, the number of local people playing Gaelic Games far exceeds players born in Ireland or with Irish heritage, offering an enormous opportunity to strengthen ties and raise awareness of Ireland.

This Strategy will showcase Gaelic Games internationally, focusing on the excellence and high skill levels of our athletes, the playing of Gaelic Games internationally and also the contribution overseas clubs make to their local communities. Gaelic Games will be a focus during Ireland's Presidency of the Council of the European Union. Campaigns will be used to support the bid for UNESCO recognition of Gaelic football as having a special cultural status, building on the UNESCO recognition of hurling.

Commitment

We will work closely with the GAA to secure recognition of Gaelic Games in relevant international fora and in countries with a significant playing population.

Action	Delivery	Responsible Body
Develop a strategic approach to international and national recognition of Gaelic Games with a priority list of target countries to be agreed in 2026.	Q1 2026	DFAT/ DCCS

Commitment

We will showcase Gaelic Games internationally.

Action	Delivery	Responsible Body
Launch a public diplomacy campaign to showcase Gaelic Games as Ireland's unique traditional sporting heritage and to further promote Ireland as a hub of sporting excellence.	2026	DCCS/ DFAT/ Sport Ireland

SPORTS TECHNOLOGY SECTOR

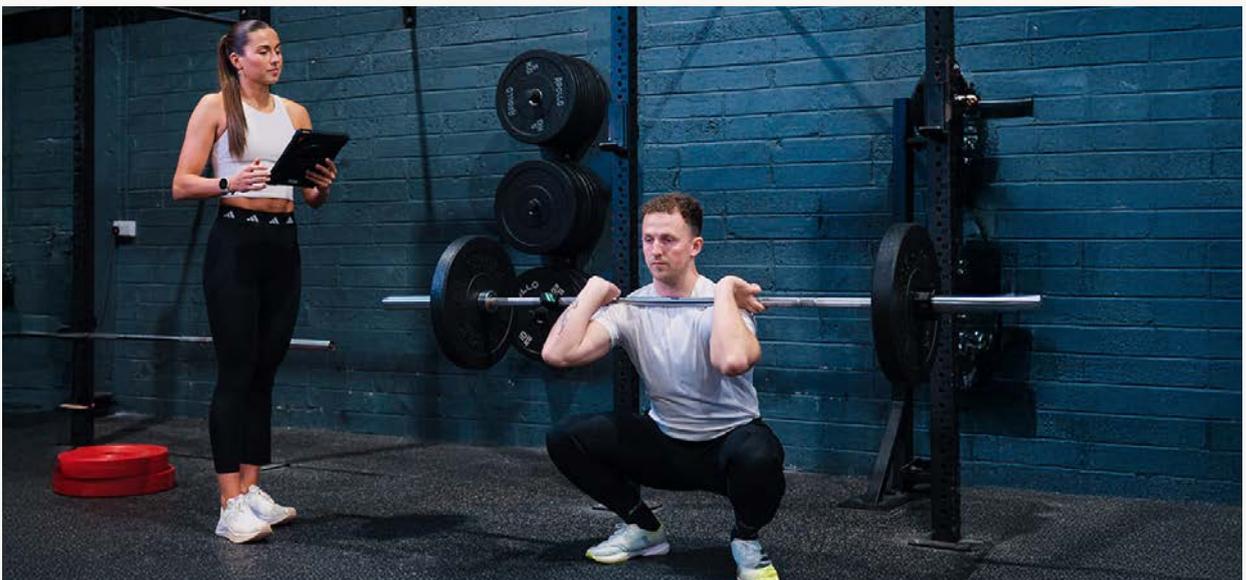
Ireland is today home to some of the most innovative and dynamic sports technology companies in the world, supporting elite athletes across all sports to achieve sporting excellence and enabling a more active society.

Team Ireland will focus strategically on high-impact campaigns and initiatives to showcase this sector, in line with the objectives of the Action Plan on Market Diversification.

Commitment

We will focus strategically on high-impact campaigns and initiatives to showcase Ireland's sports technology sector and advance our leadership in this space.

Action	Delivery	Responsible Body
Develop public diplomacy campaigns around large sporting events and international sports technology events to showcase Ireland's capabilities in technology and advanced manufacturing.	Ongoing	IDA Ireland/ Enterprise Ireland (EI)/ DETE
Showcase Ireland's strength in sports-related research and innovation by helping to promote world-class expertise in sports science, technology, and data analytics developed by Irish universities, research centres, and industry partners.	Ongoing	Research Ireland/ DFHERIS/ Sport Ireland/ EI



Athlete being tested using equipment from Enterprise Ireland client, Output Sports © Output Sports

CASE STUDY – 2024 PARIS OLYMPIC AND PARALYMPIC GAMES

The 2024 Paris Olympic and Paralympic Games were the most successful ever for Ireland. Over 170 athletes carried the hopes of Ireland with them at the Olympic and Paralympic Games, competing in the green jersey across over 27 sports. This success was founded on significant Government high performance investment of €89 million over the Paris Olympic cycle of 2021 to 2024.

30,000 Irish fans visited Paris during the Olympics, many of whom experienced the integrated diplomatic, sports, tourism and other outreach initiatives that were supported by State investment.

At home, Irish Olympic and Paralympic athletes were celebrated in advance of the Games at an event in Iveagh House which included passport and consular messaging for Irish citizens travelling to France. Videos under the 'Global Ireland' banner celebrating Irish sporting achievements and highlighting the benefits of sport for society and for individuals generated more than 6 million impressions on social media globally.

The success of the team was highlighted at the Games through a coordinated campaign across Ireland's diplomatic network, led by Ireland's Embassy in Paris.

Another key element of Ireland's outreach during these Games was the use of the Irish Cultural Centre in Paris to celebrate 100 years of Ireland's participation in the Olympics, starting with the Games in Paris in 1924. An exhibition commissioned by Ireland's Embassy in Paris traced the Irish State's emergence onto the international sporting stage. The Centre served as a hub for fans and athletes to come

together and to demonstrate Ireland's sporting culture to the world. The exhibition was staged at locations across France and a digital version housed on the Centre's website.

The Games provided a backdrop to celebrate shared Irish and French values, such as inclusion and equality, and to promote Irish economic interests. The former included Ireland's Embassy in Paris and Tourism Ireland commissioning the French street artist 'The Blind' to create an immersive outdoor art exhibition that showcased Irish culture and landscapes, while raising awareness of visual impairments. The exhibition was staged in four high-profile fan zones across Paris during the Games.

Enterprise Ireland and Ireland's Embassy worked to promote Irish sports technology on the occasion of the Games. This included a French press visit to the Sport Ireland Campus in Dublin to raise the profile of the sector with French audiences and buyers.



Katie-George Dunlevy and Eve McCrystal competing at the 2024 Paris Paralympics © Sportsfile

Goal 2: Use sport, including Gaelic Games, to deepen our diaspora's connection to Ireland



Players at San Francisco's refurbished Golden-gate park handball courts © Department of Foreign Affairs and Trade

Ireland's diaspora and affinity diaspora are champions of Ireland's sporting values of community, volunteerism and inclusivity overseas. The actions of this Strategy seek to recognise and support their significant contribution to Ireland's sports diplomacy goals.

Ireland's diplomatic network and State Agencies with a presence overseas will take a strategic approach to engagement with Ireland's sporting diaspora, with the objectives of facilitating connections across Ireland's various sporting communities overseas, and raising awareness on developments in Ireland. Members of Ireland's sporting diaspora will also be invited to participate in the Representative Stakeholder Group.

Gaelic Games as a Hub for Diaspora Communities

There is a vibrant global Gaelic Games community. Local Gaelic clubs around the world are typically formed by our diaspora, frequently taking root in their local communities and becoming a hub for Irish people, those of Irish descent and the affinity diaspora who embrace the sporting and competitive aspects of our sports and also the unique values and ethos of Gaelic Games. These clubs represent our values of community, volunteerism and inclusivity, and promote Ireland's heritage and culture in local communities across the world. The Government will continue to work closely with the GAA to support clubs and communities overseas and have identified specific actions in this Strategy to deepen their connection to Ireland.

Commitment

We will work with GAA HQ to support GAA clubs abroad to provide meaningful games opportunities and to continue acting as a touchstone for Irish communities living overseas, and as important entry-points for local communities to engage with and learn about Ireland.

Action	Delivery	Responsible Body
Review the Global Games Development Fund as part of the new Diaspora Strategy with the objective of supporting the continued growth of Gaelic Games overseas.	2026	DFAT
Continue to strengthen coordination structures with the GAA to ensure a joined-up approach to the development of and promotion of Gaelic Games among diaspora and local communities overseas.	Ongoing	DFAT
Establish an annual in-country consultation between World GAA, GAA regional boards and Embassies.	2026	DFAT
Seek to introduce Gaelic Games into Physical Education modules in schools overseas, particularly those with an Irish heritage or in countries with a strong GAA community.	Ongoing	DFAT/ DEY

DEEPENING CONNECTIONS WITH IRISH SPORTING CLUBS AND OUR SPORTING DIASPORA

The inclusive nature of Gaelic Games, as well as the transferability of its skills to other sports, offers a unique opportunity for newer generations of Irish people overseas, as well as others across the globe with an interest in Irish heritage, to participate in our sporting culture. Facilitating greater ties with schools, youth clubs and universities has emerged as a key area in this regard, which the Government is committed to engaging on with the GAA over the course of this Strategy.

The participation and contribution of those born outside of Ireland to Gaelic Games clubs, as well as their sense of connection to Ireland through their participation in Gaelic Games, was notable

in the consultations. Specific actions will be taken by the Department of Foreign Affairs and Trade to ensure their contribution is celebrated, and that their connection with Ireland is encouraged and enhanced.

Many other overseas sports clubs have a distinctive Irish character or origin. It is important to recognise these linkages, the intersection with our diaspora, and to further support and enhance these connections into the future. We recognise that these are important partners to foster participation in sport, with our rich sporting heritage and culture of community participation providing natural platforms to promote our values.

Commitment

We will strengthen and support Irish sporting networks overseas.

Action	Delivery	Responsible Body
Relevant Irish missions will be tasked with establishing a more structured engagement with the sporting diaspora, and, where there is a significant sporting community, initiate a community award to recognise exceptional contributions made by Ireland's sporting diaspora, including affinity diaspora.	2026	DFAT/ DCCS/ Sport Ireland
Support the overseas engagement of Irish athletes and sporting bodies, facilitating partnerships and networks with relevant local actors, including members of the Irish diaspora.	Ongoing	DFAT/ Sport Ireland/ DCCS
Collaborate with local organisations and schools overseas to grow participation in sport, particularly among women, youth and people with disabilities, and support sports initiatives that promote mental health and inclusion.	Ongoing	DFAT/ DCCS
Ensure a sporting dimension is included in the programme of Global Irish Civic Fora taking place over the lifetime of this Strategy, beginning with the 2026 Global Irish Civil Forum, and that diaspora-related sporting bodies abroad are invited to attend.	2026	DFAT
Support programmes and initiatives that seek to twin domestic and overseas sports clubs, so as to better promote connections with Ireland's diaspora and affinity diaspora, encourage peer-to-peer learning and encourage global grassroots partnerships.	Ongoing	DEY/ DCCS
Support and facilitate sports mobility projects for Irish sports staff to travel to other countries through Erasmus+.	Ongoing	Léargas/ DCCS/ DFHERIS/ Sport Ireland

Commitment

We will celebrate and strengthen ties with Ireland's affinity diaspora in sport, recognising the often-central role that they play in Irish sports clubs overseas, as well as clubs and sports with an Irish influence, history or heritage.

Action	Delivery	Responsible Body
Explore opportunities to support affinity diaspora to undertake sports exchanges, training programmes and peer to peer learning through Erasmus+. Such opportunities will be explored at club, local, regional and national level.	Ongoing	Léargas/ DCCS/ DFAT

BUILDING CONNECTIONS THROUGH BUSINESS, RESEARCH AND SPORT

The Irish diaspora continue to be an enormous support to Irish businesses looking to scale and do business internationally, and promoting Ireland for investment and as a leading holiday and business tourism destination. The Action Plan for Market Diversification commits to developing a more strategic approach to

engaging with and supporting Ireland's business diaspora, to be elaborated in the new Diaspora Strategy which is being developed with the State Agencies. Sports Technology will be included as a priority sector in this new strategic approach.

Commitment

We will engage with and connect Ireland's business, research and sporting diaspora

Action	Delivery	Responsible Body
Engage with the Irish diaspora through sport, including those who contribute to the sports sector in their host country, to support entrepreneurship, investment and mentoring for Irish businesses abroad and to help Irish companies scale internationally.	Ongoing	Enterprise Ireland/ DETE/ DFAT
Enable knowledge-sharing networks connecting Irish researchers with global leaders in sports innovation, including among the Irish diaspora.	Ongoing	DFHERIS

CASE STUDY – UNESCO RECOGNITION OF GAELIC GAMES

In 2018, Ireland celebrated the awarding of UNESCO status to Hurling and Camogie. The sport achieved international recognition as one of five living heritage practices from Ireland inscribed on the prestigious UNESCO Representative List of the Intangible Cultural Heritage of Humanity. Through this recognition, UNESCO aims to safeguard, appreciate and raise awareness of living heritage practices which constitute a vital part of humanity's shared heritage. By encouraging dialogue, UNESCO also seek to celebrate the diversity of cultural heritage worldwide.

More recently, following a recommendation from Ireland's Expert Advisory Committee on Intangible Cultural Heritage, in September 2025

Ireland is planning to nominate Gaelic Football to also seek UNESCO status. An application is currently being finalised to UNESCO for their next nomination window in early 2026. This will also serve to recognise the contribution of Gaelic Football's to global culture.

As well as achieving international recognition of these living heritage practices, inscription acknowledges and celebrates the work of the generations who have kept these traditions alive. It provides a wonderful opportunity to share these cherished aspects of Irish culture internationally, while also highlighting the importance of and reinforcing Ireland's engagement with UNESCO.



Munster against Ulster during the M. Donnelly GAA Wheelchair Interprovincial All-Ireland Finals © Paul Mohan/Sportsfile



Les Patriotes de Québec GAA Club, Montreal © Department of Foreign Affairs and Trade

Goal 3: To support international sporting partnerships and cooperation in line with Ireland's values and interests



Ireland's Women's Rugby Team during the Women's Rugby World Cup 2025 © IRFU

Sport creates an important space for dialogue and connection in an increasingly complicated world. In the context of a rapidly changing and challenging geo-political landscape, sport is a powerful medium to unite countries in common purpose, to sustain international connections and to advance Ireland's interests and values.

Over the lifetime of this Strategy, sport will play an enhanced role in Ireland's international engagement and partnerships. Ireland's approach to international sports diplomacy will be further elaborated in Global Ireland 2040, and subsequently in the "whole of Government" regional strategies mandated in the Programme for Government. Embedding international sports diplomacy at a strategic level offers a unique opportunity to transform the nature of our engagement in sports diplomacy in a sustained way.

FUNDING OUR AMBITION

To support strong international sporting cooperation and other initiatives in this Strategy, the Departments of Foreign Affairs and Trade and the Department of Culture, Communications and Sport commit to establish a new International Sports Diplomacy Fund with a budget of at least €1 million over the lifetime of the Strategy. A pilot Fund of €200,000 will be launched in early 2026 and will be targeted to support the goals of this Strategy. This Fund will be in addition to enhanced support for Sport for Development projects and for international sports diplomacy initiatives in existing funds available to our diplomatic mission network and partner organisations.

The International Sports Diplomacy Fund will be underpinned by key principles, including:

1. A targeted approach in line with the goals and partnerships identified in the Strategy, focusing on key countries, regions, and events;
2. Promoting Ireland's values through sport, including increasing the participation of women, people with disabilities and other underserved groups in sport;
3. Ensuring value for money and sustainable outcomes for projects and initiatives supported by the fund;
4. Aligning support for projects and initiatives under this fund with Ireland's tourism, trade, business development and development aid objectives.

Commitment

The Department of the Departments of Foreign Affairs and Trade and the Culture, Communications and Sport commit to the establishment of a new international sports diplomacy fund with a budget of at least €1 million over the lifetime of the Strategy.

Action	Delivery	Responsible Body
Establish a new International Sports Diplomacy Fund.	2026	DFAT/ DCCS

AN ALL-ISLAND APPROACH TO SPORTS DIPLOMACY

In the context of a shared island, sport heightens global awareness of Ireland as an island with a shared sporting heritage, outlook and offering, and can foster a stronger feeling of connection to the island amongst people from all traditions and all parts of the island.

The UK-Ireland 2030 Joint Statement recognises the unique ability of sport, alongside arts and culture, to forge and foster ties between people across the two islands, and commits to exploring future co-hosting opportunities in the area of sport.

An all-island approach to hosting major international sporting events has the potential to make a significant contribution to advancing North-South relations. This can mean sustained

supports for expertise and athletes or funding for infrastructure such as stadia. Under this strategy, we will promote an all-island approach to hosting major international sporting events, including supporting the all-island dimensions of hosting of such international events as the T20 Cricket World Cup 2030.

We will also seek to expand cross-border sports opportunities, providing an opportunity for increased strategic coherence in sports policy across both jurisdictions. We will explore the development of future co-hosting opportunities with the UK beyond 2028, and will ensure that our co-hosting of UEFA EURO 2028 creates opportunities for new connections and a positive legacy for relations across these islands.

Commitment

We will promote an all-island approach to hosting major international sporting events, including supporting the hosting of such international events as UEFA Euro 2028 and the T20 Cricket World Cup 2030.

Action	Delivery	Responsible Body
Continue cooperation between Sport Ireland and Sport Northern Ireland on issues including coaching, high performance, research, strategic planning, and support of governing bodies to ensure a successful all-island approach to hosting major international sporting events.	Ongoing	Sport Ireland/ DCCS
Continue developing a structured and strategic approach to securing the hosting of major sporting events that can deliver all-island benefits, including co-hosting opportunities, informed by the Major International Sports Events Policy and Strategy Framework 2024.	Ongoing	DCCS/ Sport Ireland/ Tourism Ireland/ DETE/ Fáilte Ireland/ Whole-of- Government

Commitment

Implement the Programme for Government commitment to expand cross-border sports opportunities, providing an opportunity for increased strategic coherence in sports policy across both jurisdictions.

Action	Delivery	Responsible Body
Explore deepening the existing all-island approach to engagement with and support for sporting bodies that operate across the whole of our Island.	Ongoing	DCCS/ Sport Ireland
Continue support for a whole-island approach to promoting sport and physical activity, including through the work of the Irish Physical Activity Research Collaboration (I-PARC).	Ongoing	DOH/ Sport Ireland/ DCCS

OPPORTUNITIES FOR CONNECTIONS AROUND SPORTING EVENTS

Major sporting occasions provide an important opportunity to build positive connections with international partners and advance political and economic objectives. Impromptu meetings *en marge* of such events can also facilitate

dialogue that might otherwise not be possible. Over the lifetime of this Strategy, we will optimise opportunities to foster connections and partnerships around large sporting events hosted in Ireland and overseas.

Commitment

We will optimise opportunities to foster partnerships around large sporting events hosted in Ireland and overseas, building on the work of the Government coordination group on major sporting events.

Action	Delivery	Responsible Body
Maximise opportunities presented by sporting events hosted in Ireland and overseas to deepen bilateral connections and partnerships at a city, state, country and regional level.	Ongoing	DFAT/ Whole-of-Government
Use sports to build connections with existing and aspiring EU candidate countries, including through exploring cooperation partnerships and the Erasmus+ programme.	Ongoing	DFAT/ Léargas/ DFHERIS

A STRATEGIC APPROACH TO INTERNATIONAL SPORTING ORGANISATIONS AND BODIES

International sporting organisations and bodies maintain a key role in leading the global sporting community. Irish people already play an important role in these organisations, but there is scope to develop a strategic approach to our engagement, starting with supporting candidates from Irish sporting bodies seeking elected positions in these organisations. Success in this regard will ensure that Ireland's sporting values are well reflected in the governance of these key bodies and organisations.

A priority action for this new Strategy will be to develop an International Irish Sports Administrators Network, bringing together key players in International Sporting Bodies to better identify opportunities for Ireland and for increased knowledge sharing to enhance our engagement with international sporting bodies and organisations. The allocation of additional resources to Irish missions, including possible International Sports Diplomacy Attachés, will be explored in 2026, particularly in locations with concentrations of key international sporting organisations.

Commitment

We will foster ties with international sporting bodies.

Action	Delivery	Responsible Body
Develop an International Irish Sports Administrators Network to better identify opportunities for Ireland, to increase knowledge sharing, to enhance engagement with international sporting bodies and organisations and to provide support to Irish candidacies for roles in these bodies.	2026	DFAT/ DCCS
The allocation of additional resources to Irish missions, including possible International Sports Diplomacy Attachés, will be explored in particular in locations with concentrations of key international sporting organisations.	2026	DFAT/ DCCS
Ensure a more structured approach to engagement with international sporting organisations and bodies in order to promote fundamental values in sport including fairness, good governance, and inclusivity, our foreign policy priorities and our support for the delivery of the UN Sustainable Development Goals.	Ongoing	Sport Ireland/ DCCS/ DFAT
Continue Ireland's leadership in anti-doping, governance, and safe sport, strengthening our partnerships with international federations and agencies such as WADA, Council of Europe, and iNADO, and further positioning Ireland as a trusted voice in ethical sport.	Ongoing	Sport Ireland/ DCCS



Participants of the Refugee GAA Academy Programme with the Orang Éire GAA Club in Kuala Lumpur © Department of Foreign Affairs and Trade

SPORT FOR DEVELOPMENT

This Strategy encourages a more focused integration of sport in the promotion and advancement of Ireland's interests and values, through partnerships, bilaterally and in multilateral fora in line with the Government's Policy for International Development, *A Better World*.

Sport can, for example, lead to improved health and education outcomes and can

contribute to enhanced economic development, fostering inclusion, gender equality and the empowerment of women and girls. Under this Strategy, we will work with humanitarian and development partners and other stakeholders to support sporting initiatives that have the potential to improve development outcomes such as inclusion, education, health, economic development and gender equality.

Commitment

We will work with development, humanitarian partners and other stakeholders to support sporting initiatives with the potential to achieve positive development outcomes.

Action	Delivery	Responsible Body
Support Sport for Development initiatives implemented by our diplomatic missions, particularly in Africa, with a particular focus on the empowerment of youth and girls.	2026	DFAT
Support sport initiatives for the displaced with a view to improving outcomes, including in health and inclusion.	2026	DFAT
Support partnerships with key stakeholders, including development and humanitarian partners as well as NGOs implementing sports initiatives.	2026	DFAT
Grow bilateral and multilateral engagement, including with EU institutions, UNESCO, the Council of Europe and European and International Federations to provide opportunities for cooperation on inclusion, integrity, and sport-for-development initiatives.	Ongoing	DFAT
Ensure an international component is included in the National Strategy for Women and Girls 2025-2030, in order to grow participation and inclusion in sport in line with A Better World and the National Action Plan on Women Peace and Security, as well as Sport Ireland's Women in Sport initiative and Ireland's commitment to deliver the 2030 Agenda for Sustainable Development.	Ongoing	DCDE/ DFAT/ Sport Ireland/ DCCS
Continue partnering with the EU to fund, support and grow local sporting initiatives in Ireland, including social inclusion projects such as the 'Sport 4 Empowerment' programme.	Ongoing	Sport Ireland

GLOBAL LEADERSHIP IN SPORTS DIPLOMACY

Sport is an evolving field in international relations. To catalyse global thinking on the positive role that sport can play in international affairs, and in pursuit of the objectives of this Strategy, the Government will host events that advance the goals of this Strategy, including

a major international sports diplomacy conference. The conference will bring together key international and domestic stakeholders, including governments, sports governing bodies, athletes, business and other key stakeholders.

Commitment

The Government will host international conferences, summits and expos that advance the goals of this Strategy.

Action	Delivery	Responsible Body
The Government will host a major international sports diplomacy conference, bringing together key international and domestic stakeholders.	TBD	DFAT/ DCCS/ Whole-of-Government
Explore opportunities to host international sporting congresses and conferences in Ireland in cooperation with national and international sporting bodies.	Ongoing	Sport Ireland/ Tourism Ireland/ Fáilte Ireland/ DETE
International components will be introduced to sports-related activities and events hosted in Ireland, such as the Sport Innovation & Technology Summit.	2026	Sport Ireland/ DCCS/ EI

RESEARCH, INNOVATION AND SPORTS TECHNOLOGY PARTNERSHIPS

Partnerships with the private sector, particularly those in the areas of research and innovation and sports technology, will be central to this Strategy's implementation. In order to strengthen Ireland's reputation as a leader

in these areas and grow our global network, we will support and facilitate collaborations, exchanges and strategic partnerships between our own STEM talent pool, our third level institutions and the sports technology sector.

Commitment

We will support connections between Irish third level institutions as well as with sports technology companies, in Ireland and internationally.

Action	Delivery	Responsible Body
Establish a Sports Tech Innovation Forum, bringing together researchers, sports tech companies and other stakeholders to facilitate collaboration, knowledge sharing and joint R&D projects.	2026	EI/ Research Ireland/ Sport Ireland/ IDA
Support collaboration and exchange between third level institutions and the sports technology sector in Ireland to ensure Ireland remains at the cutting edge of research and innovation in sports technology, health and education.	Ongoing	DFHERIS/ Research Ireland/ EI/ IDA
Facilitate strategic partnerships between researchers, the sports tech sector, including SMEs, and domestic sporting teams to provide real-world testing environments and expertise to continue Ireland's place at the cutting-edge of sports technology and to create an environment that appeals to investors seeking innovation-driven ecosystems.	Ongoing	EI/ IDA/ Sport Ireland/ Research Ireland
Support initiatives that encourage Irish athletes and sports teams to use Irish-developed tech for performance analytics, injury prevention, and fan engagement, replicating this model internationally when opportunities arise.	Ongoing	EI/ IDA/ Sport Ireland/ Research Ireland
Promote university programmes such as Erasmus+ and research partnerships such as Horizon Europe for sports-related research and exchanges.	Ongoing	DFHERIS/ Research Ireland/ Léargas
Facilitate connections with sports sectors in relevant markets including through the network of Talent and Innovation Attachés in order to create opportunities for Team Ireland, third level and business-to-business connections overseas.	Ongoing	DFHERIS/ DETE/ EI

CASE STUDY – EAST-WEST COOPERATION ON EURO 2028 BID AND DELIVERY

The UEFA European Men's Football Championships (EUROs), held every four years, is one of the largest global sporting events. The bid was formally made by the host football associations of the five partners, with the full backing of the Irish and UK Governments as well as the devolved governments and administrations of Scotland, Wales and Northern Ireland. UEFA, the regional governing body and holder of the rights for the EURO competition, has a wide range of requirements of the host country including commitments in regard to city administration, security, financial guarantees, public services provision, stadia, accommodation, transport, anti-doping controls, commercial protections, and customs and visas.

In October 2023, UEFA announced that the UK and Ireland had been chosen to host EURO 2028.

The cross-jurisdictional, multinational, and multi-layered nature of this project, combined with its scale and ambition, make it unique and a potential springboard for future collaborations.

A Tournament Coordination Commission has been established with the aim of providing a strategic forum for direct engagement between the UEFA Events CEO, the Managing Director of UK&I 2028 Ltd and senior government officials.

Multiple forums exist to facilitate cross-jurisdictional cooperation including the Board

of UK&I 2028 on which the Governments have observer status, a Ministerial Group consisting of responsible Ministers from across the partnership and a Government Partners Group consisting of senior responsible public servants.

In addition, there is further cooperation across all levels with representation from all partners on working groups set up to deliver on specific workstreams such as Impact and Legacy, Communications and Project Management.

Planning and delivery of EURO2028 will see full strategies and charters covering such areas as impact and legacy, sustainability, mobility and safety and security being agreed. The nature, size and scope of the project and the need to deliver a cohesive product across the event will necessitate further working groups and even closer cooperation as we move closer to 2028.



*Shay Given at the launch of EURO2028 at the Aviva Stadium
© Football Association of Ireland*

Goal 4: Maximise the economic value of international sports diplomacy and engagement in major sporting events



Athlete testing Enterprise Ireland client Danu Sports equipment at the University of Limerick © Danu Sports

The economic opportunity provided by sport is enormous and this Strategy seeks to maximise the value to Ireland, focusing in particular on promoting Ireland's sports technology sector, leveraging sporting occasions to promote Ireland as a place to work, to visit, to study and to do business, and enhancing business connectivity around sporting events and occasions.

IRELAND INNOVATING THROUGH SPORTS TECHNOLOGY

The sports technology sector is on a powerful growth trajectory, with a market size of approximately €29.6 billion in 2025 that is projected to nearly double to €59.3 billion by 2030. Ireland is home to a dynamic, successful and growing sports technology sector, including 93 venture capital-backed sports technology companies. Since 2014, Irish sports tech start-ups have collectively raised over €224 million in venture capital funding across 181 transactions. Enterprise Ireland is recognised as the leading European investor in sports technology with 19 sports tech investments since 2024 – more than triple the number recorded by the next most active firms.

The growth of Irish sports tech innovation is supported not just by this global trend but by a confluence of enabling factors in our country including a robust STEM talent pool with at least 20 sports science and related degree programmes available, a supportive funding ecosystem, strong academic-industry partnerships, and national expertise in data analytics and regulatory compliance. In addition to building a strong domestic sector, the fundamentals of Ireland's sports technology eco-systems position us to attract sports technology foreign direct investment in line with IDA Ireland's *Adapt Intelligently: A Strategy for Sustainable Growth and Innovation 2025–2029*.

Within the lifetime of this Strategy, we will seek to position Ireland at the intersection of sport, technology, and global business, creating opportunities to strengthen Ireland's reputation as a leader in research and innovation, to support Irish companies and to attract foreign direct investment. Promoting the sector will be aligned with the Action Plan on Market Diversification, in particular the key role of Ministerial-led trade missions to promote the sector and utilising high impact Team Ireland platforms, such as South by Southwest in Austin, Texas to promote the sector.

Commitment

We will position Ireland at the intersection of sport, technology, and global business, creating opportunities to strengthen Ireland's reputation as a leader in research and innovation, to support Irish companies and to attract foreign direct investment.

Action	Delivery	Responsible Body
Market Ireland as a Sports Tech Innovation Hub and testbed for cutting-edge sports technology with strong links to advanced manufacturing and data analytics.	Ongoing	Whole-of-Government/ DETE/ EI/ IDA/ DFAT
Capitalise on Ireland's reputation as a sports technology and innovation hub to attract investment in sports technology and related sectors, in support of IDA Ireland's strategic goal to secure €7 billion in new RD&I investment between 2025 and 2029 as outlined in <i>Adapt Intelligently</i>.	Ongoing	IDA
Target sports technology trade visits to Ireland, focusing on priority countries and sectors to build connections and drive investment.	Ongoing	IDA/ EI/ DETE

Commitment

We will develop a programme of strategic interventions in relevant markets, including those Ireland has strong sporting ties with, to promote opportunities.

Action	Delivery	Responsible Body
Identify and lead on opportunities to facilitate trade missions, in-country activations and introductions to key decision-makers in target markets, beginning with in-country sports technology activations delivered across multiple continents in 2026.	2026	EI
Host Ireland Innovation Pavilions at event venues or fan zones featuring Irish sports tech and advanced manufacturing solutions. The Team Ireland coordinated engagement at South by South West is one such activation.	Ongoing	DETE/ EI/ IDA/ DFAT/ Whole-of-Government

MAXIMISING THE VALUE OF MAJOR SPORTING EVENTS AT HOME AND OVERSEAS

Major sporting events, particularly those hosted in Ireland, offer an excellent opportunity to promote Ireland and to engage strategically with businesses and other key international economic stakeholders. To maximise the value

of these opportunities, this Strategy commits to continuing a “Whole-of-Government” strategic approach to leveraging major sporting events hosted in Ireland and overseas.

Commitment

We will develop a whole-of-Government strategic approach to leveraging major sporting events hosted in Ireland and overseas, drawing on the work of the Government coordination group on major sporting events.

Action	Delivery	Responsible Body
Informed by the Major International Sports Events Policy and Strategy Framework 2024 and drawing on the work of the Government coordination group on major sporting events, coordinate a programme of activities around large-scale events hosted in Ireland to facilitate economic, trade and innovation priorities, as well as tourism and political objectives.	Ongoing	DCCS/ DFAT/ DETE/ Tourism Ireland/ EI/ IDA/ Fáilte Ireland / Whole-of-Government
A coordinated Team Ireland approach will be taken to visits by international delegations around sporting events, both outward and inward, to build international business-to-business connections and to showcase Ireland, our innovation eco-system and Irish businesses.	Ongoing	EI/ IDA/ Tourism Ireland/ DETE/ DFAT/ Fáilte Ireland/ Whole-of-Government
Align Irish companies with high-profile sporting events to enhance Ireland's brand and tech innovation visibility, using these events as opportunities to host showcases, buyer visits and trade missions.	Ongoing	EI/ DETE/ DFAT/ Whole-of-Government
Align this Strategy with A New Era for Irish Tourism, the new Tourism Policy Statement, and Business Events 2030 Strategy, in order to realise the full value and potential of both business and sporting events and grow sustainable sports tourism from international visitors coming to the Island of Ireland.	Ongoing	DETE/ Tourism Ireland/ Fáilte Ireland

Commitment

We will ensure that the many long-term opportunities that come with hosting and participating in large-scale international events are optimised.

Action	Delivery	Responsible Body
With a strategic goal of winning 55% of investments in regional locations, as outlined in Adapt Intelligently, maximise opportunities presented by major sporting events and sports technology trade visits to advance regional development throughout the strategy period.	Ongoing	IDA
Continue developing legacy programmes so that international events hosted in Ireland and related partnerships lead to increased participation in sport at a local level, as well as local economic benefit and community engagement.	Ongoing	DCCS/ Sport Ireland
Ensure a tangible and sustainable legacy of youth participation following events hosted in Ireland. Actions will include integrating participation programmes and volunteer pathways around major events and using international partnerships to develop grassroots sport infrastructure and expertise.	Ongoing	DCCS/ Sport Ireland/ DFAT
Explore opportunities to establish legacy programmes when participating in large-scale sporting events abroad, including the LA Olympics and Paralympics 2028, working bilaterally at city, state and national level.	Ongoing	DFAT/ Sport Ireland/ DCCS/ Whole-of-Government
Support tourism priorities by leveraging large-scale sporting events to ensure growth in business events and leisure travel, support to SMEs, and regional and seasonal growth.	Ongoing	DETE/ Tourism Ireland/ Fáilte Ireland

Commitment

We will develop structures to leverage small- and medium-sized international sporting events both at home and abroad to support diplomatic, tourism, trade and investment objectives, drawing on the work of the Government coordination group on major sporting events.

Action	Delivery	Responsible Body
Maximise on the international sports diplomacy and tourism potential of small- and medium-sized international sporting events hosted by Ireland, as well as the participation of Irish athletes in smaller or amateur international sporting events overseas.	2028	Sport Ireland/ DCCS/ Tourism Ireland/ Fáilte Ireland



Rory McIlroy and Shane Lowry with Team Europe at the 2025 Ryder Cup, Bethpage, New York © Ryder Cup Europe

Appendix 1 – Members of the 2025 International Sports Diplomacy Steering Group

- » Department of the Taoiseach
- » Department of Foreign Affairs and Trade
- » Department of Culture, Communications, and Sport
- » Department of Education and Youth
- » Department of Enterprise, Tourism, and Employment
- » Department of Further and Higher Education, Research, Innovation and Science
- » Department of Health
- » Enterprise Ireland
- » Fáilte Ireland
- » IDA Ireland
- » Research Ireland
- » Screen Ireland
- » Sport Ireland
- » Tourism Ireland

Appendix 2 – Key documents

- » National Sports Policy 2018-2027
- » Sports Action Plan 2024-2027
- » Sport Ireland Women in Sport Policy 2023, Diversity and Inclusion Policy, High Performance Strategy and Disability Inclusion Commitment
- » Major International Sports Events Policy and Strategy Framework 2024
- » Ireland's Action Plan on Market Diversification
- » Business Events 2030
- » Global Ireland Strategy 2018-2025
- » Trade and Investment Strategy 2022-2026
- » Diaspora Strategy 2020-2025
- » A Better World: Ireland's Policy for International Development
- » National Action Plan on Women Peace and Security
- » A New Era for Irish Tourism: National Tourism Policy Statement
- » Adapt Intelligently: A Strategy for Sustainable Growth and Innovation 2025-2029
- » Delivering for Ireland, Leading Globally 2025-2029
- » Global Citizens 2030 - Ireland's Talent and Innovation Strategy
- » National Physical Activity Framework 2024 - 2040



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