ASSESSING THE SOCIAL IMPACT OF PARIS 2024

20 IMPACT 24

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EDITORIAL

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« Paris 2024 believes that sport, through its outstanding capacity to engage and mobilise, must be a core feature of responses to the challenges we face today. Recognised by the United Nations as a major contributor to the achievement of the Sustainable Development Goals, sport, a source of engagement, integration and personal fulfilment, is vital for transforming society. A robust assessment approach will enable us to support this belief and promote increased awareness of the social impact of sport. In this way, it directly contributes to the legacy that we want to build. »

Aware that sport in general and major sporting events in particular can help promote or accelerate projects with positive social impacts, Paris 2024 wanted to put in place a comprehensive approach for assessing its Impact & Legacy strategy.
This concerns the actions supported or deployed directly by Paris 2024, as well as those developed by all of the stakeholders involved in the Impact & Legacy strategy, such as the Generation 2024 schools or the Paris 2024 Endowment Fund laureates leading an Impact 2024 project.

With this way of operating, the aim is to structure a comprehensive innovative approach to ensure a successful handover to the sporting movement in France and around the world following the Paris 2024 Games.

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BACKGROUND AND INSPIRATION:

Paris 2024's assessment approach is aligned with international recommendations concerning the social impact of sport:

- IOC's Agenda 2020+5
- Memorandum of understanding between the IOC and OECD
- OECD Council Recommendation on Global Events and Local Development
- Kazan Action Plan
- United Nations' 17 Sustainable Development Goals (SDGs)
- Work carried out in 2021 by the ASOIF
- Commonwealth Secretariat's efforts
- Work carried out by the organisers of the Birmingham 2022 Commonwealth Games

ASSESSING OUR IMPACT:

SCOPE FOR ASSESSMENT

Paris 2024's assessment approach will focus on the scope of the Paris 2024 Impact & Legacy strategy (see below), which will therefore exclude some of the effects generated from the area for analysis.

Due to the restricted period covered until the Paris 2024 Organising Committee for the Olympic and Paralympic Games is dissolved, it will not be possible to assess all of the social effects as part of this programme.

This approach will open up opportunities to develop collaboration and partnerships with other stakeholders (State, research sector) with a view to extending the assessment's final scope.

"30' OF DAILY PHYSICAL ACTIVITY AT SCHOOL" PROGRAM

"I feel really healthy after these sessions. They allow me to get some exercise and have fun at the same time with my friends."
— Marie, 8 years old

SOME KEY FIGURES :

+1.3 M
children involved

1 sports kit provided to each school in partnership with the French National Sports Agency

+30%
of primary schools involved so far: over 10,000 schools registered

OPTIMISING THE OPPORTUNITIES CREATED BY THE GAMES IN TERMS OF EMPLOYMENT AND FOR BUSINESSES AND REGIONS

Acting with regions to ensure small businesses and local residents can access tendering and employment opportunities of the Games

First set of results

72% of Paris 2024 contracts awarded to very small, small and medium-sized businesses

55% of contracts involving Pulse (Paris 2024's headquarters) awarded to SSE structures, including 6 local businesses in Seine-Saint-Denis

150,000 jobs mobilised by the Games:

- **78,300** in organisational roles
- **60,000** in tourism roles
- **11,700** in construction roles

HARNESSING SPORT TO IMPROVE EDUCATION

Supporting projects that increase the reach of sport in students' lives, instil a love of learning and improve academic achievement, raise awareness about the Games and its values, and promote civic engagement and community spirit

First set of results

Trial run of the **30'** of Daily Physical Activity at school program :

- **+1,3** million students involved
- **+30%** of primary schools involved so far (more than 10,000 schools registered)
- Objective: extend the initiative to **100%** of schools by 2024

+6,800 schools awarded the Generation 2024 label

2 M students involved in Olympic and Paralympic Week activities since 2017

Paris 2024 endowment fund: support provided to over **70** projects that use sport to encourage children to return to education and achieve academic success

HARNESSING SPORT TO IMPROVE HEALTH

Supporting projects that combat sedentary behaviour, physical inactivity and obesity, improve access to sport in areas with a lack of facilities, promote the role of sport as a prevention and treatment tool, etc.

First set of results

€1 M invested in reducing inequalities in access to sport and healthcare in areas in need across the Greater Paris region

30' of Daily Physical Activity: 30-minutes-a-day challenge set for 600,000 employees across the companies sponsoring Paris 2024

Active design: **6** urban areas (Bourges, Châtellerault, Limoges, Plaine Commune, Saint Dizier and Saint-Omer) transforming public areas as part of a pilot scheme

Paris 2024 endowment fund: support provided to over **75** projects that combat sedentary behaviour and improve access to sport

HARNESSING SPORT TO IMPROVE INCLUSION

Supporting projects that harness sport to promote equality, combat discrimination and facilitate social inclusion and professional integration

First set of results

Job dating « Impact 2024: From stadium to employment » : **38** sessions organised in France between 2019 and 2021, enabling participants to showcase their interpersonal skills and open up career opportunities while taking part in sport

- **60%** of participants in employment or training
- Objective for 2022 **100** sessions in France

Athlètes-entrepreneurs : **52** athletes provided with support for projects with a social and environmental impact since 2021

- Athletes from **14** countries
- **32** projects in Africa
- **+80** athletes to receive support by 2024

Paris 2024 endowment fund: support provided to over **+160** projects that harness sport to promote inclusion, equality and solidarity

All of the actions can be found in the Paris 2024 Legacy & Sustainability Plan (see below).

HELPING ASSESS THE SOCIAL IMPACT OF SPORT:

To show the social impact of sport and promote a harmonised method, the Paris 2024 Endowment Fund is committed to supporting laureate projects of the Impact 2024 calls for projects with their own assessment approach.

From 2022, laureate projects will be able to benefit from support, including resources, tools and training courses.

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DIFFERENT LEVELS OF SUPPORT

1 USE OF SELF-ASSESSMENTS

Asking each Impact 2024 laureate project to complete a self-assessment to determine their initial level of knowledge, identify their needs and direct them towards appropriate support tools.

METHOD

➜ Forms, handbooks, overview of the tools available

2 PROVISION OF RESOURCES

Offering a variety of resources ranging in complexity that explore the assessment process and methodology to get Impact 2024 laureate projects started.

METHOD

➜ Tutorials and videos, methodological guides, self-assessments

3 GUIDANCE

Providing tailored support to ensure Impact 2024 laureate projects can assess the social impact of projects in line with Paris 2024's ambitious approach.

METHOD

➜ Introductory seminars, targeted and tailored webinars, feedback

SHARED APPROACH

Alongside the social impact assessment approach led by Paris 2024, the French State and the Paris Region's major municipalities have agreed to carry out, from 2024, several studies to assess the impact of the Olympic and Paralympic Games on France and more specifically on the various host communities, taking into consideration the legacy and support policies planned by all of the public bodies.

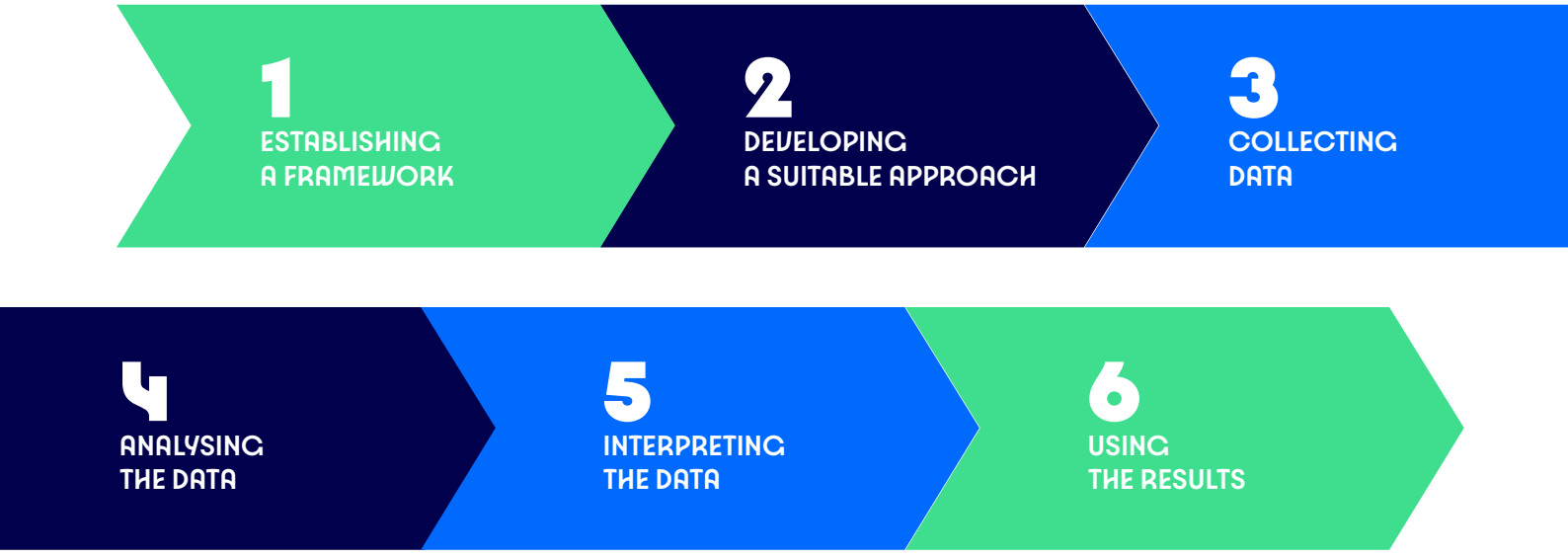
STATE ASSESSMENT PROGRAM

13 studies around three core pillars:

- **Sport:** development of participation, high performance, learning to swim in Seine-Saint-Denis, analysis of Games audiences;
- **Socio-economic impact:** economic benefits, benefits in terms of employment, impact on GDP, tourism, economic catch-up for Seine-Saint-Denis, overall cost-benefit analysis;
- **Environmental and community issues:** environmental impact, accessibility for people with disabilities, swimming water status for the River Seine, impacts on urban development.

PARIS 2024'S ASSESSMENT APPROACH:

Paris 2024 wanted to align its assessment strategy with a progressive approach, from the definition of a robust frame of reference through to the appropriate use of the results obtained.



1. METHODOLOGY ADOPTED: THEORY OF CHANGE

The Theory of Change is a method that explains how a given intervention, or set of interventions, is expected to lead to specific development change, drawing on a causal analysis based on available evidence. This approach is broken down into several key stages.

PARIS 2024'S CHOSEN ASSESSMENT APPROACH

IDENTIFY WORTHY CAUSES

Identifying social causes that can be supported through the Games is a key part of the assessment process.

EXAMPLE: «Network of para-hosting clubs" (an Impact 2024 laureate project)

Helping to break down the many barriers people with disabilities face in relation to inclusion and social integration

SET OBJECTIVES AND SUB-OBJECTIVES

Setting clear goals is a key part of the assessment process, as they make for more purposeful projects.

Harness sport to change the way people think about disability

TAKE ACTION

At least one measure should be implemented for each strategic objective.

As part of the project, sports club staff and leaders receive training on how to cater for members with disabilities

USE OUTPUT INDICATORS

Taking action requires a certain level of (human, financial, public, private, etc.) resources.

Number of beneficiaries, number of training courses, number of sports sessions specifically for, or open to, people with disabilities

USE OUTCOME INDICATORS

Outcome indicators measure short- and long-term impacts of projects to determine whether the measures taken have positively or negatively affected people.

1/ Social integration of club members with disabilities

2/ Changes in staff's and fellow club members' attitudes towards people with disabilities

2. OPERATIONAL IMPLEMENTATION

a. Data collection

This is a key stage in the assessment process. The data collected as part of the assessment approach will be both quantitative (amounts invested / committed, number of actions deployed or beneficiaries, etc.) and qualitative, with the objective to be able to assess, as accurately as possible, the effects generated by the actions put in place, looking beyond simple indicators with figures.

Three different levels of data to be collected have been determined:

→ **Level I:** use of existing data that will be compiled using a specific inventory platform developed by Paris 2024 (see below).

→ **Level II:** collection of data through partnerships with stakeholders from the academic world in order to provide specific insights and contribute to efforts to scientifically assess the social impact of sport.

→ **Level III:** ad hoc studies on specific indicators in line with the requirements identified. This approach has already been tested on several occasions (see “4. Our initial areas of work”) page 10).

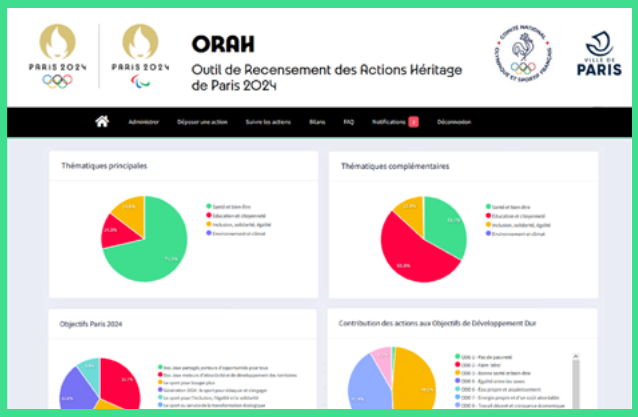
COLLECTION OF LEVEL I DATA WITH THE LEGACY INVENTORY PLATFORM (ORAH)

orah.paris2024.org

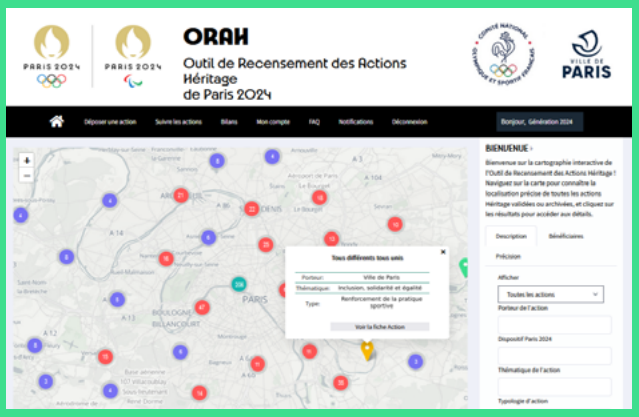
To collect the Level I data, which are essential for assessing the impact of the Games, Paris 2024 has set up a Legacy Inventory Platform (ORAH).

Operational since 2021 and jointly funded by the French National Olympic and Sports Committee (CNOSF) and the City of Paris, ORAH aims to meet the following objectives:

- Enabling project owners to promote and value their contribution to the Paris 2024 Legacy and the United Nations Sustainable Development Goals thanks to tools that are free to access for the platform’s users: a graphic dashboard, a series of summary fact sheets and an interactive map.
- Checking that the distribution of the projects from the Legacy & Sustainability strategy – particularly the projects supported by the Paris 2024 Endowment Fund – across different communities and different fields is balanced.
- Supporting the Paris 2024 social impact assessment protocol: thanks to the data collected, this protocol will make it possible to accurately assess the results of the Paris 2024 Legacy & Sustainability strategy and its contribution to the United Nations Sustainable Development Goals.



Dashboard making it possible to track and promote key information for projects identified on ORAH



Interactive map making it possible to consult the projects identified on ORAH

b. Data analysis

The data collected will then be analysed. This stage will focus in particular on the existence of a direct causal relationship between the initiatives assessed and the changes observed.

c. Publication of results

The results obtained will make it possible to support three assessment reports: a report one year before the Games (summer 2023); a report one year after the Games (summer 2025); a report five years after the Games (summer 2029). In line with the commitment to help continuously improve practices, these reports will be published.

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"NETWORK OF PARA-HOSTING CLUBS" PROGRAM*

"I feel more integrated in my day-to-day life: there are no differences between club members whether or not they have disabilities. We are all athletes."
— Cédric – Athlete with disability, US Metro

SOME KEY FIGURES ABOUT THE IMPACT 2024 CALL FOR PROJECTS:

+ 600
Impact 2024 laureate projects since 2020

€ 27 M
invested in promoting the social impact of sport (with €10 million from the Paris 2024 endowment fund and €17 million from co-financiers)

100 %
of projects involving the sporting movement

+ 2M
direct beneficiaries

*An Impact 2024 laureate project supported by the French Paralympic and Sports Committee and the City of Paris, with the Departmental Handisport Committee and the Departmental Adapted Sport Committee.

OUR INITIAL AREAS OF WORK:

Two core documents:

- **The Legacy and Sustainability Plan,** which presents the commitments set out by Paris 2024 and its stakeholders in this area.
- **The Sustainability and Legacy Report,** which presents some of the first major achievements by Paris 2024 and its ecosystem. This document includes 15 fact sheets that summarise the approach adopted by the Organising Committee for the Paris 2024 Olympic and Paralympic Games faced with the current environmental and social challenges identified.

In addition, research work has already been carried out in several areas to provide specific insights and put in place dedicated solutions:

→ Optimising the opportunities created by the Games in terms of employment and for businesses and regions:

- **Paris 2024 job mapping and analysis** (CDES/ Amnyos; 2019 and 2021): a study to precisely identify the jobs and training programmes required for preparations to stage the Olympic and Paralympic Games. This study was carried out in 2019, then updated following the health crisis, under a commitment to develop employment and skills (EDEC) set up between the French State, Paris 2024, the two Skills Operators (AFDAS and AKTO) and the 19 industries concerned by events-related professions. A dedicated decision-support tool for Paris 2024, it makes it possible to quantify and qualify the jobs required for the Games. The other actions carried out as part of the EDEC commitment will make it possible, thanks to this map, to promote events-related jobs, rally audiences around recruitment opportunities, and launch innovative recruitment actions with the companies involved in the Games.

→ Harnessing sport to improve health:

- **Study into the benefits of participation in exercise and sport for children** (Sport & Citizenship; 2019): carried out in 2019, this mission aims to identify ways to tackle sedentary lifestyles among children with a view to supporting Paris 2024's action. This study helped Paris 2024 to develop its "Bouger plus" (Moving more) action plan for the Generation 2024 (e.g. "30' of Daily Physical Activity at school" programme, etc.).
- **Study into the benefits of participation in exercise and sport at work** (ONAPS; 2021): carried out in 2021, to show how exercise and sport can positively impact the workplace. This study, combined with the Paris 2024 programmes (e.g. active design in companies and preventative warm-up sessions on Games construction sites), aims to ensure the sustainability of the actions taken.
- **Regional review of physical activity, sedentary lifestyles and health** (ONAPS; 2021). The French National Observatory for Physical Activity and Sedentary Behaviour (ONAPS) proposed to trial a local assessment method aimed at promoting exercise and tackling sedentary lifestyles, with a view to identifying best practices that can be deployed subsequently.
- **Three studies concerning operational solutions to promote active design:**

→ in schools (Novascopia; 2020)
→ in cities (Urbanova; 2021)
→ in companies (Urbanova; 2021)

→ Harnessing sport to improve inclusion:

- **A study into the obstacles and catalysts for participation in sport among people with disabilities** (Observatoire de Recherche sur les Méga-Evènements – ORME; 2019): the findings from this socio-sports study showed that the second obstacle, after information on the opportunities available to people with disabilities, was training for clubs on how to welcome participants. Based on this observation, the French National Paralympic Committee (CPSF) and the City of Paris, working with the Regional Disability Sports Committee and the Regional Adapted Sports Committee created the "Network of para-hosting clubs" in order to train staff and leaders of sports clubs to welcome participants with disabilities.
- **Women's sports survey** (Kantar; 2022): carried out as part of an initiative by Française des Jeux (FDJ), a Paris 2024 sponsor, this review takes stock of participation in sport among women in France and provides insights into the obstacles holding them back and the motivating factors encouraging them to get involved. Based on this review, FDJ wanted to link up with the Impact 2024 call for projects to support initiatives encouraging women to get involved in sport.

THE SUPERVISING COMMITTEE OF EVALUATION:

Paris 2024's assessment approach will be overseen by a Supervising Committee of Evaluation made up of experts from France and other countries. They will provide an independent view on the work carried out in order to ensure the most rigorous and scientific approach possible for the assessment.

HOLGER PREUSS *President of the Supervising Committee of Evaluation*	Professor in economics and sociology of sport	Mainz University
MARIE DELAPLACE	Professor of regional development and planning	Gustave Eiffel University
DOMINIQUE CHARRIER	Lecturer	Paris-Saclay University
TANIA BRAGA	Head of Legacy	International Olympic Committee (IOC)
SYLVAIN FEREZ	Lecturer	Montpellier University
KAREN MAGUIRE	Head of the Local Employment, Skills and Social Innovation Division	Organisation for Economic Co-operation and Development (OECD)
GRACE LILLEY	Head of Legacy, Birmingham 2022 Commonwealth Games	UK Department for Digital, Culture, Media & Sport
THIERRY SIBIEUDE	Professor, Social Entrepreneurship and Innovation Chair	ESSEC Business School
ETSUKO YAMADA	Head of International Sport for Development	Japan Sport Council

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